



Leading Beyond Projects

Learn the three critical skills that will allow you to leverage your PM experience and prepare you for a move into senior leadership within your industry or elsewhere.

BONUS
PMPs receive
21 PDUs!

Increase your focus, competence and self-confidence as a business leader.

Today's organizations are looking for tomorrow's leadership team, and project managers make great leaders! As an experienced PM, the next step in your career could very well take you to the senior leadership level. But how do you get there? What will it take to get you ready for this next level? How can you move from a management position to one of senior leadership within your industry or elsewhere?

This three-day workshop will give participants a solid understanding of the three key elements that PMs need to embrace to become great leaders:

- 1) Strategic thinking and planning,
- 2) Business acumen for thinking beyond projects and
- 3) Communication skills that inspire confidence.

Participants will come away from the program inspired to reach to the next level, and armed with a new roadmap for their careers — their own professional strategic plan to guide them on the journey to senior leadership.



Delivered simultaneously across Canada by the University Executive Education Network partner schools.



Online Virtual Classroom Format

6x 1/2 days (3.5 hour sessions)

June 8, 9, 14, 15, 17, 18, 2021

Select your university at registration and attend the live virtual classes at the time indicated.



Gustavson School of Business, University of Victoria

• 8:30 am – 12:00 pm PDT



Schulich Executive Education Centre, York University

• 11:30 am – 3:00 pm EDT



Carleton University, Sprott School of Business

• 11:30 am – 3:00 pm EDT



Saint Mary's University, Sobey School of Business

• 12:30 – 4:00 pm ADT



Memorial University, Gardiner Centre

• 1:00 – 4:30 pm NDT

Benefit by attending with project managers from across Canada!

The virtual classroom features the new, secure ZOOM video-conferencing platform and recreates the in-class experience with:

- Multi-modal presentation of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and fellow participants



Delivered in partnership with



21 PDU



21 CPD

Register Today / Complete Details

smu.ca/leadingbeyondprojects

Top Take-Aways

- Familiarity with the strategic planning process
- Increased awareness of the factors that guide and impact strategic thinking
- Strategic options and mechanisms for choosing the right course of action
- Key business leadership mindset questions to ask
- Systematic ways to identify and assess key business problems and opportunities
- Critical thinking skills using proven leadership tools and techniques.
- Improved efficiency and effectiveness when planning and implementing change initiatives
- Communicating with authority
- How to ensure you build your on-the-job credibility
- Understand the art and science of modern decision-making techniques
- Present thoughtful, organized messages to connect and persuade your listeners

Who Should Attend

The program is designed for individuals with prior experience in the discipline of project management, including:

- Project Management professionals
- Graduates of the Schulich MCPM and other similar programs
- PMPs

Instructors

Wissam AlHussaini, PhD, is an instructor of strategic management and leadership at the Schulich School of Business.

Gail Levitt, PhD, is a facilitator and coach specializing in influential leadership and strategic business management.

Diana Kawarsky, MA, CCP is a senior communications advisor with 20 years of experience working with Fortune 500 companies, universities and colleges.

Program Content

Strategy and Strategic Thinking

Learn the tools and frameworks for strategic decision-making. Cultivate a systematic way of thinking that enables you to develop comprehensive answers to key questions.

- ▶ Strategy vs. Business Model
- ▶ The Strategic Management Process
- ▶ External and Internal Environment Analysis
- ▶ Choosing the Right Strategy(ies)

Developing Your Business Acumen – Thinking Beyond Projects

Develop a CEO mindset that considers a wider scope. Learn the essential concepts, tools, techniques and skills needed to manage the entire business.

- ▶ Taking an inventory of your business acumen
- ▶ Identifying the business problem/opportunity
- ▶ Techniques to think strategically and critically
- ▶ Planning and implementing change

Leadership in Action

Leading effectively (colleagues, clients, and stakeholders as well as leadership, staff and management) is the key to taking your business initiatives to higher success levels.

- ▶ Develop effective leadership strategies
- ▶ Decision-making techniques that gain buy-in
- ▶ Connect with others to build solid network
- ▶ Assess your leadership style's credibility

Take your career to the next level by building the leader in you.

Leading Beyond Projects



Program Structure

- ▶ Delivered online in six half-day sessions of 3.5 hours each:
June 8, 9, 14, 15, 17, 18, 2021
- ▶ Each virtual class runs in the timezone at the time indicated

ZOOM Technical Requirements

- ▶ An internet connection – broadband wired or wireless (3G or 4G/LTE)
- ▶ Speakers and a microphone – built-in or USB plug-in or wireless Bluetooth
- ▶ A webcam or HD webcam - built-in or USB plug-in

Program Tuition

- ▶ \$1,950 + applicable taxes

Free Bonus eBooks

- ▶ By program director David Barrett and instructor Diana Kawarsky



Register / Complete Details

smu.ca/leadingbeyondprojects

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