



# CREATIVITY AND PROJECT MANAGEMENT

## **תיאור הקורס**

Project management is a well-proven method to deliver a specific outcome to a customer. The outcome can be a tangible product or something much less tangible (such as a change management program). The customer can be internal or external.

What projects have in common is that they are multidisciplinary and team members have to learn to work together, they need to be both creative and disciplined, and to work to a common aim. The project manager has to steer the team to deliver what is needed.

Approaches are needed that supplement the science of project management with the art of project management. This will improve project effectiveness, efficiency and success rate. Helping the team to deliver the right outcomes in the right way.

Interviews of scores of experienced major project managers and leaders of project companies revealed that PM literature and training focus on the science or process of PM. While the actual result is insured by the "art" of PM.

Our experience is strongly in agreement with the need for "art" and the "science" of PM.

Company Results in like industries or divisions within Companies are 20% - 33% higher when the right organizational climate is present. "Healthy" companies increased their earnings by 18%.

Leadership style is part of the "art" of project execution.

This course is available in three different programmes:

- ☐ A One Day Introduction Programme that introduces participants to the art of project management.
- ☐ A Two Day Immersion programme that explores the art of project management in more depth.
- ☐ A Five Day Block Week, which fully explores the depth and breadth of the art and science of project management.

The 5-Day Block Week will run on consecutive days. The first day of the block week constitutes the Introduction Programme, and participants may choose to only attend this first day.

The first two days of the block week constitutes the Immersion Programme, and participants may choose to only attend the first two days.

Participants may also choose to complete the full 5 days.

For more information, please download our full course prospectus at the top of the 'Courses' section.

## **תוצאות הלמידה**

- ☐ Understanding of the importance of both the art and science of project management
- ☐ Ability to identify when art is more important than science
- ☐ Ability to identify when science is more important than art
- ☐ To understand that 'it is not just about process'; it is also about people. Ability to balance process with human factors.
- ☐ Ability to effectively reflect on both colleagues and one's own experiences.

## **למי מיועד הקורס**

- ☐ Anyone who leads projects.
- ☐ Anyone who is part of a project team
- ☐ Experienced Project Managers and team members who want to improve their effectiveness
- ☐ New hires who need to understand Project Management

## **מחירי הקורסים**

Early Bird: 2,700 CHF. Regular Rates: 3,000 CHF

## **משך הקורס**

5 days

## המרצה



Shaun West

GE עבור (aftermarket) שון ווסט עבד במשך 18 שנים בתחום השרותים של אחרי המכירה בריטניה) לפני (RWE -שווייץ) ו Sulzer Rotating Equipment Services (איטליה), Energy Services ב כל אחד מהתפקידים התמחור היה תמיד היבט Hochschule Luzern.שעבר לתפקידו האקדמי ב וחוזי שירות. כיום, בתפקידו האקדמי, הוא M & A חשוב, מאמידת יצירת הערך, לעסקאות מפגיש את ניסיונו התעשייתי עם המכללה האקדמית כדי לחקור ולהפיץ נושאי מפתח הקשורים במערכות שירותי מוצרים, בעיקר בסביבה תעשייתית.



Jim Siler

Jim Siler specialized in building plants for the Power, Energy, Waste, Oil & Gas industries. His earlier career with GE and then ABB were focused on international projects in every corner of the world.

His strength is an ability to see differences between reflexive activities and behaviors that impeded

progress or expose organizations to risks.

Today he lectures, consults and mentors on leadership, change process and project execution.