

# Executive Strategy and Management (ESM01)

## **Course Introduction**

2m

Course Introduction  
Agenda

## **Section 01 - The Basics of Project Management**

47m

The Basics of Project Management  
What is Project Management?  
Projects vs. Operations  
Projects vs. Operations Cont.  
The First Rule of Projects  
The Triple Constraints  
The Facts  
What Knowledge Do You Need?  
Certification  
What Is Project Management All About?  
So How Does An Organization Attain Predictable Results?  
Project Boundaries  
The Basics of PM  
The Spectrum Diagram  
PMBOK Guide Knowledge Areas  
Every Project Should Have  
The Major Project Documents  
The Project Charter  
The Statement of Work  
The Project Management Plan  
The Project Data Sheet (PDS)  
The Reporting Information Flow  
The Basic Planning Steps

## **Section 02 - The Keys to Success**

25m

The Keys to Success  
Why Projects Fail  
Performance and Maturity  
Elevation Equals Performance  
How Are We Doing???  
The Big Ideas  
What Causes Delays

## **Section 03 - Strategy Basics**

36m

Strategy Basics  
Scorecard Need Assessment  
Scoring  
The Value of Organizations  
Financial Measures, Why They Fail  
Barriers to Implementing Strategy  
The Balanced Scorecard  
Roles and Responsibilities  
Terms  
Terms p.2  
A Sample Strategy Map  
The Balanced Scorecard, Cont.  
The Nonprofit Balanced Scorecard

The Customer Perspective  
The Internal Process Perspective  
The Financial Perspective  
The Employee Learning and Growth Perspective  
Deciding Who Should Implement  
Mission, Values, Vision and Strategy  
Five Key Questions For Change  
The Mission Statement  
The Mission Statement p.2  
The Mission Statement - Gast's Law  
Core Values – Key Questions  
Course Closure  
Concluding Thoughts  
Six Things to Do When You Get Home  
You Must Invert The Pyramid

Final Exam

Total Duration: 1h 50m