



Project Management

Strategic and Financial Management of Projects

“In Strategic and Financial Management of Projects managers are introduced to the general principles of project strategy and the concept of unified strategic execution.”

Workshop Overview

Often project managers understand the management of project schedules and activities. They understand the strategic and financial management of projects less often, and they seldom understand the dynamic link between strategic and financial management of projects. In *Strategic and Financial Management of Projects* managers are introduced to the general principles of project strategy and the concept of unified strategic execution. They are shown how to link project strategy to market research data for their market-driven projects. Similarly, managers are given a project financial management template and shown how to manage the costs, revenue, profit, and cash flow of their projects. They are introduced to scenario planning and the dynamic relationship of time, cash flow, profit, and return on investment. They are shown how to relate the management of project schedules and the management of financial results. Moreover, managers are shown how to manage the dynamic relationship of project strategy and financial results. In this manner, project managers are equipped to lead the critical process of balancing value, quality, time, risk, and financial returns.

Workshop Objectives

1. Managers understand how to establish, execute, and manage a project strategy.
2. Managers understand how to interpret market data and relate market data to the strategic management of their projects.
3. Managers understand how to use the financial management template presented in the workshop. They understand how to use scenario planning to identify management scenarios that lead to the most valuable balance of project objectives.
4. Managers understand how to balance the strategic objectives of a project with the financial objectives of a project.

Take-Home Value for Managers and their Company

1. The fundamental objectives of projects are clearly identified. Managers are well equipped to manage their projects to meet project objectives, understanding how to approach the

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optimization of competing and sometimes conflicting project objectives in the course of project execution.

2. Project decisions are well thought-out. Project decisions result in higher value to the company.
3. Projects more consistently meet their objectives.

Time Frame

2 days

Post-Workshop Coaching

Steve Dudley Associates is committed to the successful application of our workshop materials. We offer one-on-one coaching as a value-added option for each of our workshops. Please click on the “Coaching” tab to see a description of our workshop follow-up coaching program.

Workshop: *Strategic and Financial Management of Projects*

Recommended coaching sessions: 4-6

Suggested areas of coaching support:

- Developing a clear set of project objectives and a clear strategy for accomplishing these objectives.
- Understanding how to access, interpret, and use market data in the management of project strategies.
- Using the financial management template to effectively manage the financial outcomes of projects.
- Balancing value, quality, time, risk, and financial returns to achieve the best optimized accomplishment of project objectives.