



## Project & Portfolio Value Creation

*Building capabilities and value, One block at a time*

### PREPARING NEW STRATEGIES FOR THE EMERGENCE FROM RECESSION

*Managing The Short-Term To  
Preserve The Long-Term*

*Pharma & Biotech, Consumer Goods, IT, and  
Financial Services*



*Friday, October 23, 2009 Wilmington, Delaware*

INTENSIVE BOOTCAMP FOR EXECUTIVES WHO SPECIALIZE IN:

PROJECT MANAGEMENT . PORTFOLIO MANAGEMENT . STRATEGIC & BUSINESS  
PLANNING . PRODUCT DEVELOPMENT . BUSINESS DEVELOPMENT

#### LEARN HOW TO:

- ◆ *Quantify short-, mid-, and long-term objectives and assess alternatives to create Portfolio value in accordance with the organization's financial and risk tolerance*
- ◆ *Conduct Scenario and Business Planning analysis to determine alternative ways to build the Portfolio over a multi-period horizon*
- ◆ *Generate actionable strategic alternatives for all discretionary Projects to ensure efficient usage of constrained budgetary and human resources*
- ◆ *Prioritize Projects using a robust, multi-objective methodology - MOPP<sup>SM</sup> that accommodates quantitative and qualitative objectives*
- ◆ *Maximize Portfolio value by adopting optimization methods that generate alternative Project combinations along the Efficient Frontier*
- ◆ *Build and refine Resource Management capabilities such that the most attractive Projects in the Portfolio are allocated required resources efficiently*

Register Online: [www.cdabusinessconferences.com/project.html](http://www.cdabusinessconferences.com/project.html)



The Project Management Series is Produced by Conference Development Associates

Customer Service: 212-541-4659

Sponsorship & Exhibitor Opportunities: 215-968-4593



# Project & Portfolio Value Creation

*Building capabilities and value, One block at a time*



## WORKSHOP LEADER

Dr. Richard Bayney is President & Founder of Project & Portfolio Value Creation (PPVC), a consulting boutique providing Training and Education in Project, Program, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is a Faculty member at University of Pennsylvania lecturing to graduate and executive students in (a) Project Portfolio Management and (b) Decision Modeling. Richard is a frequent speaker in 'Portfolio & Resource Management, Risk Analysis & Risk Management, and Strategic Planning in Drug Development' and is an Advisory Board Member to Cambridge Healthtech Institute.

Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. He has spent 11 years building and leading departments in Strategic Planning, Decision Analysis, and Portfolio Management, 2 years as an International Project Manager for a marketed cardiovascular drug, and 10 years in Molecular Biology research into gene expression in drug detoxification systems and in Alzheimer's Disease.

Dr. Bayney has implemented important processes and methodologies that have enabled organizations across diverse industries to realize a multitude of benefits:

1. New Product Development (NPD) & Stage Gate Review (SGR) process.
2. Project prioritization methodology from concept to commercialization.
3. Portfolio optimization methodology using budgetary and human resource constraints.
4. Sector focus and resource optimization.
5. Project, Program, Portfolio, and PMO capability maturity assessment.
6. Pipeline commercial forecasting and high risk options analysis.

Dr. Bayney obtained his M.Sc. and Ph.D. from University of London, MBA from Columbia University, and PMP from the Project Management Institute.

## Bootcamps and Executive Retreats

September 25, 2009

- ✓ **MASTERING BUILDING BLOCKS OF PROJECT PORTFOLIO MANAGEMENT**  
Maximizing Value From Constrained Resources

December 4, 2009 IT PM Focus

- ✓ **IT PORTFOLIO MANAGEMENT: Aligning and managing IT investments TODAY**  
To create enterprise value TOMORROW

February 2010 Executive Retreat

- ✓ **BEYOND PROJECT MANAGEMENT: Creating Competitive Portfolio Management Competencies**  
For Profitability For Profitability

Register Online: [www.cdabusinessconferences.com/project.html](http://www.cdabusinessconferences.com/project.html)



The Project Management Series is Produced by Conference Development Associates

Customer Service: 212-541-4659

Sponsorship & Exhibitor Opportunities: 215-968-4593

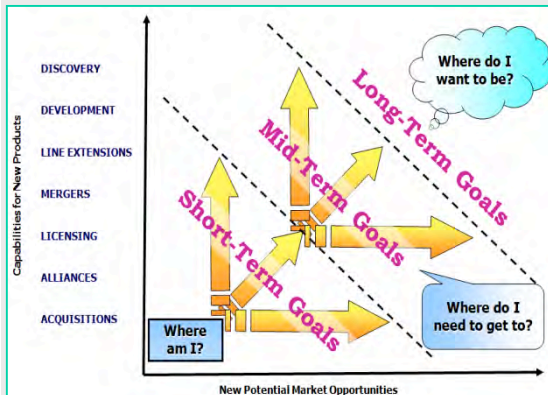


# Project & Portfolio Value Creation

*Building capabilities and value, One block at a time*

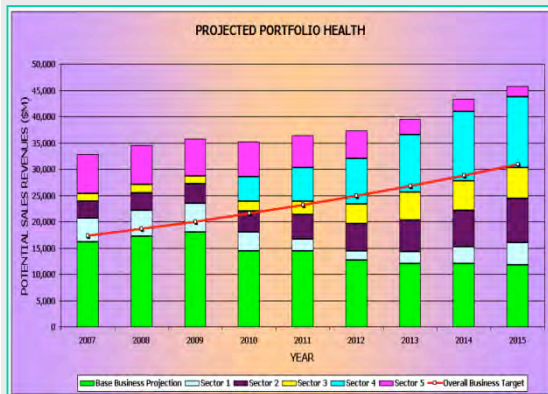
## SEMINAR TOPICS (I)

### ◆ Determine Where You Are, Where You Need To Get To, And Where You Want To Be



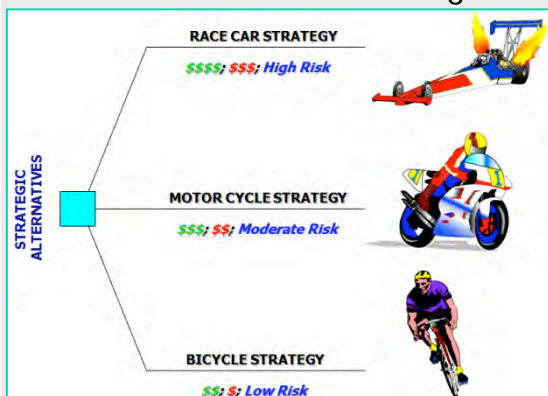
- Defining and quantifying where you are and where you want to be helps create a bridge that shapes what needs to be done to increase the chances of getting there
- Learn how to translate short-, mid-, and long-term goals into quantifiable strategic and financial objectives
- Training is provided in using a structured methodology to articulate what options are available to the organization to best attain its temporal objectives.

### ◆ Conduct Active Scenario And Business Planning



- Assessing what future states could look like and preparing for them is the best way to avoid being at the mercy of future competition
- Learn how to create a quantitative, multi-period Business Plan that consolidates base business and the emerging internal and external pipeline
- Training is provided in building a business model that aggregates current and future business contributors so that gap analysis can be undertaken seamlessly.

### ◆ Create Actionable Strategic Alternatives For All Discretionary Projects



- Generating actionable strategic alternatives for development and commercialization of all Projects enables efficient utilization of constrained resources
- Learn how to create compelling and actionable strategic alternatives that account for the organization's financial and risk tolerance
- Training is provided in quantifying the impact of the 4 business drivers – risk, value, cost, and time – on the risk-adjusted value each strategic alternative.



The Project Management Series is Produced by Conference Development Associates

Customer Service: 212-541-4659

Sponsorship & Exhibitor Opportunities: 215-968-4593

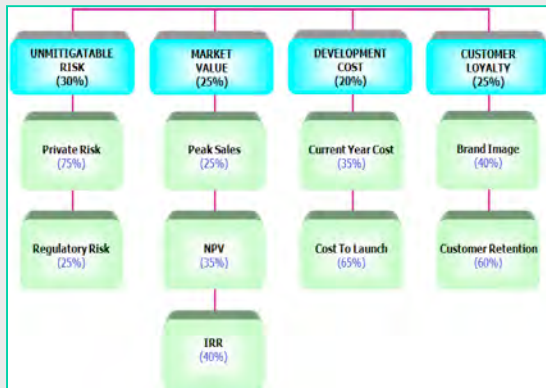


# Project & Portfolio Value Creation

*Building capabilities and value, One block at a time*

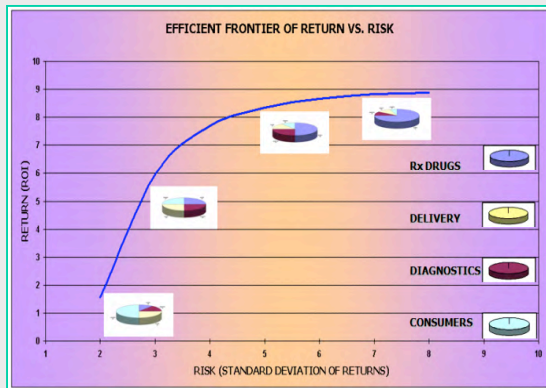
## SEMINAR TOPICS (II)

### ◆ Prioritize Projects Using Quantitative & Qualitative Metrics



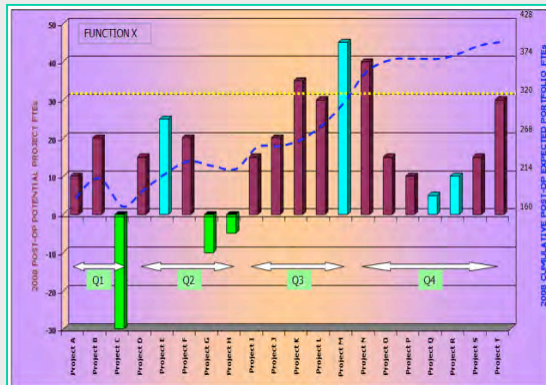
- Establishing Project priorities is a critical facet of successful budgetary and functional resource allocation for Portfolio Management
- Learn how to create a hierarchy of quantitative and qualitative objectives that enable Projects to be assessed for prioritization
- Training is provided in a multi-objective methodology – *MOPP<sup>SM</sup>* – that enables rank ordering based on weighted aggregate Project scores.

### ◆ Maximize Portfolio Value Using Optimization Techniques



- Maximizing financial Portfolio value depends on selecting a combination of Projects that optimally utilizes constrained \$ and FTEs
- Learn how to create simple Excel models with stated objectives, constraints, and requirements for optimization
- Training is provided in how to frame and present optimization results to facilitate Portfolio decision-making.

### ◆ Conduct Effective Resource Allocation And Management



- Instilling discipline in Resource Management is a prerequisite for ensuring that Projects do not encounter resource bottlenecks that destroy Portfolio value
- Learn how to generate a Project Inventory that takes committed resources into account and examines future resource needs
- Training is provided in Project resource projection methodologies to determine the risk of exceeding binding resource constraints.



The Project Management Series is Produced by Conference Development Associates

Customer Service: 212-541-4659

Sponsorship & Exhibitor Opportunities: 215-968-4593



# Project & Portfolio Value Creation

*Building capabilities and value, One block at a time*

## AGENDA AT A GLANCE

7:00 AM - 8:00 AM	Registration and continental breakfast
8:00 AM - 8:15 AM	Opening Remarks
8:15 AM - 10:30 AM	Workshop session
10:30 AM - 11:00 AM	Networking break, refreshments, demos
11:00 AM - 12:00 PM	Workshop session
12:00 AM - 1:30 PM	Lunch and crossfire debate
1:30 PM - 3:00 PM	Workshop session
3:00 PM - 3:30 PM	Demonstration break
3:30 PM - 5:00 PM	Workshop session
5:00 PM	Conclusion of workshop
5:30 PM	Wine and cheese reception

Register Online: [www.cdabusinessconferences.com/project.html](http://www.cdabusinessconferences.com/project.html)



The Project Management Series is Produced by Conference Development Associates

Customer Service: 212-541-4659

Sponsorship & Exhibitor Opportunities: 215-968-4593