

# From Average to Awesome: Taking Your PM Skills to the Next Level

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SIUE Project Management  
Symposium  
November 16, 2012

# Facilitators

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- ❑ Denise Callahan

PMO Manager – Doe Run

- ❑ Bruce Tons

Vice-President, Security Officer – Rabo  
AgriFinance

- ❑ Lethia Owens

[igniteyourpower.com](http://igniteyourpower.com)

- ❑ Mary Ann Gates

Director, USDA Rural Development – UniSys

# Agenda

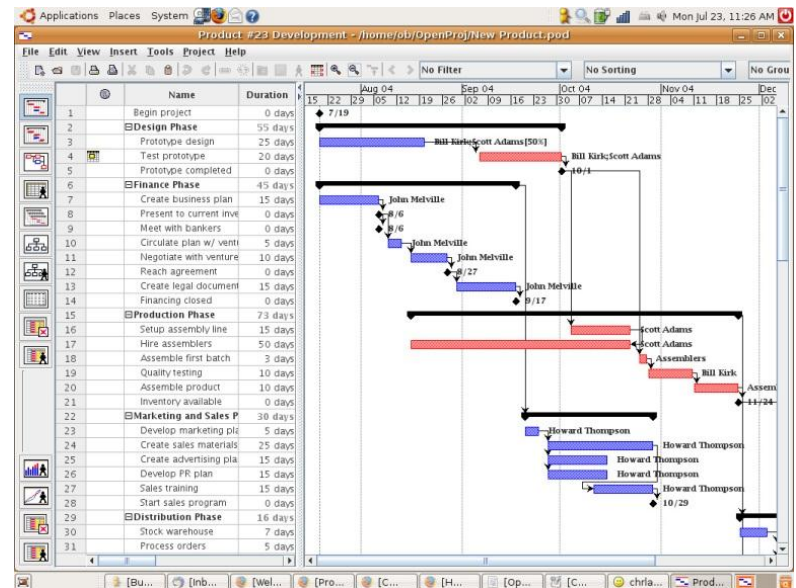
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- ❑ Skills for effective project managers
- ❑ Improving key project management skills
- ❑ Marketing your improved project management skills

**“Project Management is the art and science of converting vision into reality and abstract into concrete”**

# Technical Skills – the “science”

- Scope
- WBS
- Schedules
- Resource allocation
- Baseline budgeting
- Status reports



# Effective PMs focus on the “art”

- ❑ Stakeholder partnership
- ❑ Judgment
- ❑ Risk management
- ❑ Team leadership
- ❑ Ownership and commitment
- ❑ Communication



# Stakeholder Partnership

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- ❑ Identifies key stakeholders
- ❑ Develops relationships – spends time getting to know key stakeholders, what they want and how to work with them
- ❑ Builds coalitions of critical supporters
- ❑ Sets expectations
- ❑ Manages competing needs
- ❑ Communicates effectively by adapting style

# Judgment

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- ❑ Makes good decisions in ambiguous situations
- ❑ Balances execution with risk
- ❑ Has the inner confidence to ask dumb questions
- ❑ Plows through jargon, implicit assumptions and unstated relationships

# Risk management

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- ❑ Anticipates and mitigates major risks
- ❑ Understands project interdependencies
- ❑ Aligns decisions with company risk profile
- ❑ Minimizes impact of change on project delivery



# Team leadership

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- ❑ Identifies specific interests, motivations, strengths and weaknesses of others
- ❑ Motivates team to support organizational goals
- ❑ Develops staff skills
- ❑ Assigns the right person to each task
- ❑ Operates through interpersonal ad hoc agreements, on the basis of personal credibility, rather than relying on rank

# Ownership and commitment

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- ❑ Holds self accountable for project problems
- ❑ Sense of ownership and mission – responsible for the project and broader organizational issues
- ❑ React instinctively, rather than waiting for [...]
- ❑ Action orientation – reacts to problems energetically and with a sense of urgency

# Communication

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- Reflect on your job description:
  - Excellent verbal and written skills
  - Timeliness to deliver documents
- Know your audience
  - Does the Executive Committee really want to know about how many tons of concrete is needed or what firewall port needs to be opened?
    - What is the EC concerned about?

# Communication

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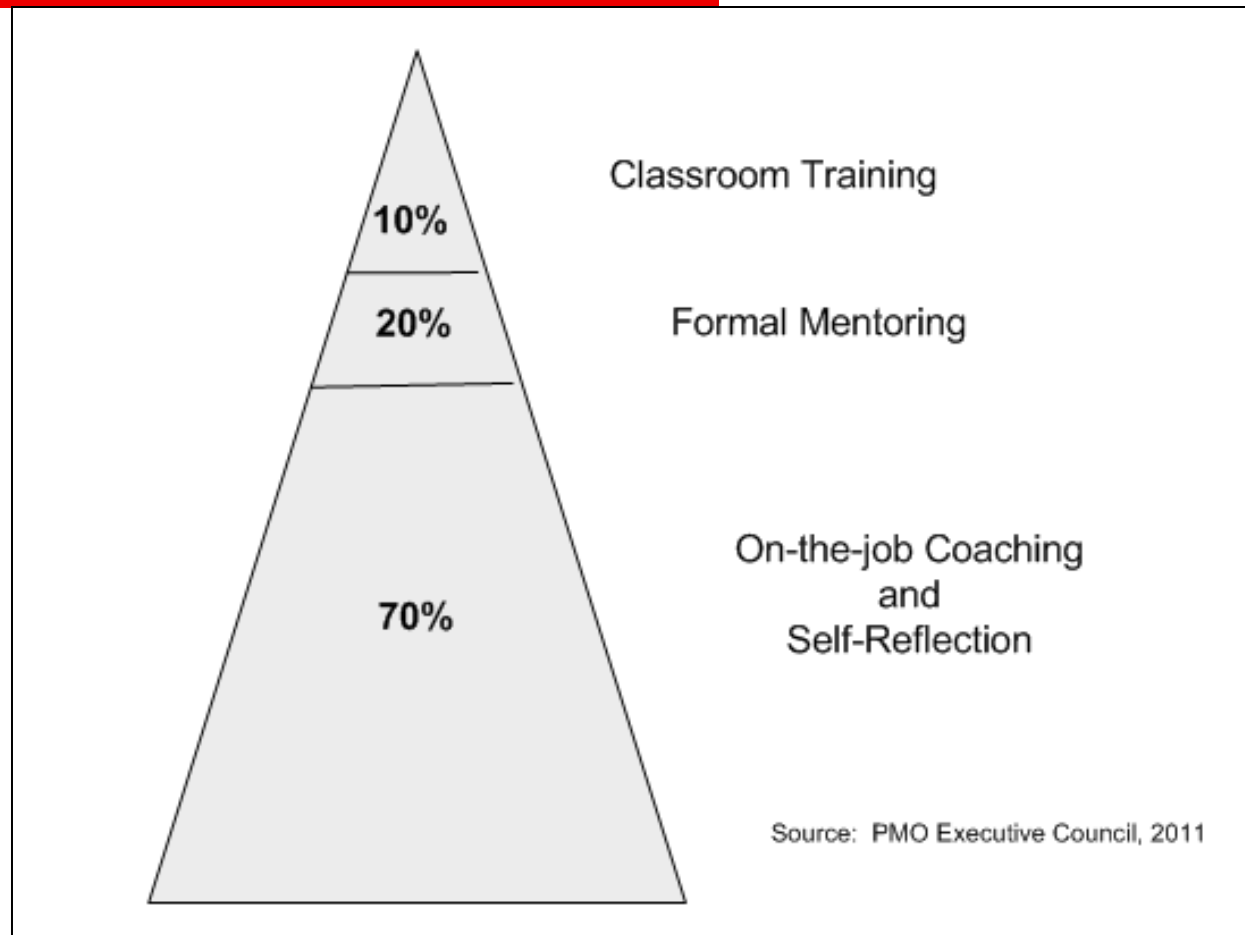
- What are the concerns of the day-to-day stakeholder team?
- Presentation skills
  - Proper Audio Visual equipment
    - Test it prior to meeting
    - Contingency Plan
  - Distractions
  - Busy Slides
  - Reading slides

# Communication

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- Keeping your audience engaged
  - Ask questions - examples
  - Ask for show of hands
- Don't write novels when bullets will suffice – who has the time to read pages and pages?
- Strong finish

# Developing Key PM Skills



# Classroom Training

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- ❑ Washington University, including project management roundtable
- ❑ SIU-Edwardsville
- ❑ St. Louis University
- ❑ Project Management Professional credential workshops
- ❑ Online training ([www.iil.com](http://www.iil.com), [www.esi-international.com](http://www.esi-international.com), [www.amanet.org](http://www.amanet.org), [www.pmi.org](http://www.pmi.org))

# Mentoring

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- ❑ Best mentors – PMs who are now executives
- ❑ Can help develop skills in the “art” of PM as well as help you build key relationships and networks across the company
- ❑ Shadow co-workers



# Self-reflection

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- ❑ Global Alliance for Project Performance standards ([www.globalpmstandards.org](http://www.globalpmstandards.org))
- ❑ PMI Path Pro for Practitioners ([www.pmi.org](http://www.pmi.org))
- ❑ Daily reflection
  - Top 3 things that made a difference
  - Top 3 things you did (or failed to do) that made a difference for the worst
  - Keep a list of difficult business interactions. Look for patterns.

# Self-reflection

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- Project lessons learned (survey team members and key stakeholders)
  - Did you understand your responsibilities?
  - How effective were team meetings?
  - How effective were issues managed?
  - What was the overall effectiveness of the project manager?

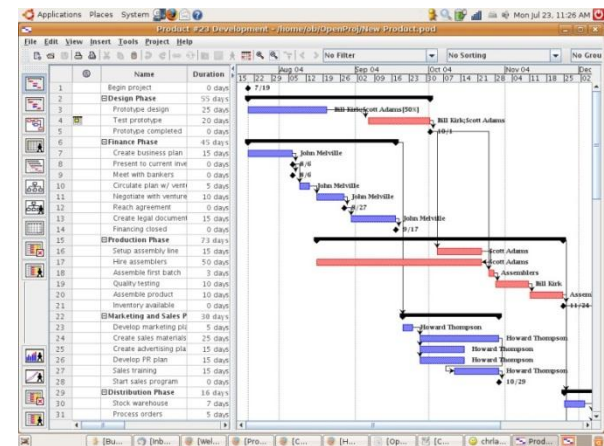
# On-the-job

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- Volunteer for:
  - Progressively harder projects and different types of projects
  - Projects with a wide variety of stakeholders
  - Areas related to project management (business process improvement, lean, portfolio management)
  - Help organize internal forums for sharing lessons learned
  - Areas to practice new skills

# Career development as a Project

- ❑ Create a plan for improving your skills
- ❑ Manage career development like a project
- ❑ Create a project plan with milestones, deliverables and deadlines



# Q and A

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# Managing Your Brand as a PM Professional

SIUE School of Business Project  
Management Symposium

By: Lethia Owens



Lethia Owens International Inc. :: [www.LethiaOwens.com](http://www.LethiaOwens.com) :: (800) 670-0712



**Your Current Leadership  
Brand Strategy...**

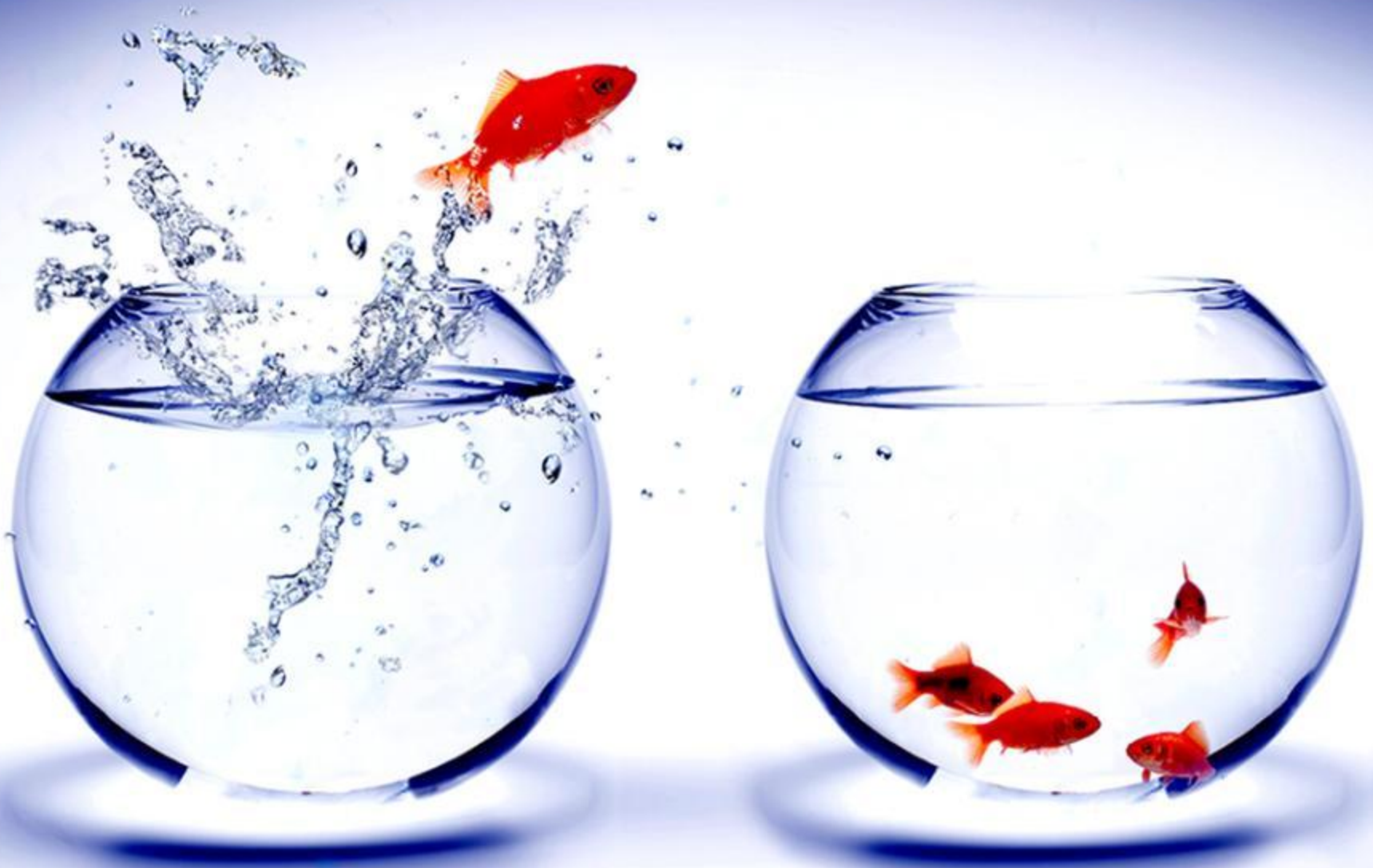
# Career Decisions, Decisions, Decisions







# **A Clear Leadership Brand Strategy**



“Success is not being perceived as being the best at what you do...”


“it’s being perceived as being  
the  
**ONLY ONE**  
who does what you do!”

Jerry Garcia of the Grateful Dead





**No One on Earth Exists Just Like You.**



**No One on Earth Exists  
Just Like You.**

You always have the power  
to reinvent your career.  
But with that power comes  
a significant responsibility:  
being accountable for  
your own success.



**BELIEVE IN  
YOURSELF!**



**Average Employees opt for safety  
over brilliance, security over  
satisfaction.**





**The Deeper You Dig...  
The Taller You'll Stand.**

What makes you unique makes you  
valuable and what makes you  
valuable can make you wealthy!



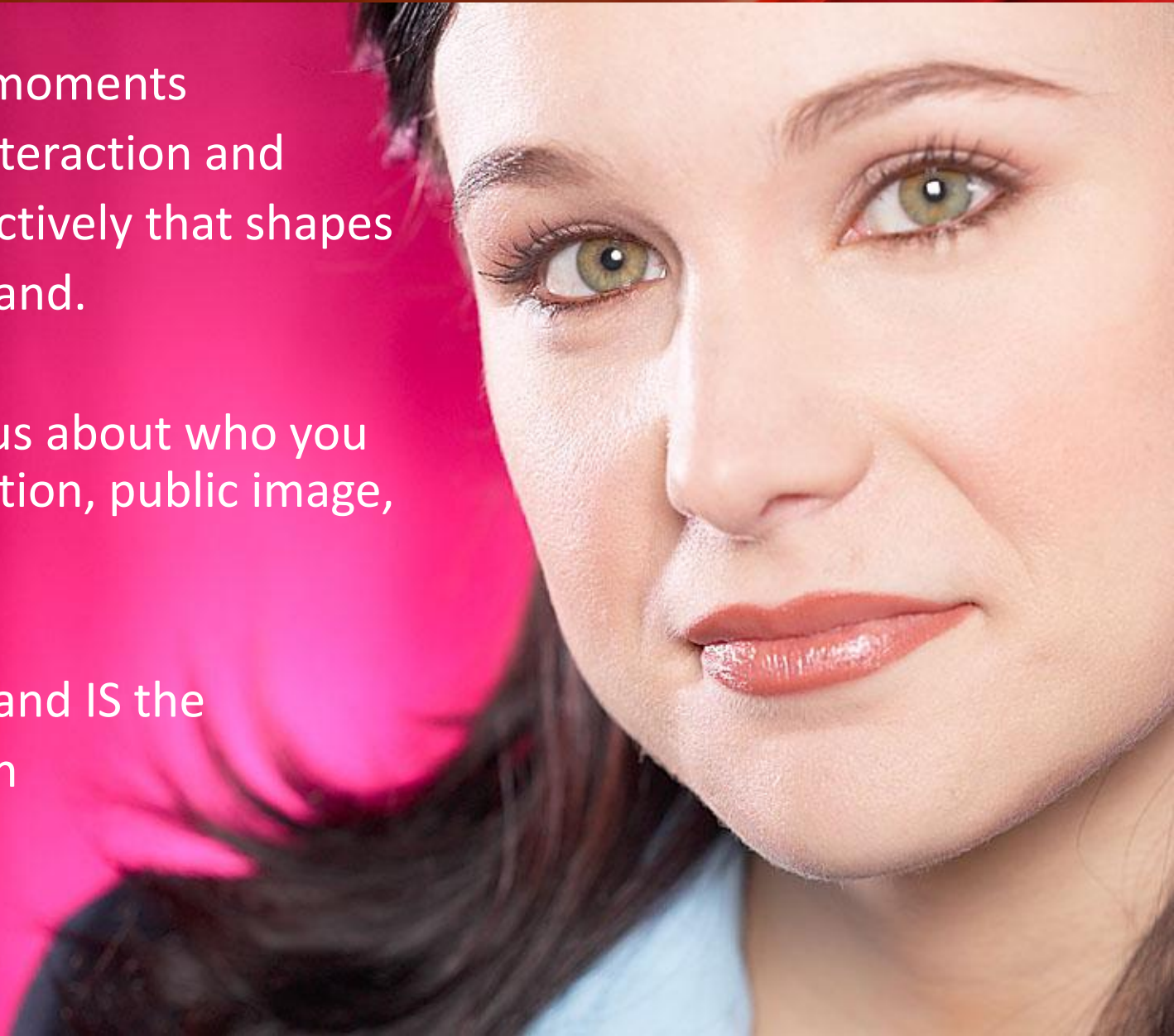
**Be Who You Are on Purpose and  
without Apology!  
- Lethia Owens**

# Your Powerful Personal Brand

It's the decisive moments  
... every single interaction and  
transaction collectively that shapes  
your personal brand.

It is the consensus about who you  
are...your reputation, public image,  
and character.

Your personal brand IS the  
collective opinion  
about you!



# 6 Facets of a Powerful Leadership Brand

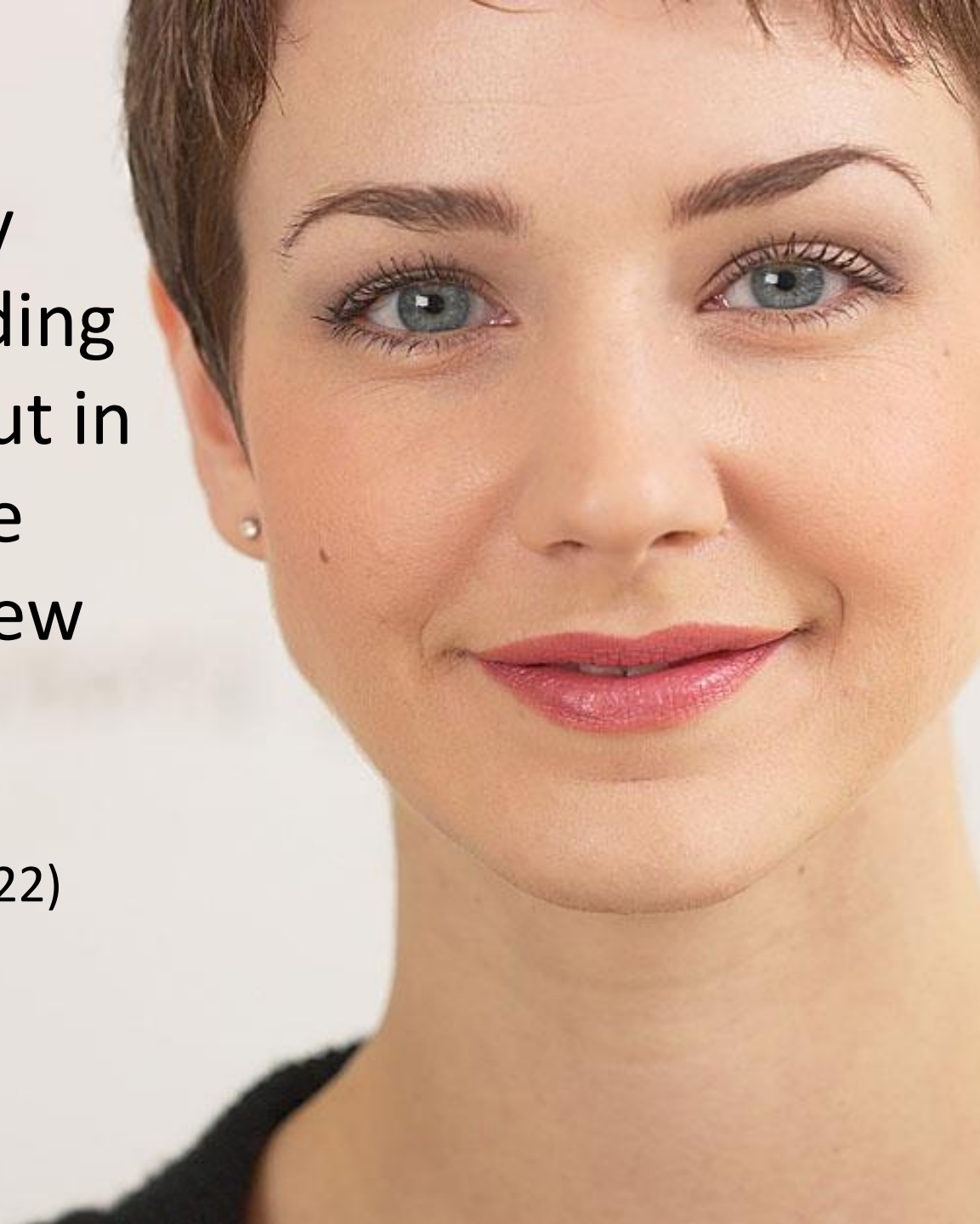
- If Your Brand Message Is...
- Noticeable
- Likeable
- Credible
- Dependable
- Referable
- Promotable
- Then It Can Become... **Powerful!**



“True discovery  
consists not in finding  
new landscapes, but in  
seeing the same  
landscape with new  
eyes.”

Marcel Proust (1871–1922)

French novelist



# The Art of the Start

Success and wealth  
love action.



# Exploring Your Personal Brand

## Here is the formula:

***I use*** (my differentiating traits – talents and passion)  
***to*** (my purpose statement)  
***so that/they*** (benefit to others and/or benefit to me)

## Here is a sample:

*I use my laser like focus, strategic thinking and my passion for developing others to help enterprising speakers learn how to **Be Bold, Stand Out and Get Noticed** so they are happier, healthier and wealthier. I am driven by the goal of helping speakers build their million dollar brand by leveraging social media strategies.*  
*(Lethia Owens – Lethia Owens International, Inc.)*



# Credible – Your Essential Marketing Message (75-150 Words)

1. **Problem Statement** – Articulate the problem or business challenge your role/position is designed to solve. Share it using words that are meaningful to the person you are speaking with.
2. **Expertise** – tell them who you are and what your expertise is in.
3. **Target Market** – Say who you work with...Department, Supervisor, Business Unit, Customers, etc.
4. **Solution Statement** – Tell them specifically how you use your expertise to address the business challenges.
5. **Benefits** – Tell them how others benefit when they work with you.

# Credible – Your Essential Marketing Message (75-150 Words)

*“I have found that most entrepreneurs know they need to build a brand that is distinctive and differentiates them in the market place but they just don’t know where to start or how to go about getting started.*

*I work as a lead branding strategist at LOI International, Inc. in the brand management department under the supervision of Michelle Johnson.*

*I use my passion for developing magnetic brands to help our clients define, package and promote their IRRESISTIBLE brand*

*When clients work with me they develop a clear brand message, generate more leads and referrals, create more buzz for their brand and attract more ideal clients ready to pay premium fees.”*



# Brand Builders Part 1

- Distilling Your Value – Know how you either
  - Save the company money
  - Make the company money
  - Improve customer service
  - Improve quality

# Brand Builders Part 2

**Leverage Your Strengths and  
Manage Your Weaknesses.**

# Brand Builders Part 3

- Promoting Your Brand:
  - Here is what I have accomplished since last month.
  - Here are the challenges I have faced since last month.
  - The following people can be contacted for feedback.
  - Here is what I need from you to help me be even more successful.

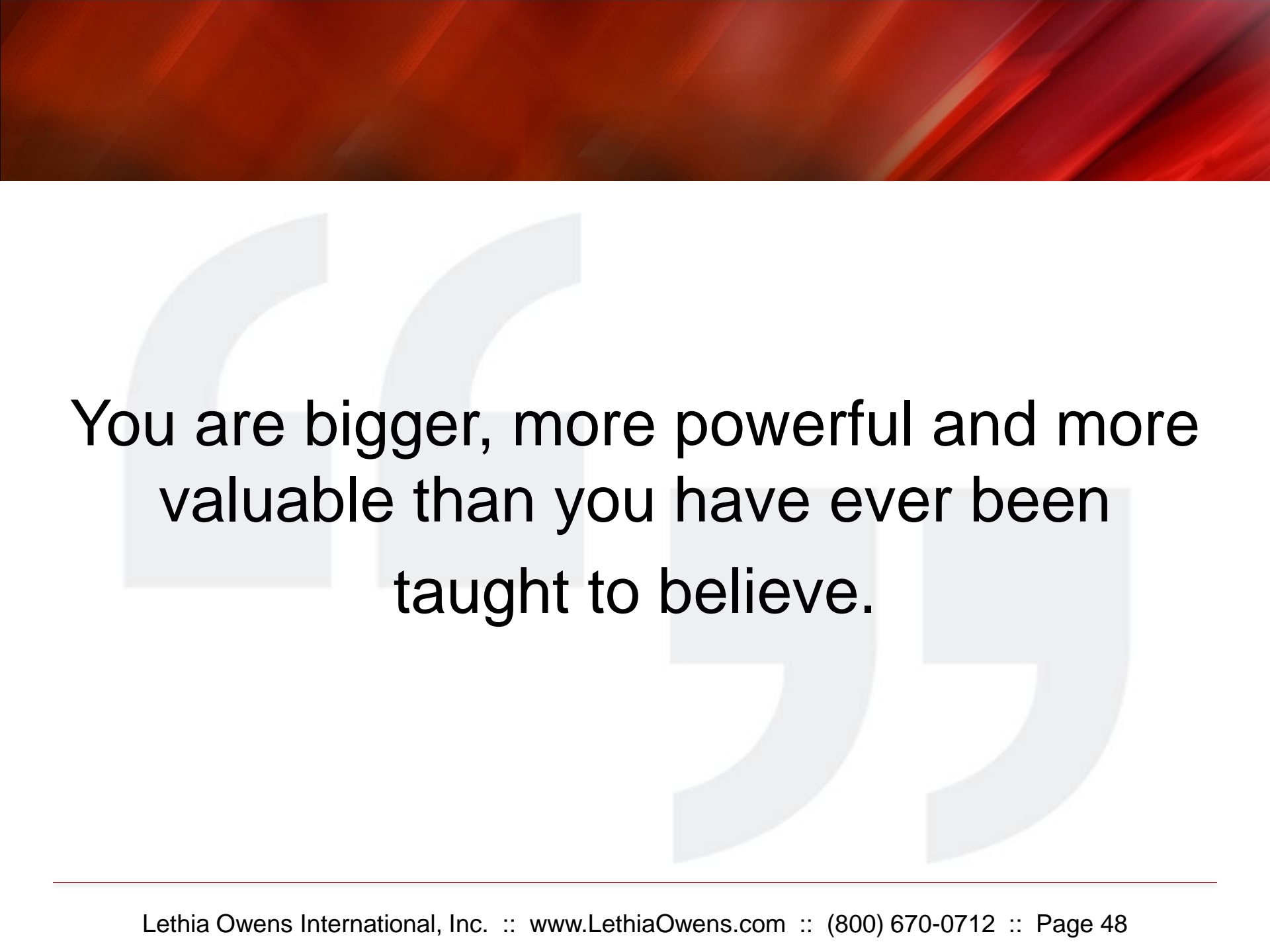
# Brand Builders Part 4

**Collaboration is the fastest path to  
success.**



# Career Tune Up:

- What does managing my career mean to me?
- What have I done right so far?
- Which aspects of my career need attention?
- How would I describe my career outlook?

The image features a vibrant red background with abstract, flowing lines. In the center, the text "You are bigger, more powerful and more valuable than you have ever been taught to believe." is displayed in a bold, black, sans-serif font. The text is arranged in three lines, with the first line being the longest and the second and third lines being shorter, creating a balanced, centered composition. A thin white horizontal line is positioned below the text, separating it from the footer.

You are bigger, more powerful and more  
valuable than you have ever been  
taught to believe.



# It's Been My Pleasure Serving You Today!



*“May all your heart desires be the least that you receive.”*

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**Your Current Personal Brand  
Strategy...**

# Career Decisions, Decisions, Decisions

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# **A Clear Personal Brand Strategy**



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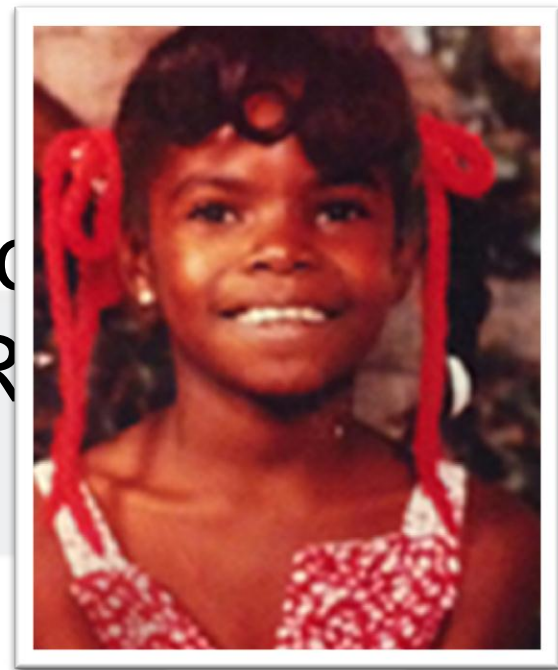




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But with that power comes  
a significant responsibility:  
being accountable for  
your own success.



**BELIEVE IN  
YOURSELF!**

# Lexus





**Average Employees opt for safety  
over brilliance, security over  
satisfaction.**

# Brands, Brands, Brands

st. louis  
business **DIVERSITY** initiative





# Dubai = Palm Island, The Burg Al Arab and The Burg Khalifa (Tallest Building in the World)



# The Burg Khalifa – Dubai, UAE

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Lethia Owens  
International, Inc. ::



The Deeper You Dig...  
The Taller You'll Stand.

# Trip to Italy, France and Spain - 2011



# Trip to Italy, France and Spain - 2011

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Coffee Beans – Commodity ( 2 cents)

Cup of Coffee – Diner ( 50 cents)

Latte – Starbucks (3 dollars)

Espresso – Rome, Italy (15 dollars)

# Cost of a Beetle?



# Cost of a Bugatti?




# Tell Me Why

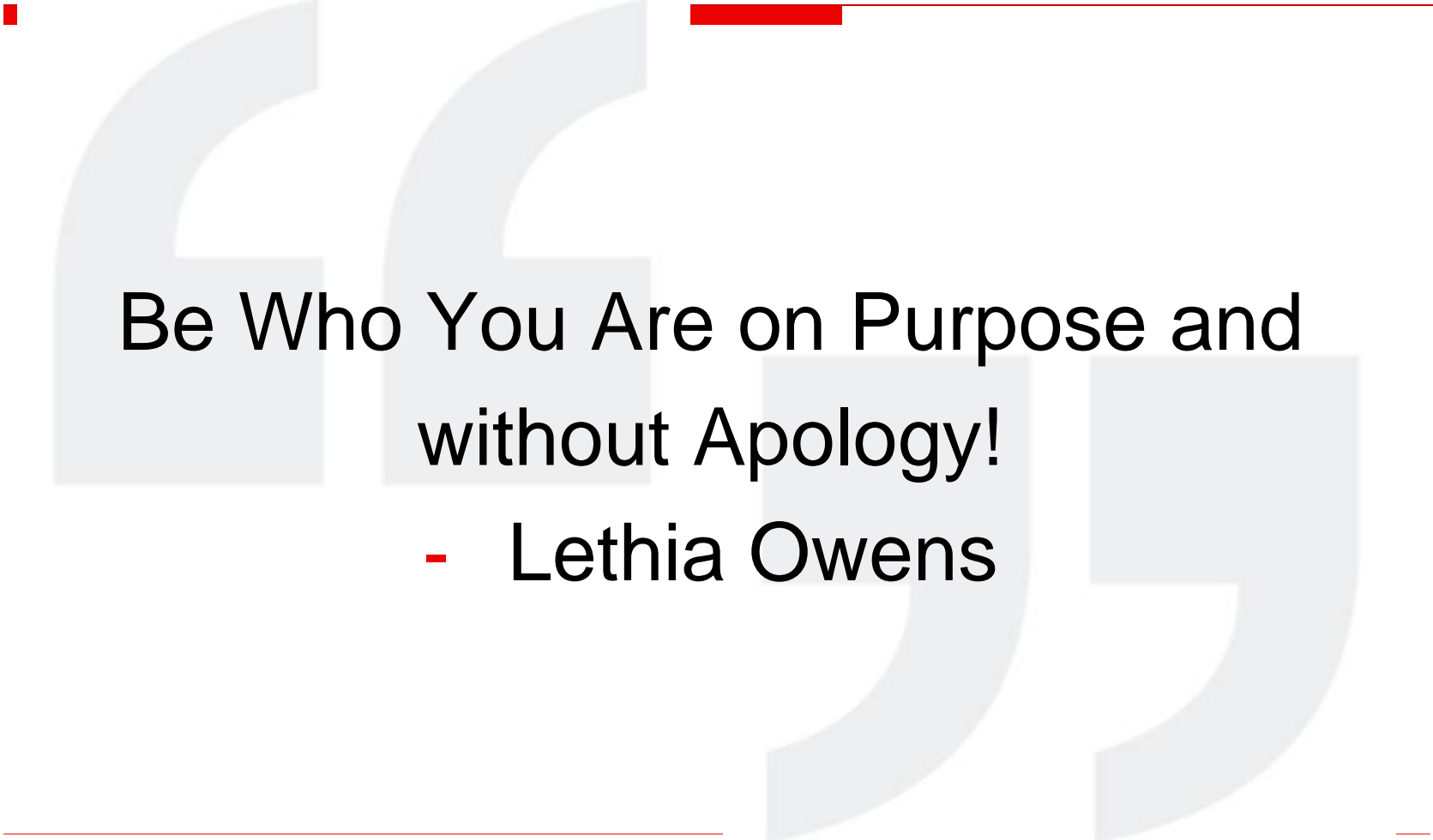
Someone would pay \$2.35 million dollars for a Bugatti when a Beetle will also get you from point A to point B?








What makes you unique makes  
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# 6 Facets of a Powerful Leadership Brand

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If Your Brand Message Is...

Noticeable

Likeable

Credible

Dependable

Referable

Promotable

Then It Can

**Become... Powerful!**



---

$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 10$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$

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$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 9$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$

**Error in my  
calculation**

# We often notice what is wrong first!

---

$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 9$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$

**80%**  
**was**  
**Correct**



# How many times have you seen this world famous logo during your lifetime?

- 
- (a) 1-5    (b) 6–20    (c) 21-50    (d) 51-99    (e) Over 100



# Have you ever noticed this arrow?

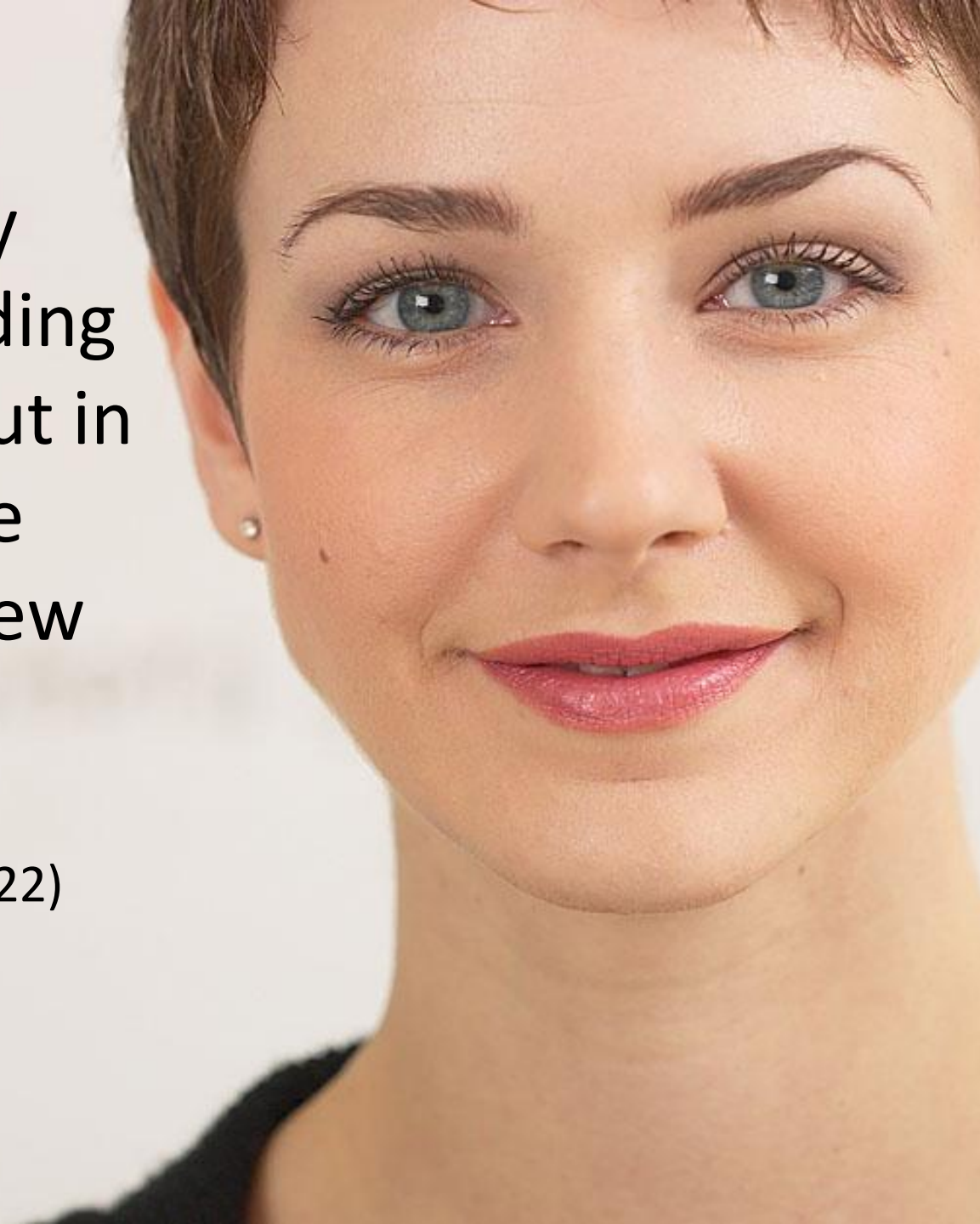
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“True discovery  
consists not in finding  
new landscapes, but in  
seeing the same  
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# A Thought to Ponder

Three frogs are sitting on a log, two decide to jump off.

How many frogs are left?



# The Art of the Start

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Success and wealth  
love action.



# Exploring Your Personal Brand

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# Brand Builders Part 4

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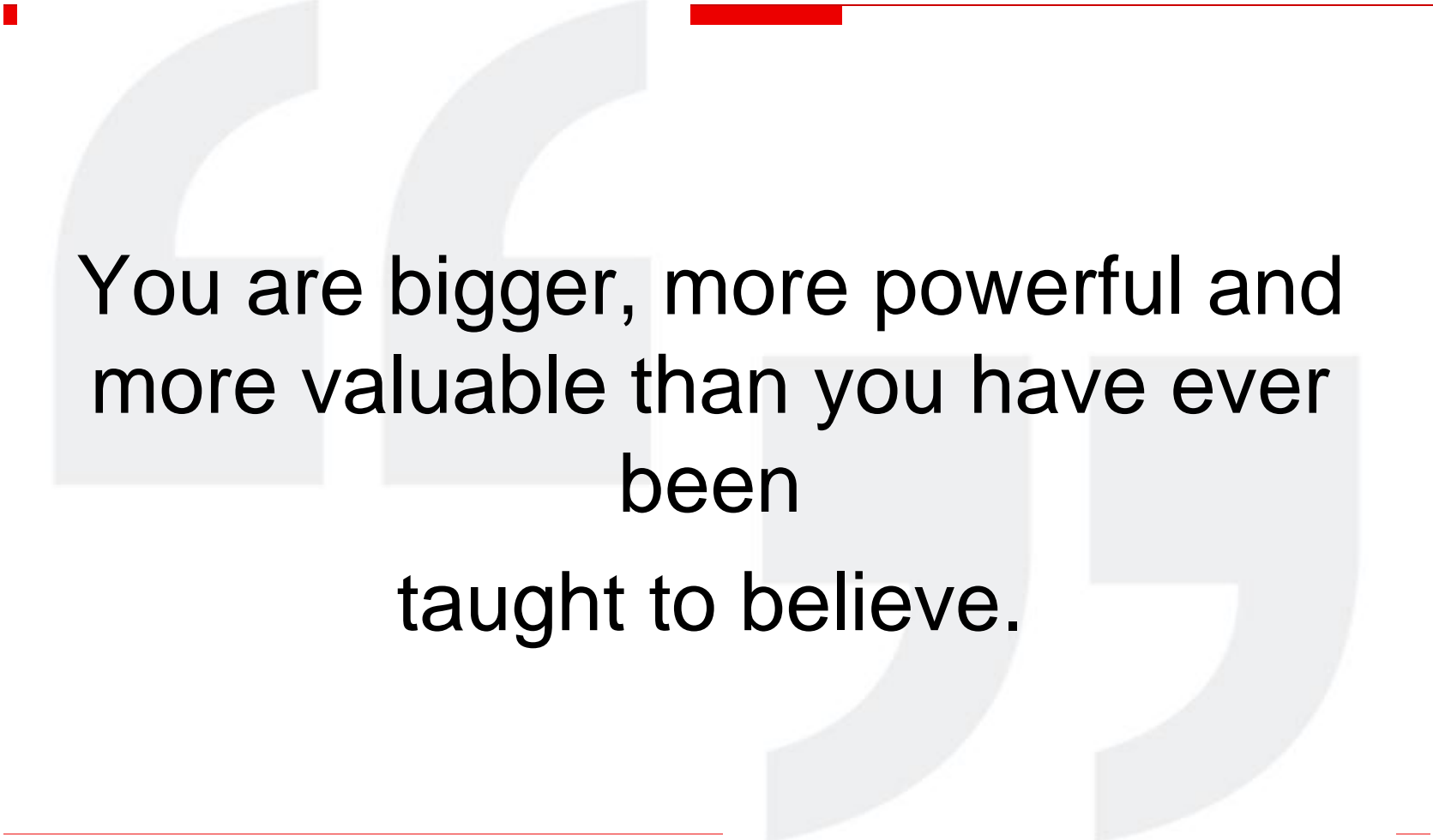
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Everyone looks for shortcuts. But there are no shortcuts. Greatness is never easy, and some days it's not fun. But for careerists, great is the  
only thing worth being.