



The Psychology, Art, and Science of Gathering Business Requirements

Presented by Anthony Reed

WHO THIS COURSE IS FOR

Project Managers of all levels who understand that gathering business requirements is the litmus test for a project's success. If the requirements are wrong or incomplete, the project will be unsuccessful.

Attendees will receive 8 PDUs for this Workshop

Testimonials

"Through the years, Reed has found that many lessons learned along the race course don't differ much from corporate America's hills and valleys." – National MBMA Magazine.

"Anthony Reed hasn't stopped running since. He ran while earning his MBA, master's of accounting, and CPA certification. And he kept going while working as an Information Technology Director at Texas Instruments, heading up his own consulting business, and teaching college accounting courses." – *Runner's World magazine.*

"Running has transformed Anthony Reed's life. He simply set goals and set about accomplishing them." – *Dallas Morning News.*

"The discussion around flanking was the most helpful immediate take away." – *Seminar Participant.*

If you've ever worked on a project that failed, then you're not alone.

- **"PMI's Pulse of the Profession"** found that 44% of strategic initiatives are unsuccessful.
- **"Standish Chaos Reports"** showed that 68% of software projects were unsuccessful.
- When business executives were surveyed, over 25% attributed project failures to incomplete requirements and lack of user involvement.
- 98% of large IT projects were not successful.

Project management methodologies work "on paper" and "in theory," unfortunately, they generally fail once people are added to the mix. The focus on the psychology, art, and science of gathering business requirements is the major contributor to project success where success is defined as being on time, within scope, and at or below budget.

This seminar is based on over twenty years of first-hand, project management experiences. This includes developing custom software applications, as well as upgrading and implementing packaged applications on high profile, multi-million dollar, and/or international projects. The projects were for small businesses, Fortune 500 companies, quasi-governmental, and governmental agencies.

Benefits to you:

- Understand how to document and present the requirements using simple tools.
- Understand how to create and position your team members to obtain the business requirements.
- Understand the components of the project equation.

What you will learn:

- The learning (and teaching) concepts to educate team members
- Historical overview of IT projects and methodologies
- The art of managing stakeholders
- Encourage your internal/external clients to read the requirements
- Techniques to verify the requirements

Wednesday, February 21, 2018, 8:30 a.m. to 5 p.m.

World Trade Center
121 SW Salmon
Portland, Oregon 97204

Portland Rates	PMI Members	Non-Members
Early bird	\$300	\$400
Regular	\$325	\$425

For more information and registration information:

<http://www.pmi-portland.org> or email workshops@pmi-portland.org