



# Turning Strategy into Action

## Presented by Terry Schmidt

### WHO IS THIS COURSE FOR?

Project leaders, team members, sponsors, and strategists.

Attendees will receive 8 Strategic and Business Management PDUs for this Workshop.

*The benefits of planning with your approach are crystal clear.* – Adam Gilmore, Space Station Mechanisms Lead, NASA

*“Your process will elegantly guide your thinking about any reasonably complex goal you’re trying to achieve.”* – David Allen, Author, *Getting Things Done*

*“You changed how I do my planning and significantly increased my ability to reach my goals.”* – Laurie Triplett, PhD, Environmental physicist, Los Alamos National Laboratory

*“I have attended many programs in my career. Yours was one of the best – highly relevant materials, real world focus, applicable tools.”* – Samuel Cortez, Director of IT, Symantec

*“You have created a powerful and actionable methodology for change. I’m definitely adding this to my management toolbelt”* – Arnold Goldberg, Senior Engineer, eBay

*“Hits the nail on the head with fresh approaches to design and implement projects that achieve their goals.”* – Philippe Goetschel Director, Microsoft Corporation

Looking for a better way to get your most critical projects smoothly off the ground? This hands-on workshop equips you with a proven system thinking approach and a step-by-step process to successfully plan, execute, and evaluate projects of all types.

Learn to apply the *Logical Framework Approach* (LFA), a breakthrough methodology which bridges the gap between strategic intent and executable projects. The LFA integrates key concepts from Strategic Planning, Project Management, Risk Analysis, and the Scientific Method into a visual interactive matrix that brings exceptional clarity to all stakeholders.

Terry Schmidt has presented this workshop to over 25,000 people in private and public organizations in 42 countries.

You'll learn the core concepts through colorful examples and case studies, then you'll apply them to the topic of your choice. Bring along a real project, problem, opportunity or performance issue to work on. Come solo or as a team and you'll leave with a ready-to-use action plan.

### What you will learn:

- A common language that gets everyone on the same page
- The four critical strategic questions you must answer to ensure success
- How to turn fuzzy strategy and vague goals into clear objectives and action plans
- How to identify risk and reduce problems before they strike
- How to clearly align project deliverables with strategic intent
- How to construct Objectives Trees which depict the big picture and illuminate project relationships using causal logic
- How to communicate a complex project to stakeholders in two pages
- How to design a complex project quickly while building a committed team

Participants will receive Terry Schmidt's latest book, action checklists, electronic templates, and a library of diverse application examples.

**Friday, June 23, 2017, 8:30 a.m. to 5 p.m.**

World Trade Center 121 SW Salmon  
Portland, Oregon 97204

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

\*Breakfast and lunch are provided in the cost of the workshop.

**For more information and registration information:**

<http://www.pmi-portland.org> or  
email [workshops@pmi-portland.org](mailto:workshops@pmi-portland.org)