Reignite 2021
Take Charge
Project Management Fall Conference

Day 1 - November 16th			
Time	**Leadership**	**Technical**	**Strategic**
09:15 AM to 11:15 AM	*Add Value (and Raise your profile as a PM)* **Marion Grobb**	*Tools Don't Make Decisions, People Do: A Process Incorporating both Qualitative and Quantitative Analysis for Key Decisions* **Bill Scott**	*Mental Agility Training* **John Kennedy**
11:30 AM to 12:30 PM	**Keynote** **Blow Your Mind! An Agile Approach to Hacking Your Brain! - John Kennedy**		
12:30 PM to 01:00 PM	**Day 1 - Lunch**		
01:00 PM to 03:00 PM	How to Stay Positive in a Negative World **Marion Grobb Finkelstein**		*Blow Your Mind! Putting an Agile Approach of Fast Hacking your Brain to practice in 30 days!* **John Kennedy**	*People Commit to What They Help Create: Rapid Techniques for Stakeholder and Team Collaboration* **Bill Scott**
03:15 PM to 04:15 PM	**Keynote** **How Would Projects Look if we Stopped Solving Problems - Bill Scott**		

8 Technical
8 Leadership
8 Strategic & Business Mgmt

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Day 2 - November 17th			
Time	**Leadership**	**Technical**	**Strategic**
09:15 AM to 11:15 AM	*Unconsciously Competent Leadership* **John Kennedy**	*An Alternative to Managing Risk: Converting Risk Avoiders into Opportunists* **Bill Scott**	*Have Your Say Get Your Way* **Marion Grobb Finkelstein**
11:30 AM to 12:30 PM	**Keynote** **Breakfast of Champions - Dave Sharrock**		
12:30 PM to 01:00 PM	**Day 2 - Lunch**		
01:00 PM to 03:00 PM		*Waterfall or Agile: Why not Both?* **Bill Scott**	*Communicate to Connect with Your Project Team* **Marion Grobb Finkelstein** — *Your Future is Behind You - A new Perspective on how Past Failures can shape your future success* **John Kennedy**
03:15 PM to 04:15 PM	**Keynote** **Keynote - How Agile Teams Meet Deadlines - Dave Sharrock**		

8 — Technical
8 — Leadership
8 — Strategic & Business Mgmt.

Keynote and Session Guide

Day One, Tuesday, November 16th - Morning

Keynote: Blow Your Mind! An Agile Approach to Hacking Your Brain! - *John Kennedy*

Did you know that your brain has an amazing ability to physically change very quickly with the right stimulation called neuroplasticity?

Applying an Agile approach to rapidly examining and then improving the ways you think (Applied Neuroplasticity) can radically change your life for the better! We will cover some of the negative and positive influences in your life and how to reinforce the positive and change the negative.

You will leave with a new understanding of the power you have to improve all areas of your life including your Attitude, Habitude and Cognitude!

If you attend the workshop, we will do a deep dive and give you the tools to achieve your goals in 30 days!

Leadership Track: Add Value (& Raise your Profile) as a Project Manager™ - *Marion Grobb Finkelstein*

Gain 9 practical strategies honed from years of research and real-life application that will help you build teams, earn trust, and contribute to organizational and project goals.

These 9 "value-multipliers" will shave years off your learning curve and equip you to contribute more to your organization and project while positioning yourself as a valued leader and team player. And the bonus? You raise your profile in the process. It's a win-win.

This session will enable the audience to:
- Recognize and utilize opportunities to serve others and contribute.
- Communicate useful information to the Project Sponsors and Senior Management.
- Be Efficient and effective as a Project Manager by dramatically reducing your learning curve.
- Share your expertise with the project team and enhance their performance.
- Strategically build relationships.
- Be "crowned" as a problem saver

Technical Track: Tools Don't Make Decisions, People Do: *A Process Incorporating both Qualitative and Quantitative Analysis for Key Decisions - Bill Scott*

Contentious and challenging decision-making occurs during the consideration of project selection, requirements, scope, and the development of alternatives. Often project decisions require the gathering of both quantitative and qualitative data. Some teams or groups are effective in making these decisions … but they are in the minority. These foundational decisions require a technique that creates buy-in from everyone involved - that allows project managers and their teams to consider and weigh objective and subjective data.

Decisions are made by people, not tools, and people need to develop common ground to make the best decisions. Building consensus with respect to criteria and options enables a thorough discussion and a decision that all parties find agreeable solutions - minimizing conflict and creating buy-in.

Strategic Track: Mental Agility Training: *An Applied Neuroplasticity approach to making your brain faster, more focused, and more agile! - John Kennedy*

Mental Agility Training is a critical component in the "Blow your mind!" workshop and we will do a deeper dive in this one by expanding and building on the previous exercises. If you missed the previous workshop, you could still attend this one as it will be focused specifically on improving your Mental Agility – you will leave noticeably more focused and faster thinking!

Training Takeaways:
- A quick review of the power of Applied Neuroplasticity and how this knowledge can empower you to positively change your life.
- An opportunity to list the ways improved Mental Agility will help you and give you a way to track progress.
- You'll leave with a powerful exercise that will significantly improve your focus, faster thinking, memory, and a plan to incorporate it into your life for continuous improvement of your Mental Agility.

Day One, Tuesday, November 16th - Afternoon

Keynote: How Would Projects Look If We Stopped Solving Problems? - *Bill Scott*

Let's face it: projects come with problems – problems that "need" to be fixed. But do they? Despite advancements in virtually every area of human life, we continue to "solve problems" – a process that has been around for more than 80 years. At its best, problem-solving focuses on yesterday's causes to try and solve today's problems.

This provocative session asks you to stop focusing on what you don't want and start focusing on what you do want. It provides strategies and tools that will help you move from developing responses that are merely acceptable to ones that are game-changers.

Leadership Track: How to Stay Positive in a Negative World - *Marion Grobb Finkelstein*

As a project manager, you get thrown curveballs. When things get flipped upside down, you want to stay upbeat and motivated, but how?

Build your resiliency as Marion shares her hallmark humor and wisdom gained from real-life challenges, she translates into actionable steps to help you rebound from negative events. Gain practical skills to keep yourself and your team motivated. Get surefire ways to reclaim your enthusiasm, confidence, and ability to move forward.
Enjoy the roller coaster ride between laughter and heart-tugging real-life stories of life and struggles. Leave feeling hopeful, motivated, and empowered.

Training Takeaways:
- To better cope with work and life challenges (build resiliency)
- Practical tips to stay positive (backed by research)
- 4 questions gleaned from Marion's book, "The Finkelstein Factor" to help you flip any negative situation into a positive outcome (step-by-step change your attitude)
- Why setting goals is so important (and what to do when they're not met)
- 2 questions to revisit when your goals are missed (get motivated and back on track)

Strategic Track: Blow your mind! – An Agile Approach to fast hacking your brain in 30 days! - *John Kennedy*

Put into practice what you learned to be a different person in 30 days than you are now!

In this workshop, we will identify 3 crucial levels of thinking that determine your performance and give you the tools to improve all of them. Applied Neuroplasticity is the world's first methodology to apply Agile to changing your brain in all three of these areas.

In this workshop:
- You'll examine the habits that are holding you back and use two neuroscience-based techniques to develop better ones.
- You'll discover how you can examine and improve your existing mindset to achieve your ideal future self.
- And finally, you'll learn to use a scientifically proven Mental Agility Training exercise to improve your focus and faster mental processing to break through any mental blocks slowing you down.

Training Takeaways:

- A new and enlightening mindset on the power you have changed your brain beyond what you thought possible, a new Attitude.
- An actionable plan to change and improve the habits that are holding you back and create new ones to propel your growth – a new Habitude.
- An exercise you keep for noticeably better focus and faster thinking to accelerate your progress beyond what you thought possible – a new Cognitude.

Strategic Track: People Commit to What They Help Create: Rapid Techniques for Stakeholder and Team Collaboration - Bill Scott

For most projects, it's a challenge to engage and consult with multiple stakeholders for the purpose of data gathering and reaching agreements. Project managers need to set the stage for productive discussions. Setting the stage means realizing that the stakeholders entering the room have conflicting and potentially contentious perspectives on the publicized direction of the project.

Project managers need effective and time-sensitive techniques for engaging stakeholders invaluable, effective and efficient ways. While some stakeholders hold more power than others, invitations to an inclusive, participative process must be followed up by facilitated sessions that provide stakeholders with an equal voice in the decision-making process. When stakeholders have this voice, there is a greater likelihood of creating buy-in. People will commit to what they helped create.

Day Two, Wednesday, November 17ᵗʰ - Morning

Keynote: Breakfast of Champions – Dave Sharrock

"One should not attend even the end of the world without a good breakfast." -*Robert A. Heinlein*

Breakfast - the most important meal of the day. Certainly, intermittent fasting notwithstanding, if you miss breakfast you can find yourself lacking the energy and motivation to keep on working. Missing out on a good breakfast can leave you feeling ineffectual and lacking something throughout the day.

Excellent agile teams are similarly dependent on an excellent launch, especially when teams are working from home. But what is a "good breakfast" when launching an agile team? What steps are essential, and what should be avoided? Drawing from our own experience of many successful transformations, and learning from the experiences of you, the audience, we will learn what works - and what does not work - when launching or re-launching remote agile teams.

Leadership Track: Unconsciously Competent Leadership – *An Applied Neuroplasticity approach to making you a better leader - John Kennedy*

This workshop combines learning with an Applied Neuroplasticity training program developed and vetted by military leaders to radically improve your ability to optimize decision making and execution at an unconscious level.

The course will:
- Help you examine and evaluate your leadership decisions in situations similar to those that others have made leading both from in front and from behind
- Learn to use a short but powerful list of criteria you can internalize to help you make better leadership decisions under stress
- Experience a customized variation of the Mental Agility Training to help you make these better decisions unconsciously

Training Takeaways:

- A high-level understanding of the best ways to lead in the situation
- A process to improve specific decisions in the moment
- A tool to help you make the whole process unconscious – better, faster with less stress.

Technical Track: **An Alternative to Managing Risk:** *Converting Risk Avoiders into Opportunists - Bill Scott*

Risk management is an aspect of project management that most love to hate. Experts suggest that most of the population is risk-averse. We typically associate risk with fears and fears are generally something to be avoided or at least offloaded to others. But what if we looked at risk differently? What if we looked at risks as opportunities?

In this workshop, you will have the opportunity to work with a case example and explore the difference between risk mitigation strategies and opportunity development. You will discover that by doing so, the possibilities seem limitless.

Strategic Track: **Have Your Say, Get Your Way™** *- Marion Grobb Finkelstein*

Have you ever been so upset about something that you just couldn't find the words to productively express yourself, so you either exploded in anger or burst into tears?
Maybe you walked away in avoidance, resignation, or frustration?
On that very day, you wanted to have your say, to share your expertise, to stand your ground and be heard; you just didn't know-how. With the "IDEAL Say It System", you'll know when and how to speak up or walk away, and do it all without regret.
You'll be equipped to influence the decision-makers in your life and finally get your voice heard.

Participants get to:

- Decisively determine if it's best to speak up or step down
- Influence decision-makers (get your expertise heard)
- Position yourself as a leader
- Be active in meetings when it makes the most sense
- Get noticed by clients, peers, and your industry
- Present your contrary viewpoint and feedback, respectfully
- Decrease stress, frustration, and regret in what you said or didn't say
- Foster honest and authentic relationships with clients, colleagues, bosses, and employees

Day Two, Wednesday, November 17th - Afternoon

Keynote: How Agile Teams meet Deadlines – Dave Sharrock

The most common success measure is delivering products (or projects) on time. But if agile teams can choose how much work they take into a sprint, how can teams be sure to deliver within a pre-committed scope, time, or budget? There is much more to agile delivery than Product Owners ordering a backlog of work for their teams to work on.

Epic budgeting is a tool that allows the Product Owners to steer a product across the line, delivering within the scope and on time. Dave explains how to manage scope creep and work towards a fixed outcome by applying double-loop learning to epic sizing and breakdown.

Strategic Track: Communicate to Connect with Your Project Team™ - *Marion Grobb Finkelstein*

Bet you have some difficult people you deal with as a Project Manager. Here's a thought: They may not be difficult, just different. Celebrate and use those differences to strengthen your project team and outcomes.

Tap into Marion's business acumen as a former Director Communications and a certified "Personality DimensionsTM" and "True ColorsTM" specialist, to unearth your and your team's communication strengths. Discover how to recognize introversion/extroversion communication styles, adapt yours, and build bridges, so you can value, honor, and motivate your team members.

Understand why certain people drive you crazy (they likely don't mean to), what you're doing that drives them nuts, and what to do in either scenario to deliver better team and business outcomes.

You will:

- Identify your personal communication style and strengths (get new insights and understanding)
- Celebrate diversity in communication styles (build an appreciative work culture)
- Connect better with those "difficult" people (who may not be difficult, just different)
- Adapt your own Project Management communication style to build bridges with others while still remaining authentic (build relationships without selling out)
- Understand and relate to both "big picture" and "detailed" thinkers in your team (communicate so others really "get" what you're saying)
- Recognize the gifts that both introverts and extroverts bring to your workplace (build teams and respect)

Technical Track: Waterfall or Agile: Why Not Both? - *Bill Scott*

PMI has embraced both Agile and Waterfall approaches for managing projects. At the start of each project, we are faced with a decision: which do we use (or perhaps both) to accomplish projects. Yet each method has its strengths and some of those strengths are lost when we select one methodology over the other.

In this workshop, you will explore the strengths of each approach and ways we can take advantage of and leverage both methodologies. We collaboratively discover how we can be both traditional and agile.

Strategic Track: Your future is behind you! - *John Kennedy*

Steve Jobs famously said, *"You can't connect the dots looking forward, you can only connect them looking backward."*

Unlock the missing component between ordinary and extraordinary.

Learn about the most important components to success in your life – your past failures! Backed by neuroscience you'll examine critical aspects of past experiences, distilling from them the seeds of success, and how to make the changes necessary to achieve progressively higher goals in all areas of your performance.

Training Takeaways:

- An understanding of how to view your past failures and how they formed the habits now holding you back.
- A plan to examine them and change them using several Applied Neuroplasticity based methods.
- You own a plan to release yourself from past baggage and start moving from ordinary to extraordinary.