

2008 LEADERSHIP SPEAKING SERIES



Trissential is a leading management consulting and project execution organization specializing in business improvement. With recognized national speakers and columnists for such magazines as *CIO Decisions*, *Baseline*, and *Projects@Work*, Trissential will come to your event with compelling insight and ideas on how to help your business thrive.

Trissential has presented for various organizations and events, including Project Management Institute (PMI), Gartner, Microsoft, International Institute of Business Analysis (IIBA), Milwaukee Software Process Improvement Network (SPIN), 3M, Deluxe Corporation, and Project Management & Business Analyst World. Trissential's presenters are able to speak on over 25 topics and can customize and/or create a presentation to meet your organization's needs.

Trissential professionals bring the highest degree of expertise and authoritative thought leadership to all they deliver, and speaking engagements are no exception. We invite you to inquire further about our presentations and our speakers, the leaders of our talented group of Essentialists.

For more information or to schedule a speaking engagement, please contact us at speakers@trissential.com or 952-595-7970.

Speaking and presentation topics.

The list that follows is based on the framework of the Essential Business Model. This unique approach recognizes the interdependency of the three essentials—strategy, management and execution—allowing your organization to align every level of the company around achieving the vision.

THE ESSENTIAL BUSINESS MODEL



For more details about Trissential and our Essential Business Model, visit Trissential.com.

E1 The first essential : EFFECTIVE STRATEGY

Lighten your Business Architecture.

With the variety of tools and processes out there, it's easy to over-engineer your Business Architecture. We'll help you understand what makes a successful Business Architecture Practice (hint: it's easier than you think), as well as how to implement it when speed-on-return is paramount. Multiple case studies are included in this presentation.

Business Process Modeling (BPM) as key to improving performance.

When done right, BPM allows your company to simplify complex processes for analysis and find the inefficiencies, costs and delays that are often hidden. We help you understand how BPM works in creating value for your organization.

The four faces of architecture.

It's important to have a holistic view of architecture as it influences enterprise and technology decision-making. We take a tour of the four faces—executive management, project management office, business architecture and implementation services—in the context of your business.



E 2 The second essential : EFFICIENT MANAGEMENT

Project Management using Word and Excel.

The basic tools you need for effective project management sit right on your desktop. We'll teach you how to be successful without an enterprise software package. Some of the case studies show organizations that actually went back to the basics in order to achieve the success they needed.

What to do when Project Management isn't working—and you're in charge of it.

We'll help show you how and why Project Management functions fail, even when you've done everything the "experts" suggested. This is an ideal presentation for "keepers of the templates" to help fix and strengthen what you have.

Ending Project Management malpractice.

Using multiple case studies, we'll show how to eliminate negative forces in order to make your Project Management initiatives thrive. We will focus on the need to look at project management holistically.

The art and science of Project Management.

It would be easy if Project Management were simply a machine that provided the successful output with the right input. In reality, Project Management requires a balance between the "art" of leading, enabling, motivating and communicating and the "science" of planning, estimating, measuring and controlling. We'll help you understand the balance and when to use which.

Project Management for managers.

Many of us rise to the level of management without a knowledge of the deep asset that exists when one understands the field of Project Management. In this session, we provide executives with a solid understanding of Project Management processes, knowledge areas, tools and techniques, as well as the roles and responsibilities required.

Project Portfolio Management (PPM)—the three essentials.

Doing the right project is more important than doing the wrong project right. It's vital that your organization is identifying and funding the mix of projects that will best support and optimize business goals and strategies. This presentation covers the key practices necessary to select the right project blend for your organization.

The value of the Project Management Office.

We explore the hard and soft measures that allow organizations to quantify the value that they get from disciplined Project Management. There are many ways to measure value well, and we'll look at the options available to you.

E 2 The second essential : EFFICIENT MANAGEMENT

A practical approach to implementing Earned Value.

It's important in every project to be able to see the resources budgeted in relation to the value of the work achieved. Trissential will teach you how to design a system that's easy to execute and gives you the insight you need.

Managing risk with Enterprise Portfolio Planning.

Enterprise Portfolio Planning is one way to look at Risk Management for your organization. Through this session, you will understand the attributes of successful Enterprise Portfolio Planning and how it mitigates organizational risk.

How to quickly and easily build a team to reach a common goal.

We'll provide collaborative concepts and techniques that help teams work effectively together. In addition, we'll also look at issues that can negatively impact how a team reacts, behaves or performs, and identify the tools needed to address these issues.

Conflict—and the importance of being prepared for it.

When dealing with people, you can guarantee there will be conflict. Whether it's behavioral issues or disputes between team members or any other ways teams fail, this presentation is designed to show you how to be prepared to deal with it when it happens.

Running a meeting right.

Everyone needs to know how to keep a meeting on track. This includes tactfully shutting down tangents and achieving clear results. We'll teach you the hard and soft skills to help you get the most out of meeting time and maximize the value of a meeting.

Effective Project Management begins with effective communication.

The communication management process—who needs what project information when, and how will it be provided—is an essential Project Management skill. We'll give you the insight you need as well as a quick and easy tool to assess the communication of a project in flight.

Separation of duties: why projects deserve a Project Manager and a Business Analyst.

While it's easy to combine the roles, Project Managers and Business Analysts bring advantages to an organization that can be diluted when they are not separate. We'll look at the duties, the pitfalls of combining the roles, preventing dual-role situations, or surviving dual-role situations if you can't avoid them.

E 3 The third essential : EXCEPTIONAL EXECUTION

“Use Cases” that get used.

When creating requirements for system development, Use Cases can provide valuable insight when done right, demonstrating how users might interact with the tools. In this session, we provide an overview of practical Use Case creation.

The common tongue of Requirements Engineering.

The diligence of good Requirements Engineering is seen in the results. In this presentation, we demonstrate how Requirements Engineering provides a language for relationships within the organization. We also offer a framework on how to elicit, define and document requirements.

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Effective Business Analysts are multi-lingual.

The languages of the teams you work with—the Use Case language of the business community; objects and messages of the development team; and iterative development of software Project Managers—are all different ways to speak to the same goal. We help identify the language structures and use visual modeling to improve comprehension of all teams.

Agile Development, a 3-part presentation.

Using the Agile framework for software development allows more flexibility and collaboration throughout the development cycle of the product. But depending on where you stand within the process, your role and perspective may be very different. We provide the insight to help everyone understand the responsibilities of their role on the team.

Part I: The architect/developer overview.

Part II: The Project Manager overview.

Part III: The executive overview.

OTHER ESSENTIAL TOPICS

The book “Business Think,” and what you need to know about it.

We provide highlights of one of our recommended reads—“Business Think” by Marcum, Smith and Khalsa—and its eight steps toward better business results.

What your business needs for innovation and optimization.

In a flattening world, this is essential education to help stay ahead of the curve and continually improving.

Insight into Lean Six Sigma.

Lean Six Sigma provides tangible steps for improvement, and we provide an overview of what it means to adopt and maintain the process.

TESTIMONIAL



I was a participant in a presentation of Business Analysis and Requirements Engineering “A Language for Relationships” in Chicago. Since I didn’t get the opportunity to speak with the presenter (since there were so many others in line) I wanted to let you know that I thought this was one of the best presentations that I attended while at the conference.

Project Summit & Business Analyst World 2006, Chicago attendee



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