



Project Assistants Newsletter

October 2008

Tips from the Chief

Success Amid Turmoil: The Business Case for Project Management

Today's economic environment is unfortunately characterized by turmoil. So what can organizations do to survive and even thrive in this uncertain environment?

Just as Darwin's *Theory of Evolution* posits that organisms that are able to adapt to their existing environment are most likely to survive, it will be those companies that successfully innovate in response to economic realities that are most likely to survive and lead us forward. And the key to successful innovation – an integrated Portfolio & Project Management (PPM) strategy.

Following is a high-level look at how successful organizations use PPM to deliberately drive innovation:

Portfolio Management

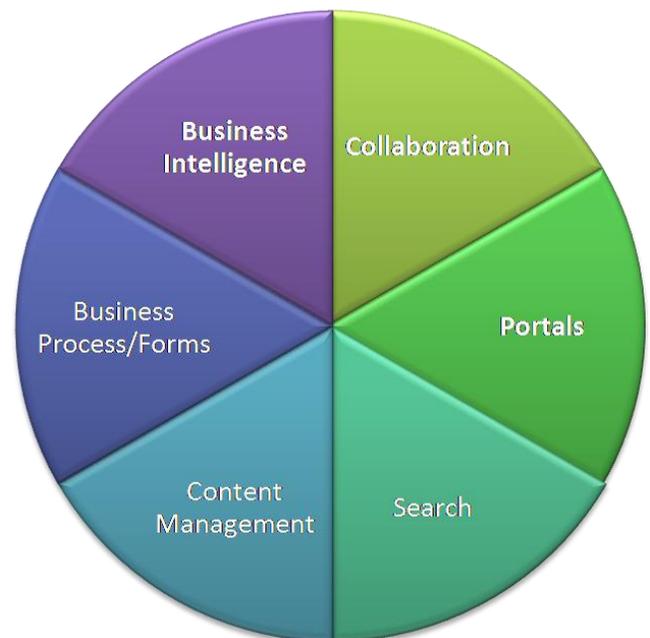
- Understanding of current state, including external environment
- Clarity of vision and mission
- Business strategy - A plan for change or adaptation to the environment
- Project Portfolio - Specific initiatives required to implement the strategy

Project Management

- Projects are *managed* for health against universal rules (ROI)
- Unhealthy projects do not survive
- Successful projects lead to successful adaptation/change for the organization
- Result: Organization evolves, survives, and ideally thrives

Offering Spotlight: SharePoint Solutions

Microsoft Office SharePoint Server can be used for a myriad of functions; organizations use SharePoint to facilitate collaboration, provide content management, implement business processes, and supply access to information that is essential to organizational goals and processes.



SharePoint provides a unified, enterprise-ready solution that boosts organizational effectiveness by:

- Making information and knowledge sharing intuitive and easy
- Controlling and reusing content while reducing information management risk
- Enabling faster and more insightful decision making

Project Assistants' CEO Gus Cicala presented a webinar earlier this year that demonstrated how an organization's strategy is doomed to fail without a clear way to execute this strategy – a well-defined approach to PPM. For an overview of the framework, including PPM best practices, required to enable effective initiative management that supports the execution of corporate strategy, you can download a recording of this webinar – [Evolve or Die: How Organizations Use Project & Portfolio Management to Adapt to Change](#).

Project and Portfolio Management Webinar Series

Topic: Enterprise Transformation: What Your Executive Team Needs to Know about Project & Portfolio Management

Date: November 12, 2008

Time: 3:00 pm EST

Project Assistants is pleased to announce registration is open for the final webinar of our 2008 Webinar Series. On November 12 at 3:00 PM EST, Project Assistants CEO Gus Cicala will address ***Enterprise Transformation: What Your Executive Team Needs to Know about Project and Portfolio Management.***

Portfolio management is a set of management techniques used to optimize return on project investments. While there are challenges with implementing portfolio management, the interest in adopting these techniques is increasing in many organizations.

In this webinar, we will first review the portfolio management process model. We will discuss how to use this process model to create a language for driving alignment between business strategies and goals, and the specific initiatives that should be chosen to support these strategies and goals.

At the end of this webinar, you'll be able to describe how and why portfolio management is key to an organization's success and growth; you'll also be able to describe some of the basic techniques that are used to plan, analyze, align and select the initiatives that comprise an enterprise's portfolio.

This webinar, which is offered at no cost, will last for one hour and will include time for questions and answers. Please [contact us](#) with any

Organizations and business units of all sizes use Windows SharePoint Services to increase the efficiency of business processes and improve team productivity. With tools for collaboration that help people stay connected across organizational and geographic boundaries, Windows SharePoint Services gives people access to information they need.

Project Assistants has in-depth experience with the design, installation, development, configuration, training and deployment of Microsoft SharePoint-based collaboration solutions, including Microsoft Windows SharePoint Services (WSS) and Microsoft Office SharePoint Services (MOSS). Project Assistants' collaboration solutions are focused on connecting and integrating people, processes and information to optimize your organization's ability to achieve its goals.

We will be leading off our 2009 Webinar Series with a January presentation about ***Using the Microsoft EPM and MOSS Solutions for Integrating Portfolio, Project & Knowledge Management.*** Watch our [Events](#) page for information about this webinar.

You can learn more about Project Assistants' specific SharePoint offerings on our [website](#), or [contact us](#) directly.

Project Assistants In the News

With an average of 20+ years each of project management and related business experience, Project Assistants' consultants are recognized experts in the field of Project & Portfolio Management. They frequently contribute to periodicals and books dealing with their areas of expertise, and we'd like to use this space to spotlight recent publications.

In this issue we'd like to share an article written by Michael Steinberg, a Senior Project Management Consultant and Engagement Manager at Project Assistants and a Project Management Institute (PMI)-certified Project Management Professional (PMP). Mr. Steinberg's article [Back to the Future](#), which deals with a common Microsoft Project scheduling challenge, was published in this month's *MPUG Atlanta Newsletter*. Please [contact us](#) to learn more about this topic.

questions; you can register for this webinar [HERE](#).
Visit our [website](#) to learn more about our 2008
Webinar Series.

At Project Assistants we are THE EXPERTS in Project and Portfolio Management, devoted to effectively creating, enhancing and supporting our clients' project management infrastructures – the people, processes and technology that work together to help you reach your organizational goals.

Founded in 1996, Project Assistants is headquartered in Wilmington, Delaware with international delivery capability. A leading Microsoft Gold Certified Partner and Microsoft Office Project Premier Partner, Project Assistants was recently recognized in Inc 500 as one of "America's Fastest Growing Private Companies." On average, each member of our consulting team has over 20 years of project management and related business experience. The team also includes a significant number of published authors of the best-selling Microsoft Project publications and other leading Project Management publications. For more information about Project Assistants, Inc., please go to www.projectassistants.com or call us at 1-800-642-9259.

