Project Assistants Launches New Website

From the CEO

"It's not about SEO . . . it's about getting hot, relevant information into the hands of those who can put it to use"

We are thrilled to announce the launch of our new website, and not just because of the drastic improvements that have been made to the look and functionality of the site itself. What really gets us excited is the entire cultural revelation that came with the process. We came to appreciate just how relevant our content is, which created a real sense of urgency to get it into the users' hands.

We were already passionate about what we do, knew it was important, and weren't in the least surprised that we were exceptional at delivering solutions to our clients. But when we actually took a step back and looked at our tangible record of relevance, we were blown away by:

1. The wealth of content we had that addressed hot issues in the business world, and

2. The market supported evidence of our prevalence; namely, the list of big names we'd helped and how frequently people chose our company or methodology over renowned competition.

To the first point, when we went through our training materials, webinars, articles, speaking events, and so on, we were enthralled with how effective it was at addressing several of the most pressing matters of project management. This made us really lament how ineffective we had been at connecting it with end-users who could gain significant value from the information. The revamp of our website comes as part of an entire content renaissance that includes:

- Launching a blog that covers the gamut of project management discussion: from the introductory concepts and metrics to in-depth theory to current events,

- Developing a YouTube channel that provides both bite-sized technical how-tos on Microsoft Project and hour-long lectures on Project Portfolio Management,

- Publishing articles with several of the most respected project management publications,

- Attending speaking events to educate people on topics that are infrequently addressed.

- Releasing a comprehensive Training Guide on using Microsoft Project for

public consumption.

This client-centric focus also revealed to us the demonstrated impact we've had on our target industries. It was easy to come up with impressive competitive advantage for each industry and every offering. We even impressed ourselves when we saw, for example, that we had provided solutions for 15 of the top 20 Pharmaceutical companies in the country.

So we are ecstatic to invite you to our new site because we see it as a new beginning for Project Assistants and our relationship with our site visitors. We look forward to informing you and working with you to achieve better, faster, more cost-effective project-based results.

Webinar

Topic: *Evolve or Die: Solution Methodologies That Adapt to Ever-Changing Customer Needs*

Date: June 11th, 2013

Time: 3:00pm

[Click here to view webinar.](#)

Monolithic methodologies can't keep up with the exponential rates of change in technology, economics and globalization of today's world. At conception, the methodologies are effectively fit into a snapshot of the real world, but they are too general to fit into all of the contexts within an organization (phases, roles, etc.) and too sluggish to adapt along with the ever-changing conditions outside of the organization. As a result, a static methodology may only apply to 75% of projects the day it is created, and then the applicability decays

over time.

The second installment of our 2013 Webinar Series will demonstrate a methodology approach and tool that drastically improves that rate, both at inception and over time. Project Assistants President and CEO, Gus Cicala, Practice Director, Jim Colton, and NCR COO, Jeanice Koronowski, will present how this tool--built on a relationship database--consolidates the unique components of a given project to create delivery approaches tailored to client needs. Think of how the entire universe is built from just 94 elements that are combined and assembled in seemingly endless variations. Likewise, these methodology components can be "assembled to order" to provide a "custom" approach without proliferating redundant information, re-descriptions of similar aspects and cross references.

This adaptability by role, project phase, deliverable, etc allows the tool to apply to far more projects from day one than a static method. And then, the approach actually *improves* over time instead of decaying.

[Click here to watch a recording of this webinar](#), or [email us](#) for more information.

Features and Content

A tour of our new site in 200 words or less

It's unfortunate the words "sleek" and "modern" have become so cliche when used together because those are the two best descriptions for the new site. It's a multi-platform site, with custom builds for computer, tablet and mobile device. There's a new [Blog](#) and [Video](#) page designed to get practical, relevant project management material into the visitor's hands as effortlessly

as possible.

The best way to get to know the site, though, is to explore it for yourself:

[Click here for our free webinar on Best Practices for Managing Professional Services engagements.](#)

[Or read here for an overview on project management technology.](#)

[Go to this page to learn more specifically about how we help Life Sciences organizations.](#)

[See how we helped a Product Development department.](#)

[See our upcoming events here.](#)

[This page summarizes the Project Assistants' offerings.](#)

Other News

As much as Project Assistants CEO Gus Cicala values the written word, he really feels in his element with a microphone in his hand. It's no surprise, then, that Gus has been lighting up the speaking event circuit the last few months.

In March, Gus delivered a 90-minute presentation on Risk Management to a record-breaking, standing-room-only crowd.

The joint hosts, PMI-Ocean State and CVS Caremark, were impressed with the presentation, to say the least. "We were fortunate to have Gus Cicala available to present this critical and complex subject with passion, engagement, and humor," said PMI-Ocean State President, Robert Massoud. "We are very sensitive to the 'voice of our membership,' and we heard nothing but positive responses to the presentation that Gus gave us."

CVS Development Manager, Diane Lorden, added, "Gus' presentation was terrific. People here were talking about it at 7:00am [the morning after the event]!"

Just last week, Gus had an equally rousing reception to his presentation at PMI-New Jersey's annual symposium. This time, there were 160 people in attendance as he presented *Leadership Is Taken, Not Given: Establishing, maintaining and regaining control of projects.* This presentation is a primer to the chapter he's written for the upcoming book *The Keys to Our Success.*

Gus hopes to turn this into a year-long speaking tour. Arrangements are being made for him to present at several more events over the coming months, including Project Summit, PMI-Global Congress and a PMI-Delaware Valley Development Day.