TIMELINE of SUCCESS

1988: Advanced Strategies founded in Atlanta, GA.

1991-1996: Assisted Georgia Pacific in the design and delivery of their "Gold Standards" certification program for 250+ I.T. managers and staff.

1996-1999: Facilitated custom training sessions for experienced project managers at NCR on business-driven communications.

2000-2005: Trained MetLife's I.T. staff on formal techniques for analysis, facilitation and leadership.

2006-2011: Aflac's I.T. training partner for certification of project managers, business analysts, and developers.

2007-2011: Training and coaching for the Hospital Corporation of America to increase the value, and perceived value, of the Project Management Center and Business Analysis Center of Excellence.

2010-2011: Delivering project leadership training to 400+ professionals at the Minnesota Department of Natural Resources.

Advanced Strategies, Inc.
I.T. Leadership Training Program
Communication • Innovation • Getting Things Done through Others

Advanced Strategies, Inc. is a boutique management consulting firm with an I.T. training practice specializing in developing I.T. managers' communication, innovation, and execution skills.

Our courses are built by engineers for engineers because our experience is that while many I.T. professionals are bright "introverted-thinkers" who built their careers on being able to get things done themselves, they often struggle when success requires collaboration up, down, and across the organization.

Advanced Strategies offers a series of three 2-day courses to help I.T. professionals make the transition to management and to improve the day-to-day performance of I.T. managers.

These courses include:

1. **I.T. Leadership Communication Planning**
2. **Generating and Delivering Innovation**
3. **Getting Things Done through Others**

The Advanced Strategies Approach

- Codify proven, business-driven approaches.
- Tailor training to each client's environment and vocabulary.
- Provide expert trainers who seamlessly do, teach, and coach.
- Ensure the techniques are scalable and practical.

Advanced Strategies' Core Training Services

- Project Management Training for all professionals.
- Full Lifecycle Business Analyst Transformation Programs.
- Developer Training Suite of formal, robust skills and tools.
- Leadership Training for I.T. managers.
- Executive Action Planning for immediate impact.

Benefits of Working with Advanced Strategies

- A national leader in I.T. training programs with a 22-year track record of success.
- Unparalleled commitment to continuous improvement and knowledge sharing.
- Methodologies that are built on principles and proven practices – not the latest fads

I.T. Leadership Communication Planning (2 days)

Contrary to popular belief, successful I.T. communication is rarely about how effectively you use Power Point or the latest tricks in assertive public speaking.

Communications, like battles, are won or lost before they are ever fought based on preparation, planning, and strategy.

I.T. professionals, especially introverted-thinkers, often find it beneficial to leverage a problem-solving-based approach for designing communication messages and planning their communications to be heard accurately and effectively.

Course Outcomes

Participants of this course will return to work with:

- An improved ability to communicate with business partners in a way that facilitates collaboration, enables informed decision making, and secures understanding and lasting support.
- Techniques for making complex technical concepts understandable and tangible to their business counterparts.
- Structured methods for soliciting and responding to feedback.
- An appreciation for what executives expect in communications.
- Scalable techniques that can be applied from impromptu elevator conversations to formal, planned presentations and reports.

Who Should Attend

I.T. executives, technical and project managers, business analysts, and anyone needing to improve business communication skills.

Course Approach

This intensive workshop involves presentation and discussions of key concepts and relies heavily on break-out groups for working through common project communication scenarios including:

- Explaining major resource problem causing a project delay.
- Gaining support from the business subject matter experts.
- How to give disappointing news on schedule and costs.
- Saying no to requests for adding more functionality midstream.
- Celebrating a project end and promoting benefits.

Course Size:

Attendance is limited to 12 participants to ensure full participation.

Course Topics

1. Communication and Leadership
   a. Defining success
   b. Conveying business value
   c. Presenting vs. communicating
   d. Fostering understanding
   e. Communicating vs. selling
2. Delivering Concise Impact
   a. Understanding your audience
   b. Conveying relevant substance
   c. Selecting appropriate content
   d. Effective delivery & feedback
3. Understanding Communications
   a. Integrity and credibility
   b. 3-axes of human behavior
   c. Barriers to communications – what do people really hear?
   d. Executive communications
4. The Communication Process
   a. Stakeholder analysis
   b. Overcoming familiarity
   c. Designing the message
   d. Customizing for the audience
   e. Sequencing and triage
   f. Contingency planning - when thirty minutes turns into ten
5. Packaging Communications
   a. From elevator speech to ½-day briefing
   b. From casual to formal
   c. Talking points and reports
6. Notes on Delivery
   a. Non-verbal communications
   b. Observing and listening
   c. Answering questions
   d. Communicating with someone who is upset
7. Upping your Game
   a. The power of stories
   b. Understanding your customer's business
   c. Affirmative empathy
   d. It's not about you!
   e. Media tips and techniques
8. Hands-on Scenarios
   a. Messages all I.T. managers should be able to handle
   b. Promoting a vision
   c. Conveying business value
   d. Securing resources
   e. Handling a problem or delay

Generating and Delivering Innovation (2 days)

Innovation is widely desired but seldom delivered. In a 2009 CIO study, Gartner Group found that "85% of companies want to be innovative, but only 26% are effective at it."

Innovation can be defined as creativity applied to deliver value. Innovation does not have to be new, big, or flashy; it just has to be different, significant, and beneficial to the organization.

Through lecture, discussion and case studies, this course gives I.T. managers the knowledge and motivation necessary to generate, formalize and implement innovative ideas that provide real benefit to their customers and organization.

Course Outcomes

Participants of this course will return to work with:

- An understanding of, and appreciation for, the increased importance of innovation in I.T. and across the organization.
- A proven method for delivering innovation.
- Techniques for generating creative, innovative ideas and eliminating distractions from the process.
- Tools for assessing and prioritizing ideas and challenging underlying assumptions and bias.
- Skills and templates for formalizing a business case that builds support for innovation.
- A process for defining, planning, and executing projects that deliver innovation.

Who Should Attend

I.T. executives, technical and project managers and anyone whose career success requires coming up with innovative ideas to overcome real problems and capitalize on tangible opportunities.

Course Approach

This workshop involves presentation and discussions of key concepts, live examples and interactive exercises for practicing each of the techniques within the innovation process.

Course Size

Attendance is limited to 12 participants to ensure full participation.

Course Topics

1. Innovation: A Key to The Future
   a. Innovation vs. creativity
   b. The innovation process
   c. A path to a solution
   d. Innovation in action
2. Nourishment
   a. Becoming a leader
   b. Understanding the business
   c. Understanding customers
   d. Becoming a trusted advisor
   e. Increasing your "luck"
   f. Disciplined innovation
3. Creativity
   a. What is creativity?
   b. Avoiding mental obstacles
   c. Sources of innovative ideas
4. Sparking the Aha! Moment
   a. Idea generation and capture
   b. Borrowing
   c. Mining
   d. Threat analysis
   e. Defining the opportunity
   f. Little ideas with big impact
5. Resourcefulness & Formalization
   a. Seeking the "can't"
   b. Targeted problem solving
   c. Translating innovation into meaningful offerings
   d. Conceptualizing the solution
   e. Documenting the innovation
6. Driving Change
   a. Stakeholder analysis
   b. Managing objections
   c. Communicating innovation
   d. Building support
7. The Execution Process
   a. Proof of concept
   b. Shake out
   c. Roll out
   d. Establishing a basis for assessing results
   e. Working the plan
8. Tips and Techniques
   a. Creative problem solving
   b. Idea generation techniques
   c. Problem analysis
   d. Collaboration
   e. Structuring an innovation workshop

Getting Things Done through Others (2 days)

Getting things done through others requires embracing the mindset of a leader and applying solid mechanics to make things happen.

Successful leaders exhibit a laser-like focus on delivering results, invest in building a voluntary following, and, when the going gets tough, leverage a set of tools for enabling others - rather than going it alone or doing things themselves.

Course Outcomes

Participants of this course will return to work with tools and techniques for better leveraging themselves including:

- An understanding of what it takes to be a more effective manager.
- An appreciation for the differences between leading projects, operations, and programs.
- A toolkit of seven techniques for leading teams (formally or informally).
- Project Definition for aligning a team's vision.
- Project Planning for creating a game plan for success.
- Tools for delegating assignments and providing oversight.
- Able to identify the optimal leadership position – the mystical place between micro-management and total absence.
- Able to apply practical techniques for successfully getting work done by a team.

Who Should Attend

I.T. executives, technical managers, project managers and team leads.

Course Approach

This workshop involves presentation and discussions of key concepts and interactive exercises for practicing the techniques.

Course Size

Attendance is limited to 12 participants to insure full participation.

Course Topics

1. Managing People and Projects
   a. What is a project?
   b. Projects vs. programs
   c. Role of the project manager
2. Leadership
   a. Performer vs. manager
   b. Leadership vs. management
   c. Building a voluntary following
   d. Creating a context for action
3. Project Definition
   a. Intentions
   b. Values
   c. Focus
   d. Context
4. Project Planning
   a. What is a plan?
   b. Essential elements of a plan
   c. Designing the process
   d. Working the plan
5. Project Organization
   a. Determining roles and responsibilities
   b. Allocating resources
   c. Identifying red flags
6. Risk Management
   a. What is a risk?
   b. Leveraging a worry log
   c. How to capture, manage, act
   d. Leveraging opportunities
7. Project Direction
   a. Making effective assignments
   b. Making them stick!
   c. Making adjustments
8. Project Oversight
   a. Organizational attention span
   b. Accurate status reporting
   c. Knowing when to act
9. Project Closeout
   a. Appraisal
   b. Transition
   c. Closure
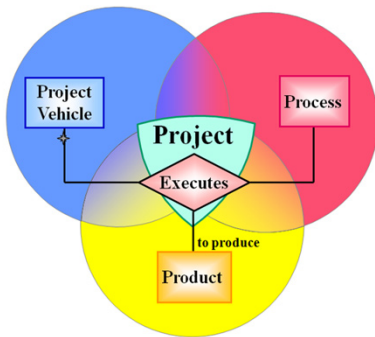
RECOMMENDATIONS:

"The training and other services Advanced Strategies provided were of stellar quality and were very well received by the students. These techniques became the standard for our project teams. Some of Georgia Pacific's most successful performers were those that mastered these techniques."

"The project management seminar you did for us was excellent. It hit the nail on the head. The evaluation results were glowing with many great compliments."

"I am a PMP project manager with over 30 years experience in various industries including public health, information technology, and consulting. I recently attended the Project Management Certificate course and found it to be one of the most useful and practical courses that I have taken on the subject of project management."

What Sets Advanced Strategies Apart – Our DNA

- Co-founder Richard Branton was formerly responsible for the development and delivery of all I.T. training for the Southern Company including Georgia Power.
- Co-founder Abe Wong believed that companies deserved a custom alternative to the "Big 6" consulting experience.
- For three decades our founders have provided an unwavering focus on continuous improvement as our courses evolved to incorporate advanced techniques and innovative ideas built upon proven foundations.

Advanced Strategies' Team and Philosophy

- We only employ professionals with a passion for training, consulting and R&D, so our clients receive knowledgeable, proven, and practical advice.
- We believe in scalable, common-sense approaches.
- We insist on small, interactive classes so participants walk out prepared to apply the techniques on the job.
- Our courses are vetted by the PMI, IIBA, and the University of Georgia – Terry College of Business.
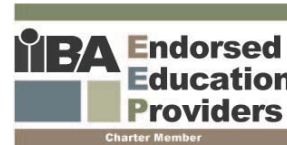
Contact Advanced Strategies, Inc. Today

John Schroeder
(404) 556-7350
jschroeder@advstr.com
www.advstr.com
3980 DeKalb Technology Parkway, Suite 800
Atlanta, GA 30340
770-936-4000

Twin Cities Office
Bremer Tower
445 Minnesota Street, Suite 725
St. Paul, MN 55101
651-229-0009