

## Develop Client/Business Value Proposition Skills

Equip yourself with the skillset and toolset to become commercially relevant

What exactly is commercial awareness? It's not merely the ability to read financial statements or having attended a business class. It is about transforming yourself into a business value creator. This mind-set requires a specific set of skills and tools. And this is what the class is all about.

The VUCA (volatile, uncertain, complex and ambiguous) world requires PMs to be agile and yet business savvy. Having a clear idea of the business value that you are delivering is the foundation of your decision-making and prioritization processes throughout delivery. Such clarity helps you to be confident in managing the changes that inevitably will become more challenging in complex projects. Ability to understand, influence and convince various stakeholders depends on your ability to articulate the business value being delivered to each party.

Join us to close the strategy and communication gaps with your business stakeholders using a common language: **Business Model Canvas**, to lead in requirements gathering, to elicit business value proposition and to discover business innovation.



### BENEFITS

By the end of this workshop, you should be better able to:

- Link project management to business strategy and focus on outcome based delivery
- Acquire new perspectives and skills using visual business model tools and value proposition canvasses
- Understand different business model patterns and communicate effectively with business stakeholders to better manage project requirements

### WHO SHOULD ATTEND?

Project, Program, Portfolio, Functional Managers, Product Owner, Business Analysts or Consultants who find it challenging to manage business requirements and stakeholders expectations.

Date : 27-28 March, Mon-Tue, 2017

Time : 9.00am – 5.00pm

Venue : Menara PKNS, 15th Floor, Menara PKNS, Jalan Yong Shook Lin, 46050 Petaling Jaya, Selangor Darul Ehsan.

Inquiry: O' Neil Lim ([oneil@mpc.org.my](mailto:oneil@mpc.org.my) | 016 419 4343)

### OUTLINE

- Project Management, Business Case & Outcome Based Delivery
- Understanding Business Strategies & Business Innovation
- Applying Business Model Canvas and Business Model Patterns
- Identify Value Proposition and Customer Profile
- Develop Value-based to complement Technical Project Approach
- Linking Business Model to Project Strategy
- Real Live Case Sharing by **Guest Commercial PM**



**LEE NAN PHIN**  
MSC, PMP®, CSM

LEE NAN PHIN has more than 20 years of experience in managing projects and consulting in various environments; ranging from the Government, Financial Services Industry to the Conglomerates, System Integrators and Independent Software Vendors. He was the Chairman of Malaysia National Computer Confederation Open Source Special Interest Group and members of SIRIM/TC4 committee. He is the co-author of 'Foundation IT Project Management' and 'Managing Complex IT Project' seminar. He also lectures for MSC, IT Programs in Universities and Colleges.

In the Project Management Training and consultancy services, NAN PHIN has chalked in more than 10 years experience and successfully delivered more than 800 PMP®.



**MOI KOK WAH**  
Consultant  
Strategic Human Capital Interventions

MOI KOK WAH is a Consultant, Facilitator and Researcher in strategic human capital interventions and innovation.

MOI has had 28 years of experience in wide areas of both technology and human capital interventions. His research on innovation and post-graduate program has connected him to leading thinkers such as Prof Ikujiro Nonaka and Prof Fiona Patterson. Among MOI's unique recent experience are:

- Leading an impactful innovation game which harnesses the ideas of 50 leaders into 4 market-ready innovations;
- Conducting change management classes based on a behaviour-based framework of personal, social and structural influences;
- Introducing an industry-level course to help technology industry professionals acquire a business innovation mind-set;
- Spearheading a 5-country regional talent management programme with over 100 senior talents in a dynamic industry.