

# **INTEGRATED STRATEGIC PROJECT MANAGEMENT: FRAMEWORKS FOR EVALUATION & PERFORMANCE OPTIMIZATION**



**LM110  
Leadership &  
Management**

## **COURSE TITLE**

**INTEGRATED STRATEGIC PROJECT MANAGEMENT: FRAMEWORKS FOR EVALUATION AND PERFORMANCE OPTIMIZATION**

## **COURSE DATE/VENUE**

07<sup>th</sup> Apr. – 11<sup>th</sup> Apr. 25'

London, United Kingdom

## **COURSE REFERENCE**

LM110

## **COURSE DURATION**

05 Days

## **DISCIPLINE**

Leadership & Management

## **COURSE INTRODUCTION**

This is a comprehensive program designed to equip professionals with the skills and knowledge to lead projects strategically while ensuring alignment with organizational goals. This course emphasizes the integration of project management methodologies with advanced frameworks for evaluating performance and optimizing outcomes. By fostering a strategic mindset, this course empowers project leaders to navigate complex challenges, make data-driven decisions, and optimize project performance across diverse industries.

This course provides a deep dive into frameworks and methodologies that empower professionals to evaluate performance effectively and optimize processes within organizational and project environments. Participants will explore industry-standard tools and techniques for performance measurement, evaluation metrics, and optimization strategies tailored to diverse operational contexts.

The program covers a wide range of topics, including key performance indicators (KPIs), data-driven decision-making, continuous improvement frameworks like Six Sigma, and advanced tools like Balanced Scorecard and Earned Value Management (EVM). By

blending theory with real-world case studies, the course enables participants to align evaluation practices with organizational goals and foster sustainable performance improvements.

## **COURSE OBJECTIVE**

### **Participants will learn to:**

- Understand and explore key frameworks and methodologies for evaluation and optimization.
- Develop actionable performance metrics linked to organizational goals.
- Drive continuous improvement and measurable performance outcomes.
- To understand the fundamentals of strategic project management.
- To optimize project outcomes through integrated approaches.
- To align project management practices with organizational strategies.
- Be proficient in key strategic project management frameworks.
- Effectively evaluate project performance against organizational goals.
- Apply tools to optimize project timelines, budgets, and resources.
- Lead projects with a strategic focus, ensuring alignment with long-term objectives.

## **COURSE AUDIENCE**

### **The course is designed to cater for the training needs of the following:**

- Strategists, Directors and Corporate Planning Officials
- Auditors and Strategic Control Committee Members
- Line Managers, Financial Professionals, Professionals, R&D Representatives, Sales/Marketing Professionals, Policy Makers, Business Unit Professionals, Project managers.
- Administrators and coordinators, Business analysts and strategists, Professionals involved in project planning and optimization, Professionals in project management, operations, and business analysis, Leaders seeking to implement performance optimization strategies, Teams responsible for process improvement and evaluation metrics.

## **COURSE CONTENT**

### **Day 1**

#### **Foundations of Strategic Project Management**

- Overview of project management vs. strategic project management.
- Importance of strategic alignment in projects.
- Key project management methodologies (Agile, Waterfall, Hybrid).
- Introduction to project lifecycle integration.

### **Day 2**

#### **Strategic Frameworks for Project Evaluation**

- Quantitative vs. qualitative metrics.
- Setting project objectives and key performance indicators (KPIs).
- Techniques for KPI tracking and analysis
- Balanced Scorecard for project evaluation.
- Cost-Benefit Analysis (CBA) in decision-making.
- Stakeholder mapping and engagement strategies.
- Identifying and setting effective KPIs.

### **Day 3**

#### **Tools for Performance Monitoring**

- Earned Value Management (EVM) for tracking performance.
- Risk analysis and management frameworks.
- Software tools for real-time performance tracking.
- Quality management tools (Six Sigma, Lean).
- Performance benchmarking and comparative analysis.

### **Day 4**

#### **Optimizing Project Outcomes**

- Resource allocation and optimization.
- Schedule management: Critical Path Method (CPM) and PERT analysis.
- Managing project constraints: Scope, time, and cost.

- Addressing change and conflict in projects.

### **Advanced Techniques in Strategic Project Management**

- Scenario planning and forecasting techniques.
- Implementing Artificial Intelligence in project optimization.
- Digital transformation in project management.

## **Day 5**

### **Evaluation and Performance Management**

- Defining performance evaluation and its importance.
- Overview of evaluation frameworks and optimization techniques.
- Linking organizational strategy to performance metrics.

### **Data-Driven Decision-Making**

- Using data visualization for performance insights.
- Predictive analytics and forecasting for performance planning.
- Artificial intelligence (AI) applications in optimization.

### **COURSE CERTIFICATE**

**TRAINIT ACADEMY** will award an internationally recognized certificate(s) for each delegate on completion of training.

### **COURSE FEES**

£5,500 per Delegate. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### **COURSE METHODOLOGY**

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice

type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions

