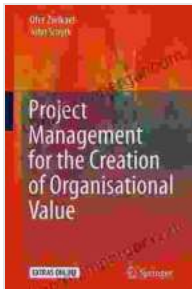


Unlocking Organizational Excellence: The Ultimate Guide to Project Management for Value Creation

: Unleashing the Power of Strategic Project Management

In an ever-evolving business landscape, organizations face the constant challenge of staying competitive and thriving. Project management plays a pivotal role in meeting this challenge by providing a structured and effective approach to achieving organizational goals.

However, traditional project management practices often fall short of delivering the desired value. To truly drive organizational excellence, project managers and leaders must embrace a value-centric approach that aligns projects with the strategic objectives of the organization.



Project Management for the Creation of Organisational

Value by Ofer Zwikael

★★★★☆ 4.1 out of 5

Language : English
File size : 4038 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 524 pages



Chapter 1: The Value Creation Imperative

This chapter explores the fundamental concept of value creation in project management. It defines value, identifies its different types, and discusses the importance of aligning projects with organizational values.

- Understanding the Concept of Value
- Identifying Different Types of Value
- Aligning Projects with Organizational Values
- Case Study: How Value-Centric Projects Transformed a Healthcare Organization

Chapter 2: Strategic Project Management Framework

This chapter introduces a comprehensive framework for strategic project management that focuses on creating organizational value. It covers key principles, methodologies, and best practices.

- Principles of Strategic Project Management
- Project Value Assessment Methodology
- Best Practices for Value-Driven Project Planning
- Case Study: A Step-by-Step Implementation of the Framework in a Technology Company

Chapter 3: Stakeholder Engagement for Value Realization

Engaging stakeholders effectively is crucial for project success and value realization. This chapter provides strategies for identifying, analyzing, and managing stakeholders' needs and expectations.

- Identifying and Prioritizing Stakeholders
- Stakeholder Communication and Engagement Plans
- Managing Stakeholder Expectations
- Case Study: Stakeholder Engagement in a Large-Scale Infrastructure Project

Chapter 4: Value Measurement and Reporting

Measuring and reporting project value is essential for demonstrating the impact of project management on organizational performance. This chapter covers key performance indicators, evaluation methods, and reporting frameworks.

- Developing Project Value Metrics
- Quantitative and Qualitative Evaluation Methods
- Best Practices for Project Value Reporting
- Case Study: How a Financial Services Company Used Value Measurement to Optimize Its Project Portfolio

Chapter 5: Continuous Improvement and Innovation

In a rapidly changing business environment, it is important to embrace continuous improvement and innovation in project management practices. This chapter discusses techniques for evaluating project performance, identifying improvement areas, and fostering a culture of innovation.

- Project Performance Evaluation Methods

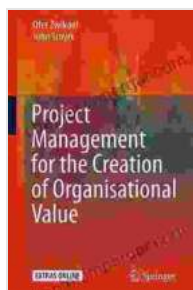
- Identifying Areas for Improvement
- Fostering a Culture of Innovation in Project Management
- Case Study: How a Global Technology Firm Implemented a Continuous Improvement Program for Project Management

: Embracing Value-Centric Project Management

This concluding chapter summarizes the key principles and best practices of value-centric project management. It highlights the benefits of this approach and provides recommendations for successful implementation.

- Summary of Key Principles
- Benefits of Value-Centric Project Management
- Recommendations for Successful Implementation
- The Future of Project Management in the Age of Value Creation

By embracing the principles and practices outlined in this guide, project managers and leaders can transform their organizations into value-driven powerhouses. Project Management for the Creation of Organizational Value is your key to unlocking organizational excellence and achieving lasting success.



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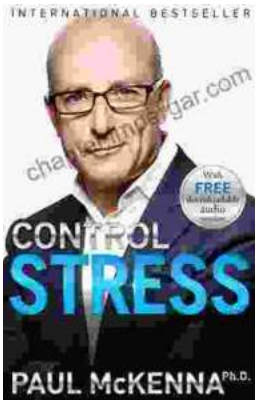
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