

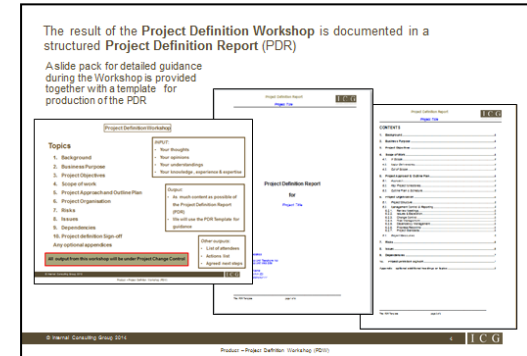
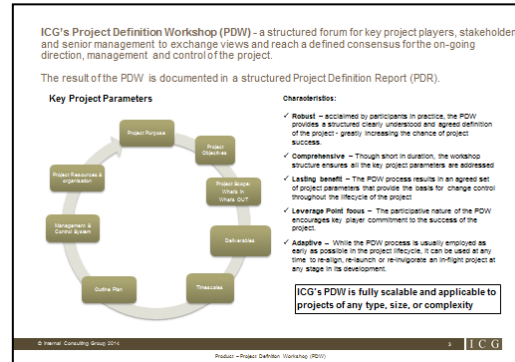


Project Definition Workshop (PDW)

An intensive, facilitated workshop to unambiguously define the key parameters binding a project, ensuring its alignment to the organization's strategy, goals and objectives.



Project Definition Workshop (PDW) – normally conducted in a single day, the PDW is a tightly-focused, efficient method of ensuring any new project is meticulously defined and exquisitely aligned with the enterprise’s corporate strategy and objectives.



Prices:

Up to 1 day: US\$ 20,000
 Additional days: US\$ 5,000 per day
 Maximum participants: 12

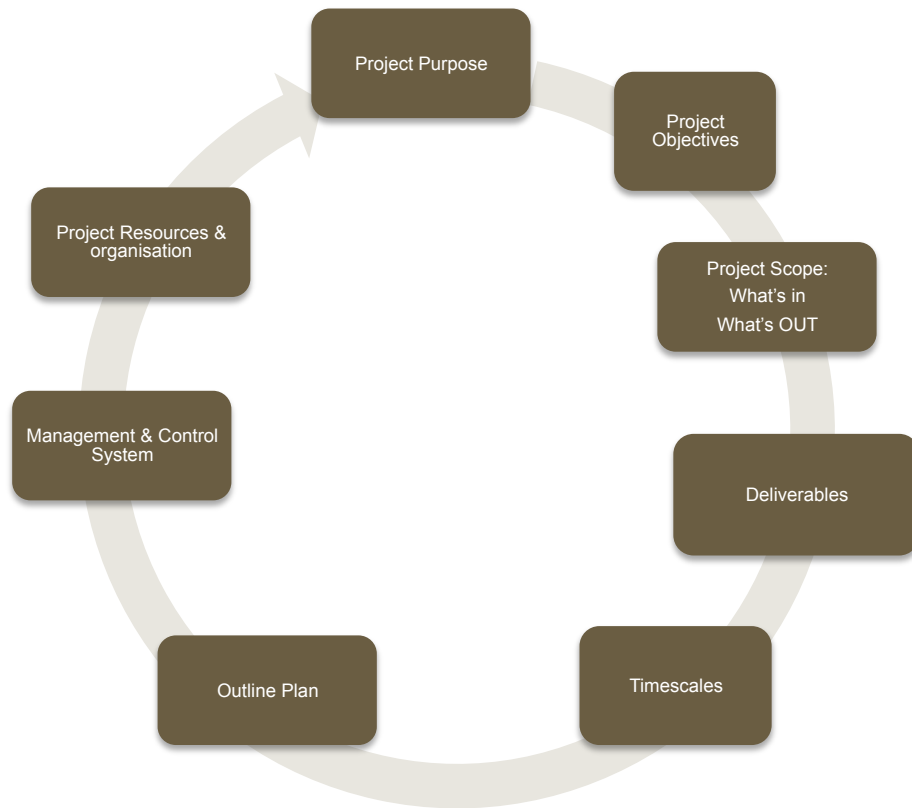
ISG's Project Definition Workshop provides and ensures:

- a structured means of achieving an accurate definition of the project,
- a sound foundation for project planning, and for management and control over project execution,
- a definition thoroughly explored and debated by the key participants and stakeholders,
- senior management buy-in and commitment to the success of the project,
- A common understanding of the aims of the project, its success criteria and the means of achieving its objectives.

More than any other project activity, the achievement of a sound, precise definition is fundamental to the on-going management and control of the project and absolutely crucial to its ultimate success.

ICG's Project Definition Workshop (PDW) - a structured forum for key project players, stakeholders and senior management to exchange views and reach a defined consensus for the on-going direction, management and control of the project. .

Key Project Parameters



Characteristics:

- ✓ **Robust** – acclaimed by participants in practice, the PDW provides a structured clearly understood and agreed definition of the project - greatly increasing the chance of project success.
- ✓ **Comprehensive** – Though short in duration, the workshop structure ensures all the key project parameters are addressed
- ✓ **Lasting benefit** – The PDW process results in an agreed set of project parameters that provide the basis for change control throughout the lifecycle of the project
- ✓ **Leverage Point focus** – The participative nature of the PDW encourages key player commitment to the success of the project.
- ✓ **Adaptive** – While the PDW process is usually employed as early as possible in the project lifecycle, it can be used at any time to re-align, re-launch or re-invigorate an in-flight project at any stage in its development.

ICG's PDW is fully scalable and applicable to projects of any type, size, or complexity

The result of the Project Definition Workshop is documented in a structured Project Definition Report (PDR)

A slide pack for detailed guidance during the Workshop is provided together with a template for production of the PDR

Project Definition Workshop

Topics

1. Background
2. Business Purpose
3. Project Objectives
4. Scope of work
5. Project Approach and Outline Plan
6. Project Organisation
7. Risks
8. Issues
9. Dependencies
10. Project definition Sign-off

Any optional appendices

All output from this workshop will be under Project Change Control

INPUT:

- Your thoughts
- Your opinions
- Your understandings
- Your knowledge , experience & expertise

Output:

- As much content as possible of the Project Definition Report (PDR)
- We will use the PDR Template for guidance

Other outputs:

- List of attendees
- Actions list
- Agreed next steps

Project Definition Report

for

Project Title

Project Definition Report

Project Title

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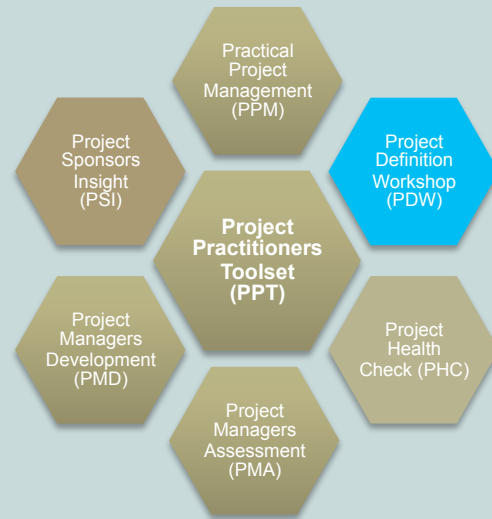
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Project Definition Workshop (PDW) is a member of the Project Practitioners Toolset – designed to bring excellence in project delivery capability to organisations of any type, size or geographical location.



- Each member may be implemented or executed:
 - on its own,
 - in conjunction with any other or
 - as part of the whole Toolset
- Though complimentary to each other, each brings its own benefits and all can be simply tailored to meet client-specific requirements
- Case studies show the practical value realised by clients using these products world-wide.

Project Definition Workshop (PDW) – case study 1



A leading UK cement manufacturer:

When this company embarked on a new corporate transformation Programme, Project Definition Workshop's were introduced as standard practice for all new projects, whether related to the transformation programme or not.

In many cases PDW's were also conducted for in-progress projects where there was senior management concern regarding a project's direction and alignment with corporate goals and objectives (especially once the programme to re-formulate the corporate business strategy was underway). In several cases PDWs revealed flaws in, or the absence of, a sound business case for the project. As a result, these were re-assessed, a new business case developed or (in two cases) the project was cancelled. The company also reduced the incidence of premature project start-ups and projects being initiated without the full understanding and commitment of the key stakeholders in the project.

A major UK steel producer:



This company conducted a series of Project Definition Workshops to determine the structure, direction and definition of a complex programme of work to commission a new plate steel rolling mill at one of a number of potential sites in the UK (all of which were politically sensitive).

The purpose of the first phase of the programme was to investigate the available options and the feasibility of a proposition to purchase a complete plate steel rolling mill in Mexico, disassemble it, ship and re-build it in the UK.

The use of the PDW process was seen by the client as instrumental in unblocking a political impasse at the highest level, reconciling seemingly entrenched positions and reaching a consensus on the way forward for the major stakeholders.



Internal Consulting Group

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