


Topic	Information
Presenter Name	Mark Kozak-Holland
Series	 <p data-bbox="878 310 1484 457"><i>This series uses relevant case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then harvests the lessons learned on these past projects and applies them to today's projects.</i></p>
Presentation Title	Lessons in Risk Management from the Great Escape
Abstract	<p data-bbox="423 537 1520 663">The Great Escape could be considered as the most unlikely event of World War II namely, 76 POWs escaping from a camp less than 100 miles from Berlin, in 1944. Yet how could an escape of such audacious proportions be even contemplated, never mind executed, in an environment that was so hostile?</p> <p data-bbox="423 705 1520 863">This presentation analyzes the escape as a project from a modern perspective and through the nine knowledge areas of the PMBOK. It pays particular attention to risk management to explain the type of risks that were encountered and how well the risks were managed (and not) across the each stage of the project lifecycle, and into the operation.</p> <p data-bbox="423 905 1520 1062">This presentation extracts lessons and valuable insights for today's projects. It poses the ultimate question how successful was the project? Paying attention to how historical projects and emerging technologies of the past solved complex problems of the day provides some very valuable insights into how to solve today's more challenging business problems.</p>
Learning Objectives Purpose/Benefits	<p data-bbox="423 1077 1520 1266">You will learn how risk was managed through the Great Escape and how the lessons learned can be applied to projects today. Many projects today are initiated where risks are low but still fail. Often if the risks are too high the Project Management Office (PMO) puts the project on hold. This is the story of one of the riskiest project ever conceived that succeeded. The presentation juxtaposes the Great Escape story and modern projects so that we can learn how:</p> <ul data-bbox="472 1276 1520 1476" style="list-style-type: none"> • the escape committee identified risk on a daily basis, • both qualitative and quantitative risk analysis was completed on escape plot discovery and the dangers with tunnel engineering, • risk response planning became an integral part of Roger Bushell's daily activities, and reduced the likelihood or impact of risk events associated with the escape. <p data-bbox="423 1518 1520 1602">Entertaining and full of intriguing historical details, the presentation helps project managers see the impact of decisions similar to the ones that they make every day. It helps explain the story and drive home some simple lessons.</p>
Presenter Biography	<p data-bbox="423 1623 1520 1812">Project Lessons from the Great Escape is from the "Lessons from History" series. As the author behind the series, Mark Kozak-Holland brings years of experience as a consultant who helps Fortune-500 companies formulate projects that leverage emerging technologies. Since 1985 he has been straddling the business and IT worlds making these projects happen. He is a certified business consultant, the author of several books, and a noted speaker.</p>



Mark has always been interested in tracing the evolution of technology and the 3 industrial revolutions of the last 300 years. Whilst recovering a failed Financial Services project he first used the Titanic analogy to explain to project executives why the project had failed. The project recovery was going to take 2 years and \$8m cost versus the original \$2m cost and 1 year duration.

As a historian, Kozak-Holland seeks out the wisdom of the past to help others avoid repeating mistakes and to capture time-proven techniques. His lectures on Lessons from History projects have been very popular at gatherings of project managers and CIOs.

Presenter's Authorship	The books from the www.lessons-from-history.com series have been written for organizations applying today's business and technology techniques to common business problems. <i>Lessons from the past assist projects of today in shaping the world of tomorrow.</i> The series uses relevant historical case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then draws comparisons to challenges encountered in today's projects.
Presenter's Educational Background	B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).
Presenter's Company Name	HP Services, Consulting and Integration

Presentation and Workshop Options

Format	Length	Audience	Description
Presentation	1 hour	up to 500	Standard
Presentation	2 hour	up to 500	Extended Q&A
Workshop	4 hour	up to 50	Half day
Workshop	8 hour	up to 50	Full day