


Those who cannot remember the past are condemned to repeat it.
George Santayana, The Life of Reason, Volume 1, 1905

Topic	Information
Presenter Name	Mark Kozak-Holland
Series	 <p><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>
Workshop Title	Project Lessons from the Great Escape
Summary Description of Workshop	<p>The Great Escape from the prison camp Stalag Luft III is widely regarded as one of the most audacious and daring escape attempts of the 20th century. But as an event in March 1944, set in dire circumstances, what actually happened? How was the escape planned and executed as a project? How did it get around numerous obstacles in a habitat designed to be escape proof? How was the project tracked? If you were faced with similar circumstances, what what you do? In today's world business people are grappling with numerous obstacles in planning and executing projects in a climate of rapid changes. Many of these challenges are not unlike those faced by the brave men of Stalag Luft III. If you had gone through such an experience, what would you learn that could serve you in your work today?</p> <p>Through this interactive workshop (half-day, and one -day versions), you will be given a chance to use just the skills you bring with you to tackle some of the most daunting project management problems ever faced by a team. Participants will be "introduced" to life as a POW in World War II Germany. You will begin to see what those men saw when they undertook to do the seemingly impossible. The goal is to escape with valuable lessons you can use in your work.</p> <p><i>Everything in Stalag Luft III was set up to prevent escape. The project planning and preparation were hindered everyday by new obstacles. The PoWs faced a hostile environment of constant change.</i></p> <p>Through the workshop at set intervals participants are presented scenarios (up to 4) and questions taken from the Great Escape. For example:</p> <ul style="list-style-type: none"> • <i>How would you select the best possible escape method?</i> • <i>How would you manage the risk?</i> • <i>How would you organize your resources?</i> • <i>What would your project schedule look like?</i> <p>Participants are then asked to brainstorm these and many other such challenges in teams and come up with answers and solutions.</p> <p><i>The Great Escape did not follow the traditional blueprint of a construction project. But it had all the hallmarks of a great project, e.g., complex timelines, limited resources, dire situation, and a hostile environment.</i></p> <p>The end result is then presented and your team decisions will be debated by all teams who play the role of the escape committee and look at the pros and cons:</p>



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	<p><i>Ideas and solutions were tested continuously and refined with the escape committee (project team), in a determined atmosphere where everything was thought possible. Throughout the project, no written project plan was ever produced yet planning was done extensively. The escape committee was able to organize itself and remove each obstacle it faced. It overcame continuous difficulties and ran the project in an agile fashion.</i></p>
<p>Learning Objectives Purpose/Benefits</p>	<p>This workshop provides a unique opportunity to go through a decision making process based on presented facts, and solve some complex problems from the project that was this great escape. Studying this and other historical projects of the past provides some very valuable insights into how to solve today's more challenging business problems.</p> <p>You will learn how the lessons learned from the Great Escape can be applied to projects today. Many projects today are initiated with clear objectives, executive sponsorship, and a healthy budget but, still fail. Other projects have no budgets, many obstacles in their way, and succeed. The workshop juxtaposes the Great Escape story and modern projects so that we can learn how:</p> <ul style="list-style-type: none"> • the escape committee, under tremendous pressure, inspired the inmates around them to continue a fight considered lost, • the camp PoWs were unified to work on this one project, maximizing the work effort, and matching their skill sets against project activities, • the escape committee understood the problems facing them and focused slender resources on critical tasks. <p>Entertaining and full of intriguing historical details, the workshop helps participants see how the PMBOK Knowledge Areas came into play with project planning and execution. Even more important, as you begin to see and understand this impossible situation, you will come to understand how both good and bad decision were made and how in the end, some measure of success was achieved.</p>
<p>Presenter Biography</p>	<div data-bbox="436 1308 911 1869" data-label="Image"> </div> <p>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> <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</p>

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	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