

Topic	Information
Presenter Name	Mark Kozak-Holland PhD, PMP, IPMA-D, Cert.APM
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>
Presentation Title	The future of the business world and where project management could fit in
Abstract	<p>Today, the rate of change seems daunting, and only the foolhardy would try and predict the future. But in reality change driven by disruptive technology started with the industrial revolution in the 18th century and rapidly accelerated through the 19th and 20th centuries. Change in the business world is just part of a long term trend. So how does this affect project management? What does the business world need from the project management discipline, and how should the community respond? This presentation highlights the likely future needs of business world over the next decade and how project management can prepare for this.</p>
Summary Description of Presentation	<p>The business world is realigning itself to the impact of disruptive technology although this is a repeating cycle over the last 250 years as we have moved through the different ages: of steam, manufacturing, distribution, information, and now the customer. Disruptive technology has been transforming society throughout this industrial era. What is new, in this age, is that this disruptive digital technology has shifted the empowerment from institutions and organizations towards the individual. Today socially networked customers, partners, suppliers across all industries have the information, tools, and systems that they need to get what they want, when, where, and how they want it.</p> <p>The business world is grappling with this new paradigm. Businesses are transforming themselves and how they interact with empowered individuals to remain relevant with them. Businesses are exploring and creating new models, practices and methods. However, existing delivery models and mindsets are routed in "operations" thinking and the management philosophy of the 19th and 20th centuries. These are based on creating order and reliability within organizations by establishing routines and rules. Project management although one of the fastest growing disciplines across the world, is a blip in the business world landscape. It is viewed as an execution and delivery based discipline with strong emphasis on control techniques and tools. It is hardly recognized for what it is (exploratory, dealing with unknowns, improvisational, adaptive and forward projecting), how it differs to operations, and how it could and should be a catalyst in this new age.</p> <p style="text-align: center;">"...business projects [because they] are not simply operations or interactions, but rather are collaborative and exploratory, involving uncertainties, complexity, and management..." (Scranton, 2015)</p> <p>To meet the demands of the 21st century these is a need for the project management discipline to take a leading role in this new age by becoming more strategic and business outcome focused over pure execution. There is a need to reposition project management and change existing perceptions with the business world so it has a better understanding of what project management is.</p>

<p>Learning Objectives Purpose/Benefits</p>	<p>The presentation highlights:</p> <ul style="list-style-type: none"> • How change driven by disruptive technology is affecting the business world and how this is a continuum of change over the last 200 years. • How the business world is trying to respond this change, but is restricted by a management philosophy of the 19th and 20th centuries. • How project management needs to change to meet the demands of the 21st century. • How project management needs to reposition itself with the business world so it is clearly differentiated from operations in the value it provides. <p>Entertaining and full of intriguing historical details, the presentation highlights the changes required in the project management discipline.</p>
<p>Presenter Biography</p>	<p>History of Project Management is from the www.lessons-from-history.com series. As the founder 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 1983 he has been straddling the business and IT worlds making these projects happen. He is a PMP, certified business consultant, the author of several books, and a noted speaker.</p> <div data-bbox="415 846 613 1125" data-label="Image"> </div> <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.</p> <p>As a historian, Mark seeks out the wisdom of the past to help others avoid repeating mistakes and to capture time-proven techniques. His lectures on the Titanic project have been very popular at gatherings of project managers and CIOs.</p>
<p>Presenter's Authorship</p>	<p>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. Mark has contributed to far reaching series of articles on Gantthead.com, DM Review, and PM Forum today. He has written several academic papers on historical project management. He defended his dissertation titled "The Relevance of Historical Project Lessons to Contemporary Business Practice" in November 2013 to complete his PhD.</p>
<p>Presenter's Educational Background</p>	<p>PhD from the Salford University Business School, UK (2014) B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).</p>
<p>Presenter's Company Name</p>	<p>Lessons from History</p>