


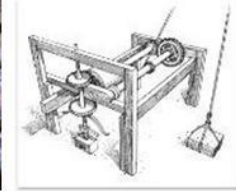




Topic	Information
<b>Presenter Name</b>	Mark Kozak-Holland PhD, PMP, IPMA-D, Cert.APM
<b>Series</b>	<div style="display: flex; align-items: center;"> <div style="background-color: red; color: white; padding: 10px; text-align: center; margin-right: 20px;"> <p>LESSONS FROM <b>HISTORY</b></p> </div> <div style="background-color: black; color: white; padding: 10px;"> <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> </div> </div>
<b>Presentation Title</b>	<b>Knowledge transfer between projects - best practices in project management and the lessons from the Florence Duomo Project</b>
<b>Summary Description of Presentation</b>	<p>Best practices advocate that lessons learned are collected through a project and then formalized at the end to be reused in future projects. Yet this is rarely done with a lack of directive or formal processes, time pressures, perceived low value, or individuals moving on to the next assignment, and other constraints. This presentation exemplifies how knowledge was transferred and transformed from one project to another with great success, and demonstrates the great value in doing this. It narrates the construction project of the Florence Duomo by Filippo Brunelleschi in the fifteenth century. This was the most significant dome project in Europe in 1300 years, and possibly the most significant, innovative and complex project of the Renaissance era. In order to achieve what seemed technically impossible at the time, Brunelleschi researched and adapted the construction and project management practices of the Pantheon in Rome in the second century.</p> <div style="display: flex; justify-content: space-around;">      </div>
<b>Learning Objectives Purpose/Benefits</b>	<p>The presentation:</p> <ul style="list-style-type: none"> <li>• Reinterprets a major historical project for a modern project management audience, by examining in detail how the project was initiated, managed and executed.</li> <li>• Examines how Brunelleschi developed solutions to very difficult problems facing the project through unorthodox methods. Brunelleschi did not begin his project with a track-record, or experience, but with rediscovered ancient Roman best practices that he interpreted and then incorporated into a design to convince the project sponsors that he could solve the complex problems faced by the project.</li> <li>• Allows us in turn to learn about both product and process innovation both of which are essential to contemporary project management.</li> <li>• Demonstrates how the success of this major project of the fifteenth century was directly attributable to Brunelleschi, who was able to make significant advances with existing technology by incorporating process innovation.</li> <li>• States how knowledge is arguably of more contemporary significance than the advances in the technology itself.</li> </ul> <p>In today's world, project teams face greater pressure than ever to deliver innovative solutions in projects, and improve on previous projects. The presentation is valuable in understanding the processes and approach in transferring knowledge and</p>

	experiences from previous contemporary and historical projects.
<b>Presenter Biography</b>	<p>As the founder behind the “Lessons from History” business series, Mark Kozak-Holland brings years of experience as a business 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. 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, Kozak-Holland 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>
<b>Presenter’s Authorship</b>	<p>The books from the <a href="http://www.lessons-from-history.com">www.lessons-from-history.com</a> 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>
<b>Presenter’s Educational Background</b>	<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>
<b>Presenter’s Company Name</b>	Lessons-from-History