



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 Project Management is in the past, building the case for historical lessons in business
Abstract	If you have invested your career into project management then you are probably naturally curious as to what the profession has in store for the next 20 years. Despite a massive global growth in project management, the future is unclear.
Summary Description of Presentation	<p>The business world is completely dependent on project management and an estimated \$15 trillion was spent on projects in 2010 or 20% of the world's economy. Project management is one of the fastest growing disciplines across the world. Without it the global economy would collapse. Yet, despite this growth project management is an immature discipline and the consequence of this is a significant gap between research and practice. The discipline lacks a unified theory and established body of research. Bodies of knowledge (BoKs) reflect process and technique yet frequently neglect the political, social and ethical dimensions of project management. As a profession it acts with little impunity, where a poor project trackrecord is rather inconsequential to career progress. There is a strong business need for a competent, professional and rigorous project management discipline.</p> <p>Unlike disciplines like engineering or architecture that look to their roots and a deep history, project management research has paid limited interest to the past. The existing literature on project history is biased towards large, US, military and space projects, of the mid to late 20th century. As a result, it is viewed as a scientific discipline with traditions in engineering/math/optimization and a strong emphasis on control techniques and tools.</p> <p>"There is a growing concern in the project management community about the lack of historical understanding of the emergence of project management and the importance of landmark projects." (Söderlund and Lenfle, 2010)</p> <p>To meet the demands of the 21st century there is a need to round out a quantitative BoK, and incorporate a qualitative aspect through more critical project case studies that focus on policies, strategies, communications, social dimensions and behaviours. The presentation will state the case to reinterpret historical project management so as to connect it to contemporary project management, and mature it as a discipline. New insights emerge when analysing historical project case studies through a project management lens. 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>The presentation highlights:</p> <ul style="list-style-type: none"> • How the business world is in need of a competent, professional and rigorous project management discipline.

	<ul style="list-style-type: none"> • How contemporary project management (BoKs) reflects process and technique, and could be rounded out through historical project case studies. • How historical project case studies can bring a wealth of lessons that provide fresh stimulus and thinking to solving today's problems. • What the necessary changes may have to be in the next 25 years that will provide the business world with a competent, professional and rigorous project management discipline. <p>Entertaining and full of intriguing historical details, the presentation highlights the changes required in project management.</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>  <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>

