




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	Titanic Lessons for business
Summary Description of Presentation	<p>R.M.S. Titanic was considered by many, including its designers and builders to be an unsinkable ship. With redundant safety systems that used the latest emerging technologies of the day, the ship was considered so safe that it did not even need a full complement of lifeboats. Yet, a collision with an iceberg put an end to the ship on its maiden voyage and led to the deaths of thousands of passengers and crew. The sinking of Titanic is one of the worst maritime disasters ever.</p> <p>Imagine you are in one of Titanic's lifeboats just sighted by the rescue ship Carpathia. As you look back at the wreckage site, you wonder how such a disaster could have happened. What were the causes? How could things go so badly wrong? Why did she founder? No one had expected it.</p> <p>This presentation analyzes the project that designed, built, and launched the ship, showing how compromises made during early project stages led to serious flaws in this supposedly "perfect ship." In addition, the presentation explains how major mistakes during the early days of the ship's operations led to the disaster. All of these disastrous compromises and mistakes were fully avoidable.</p> <p>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>  <p>Based on the serialization completed in Gantthead (20 parts).</p>
Learning Objectives Purpose/Benefits	<p>The presentation highlights the lessons from Titanic's disaster to a business audience, and explains in layman's terms how to apply Titanic's lessons to a business. It is the least technical of all Titanic's presentations in the series. It focuses on the business view of the story that is from the business enterprise and juxtaposes the Titanic story and a business so that we can learn from the disaster how:</p> <ul style="list-style-type: none"> • important it is to bring a balance to the requirements management process, • the executive sponsor can unwittingly compromise the project even with well defined governance, • to apply Titanic's lessons to a business today. <p>Entertaining and full of intriguing historical details, the presentation helps business people see the impact of decisions similar to the ones that they make every day. It helps explain the story and to help drive home some simple lessons.</p>
Presenter	This presentation is from the "Lessons from History" series. As the founder of the

<p>Biography</p>	<p>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. Testimonials CBC news: https://www.youtube.com/watch?v=aQT5zwvsksc</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>