Haward Technology Middle East

COURSE OVERVIEW PM0657
Maximizing Project Value

Course Title
Maximizing Project Value

Course Date/Venue
Session 1: July 27- 31, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
Session 2: November 09-13, 2025/Crowne Meeting Room, Crowne Plaza Al Khobar, KSA

Course Reference
PM0657

## Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our state-of-the-art simulators.

This course is designed to provide participants with a detailed and up-to-date overview of Maximizing Project Value. It covers the stakeholder value perception, project success criteria and project benefits realization; the project lifecycle and value mapping and the role of project manager in value delivery; the principles of value engineering, function analysis and brainstorming; the cost versus function optimization and examples in construction and engineering; and aligning projects with business strategy; and the business case and benefit realization management (BRM).
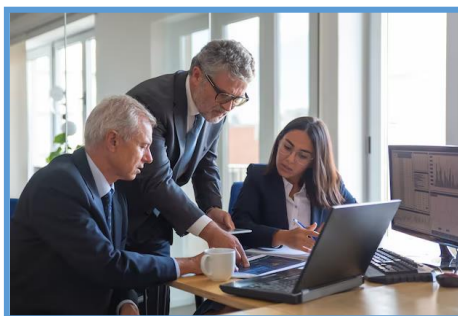
Further, the course will also discuss the project portfolio value optimization, innovation for value creation and customer-centric project management; the value-based planning, value-focused risk management and quality and performance management; the agile and lean for value delivery, contract and procurement strategies for value and managing project changes for value; the leading and lagging indicators and financial versus operational value measures; customizing KPIs for project context; and dashboards for value tracking.

During this interactive course, participants will learn the basics of earned value management (EVM); the limitations in value tracking and integrating with outcome-based metrics; the environmental, social, governance (ESG) factors, sustainable project design and delivery; the lifecycle thinking in value planning and value creation beyond project closure; the project reviews and value assurance, post-implementation value assessment and tools and technologies for value management; the characteristics of value-driven leaders, empowering teams for value delivery, building cross-functional collaboration and accountability and ownership; the value storytelling techniques, communicating intangible benefits and tools for visualizing value; and the ethics and governance in value delivery, action planning and continuous improvement.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on maximizing project value

- Discuss project value, stakeholder value perception, project success criteria and project benefits realization

- Illustrate project lifecycle and value mapping and identify the role of project manager in value delivery

- Explain the principles of value engineering, function analysis and brainstorming, cost versus function optimization and examples in construction and engineering

- Align projects with business strategy, define the business case and discuss benefit realization management (BRM)

- Apply project portfolio value optimization, innovation for value creation and customer-centric project management

- Carryout value-based planning, value-focused risk management and quality and performance management

- Employ agile and lean for value delivery, contract and procurement strategies for value and managing project changes for value

- Identify leading and lagging indicators, financial versus operational value measures, customizing KPIs for project context and dashboards for value tracking

- Discuss the basics of earned value management (EVM) including its limitations in value tracking and integration with outcome-based metrics

- Recognize environmental, social, governance (ESG) factors, sustainable project design and delivery, lifecycle thinking in value planning and value creation beyond project closure

- Apply project reviews and value assurance, post-implementation value assessment and tools and technologies for value management

- Describe the characteristics of value-driven leaders, empower teams for value delivery, build cross-functional collaboration and apply accountability and ownership

- Tailor value messages to stakeholders and carryout value storytelling techniques, communicating intangible benefits and tools for visualizing value

- Apply ethics and governance in value delivery, action planning and continuous improvement

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK**®). The **H-STK**® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of maximizing project value for project managers, project engineers, program managers, project sponsors / owners, business analysts, portfolio managers, PMO directors, department heads, strategic planners, finance and investment managers, cost estimators and controllers, procurement and contract managers, risk managers, quality assurance professionals, operations managers (post-project handover) and other technical staff.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

- **British Accreditation Council (BAC)**

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **The International Accreditors for Continuing Education and Training (IACET - USA)**

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Mr. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Project & Finance Management Consultant** with over **25 years** of experience in **Power** & **Water Utilities**, **Other Energy** Sectors and **Financial** industries. His expertise lies extensively in the areas of **Project Quality** Management**, Quality Control & Site Inspection, Project Quality Plan, Construction Quality** Management, **Material** Management **& Project Turnover, Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management, **Project Planning, Scheduling & Cost Control Professional**, **Project Scheduling & Cost Control**, **Facilitation & Leadership** Skills, **Coaching**, **Human Resource** Development, **Psychometric** Testing, **Career Development** & Competence, **Succession Planning**, **Self-Development & Empowerment**, **Personal Learning Needs Identification**, **Data Quality Control**, **Data Quality Assessment**, **Data Quality Planning**, **Data Quality Strategy** Management, **Customer** Management, **Leadership** Skills, **Presentation** Skills, **Negotiation** Skills, **Decision Making** Skills, **Communication** Skills, **Emotional Intelligence**, **Performance** Management, **Contract** Management, **Quality** Management, **Commercial Strategy**, **Project** Management, **Risk** Management, **Leadership & Business** Management, **Human Resource** Management, **Planning**, **Budgeting & Cost Control**, **Business Development**, Innovation, Sales Strategy and Knowledge & **Intangible Asset Assessment** Design. Further, he is also well versed in **Project Financial Data, Financial Indicators**, **Financial Leverage**, **Discounted Cash Flows**, **Economic Cost** Analysis, **Equity Profitability** Analysis, **Financial** Modelling & Forecasting, **Financial** Analysis Techniques, **Financial Data** Analysis Concepts & Process, **Credit** Analysis, **Financial & Accounting** Management, **Financial Planning** Techniques, **Vendor Invoice Processing** & **Management**, **Evaluating Cost** & **Revenue**, **Budgeting & Cost Control** and **Marketing** Management. Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider**, **Founder-Principal/CIO**, **Subject Matter Expert**, **Consulting Partner**, **Executive/Management Development Facilitator**, **Multinational/Corporate Senior Management Consultant**, **Senior Quality & Finance Management Consultant**, **Executive Management Development/Facilitator**, **Business Consultant/Facilitator**, **Business & Quality Consultant/Coach**, **Client Director**, **Administration Manager**, **Quality Manager**, **International Sales & Business Development Executive**, **Regional Sales Manager**, **National Key Accounts Manager**, **Commercial Sales & Marketing Consultant**, **Admin Assistant**, **Sales & Marketing Representative**, **Key Note Speaker**, **Lecturer** and **Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American**, **BHP Billiton**, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, **Unilever**, **Kellogg's**, BAT, **Hershey's**, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb.

Mr. Taylor has **Master's** degree in **Leadership & Innovation**, **Business Administration** and **Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer**, **Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**) and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	***Understanding Project Value*** *Definition of Value in a Project Context • Tangible versus Intangible Value • Strategic versus Operational Value • Aligning Value with Business Goals*
0930 – 0945	*Break*
0945 – 1030	***Stakeholder Value Perception*** *Identifying Key Stakeholders • Analyzing Stakeholder Expectations • Differentiating Value for Different Groups • Managing & Balancing Stakeholder Interests*
1030 – 1130	***Value versus Project Success*** *Project Success Criteria (Time, Cost, Scope, Quality) • Linking Project Outputs to Outcomes • Understanding Project Benefits Realization • Moving from Delivery to Impact*
1130 – 1215	***Project Lifecycle & Value Mapping*** *Project Initiation & Value Vision • Planning & Value Assurance Activities • Execution with Value Checkpoints • Closing with Value Measurement*
1215 – 1230	*Break*
1230 – 1330	***Role of the Project Manager in Value Delivery*** *Value Champion versus Task Manager • Value-Driven Decision Making • Communication for Value Alignment • Leading with Business Outcomes in Mind*
1330 – 1420	***Basics of Value Engineering*** *History & Principles of Value Engineering • Function Analysis & Brainstorming • Cost versus Function Optimization • Examples in Construction & Engineering*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2

0730 – 0830	***Aligning Projects with Business Strategy*** *Understanding Organizational Vision & Mission • Translating Strategic Goals into Project Objectives • Tools: Strategy Maps & Balanced Scorecards • Ensuring Value Throughout Project Phases*
0830 – 0930	***Defining the Business Case*** *Components of a Strong Business Case • Financial & Non-Financial Justification • Cost-Benefit Analysis • Value Proposition Statement*
0930 – 0945	*Break*
0945 – 1100	***Benefit Realization Management (BRM)*** *Identifying Benefits & Beneficiaries • Planning Benefits Across the Lifecycle • Tracking Benefit Delivery • Adjusting Plans to Optimize Realization*

1100 – 1215	**Project Portfolio Value Optimization** *Portfolio Alignment with Strategic Goals • Prioritization of High-Value Projects • Value Scoring Models • Portfolio Balancing & Resource Allocation*
1215 – 1230	*Break*
1230 – 1330	**Innovation for Value Creation** *Building a Culture of Innovation • Disruptive Thinking in Project Design • Value from Process Innovation • Collaborative Ideation Sessions*
1330 – 1420	**Customer-Centric Project Management** *Understanding Customer Needs • Co-Creation & Early Engagement • Delivering Customer Experience (CX) Value • Feedback Loops for Continuous Value Improvement*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

Day 3

0730 – 0830	**Value-Based Planning** *Translating Value into Project Scope • Resource Planning for High-Impact Tasks • Time versus Value Delivery Prioritization • Setting Value-Based Milestones*
0830 – 0930	**Value-Focused Risk Management** *Risk to Value versus Traditional Risk • Identifying Value Erosion Factors • Proactive Risk Mitigation for Value Preservation • Decision Trees & Value-Risk Trade-Offs*
0930 – 0945	*Break*
0945 – 1100	**Quality & Performance Management** *Defining Quality from a Value Perspective • Measuring What Matters (KPIs versus Value Indicators) • Quality Assurance Tied to Value Metrics • Continuous Process Improvement*
1100 – 1215	**Agile & Lean for Value Delivery** *Agile Principles in Value Prioritization • MVPs & Early Value Delivery • Lean Waste Reduction for Value Gain • Iterative Feedback & Learning Cycles*
1215 – 1230	*Break*
1230 – 1330	**Contract & Procurement Strategies for Value** *Value-Based Procurement Planning • Vendor Selection for Performance & Value • Performance-Based Contracting • Collaborative Contract Management*
1330 – 1420	**Managing Project Changes for Value** *Change Control versus Change Enablement • Evaluating Changes Based on Value Impact • Communication & Stakeholder Buy-In • Post-Change Value Assessment*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Three*

Day 4

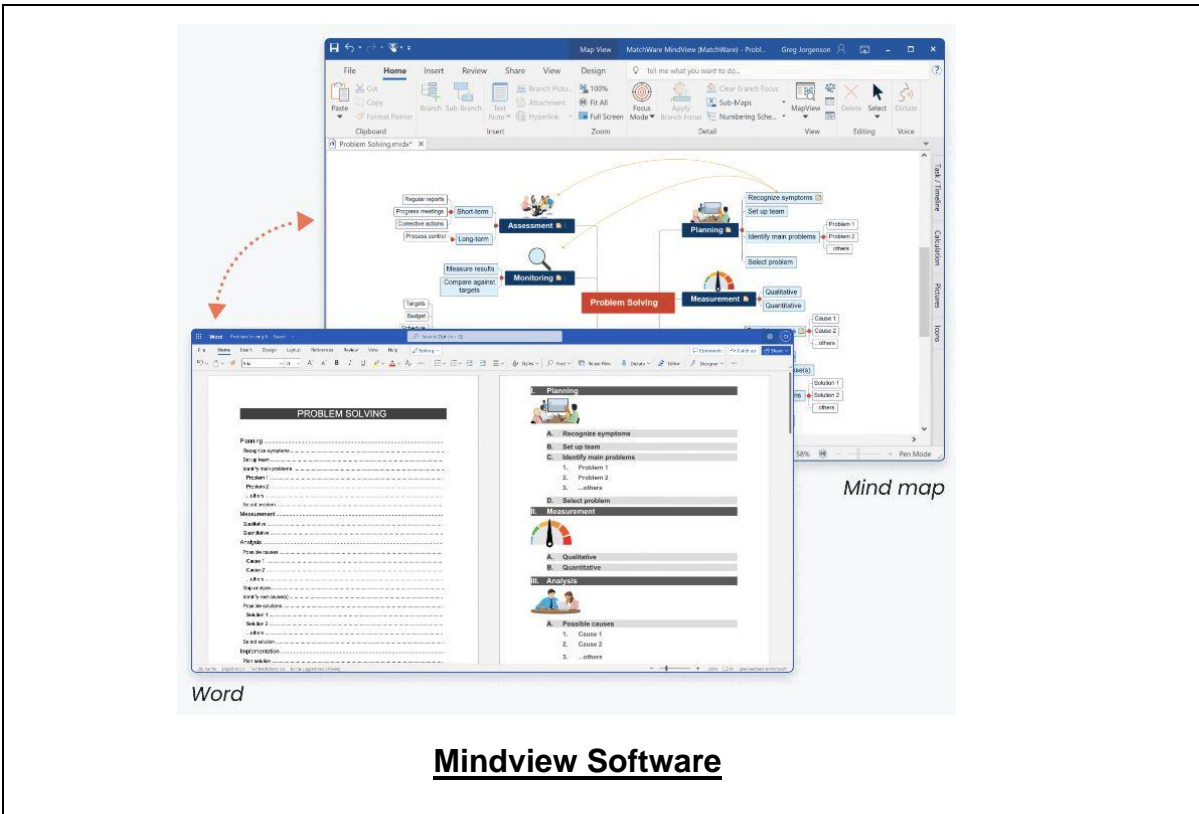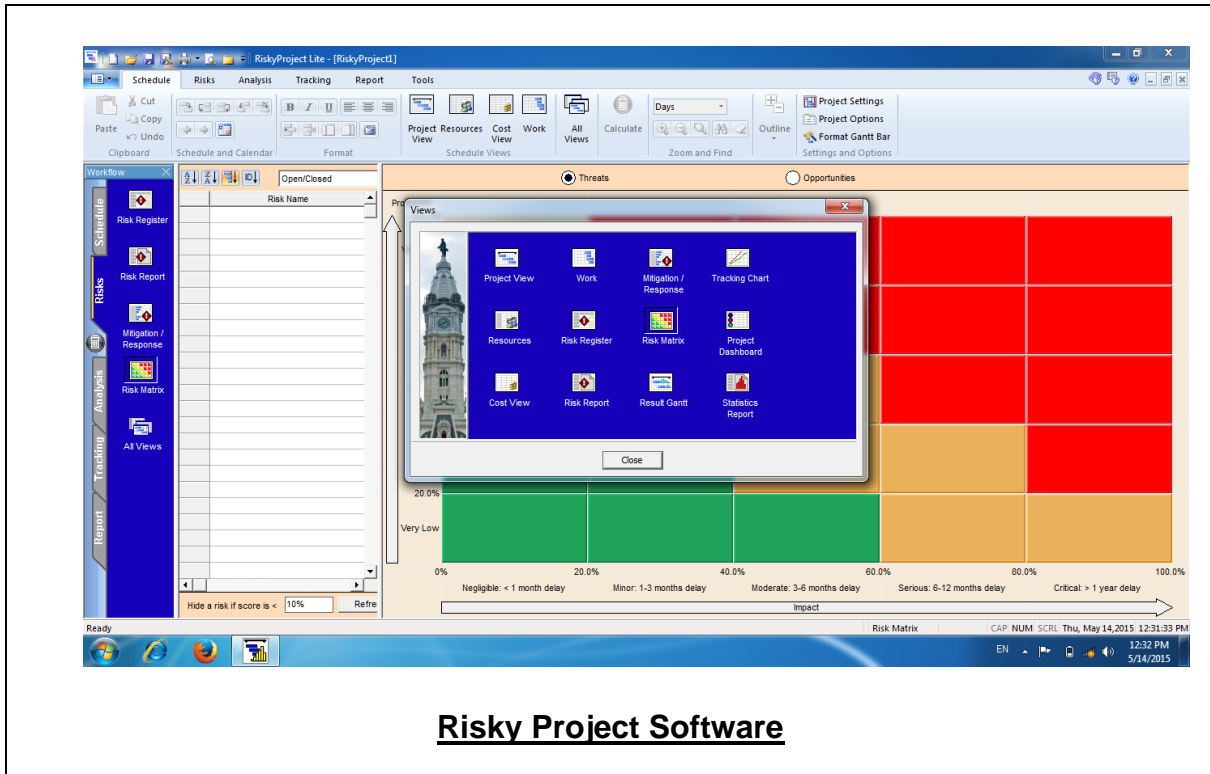|	
0730 – 0830	**Value Metrics & KPIs** *Leading & Lagging Indicators • Financial versus Operational Value Measures • Customizing KPIs for Project Context • Dashboards for Value Tracking*
0830 – 0930	**Earned Value Management (EVM) & Beyond** *Basics of EVM: PV, EV, AC • Limitations of EVM in Value Tracking • Integrating EVM with Outcome-Based Metrics • Beyond Cost & Schedule: Value Earned Management*
0930 – 0945	*Break*
0945 – 1100	**Sustainability & Long-Term Value** *Environmental, Social, Governance (ESG) Factors • Sustainable Project Design & Delivery • Lifecycle Thinking in Value Planning • Value Creation Beyond Project Closure*
1100 – 1215	**Project Reviews & Value Assurance** *Mid-Project Reviews Focused on Value Delivery • Independent Value Assurance Audits • Realigning During Execution • Learning from Project Performance*
1215 – 1230	*Break*
1230 – 1330	**Post-Implementation Value Assessment** *Lessons Learned from Value Realization • Real-Time Feedback from Stakeholders • Measuring Impact versus Intent • Capturing & Sharing Value Stories*
1330 – 1420	**Tools & Technologies for Value Management** *Software for Benefits Tracking & Analysis • PMIS & PPM Tools with Value Features • AI & Data Analytics in Value Forecasting • Integrating CRM/ERP with Project Systems*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5

0730 – 0830	**Leading with a Value Mindset** *Characteristics of Value-Driven Leaders • Empowering Teams for Value Delivery • Building Cross-Functional Collaboration • Accountability & Ownership*
0830 – 0930	**Communicating Project Value** *Tailoring Value Messages to Stakeholders • Value Storytelling Techniques • Communicating Intangible Benefits • Tools for Visualizing Value*
0930 – 0945	*Break*
0945 – 1040	**Case Studies in Project Value Maximization** *Successful Project Value Examples • Lessons from Underperforming Projects • Industry-Specific Case Evaluations • Value Engineering Application Examples*
1040 – 1135	**Ethics & Governance in Value Delivery** *Avoiding Manipulation of Value Metrics • Ethical Considerations in Benefit Reporting • Transparency & Auditability • Role of Governance Boards in Value Assurance*
1135 - 1230	**Capstone Group Activity: Value Optimization Simulation** *Simulated Project Planning for value Delivery • Group Role-Play of Value-Based Decisions • Risk-Value Trade-Off Exercises • Presentations & Feedback*

1230 – 1245	*Break*
1245 – 1345	***Action Planning & Continuous Improvement*** *Building a Personal Value Leadership Plan • Implementing Value Practices at Work • Continuous Value Improvement Cycles • Resources & Communities for Ongoing Learning*
1345 – 1400	***Course Conclusion*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1400 – 1415	***POST-TEST***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Simulator (Hands-on Practical Sessions)

Practical sessions will be organized during the course for delegates to practice the theory learnt. Delegates will be provided with an opportunity to carryout various exercises using the "MS Project", "Risky Project Software", "Mindview Software" and "Raidlog Simulator".

Risky Project Software

Mindview Software

Raidlog Simulator

Course Coordinator
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