

**VIRTUAL** Conference

All Sessions will be  
**LIVE**

Recordings available  
until March 31<sup>st</sup>, 2021

Celebrate Your  
Role

Re-Energize

Gain New Skills



February 24th-26<sup>th</sup> 2021

Wed, Feb 24<sup>th</sup> 9AM-12PM

Thurs, Feb 25<sup>th</sup> 1PM-4PM

Fri, Feb 26<sup>th</sup> 9AM-12PM

Early Bird: \$144  
(Dec 1st - Jan 15th)

Regular: \$159  
(Jan 16th-Feb 22nd)

PMI Member  
(LaCrosse-Rochester Chapter)  
Discount: \$25

Student: \$95  
(Fulltime Undergraduate)

## PROJECT CONFERENCE 2021

*“Powering the Project Economy”*

**Project Conference 2021: Powering the Project Economy** is set up as an opportunity to re-energize yourself while gaining new skills and techniques to assist you in playing a vital role in the success of your organization. The conference will provide an opportunity to attend educational sessions that relate directly to your position. Join us for motivating keynotes and excellent breakout sessions!

### KEYNOTE SPEAKERS:

Michael Veltri and Tom Thibodeau

### 6.75 PDUS

- Leadership Track: 2.25 PDUs
- Strategic and Management Track: 2.25 PDUS
- Technical Tract: 2.25 PDUs



## AGENDA

**Wednesday, February 24<sup>th</sup>, 2021 - Friday, February 26<sup>th</sup>, 2021**

|                           |  |  |
|---------------------------|--|--|
| <b>9:00 am – 12:00 pm</b> | <b>Day 1-Wednesday, February 24<sup>th</sup></b> |  |
| 9:00 am – 9:15 am         | Welcome/Opening Remarks                          | <i>Kristi Kiehne, Conference Host-RCTC</i><br><i>Wale Elegbede, President-PMI LaCrosse-Rochester Chapter</i>                       |
| 9:15 am – 10:00 am        | <b>Opening Keynote Strategic Session</b>         | <b><i>Decision-Making Mastery: How to Deliver Strategic Project Management Results</i></b><br>Michael Veltri                       |
| 10:00 am – 10:10 am       | Stretch Break/Transition                         |  |
| 10:10 am – 10:55 am       | <b>Technical Session</b>                         | <b><i>High Velocity Productivity</i></b><br>Adam Cherrill  |
| 10:55 am – 11:05 am       | Stretch Break/Transition                         |  |
| 11:05 am – 11:50 am       | <b>Leadership Session</b>                        | <b><i>Navigating Transitions</i></b><br>Tom Thibodeau  |
| 11:50 am – 12:00 pm       | End of Day Wrap Up                               |  |
|                           |  |  |
| <b>1:00 pm – 4:00 pm</b>  | <b>Day 2-Thursday, February 25<sup>th</sup></b>  |  |
| 1:00 pm – 1:15 pm         | Opening Remarks, Sponsors                        |  |
| 1:15 pm – 2:00 pm         | <b>Leadership Session</b>                        | <b><i>The Mushin Way: Leadership Lessons to Achieve Project Management Results with Balance, NOT Burnout</i></b><br>Michael Veltri |
| 2:00 pm – 2:10 pm         | Stretch Break/Transition                         |  |
| 2:10 pm – 2:55 pm         | <b>Strategic Session</b>                         | <b><i>Are You Asking the Right Questions?</i></b><br>Justin Bieganeck  |
| 2:55 pm – 3:05 pm         | Stretch Break/Transition                         |  |
| 3:05 pm – 3:50 pm         | <b>Technical Session</b>                         | <b><i>The Fallacy of Multitasking and its Impact on Project Management</i></b><br>Kate Milani & Nila Vaishnav                      |
| 3:50 pm – 4:00 pm         | End of Day Wrap Up                               |  |
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| 9:00 am – 12:00 pm  | <b>Day 3-Friday, February 26<sup>th</sup></b>                 |   |
| 9:00 am – 9:15 am   | Opening Remarks, Sponsors                                     |   |
| 9:15 am – 10:00 am  | <b>Technical Session</b>                                      | <b><i>From the Triple Constraint to the Triple Bottom Line: Sustainable Project Management</i></b><br>Kate Milani & Nila Vaishnav |
| 10:00 am – 10:10 am | Stretch Break/Transition                                      |   |
| 10:10 am – 10:55 am | <b>Strategic Session</b>                                      | <b><i>Do You Know What the Confusion Around the “P” Roles is Doing to Your Strategy?</i></b><br>Anita Lauper Wood                 |
| 10:55 am – 11:05 am | Stretch Break/Transition                                      |   |
| 11:05 am – 11:50 am | <b>Leadership Session</b>                                     | <b><i>Servant Leadership-Now More Than Ever</i></b><br>Tom Thibodeau  |
| 11:50 am – 12:00 pm | <b>End of Conference Wrap Up/Reminder to Self-Report PDUs</b> |   |

| <b>Session Overview</b>   |   |
|---|---|
| <p><b>Strategic Session - Opening Keynote</b><br/>9:15am-10:00 am</p> <p><b>Decision-Making Mastery: How to Deliver Strategic Project Management Results</b><br/>Michael Veltri</p> | <p>Why do some Project Managers fail while others thrive? Because the best PMs have a decision-making system to help them — and their teams — make better, more strategic decisions. From life or death decisions on the battlefield to the boardroom, Michael Veltri draws on his background as a battle-hardened business executive, decorated U.S. Marine veteran, and intentional HR consultant to teach strategic decision-making skills that deliver stunning results. You’ll learn to:</p> <ul style="list-style-type: none"> <li>• Master the 3 most powerful decision-making solutions that you’ve never heard of</li> <li>• Build a culture that celebrates strategic thinking and embraces new ideas</li> <li>• Implement better decision-making skills on a daily basis across all Project Management activities</li> </ul> |
| <p><b>Technical Session – Day 1</b><br/>10:10 am – 10:55 am</p> <p><b>High Velocity Productivity</b><br/>Adam Cherrill</p>  | <p>Velocity is a “vector”, a term mathematicians and engineers use to denote both magnitude AND direction. Moving at high magnitude (i.e. fast) is useless if we are going in the wrong direction, as anyone who has ever heard “make a U-turn” from the polite, synthetic voice of the GPS receiver while driving can attest to. Conversely, moving in the right direction but at a slow pace is likely a strategy for being passed by in our modern, frenetic, and highly competitive environment. Aligning magnitude and direction consistently is the key to productivity and increased satisfaction in our work and busy lives.</p> <p>So, what is High-Velocity Productivity and how do you achieve it? We’ll</p>   |

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|   | <p>look at three horizons of work:</p> <ul style="list-style-type: none"> <li>• Personal workflow mastery – the fundamentals of individual productivity</li> <li>• The “Rules in Use” for interpersonal workflow and their impact on team productivity</li> <li>• How Theory of Constraints principles drive improvements in organizational productivity</li> </ul> <p>If you’re a knowledgeable professional who thinks for a living and seeks better guidance, navigation, and control of your work, you won’t want to miss this session with Adam Cherrill, PfMP, as he shares his own experiences, combat tactics, and battle scars from lessons learned along his never-ending journey towards High-Velocity Productivity.</p>   |
| <p>Leadership Session – Day 1<br/>11:05 am – 11:50 pm</p> <p><b>Navigating Transitions</b><br/>Tom Thibodeau</p>  | <p>During this time of disruption each of needs to reflect on how we are navigating the personal and collective transitions that we all are experiencing in our work, relationships, health, and purpose. In this presentation, Tom will offer some context for the experience of transition and skills needed to navigate a way through.</p>   |
| <p>Leadership Session - Day 2<br/>1:15 pm – 2:00 pm</p> <p><b>The Mushin Way: Leadership Lessons to Achieve Project Management Results with Balance, Not Burnout</b><br/>Michael Veltri</p> | <p>With intense pressure to complete projects effectively and efficiently, how can Project Managers thrive and continue to excel without burning out? Drawing from his success as an HR consultant and executive recruiter for some of the world’s top companies and brands, Michael Veltri answers these important questions and many more in his fresh, relevant, and timely talk. Based on his nationwide bestselling book, The Mushin Way to Peak Performance, Veltri takes the audience on an illuminating journey, showing how the Zen concept of mushin (moo-sheen) — meaning “no-mind” — helps PMs achieve more with less, fuel leadership, and maintain laser focus. You’ll learn to:</p> <ul style="list-style-type: none"> <li>• Build, motivate, and lead high-performing teams</li> <li>• Learn secret techniques used by Zen masters to increase performance, which can easily be adapted to your own organization</li> <li>• Uncover best leadership practices from a martial arts master’s mentality: determination, flexibility, and resilience</li> </ul> |

Strategic Session – Day 2  
2:10 pm – 2:55 pm

## Are You Asking the Right Questions?

Justin Bieganek

Have you and your team ever solved a business challenge only to realize you addressed symptoms of the issue instead of digging deep into the root of the problem? Success starts with asking better questions around why you have the challenge and reimagining the solution through innovation and creativity. Reimagine first, then analyze the opportunities and reinvent. We often discount our wild ideas, and as leaders, we do the same to others. This stunts innovation and prevents creative ideas from emerging. We need to think about innovation as the first step, before we analyze the fresh creative ideas. Together in this session, we will work through a challenge to change our perspectives and start asking deeper questions that lead to innovative solutions. Spending more time thinking about the questions we're asking and the problem we're trying to solve will create a clear road map that identifies the ideal business outcomes, the potential obstacles and the distance between where you currently are and how far you need to go to get there.

Technical Session – Day 2  
3:05 pm – 3:50 pm

## The Fallacy of Multitasking and its Impact on Project Management

Kate Milani & Nila Vaishnav

In this fast-moving society that we live in, it has become a trend to constantly juggle between multiple tasks. The fact that technology allows for quick communication methods makes multitasking so easy that we at times don't even realize we are multitasking. It has become almost second nature for us. Attend this session to understand how multitasking impacts us as project managers and how we manage our human resource capacity.

In this interactive session, you will:

- Identify the impacts of multitasking on you as a project manager
- Determine the best strategies for improving your capacity as a Project Manager
- Recognize the impacts of multitasking on your project teams' capacity.
- Develop strategies to increase human resource capacity on your projects.

Technical Session – Day 3  
9:15 am – 10:00 am

## From the Triple Constraint to the Triple Bottom Line: Sustainable Project Management

Kate Milani & Nila Vaishnav

Sustainability requires that we look beyond the scope, schedule, and budget of the temporary project and consider the larger "Triple Bottom Line" in which projects operate. The triple bottom line evaluates performance in a broader perspective considering economic, ecological, and social impacts. Learn how you can use sustainability strategies to improve your organization's bottom line.

This interactive session will help you:

- Describe sustainability and the "Triple Bottom Line"
- Compare the linear and circular economic models
- Analyze projects in the context of the circularity
- Apply sustainable project management practice

Strategic Session - Day 3  
10:10 am – 10:55 am

**Do You Know What the  
Confusion Around the “P” Roles  
is Doing to Your Strategy?**  
Anita Lauper Wood

Titles are a mess! There is a lot of confusion about the “P” titles: project manager, product manager, product owner, product marketing manager. To make it worse, every organization seems to have a different definition of each and a different structure. Best case scenario, this confusion causes a lot of churn in your processes and communication. Worst case scenario, major mistakes happen, balls get dropped, and your strategy falls to pieces (if you even managed to have a strategy).

In this session, we will talk about the different titles but more importantly focus on the responsibilities. Maybe you can fix the titles, but if not, you need to at least understand who is doing what and who really should be doing what. You will learn some tools to analyze your own organization’s roles and responsibilities, understand who decides what gets done, and form an action plan for improvements. Ultimately, you will be able to better influence, execute, and deliver on your strategy.

Leadership Session - Closing Keynote  
11:05 am – 11:50 am

**Servant Leadership-Now More  
Than Ever**  
Tom Thibodeau

It has never been clearer as to how all of our lives are predicated on the service of other people. There is a new vocabulary for people who serve - “essential workers”. It is essential that we respond to the call to serve and lead, to protect, respect, and connect people in our workplaces and communities, Now More Than Ever.

**Hosted By:**



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Center for Business and Workforce Education

## Project Conference: Powering the Project Economy

February 24<sup>th</sup>-26<sup>th</sup>, 2021 (Wed 9am-12pm; Thurs 1PM-4PM; Fri 9am-12pm)

LIVE Virtual Event

**Early Bird Fee: December 1<sup>st</sup>-January 15<sup>th</sup>-\$144 per person**

**Regular Fee: January 16<sup>th</sup>-February 22<sup>nd</sup>-\$159 per person**



### Register Today!

- **Online Registration with Credit Card:** <http://rctcbwe.com/category/conferences>
- **Prefer to be Invoiced?** Fill out the form below and email to [workforceeducation@rctc.edu](mailto:workforceeducation@rctc.edu) or fax to 507-280-3168 and our office will email you an invoice for payment.
- Questions? Please call us at 507-280-3157

### PMI LaCrosse-Rochester Chapter Member Discount!

PMI La Crosse-Rochester Chapter Members are eligible for a \$25 discount. Please call 507-280-3157 to request your discount code.

**Student Fee-Fulltime Undergraduate Student Fee:** \$95. Please call 507-280-3157 for additional info.

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|--|-------------------------|---|--------------------------|
| <b>Name:</b>   | (Last)                  | (First)   | (M.I.)                   |
| <b>Social Security Number</b><br><small>Not required, for identification only</small>  |                         | <input type="checkbox"/> Male <input type="checkbox"/> Female   | <b>Date of Birth:</b>    |
| <b>Home Address:</b>   |                         | <b>Apt/Unit #:</b>  | <b>PO Box #:</b>         |
| <b>City, State, Zip:</b>   |                         | <b>Phone:</b>   |                          |
| <b>Employer Name:</b>  |                         | <b>Email Address:</b>   |                          |
| <b>Payment Required At Time Of Registration</b> (does not qualify for financial aid)   |                         |   |                          |
| <b>Attendee Signature:</b>   |                         | <b>Date:</b>  |                          |
| Please check the following box if you do NOT want your Name and Email shared with the PMI LaCrosse-Rochester Chapter <input type="checkbox"/>  |                         |   |                          |
| <b>Verification from Employer:</b> Send a letter, email ( <a href="mailto:workforceeducation@rctc.edu">workforceeducation@rctc.edu</a> ), or fax (507-280-3168) to authorize invoicing for the class |                         |   |                          |
| <b>Registration Information:</b> Since all sessions will be recorded and made available to you at no charge for 30 days after the event, we are not offering refunds or cancellations.               |                         |   |                          |
| <input type="checkbox"/>   | <b>Check #:</b>         | By providing a check payment, you authorize RCTC to use the information from your check to make a one-time electronic funds transfer from your account or to process the payment as a check transaction. We will use your check to make an electronic fund transfer, funds may be withdrawn from your account the same day we receive payment, and you will not receive your check back from your financial institution.<br><b>Mail registrations with check payment to:</b><br>RCTC c/o Business & Workforce Education - 851 30th Ave SE - Rochester, MN 55904 |                          |
| <input type="checkbox"/>   | <b>Company Billing</b>  | <b>Attn:</b>  | <b>PO/Voucher #:</b>     |
|  | <b>Company Name:</b>    |   | <b>Work Phone:</b>       |
|  | <b>Company Address:</b> |   | <b>City, State, Zip:</b> |