March 2ⁿᵈ, 2023

Registration 7:30am-8:00am
8:00am-4:30pm

In Person
Mayo Civic Center-Rochester, MN
OR
Virtual
All sessions will be streamed live

9.5 PDUs

Session recordings available for in-person & virtual attendees until April 5ᵗʰ, 2023

In Person Fees:
Early Bird: $209
(Dec 12th - Jan 18th)

Regular: $224
(Jan 19th-Feb 28th)

Includes
Breakfast/HOT Lunch/Snacks

Virtual Fees:
Early Bird: $184
(Dec 12th - Jan 18th)

Regular: $199
(Jan 19th-Feb 28th)

Student Fee: $95
(Fulltime Undergraduate)

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

PROJECT CONFERENCE 2023
Reunite & Reemerge, Together

Project Conference 2023: Reunite & Reemerge, Together 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 network with other professionals while attending educational sessions that relate directly to your position. Join us for motivating keynotes, excellent breakout sessions, and networking!

OPENING KEYNOTE: Jess Pettitt
   Good Enough Now

CLOSING KEYNOTE: Jason Hunt
   Becoming a Person of Influence

BREAKOUT SESSIONS: Earn Power Skills (Leadership), Ways of Working (Technical), and Business Acumen (Strategic) PDUs. Breakout Sessions include: Conversations That Matter | The Product Roadmap | Improving Stakeholder Relationships | Conflict, Credibility, and You: Don't Be Afraid to be the Bad Guy | Critical Thinking: Making Decisions That Stick | Facilitating Scrum Events | Becoming a Person of Influence.

ROCHESTER
COMMUNITY AND TECHNICAL COLLEGE
Center for Business and Workforce Education

Project Management Institute.
La Crosse - Rochester

Agenda
Thursday, March 2nd, 2023

7:30 am – 8:00 am	Registration/Breakfast/Networking	
8:00 am – 8:15 am	Welcome/Opening Remarks POD 102-105	• Kristi Kiehne, Conference Host-RCTC • PMI La Crosse Rochester Chapter Event Team
8:15 am – 9:30 am	*Opening Keynote-Power Skills POD 102-105*	*Good Enough Now* (1.25 PS) Jess Pettitt
9:30 am – 9:45 am	Break, Networking, and Vendor Fair	

	Breakout Session 1	
	Business Acumen POD 102-105	Ways of Working *Suites 110-111*
9:45 am – 11:00 am	*Conversations That Matter* (1.25 BA) Jess Pettitt	*The Product Roadmap* (1.25 WW) Paul Crosby
11:00 am – 11:15 am	Break, Networking, and Vendor Fair	

	Breakout Session 2	
	Business Acumen *POD 102-105*	Power Skills/Ways of Working *Suites 110-111*
11:15 am – 12:15 pm	*Improving Stakeholder Relationships* (1 BA) Kent Lacy	*Conflict, Credibility, and You: Don't Be Afraid to Be the Bad Guy* (.5 PS/.5 WW) Terri Kimball
12:15 pm – 1:15 pm	Lunch, Networking, and Vendor Fair Music By: Christian Timm CHRISTIAN TIMM MUSIC	

	Breakout Session 3	
	Business Acumen *POD 102-105*	Ways of Working *Suites 110-111*
1:15 pm – 2:30 pm	*Critical Thinking: Making Decisions That Stick* (1.25 BA)	*Facilitating Scrum Events* (1.25 WW) Jeff Lee

	Nan Gesche	
2:30 pm – 2:45 pm	*Break, Networking, and Snack*	
2:45 pm – 3:00 pm	Small Prize Giveaway, Closing Remarks	• *PMI La Crosse Rochester Chapter Event Team*
3:00 pm – 4:15 pm	*Closing Keynote-Power Skills* POD 102-105	*Becoming a Person of Influence* (1.25 PS) Jason Hunt
4:15 pm – 4:30 pm	Grand Prize Drawing	*Kristi Kiehne, Conference Host-RCTC*

Session Overview

Opening Keynote – Power Skills 8:15 am – 9:30 am Good Enough Now Jess Pettitt	Description: Sitting around pointing fingers and waiting for change to appear on the horizon — has it ever worked for you? Do you feel an imbalance between who you are and who you think you should be? Do you see fulfillment, better relationships, and stronger teamwork as something to work for, but not possible now? In her breakthrough message, author and keynote speaker Jess Pettitt reveals the truth about how we can be the best versions of ourselves now, and how we can immediately improve our companies, relationships, and communities. Good Enough Now is an innovative and practical guide to ridding yourself of self-doubt, self-limiting beliefs, and habitual excuses. Good Enough Now is an innovative and practical guide to ridding yourself of self-doubt, self-limiting beliefs, and habitual excuses. Outcomes: • Being true to yourself • Building on your strengths • Supporting others in their strengths • Building better teams • Serving others • How to lead others better

Breakout 1 - Business Acumen **9:45 am – 11:00 am** **Conversations That Matter** Jess Pettitt	Description: Let's face it, there are people and topics that at some point are just off limits. Even worse, often it is a difficult topic that you have to bring up with a difficult person. What if you could engage in these conversations with more confidence, humor, and ease? Understanding yourself and others as differently gives you the tools to intentionally design teams, groups, and partnerships that can bring value to a single project or topic. Before you know it, you are having better conversations and fuller relationships with those around you. Once you know who and how you are, you can reclaim responsibility for these behavior response patterns and leave room for others to do the same. Before you know it, you are having better conversations and fuller relationships with those around you. I promise – it is that easy. Outcomes: • Learn a 3 part framework or model for taking responsibility of how they show up. • Develop skills for a significant and powerful (and free) method to change culture around difficult topics and see other's as differently right. • Utilize personal patterns to recognize them in others so we can leave room for edits in our stories. • Personally recognize our "kryptonite" and how habitually it limits our behaviors, responses, and beliefs as well as fuels us to build momentum when we need it the most.
Breakout 1 – Ways of Working **9:45 am – 11:00 am** **The Product Roadmap** Paul Crosby	Description: We'll look at how roadmaps are created, why they fail in most organizations, how to write better product roadmaps, and how to use product roadmaps with constantly changing priorities. General Eisenhower once said plans fall apart on the first day they are executed, but not having a plan is a sure way to fail. We look at different types of roadmaps, which one to choose for your organization, and how to create them. Product Roadmaps aren't just for Agile or Waterfall environments. The key is understanding the roadmap is not a project plan but rather the guide of value driven outcomes. We'll discuss how to create a robust product roadmap that contains vision, business objectives, themes, and more. Outcomes: • Explore the purpose of a roadmap to focus a team or organization on delivering value and why it's different from a project schedule • Components for building a roadmap - primary, secondary, and complimentary points

	• Approaches to building the roadmap - Themes, Capabilities, Customer Needs, Opportunity-Solution
Breakout 2 – Business Acumen 11:15 am – 12:15 pm **Improving Stakeholder Relationships** Kent Lacy	Description: The field of project management is rapidly transforming into a future that requires innovation, flexibility, and customized approaches. Within this new reality, world class project managers will embrace dexterity, nurture collaboration, and build resilient project teams. These future oriented project managers will pair expert project technical skills with specialized skills in stakeholder relationship management. In this presentation, research and theory is aligned with practical application to nurture stakeholder relationships. Attendees will acquire skills for use in building and fostering relationships that produce engagement, trust, and collaboration across all project stakeholders. Outcomes: • Describe the Importance, Impact, and Role of Stakeholders in Project Success • Select and Implement Methods to Identify Project Stakeholders and Measure Stakeholder Impact • Determine the Required Depth of Specific Stakeholder Engagement • Implement Methods to Measure Stakeholder Readiness for Change • Detail Modern Stakeholder Management Skills for Project Managers • Implement Methods to Build Trust and Manage Stakeholder Expectations • Articulate Principles and Methods Associated with Implementing the Stakeholder-Centric Approach to Achieve Project Success • Articulate Trends Influencing the Future of Project Stakeholder Engagement
Breakout 2 – Power Skills /Ways of Working (.5PS/.5WW) 11:15 am – 12:15 pm **Conflict, Credibility, and You: Don't Be Afraid to Be the Bad Guy** Terri Kimball	Description: Conflict is inherent to our organizations. It disrupts our projects and creates dysfunction within our teams. It's hard to make unpopular decisions, but we can learn to control conflict and use it to our advantage. How do you position yourself as a strategy leader, build credibility and exert authority and influence? Start by realizing you can't always be the good guy-sometimes you need to be the villain. This session will help you develop tools to break free from the groupthink model and stop being just a team player. Learn to embrace your inner villain and achieve long-term goals with no regrets by creating an environment that includes active listening, sharing perspectives, and open communication. Outcomes: • Control conflict and use it to your benefit • Understand the difference between a decision maker and a dissenter • Develop tools to navigate through difficult decision

making
- Position yourself as a strategy leader, build credibility and become comfortable making the right choice

Breakout 3 – Business Acumen 1:15 pm – 2:30 pm **Critical Thinking: Making Decisions That Stick** Nan Gesche	Description: During this interactive session, we explore one of the most sought-after workplace skills - critical thinking. We all know smart people who make decisions that just don't work out. So having a high IQ clearly isn't enough. It takes looking at situations differently and applying new ways of thinking. The good news is that critical thinking is a learned skill. In this low-risk, high energy session we will explore how critical thinking can get derailed and what you can do differently to keep it on track. Outcomes: • Expanded definition of critical thinking • New tools and techniques to empower inclusive decision making • Renewed energy and a clearer path for thinking critically when making decisions with others
Breakout 3 – Ways of Working 1:15 pm – 2:30 pm **Facilitating Scrum Events** Jeff Lee	Description: Modern organizations are increasingly using self-managing teams to improve their business results. Teams have many benefits but getting a group of people to coalesce and make decisions can be difficult. Because of this, effective facilitation for group alignment and decision-making is more important than ever. This session will give you experience with a handful of simple and powerful facilitation techniques. It will include information about facilitation principles and participatory decision making. We will also discuss how to effectively apply these techniques and principles in a Scrum environment. Outcomes: • Learn facilitation principles • Understand participatory decision making • Leave class ready to implement new facilitation techniques in your work environment

Closing Keynote – Power Skills
3:00 pm – 4:15 pm

Becoming a Person of Influence

Jason Hunt

Description:
We all want to live lives that matter, but just how do we make a positive difference? Some believe that you must have an impressive title to do so, but that is a mistake. The best leaders recognize that no matter where you are in the organization, you have influence - and intentionally using that influence to make a positive difference makes you a leader. This is a highly engaging and powerful session on leadership, breaking this complicated subject down into four simple components: A heart that cares, a head that connects, hands that collaborate, and feet that show courage. Whatever your vocation or aspiration, master these four and watch your influence lead to a greater positive impact in the lives of others — at home, at work, and in every other area of life.

Outcomes:
- A recognition that title does not equal leadership — influence does
- A framework of developing influence with anyone
- Four practical tools of influence that can be implemented immediately
- A pathway to becoming an uncommon leader by making a significant impact in the lives of others

Conference Hosts:

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Project Conference: Reunite & Reemerge, Together

Thursday, March 2nd, 2023 (8:00am-4:30pm; Registration 7:30am-8:00am)
In Person Location: Mayo Civic Center 30 Civic Center Dr SE, Rochester
In Person-Early Bird Fee: $209 Dec 1st-Jan 18th
In Person-Regular Fee: $224 Jan 19th-Feb 28th
Virtual*-Early Bird Fee: $184 Dec 1st-Jan 18th
Virtual*-Regular Fee: $199 Jan 19th-Feb 28th   *ALL sessions will be streamed live

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Register Today!

- Online Registration with Credit Card: http://rctcbwe.com/category/conferences
- Prefer to be Invoiced? Email completed registration form to Kristi.Kiehne@rctc.edu

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Discounts Available! Email Kristi.Kiehne@rctc.edu to request your discount code

- PMI LaCrosse-Rochester Chapter Member Discount: $25 discount
- Fulltime Undergraduate Student Fee: $95

Questions? Email Kristi.Kiehne@rctc.edu or call 507-529-6136

Name:	(Last)		(First)		(M.I.)	

VIRTUAL / IN-PERSON (please circle one)

Social Security Number Not required, for identification only		☐ Male ☐ Female		Date of Birth:	
Home Address:		**Apt/Unit #:**		**PO Box #:**	
City, State, Zip:		**Phone:**			
Employer Name:		**Email Address:**			

Dietary Needs: _____

Payment Required at Time of Registration (does not qualify for financial aid)

Attendee Signature:		Date:	

Please check the following box if you do NOT want your Name and Email shared with the PMI LaCrosse-Rochester Chapter ☐

Verification from Employer: Send a letter, email to (Kristi.Kiehne@rctc.edu) to authorize invoicing for the conference

Cancellation Policy-NO refunds will be provided

☐	Check #:	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. **Mail registrations with check payment to:** RCTC c/o Business & Workforce Education - 851 30th Ave SE - Rochester, MN 55904

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