



PROGRAM MANAGEMENT DEVELOPMENT CENTER

Cambria's computer-based simulation provides intensive focus on the leadership skills needed to succeed in managing complex, large-scale projects.

Cambria Interactive has developed a novel and intensive, two-day simulation of a "year in the life" of a large-scale, multi-million dollar program development initiative that tests the technical, business and leadership skills of both new and experienced project managers. Created in collaboration with a Fortune 50 aerospace, technology, and building systems company, the Program Management Development Center (PMDC) takes off where the Program Management Book of Knowledge leaves off – assessing and developing the leadership skills that spell the difference between success and failure in bringing large-scale projects and product development initiatives to life in the marketplace.

This innovative learning forum seamlessly integrates program management principles, key leadership qualities, dynamic live interactions, and the latest technology to create an interactive simulation that vastly improves participants' program management skills. Participants leave the PMDC with a better understanding of what it takes to be successful leaders of complex product development projects and programs.

DURATION: 2 days

ENROLLMENT: 6-8 Participants per session

AUDIENCE: Program managers, project managers, and product development managers (new or experienced)

PROGRAM SYNOPSIS:

Each participant is given the role of a program manager with full accountability for a troubled program at a critical juncture. Each must assess and prioritize the critical issues as well as lead a project manager team to rebuild morale and redirect the program.

- **PRE-WORK:** Participants review a CD-ROM tutorial introducing them to their role as program manager and to the large-scale program being developed in a \$1 billion subsidiary of a large, diversified, manufacturing company.
- **DAY ONE:** Each participant, acting as decision maker and primary liaison among the project managers, the customer, and division management, must balance the requirements of the program with the needs of each group and respond to issues via written analysis and recommendations and via live interactions with customers, project managers, and division management.
- **DAY TWO:** Each participant is presented with the added complication of a required reorganization and/or facilities relocation and must make recommendations and decisions that balance the needs of the program and the division. Participants compete by presenting their recommendations to division executives, and discussing and agreeing on the optimal alternative for each initiative. On completion of these activities, the simulation ends and feedback to the participants begins.



KEY FEATURES:

The PMDC is delivered through a combination of innovative technology-based tools and more traditional best-practice methods.

- An intranet system serves as the platform for the simulation activities, ranging from initial project proof of concept through to final testing and release.
- It incorporates a pre-work CD-ROM, a fully functional Microsoft Outlook™ system, an intranet work site, and voice mails and videos of meetings and hallway conversation delivered to participants through an online “pop up” agent.
- These technologies blend seamlessly with interactive role-plays, just-in-time feedback sessions, written assignments and a comprehensive developmental planning discussion.

PROGRAM CUSTOMIZATION:

The issues, challenges, and storylines that wind through the PMDC were developed by studying real-time program and project management with large-scale, technology-enhanced development programs. For organizations that wish to customize the content of the PMDC to their specific industry, Cambria develops customized content through a comprehensive process of systematic learning and creative inspiration.

- Cambria consultants “shadow” the best-of-the-best in your organization and learn first-hand the situations and best practice responses unique to the organization.
- We use this information to generate documents, e-mails, voice mails, and video scripts that convey a variety of relevant scenarios throughout the simulation.
- Following this extensive process, interviews, focus groups, and detailed reviews with subject matter experts provide the depth and precision necessary to make the program come alive.

ASSESSMENT AND COACHING:

Although the content and innovative technology approach of the PMDC make the simulated experience seem real to the participants, the assessors and coaches put the value of the PMDC over the top. Cambria provides best-in-class development coaches that observe participants throughout their experience, role-play through interactive exercises, and provide targeted developmental feedback throughout the program. We can also train people from your organization to become assessors/coaches so that the Development Center can be completely administered and staffed within your organization.

ADMINISTRATION:

While the PMDC is as complex as real life for the participant, administration is easy. Cambria provides step-by-step guidance to the Administrator through a CD-ROM prior to the PMDC and through an administrator-only intranet portal.

RESULTS AND BENEFITS:

The value of the PMDC is multi-faceted with an undeniable impact on the success of your organization. Whether it is current program or project managers or those with the potential to move into these roles, the PMDC will help them determine actionable steps for improving effectiveness and preparing for future challenges. At the organizational level, the PMDC is easily leveraged as an instrument that fuels a number of essential organizational initiatives, including talent evaluation, selection, and succession planning efforts. All in all, this unique and innovative learning experience drives results for both individuals and the organization.

About Cambria Assessment

Cambria Assessment is a division of Cambria Consulting, Inc., a human resource consultancy specializing in strategic talent management and organizational assessment. Cambria Assessment develops integrated data-gathering solutions that bring together business-issue knowledge with an understanding of how individuals are likely to experience them, combined with advanced analytics to understand the meaning behind the data. We offer job profiling surveys, strategy implementation assessments and program evaluation surveys, plus advanced 360° feedback and talent bench strength assessments. For more information about Cambria Assessment's range of innovative solutions, visit our website or call (617) 523-7500.