

TECHNOLOGY TRANSFER PRESENTS

CHRIS POTTS

MASTERING ENTERPRISE INVESTMENT

APRIL 4-6, 2018

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



info@technologytransfer.it
www.technologytransfer.it

ABOUT THIS SEMINAR

Your organization's success at investing in change depends on the day-to-day work of many people - including Portfolio Managers, Enterprise and Business Architects, Business Analysts, Project Managers, Finance Managers, and Human Resources Managers. It is vital that everyone has a shared understanding of the organization's investment goals, investment culture, investment strategy, change portfolio, up-to-date priorities, and constraints.

What does it mean to be organizationally excellent at investing in change? It means routinely achieving your investment goals, being agile in your choices of changes to invest in, and efficient in the risks you are taking. It also means being confident in working with diverse probabilities of success –some changes you invest in will work better than others, and some will not work at all.

Mastering Enterprise Investment is an intensive three-day certification course, providing a practical and comprehensive set of tools and techniques for success at investing in change. It concludes with a formal examination, and successful participants are awarded a Practitioner Certification in Enterprise Investment.

WHAT YOU WILL LEARN

The course is driven by these learning outcomes:

- Apply the principles, process, structures and techniques for achieving organizational excellence at investing in change
- Design, create and use an efficient, agile and goals-driven portfolio of investments in change
- Measure, govern, and continually improve the organization's performance at Enterprise Investment

AUDIENCE

Mastering Enterprise Investment is designed for everyone involved in planning, designing, choosing and managing the changes your organization invests in, including:

- Project Portfolio Managers
- Enterprise and Business Architects
- Business Analysts
- Project Managers
- Finance Managers and Project Accountants
- Human Resources Managers

OUTLINE

The first two-and-a-half days are devoted to instruction, individual and group exercises, and interactive discussions. The final half-day comprises the formal examination, and certification of successful participants.

DAY ONE

ENTERPRISE INVESTMENT, PERFORMANCE, CULTURE & STRATEGY

Overview of Enterprise Investment: Purpose, Value Chain and Process

Why, and how, do organizations invest in change?

Measure the organization's Investment Performance
What success looks like, and the data we need

Diagnose the Investment Culture
How an organization's investment 'personality' and maturity drives its choices and outcomes

Formulate the Investment Strategy
What the investment strategy promises to achieve, plus the principles and tactics

Design the structure of the Change Portfolio
The four generations of Change Portfolio; designing a goals-driven, agile and efficient portfolio

DAY TWO

CHANGE PORTFOLIO, GOALS, CONSTRAINTS & PROJECTS

Discover and validate the Investment Goals
Creating the essential line-of-sight for success: strategy-goals-projects-outcomes

Assemble, bottom-up, the initial portfolio
Transforming a projects inventory into a goals-driven portfolio

Assess the architectural implications of the portfolio
How investors can measure architectural performance

Identify and apply the investment constraints
Setting priorities, using the most effective constraints

DAY THREE

SELECTING, MANAGING & GOVERNING INVESTMENTS

Design the Investment Proposal and selection process
Answering the right questions, in the right order, with the right people

Establish and operate the Investments Management Office
Managing portfolio performance, probabilities, risks and resources

Run an efficient Enterprise Investments Board
Setting goals and constraints, monitoring results, choosing investments

Optimize investments across a group of businesses
Aggregating investment data, facilitating group-wide investment priorities

Examination, marking and results

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1300</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within March 20, 2018</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
--	--	--

CHRIS POTTS
MASTERING ENTERPRISE
INVESTMENT

April 4-6, 2018
Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

Registration fee:
€ 1300

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

surname

job title

organisation

address

postcode

city

country

telephone

fax

e-mail



Stamp and signature

Send your registration form with the receipt of the payment to:
Technology Transfer S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it



SPEAKER

Chris Potts works with people around the world as a hands-on practitioner, mentor and trainer, with over 25 years' experience in strategy, Enterprise Architecture, and investing in change. He is an inspirational and entertaining speaker, and chairs conferences on EA, innovation, business change, and technology. He has also delivered guest lectures at New York University, City University London, and the IT University of Copenhagen. Chris is the author of a trilogy of business novels: **FruITion**, **RecrEAtion** and **DefrIcTion**.