



CORPORATE  
PROSPECTUS



## OUR SERVICES

- 1** Pre- and post-course training needs analysis can assist in identifying and tailoring training to your business requirements.
- 2** Our globally accredited suite of certifications and qualifications delivers a complete, practical education in leading complex projects.
- 3** Our highly experienced project mentors are available 24/7 to support individual students, practitioners and your project team.
- 4** We provide independent facilitation, quality assurance and forensic review of projects of all shapes, sizes and industry contexts.



Ian McMahon, Managing Director of the Institute of Project Management, founded the business as IMC-Link in 1999.

## WELCOME

Project management has emerged as a powerful tool for addressing the complex needs and requirements of today's business world.

Organisations around the globe are turning to the profession to ratchet up efficiency and trim costs.

Simply put: project management provides a structured yet flexible framework for tackling a wide array of initiatives faster, better and in a more cost-efficient manner.

Since 1999, we have been providing specialist project management and continuous improvement support to individuals, industry, government, and the not-for-profit sector.

In this, our new Corporate Prospectus, we are excited to introduce an exclusive program of targeted, project management masterclasses.

Each workshop is highly interactive, and our semi-structured approach is responsive by design to your unique experience, needs, and operating environment.

Participants are thus encouraged to share complex, 'real life' examples from their professional experience that can be resolved using the best-practice principles of project management.

In contextualising each course, we can also share our proprietary templates and learning materials, or assist participants to identify the most appropriate corporate assets and tools to use, and how to use them well.

For more information on each offering, please visit our website, or contact us directly to start a conversation on how we can best serve your business.

  
Ian McMahon CPD  
Managing Director

## PROJECT MANAGEMENT 101

Unlike narrowly focused fields such as finance or IT, project management encompasses an array of skill sets; spanning human resources, marketing, finance, operations, strategy, technology and other domains. Depending on the industry and environment you operate in, the culture of your organisation and its stakeholders, and the types of projects you deliver, your project management training needs may often vary.

For that reason our approach to training design is truly consultative, linking people with pathways, academic expertise with business best-practice, and innovation with outcomes. This method is governed by our own internal framework of project management that guarantees on-time and on-budget delivery of our services, and an exponential return on your investment.

### INITIATION & PLANNING

With some thoughtful planning you can ensure your project's success before it begins. This includes establishing scope and viability, budget, schedule and team requirements, as well as process implementation and ongoing evaluation.

### PROJECT RISK MANAGEMENT

Risk has traditionally been viewed as something to be avoided or transferred; however, if we understand risk and how it is caused, we can influence it to achieve our objectives, and improve our organisational efficiency.

### STAKEHOLDER MANAGEMENT

This workshop integrates, in the context of hypothetical and real world scenarios, the best-practice principles of stakeholder management through the project life-cycle: from initiation to planning, execution and close.

### PROJECT QUALITY MANAGEMENT

Quality management is an organisation-wide approach to understanding precisely what customers need, and consistently delivering accurate solutions within budget, on time and with the minimum loss to stakeholders.

### PROJECT LEADERSHIP

Project leadership means using your skills, experience, confidence and good reputation to take charge of the project team, your customer, and sometimes even the senior leadership in your organisation, to drive toward a successful conclusion.

### CONTRACTS & PROCUREMENT

A contract usually only protects the rights of parties in worst case scenarios. This course shows how to proactively manage contractual relationships so that agreed outcomes are efficiently achieved, without recourse to legal remedy.

## BEYOND THE BUSINESS CASE

A business case captures the reasoning for initiating a project, the logic being that whenever resources or effort are consumed, it should be in support of a specific business need. A compelling business case adequately captures both the quantifiable and unquantifiable characteristics of a project proposal. This course addresses the knowledge, processes and techniques necessary to prepare persuasive, evidence based business cases.

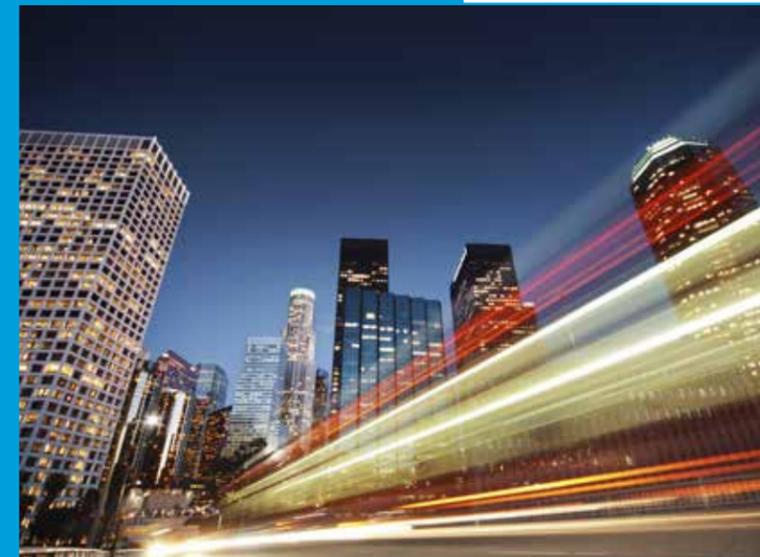
### EFFECTIVE GOVERNANCE

The role of project governance is to provide a decision making framework that is logical, robust and repeatable to govern an organisation's capital investments.

This course shows how to determine strategic program opportunities and requirements; and to develop, implement and evaluate (through the effective delivery of projects) organisational innovation and change.

### FORENSIC PROJECT REVIEW

Forensic project management is the investigation, analysis and synthesis of the key elements of scope, schedule, budget and related human factors to understand and explain the root cause of project management failure or success. Applied to project reviews, it enables a new level of rigour in gathering evidence to determine the status of the project and derive recommendations.





IPM is Australia's first government accredited training organisation to connect project management education, training, consultancy and post-graduate opportunities in a single, specialist enterprise.

## CERTIFICATION PROGRAM

Make your mark as a 21st century project leader, problem solver and innovator by certifying your knowledge and skills to align with industry demand.

IPM certification marks and post-nominals are accredited to explicitly defined international standards that we are regularly audited against.

Our secure, hologram protected, bank-note quality certificates further prevent the fraudulent passing off of candidate awards.



## CERTIFIED PROJECT PROFESSIONAL

A Certified Project Professional (CPP) is a fundamental contributor to any project team. They have been examined on at least 30 hours of project management study, and can apply project management knowledge in a wide variety of contexts, taking responsibility for their own work performance.



## CERTIFIED PROJECT MASTER (CPM)

A Certified Project Master (CPM) is a project leader and innovator. They have been independently assessed against a broad range of project management competencies, and can apply a suite of specialised technical and managerial skills to initiate, plan, execute and evaluate their own project work and the work of others.



## CERTIFIED PROJECT DIRECTOR (CPD)

A Certified Project Director (CPD) has the proven ability to lead multiple, complex projects, programs and portfolios of work. They make high-level autonomous decisions and use initiative and judgement to navigate a diverse range of activities that span functions, organisations, regions and cultures.

## CUSTOM DESIGN & DELIVERY

The courses offered by this prospectus should guide, but not dictate, your project training requirements.

To borrow an analogy from culinary projects, they are as much ingredients as they are a menu; and we will work with you to blend them into the optimal diet for project and program maturity.

**We are specialist project managers with proven expertise in project planning, delivery, governance & continuous improvement.**

## INDUSTRY SPECIFIC & SPECIALTY COURSES

There is no one-size-fits-all approach to project management. Not only should the practice of project management be scaled to the size of the undertaking; it should also be contextualised to the nature of the unique endeavour.

All of our courses—including our certifications and Diploma—are routinely shaped to align with your organisational setting. The following industry specific workshops may also serve as a primer for embarking project teams.

### CONSTRUCTION PROJECTS

In the competitive, fast-moving industry that is construction, project management is now more than just conducting a choir of contractors. Although variance management remains a critical skill, the ability to rapidly exploit changes in the external environment is the new determinant of success.

### INFORMATION TECHNOLOGY

How do you deliver software and technology projects when not even the client knows what they want? With linear methods of project delivery proving inadequate, attention is now turning to new, dynamic ways. Importantly, these depend upon the often overlooked basics of project leadership and craft.

### SPORTS, TOURISM AND EVENTS

For sports, tourism and event projects, “The show must go on!” When the time available for completing projects cannot be changed, something else must give. This workshop focuses on task and stakeholder prioritisation as the means to successfully delivering projects that are too high profile to fail.

### GOVERNMENT & NOT-FOR-PROFIT

These projects not only have less tangible definitions of quality and success; they inevitably attract a broader community of stakeholders—including those opposed to the project for purely ideological reasons. Working across bureaucracy and political change are also critical factors for success.

### SUPERVISING FOR QHSE

Ensuring QHSE compliance among staff and site contractors is a vital aspect of project delivery. More important than a fundamental knowledge of your contractual and legal QHSE obligations, is the ability to judiciously balance reward and punishment in motivating desirable behaviour.

### LEADING VIRTUAL PROJECT TEAMS

How do you optimise project performance when working in the cloud? Learn here how to utilise technology to align business and project goals with performance metrics, quantify & measure results, boost team dynamics, and build a lasting base of trust across time-zones, borders and cultures.

## BSB51415 DIPLOMA OF PROJECT MANAGEMENT

This comprehensive, globally accredited qualification encourages and supports the development of critical thinking and reasoning, analytical ability, emotional and professional maturity in dealing with diverse team members, and selecting appropriate strategies for the management of complex projects.

### ON DEMAND, EXPERT SUPPORT

Your mentor—a battle-hardened project professional with an MBA (or equivalent qualification) and ten (10) years project management experience—will design with you a custom study plan that aligns your personal interests & professional needs.

### DYNAMIC FEEDBACK

Our unique draft submission process allows for detailed feedback on work before it is formally assessed. Together with access to Microsoft Project 2016 and the latest in international best-practice, we place you first in the learning partnership.

### UNIVERSITY PATHWAYS

IPM Diploma of Project Management graduates are eligible for advanced standing toward various under- and post-graduate degrees at a number of leading Australian and international Universities—visit our website for further information.



## PROJECT CONSULTANCY

Our team has formally successfully managed well over 1,000 fully realised projects worth in excess of \$US 1 billion.

In the last 12 months we have successfully served clients in Australia, New Zealand, the Middle East, United Kingdom, Asia and South America.

Since 1999 we have been providing specialist project management and continuous improvement support to individuals, industry, government, and the not-for-profit sector.

Our approach is truly consultative, linking people with pathways, academic expertise with business best-practice, and innovation with outcomes.

This method is governed by a proven framework of project management that guarantees on-time and on-budget delivery of our services, and an exponential return on your investment.

Our project consultancy services include:

- ▶ System & process design
- ▶ Project initiation & planning
- ▶ Quality assurance
- ▶ Mentoring
- ▶ Forensic review
- ▶ Training needs analysis

Our international client profile includes individuals, industry, government, and the not-for-profit sector.

### PLANNING & DESIGN

Prior to any engagement, we take the time to understand and confirm each client's needs, define the unique value our services might add, and recommend alternative courses of action.

### DATA COLLECTION & ANALYSIS

Our extensive range of in-house and on-demand tools, partnerships and resources means that we are not bound by a 'preferred' methodology, and can intimately respond to every challenge.

### INTERPRETATION & ADVICE

We provide frank and fearless, independent counsel to clients that reconciles multiple sources of primary and secondary evidence. Our advice considers both the issue at hand and the constraints of environment.

### SUPPORT & ASSISTANCE

We regularly facilitate stakeholder presentations, and can assist organisations through periods of crisis or change with ongoing quality assurance, training and review.

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