

# WIIFM- WHY PROJECT MANAGEMENT?

Because I always challenge the  
Status Quo

1

## MANAGE CHANGE

Individuals, Groups, Organizations, Stakeholders- everyone needs to evolve, grow and improve. Project Management provides the necessary toolkit to effectively manage and sustain change

2

## DELIVER VALUE

Employers and clients hire project professionals to create and deliver business value for sustained competitive advantage. Effective project management is about delivering business value

3

## MANAGE RISK

You will gain skills to identify, analyze and mitigate risks to the levels acceptable to the stakeholders, and propel your projects on the success trajectory

4

## SUPPORT TRIPLE BOTTOM LINE

Gone are the days to be concerned with "Profits" alone. You will gain knowledge and skills to support and optimize the other 2 p's as well- "People" and "Planet"

5

## STAKEHOLDER SATISFACTION

In addition to technical success parameters of scope, time and cost, you will attain skills to effectively engage with stakeholders for their satisfaction and the success of the project