

# 2019 Project Conference

## Be a Champion of Change

Friday, March 8<sup>th</sup>, 2019

7:45AM-4:30PM (Registration 7:00AM-7:45AM)

Mayo Civic Center



Hosted by:



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## Project Conference: Be a Champion of Change

March 8, 2019 7:45AM – 4:30PM (Registration 7:00AM-7:45AM)

**NEW LOCATION:** Mayo Civic Center 30 Civic Center Dr SE, Rochester, MN

**Registration Fee: (includes breakfast, lunch & snack)**

**Early Bird: December 10<sup>th</sup>-January 31<sup>st</sup>-\$150 per person**

**Regular: February 1<sup>st</sup>-March 7<sup>th</sup>-\$185 per person**



The **2019 Project Conference: Be a Champion of Change** will focus on three tracks: Leadership, Technical Project Management Skills, and Strategic and Business Management. Join us for motivating keynotes, excellent breakout sessions and networking!

- **To pay with credit card, please register online at:**  
<http://rctcbwe.com/category/conferences>
- **OR fill out the form below** and email to [workforceeducation@rctc.edu](mailto:workforceeducation@rctc.edu) or fax to 507-280-3168 and our office will email you an invoice for payment.
- Questions? Please call us at 507-280-3157

**Contact Hours:** 6.0  
(i.e., PDU/CDU)

### PMI LaCrosse-Rochester Chapter Member Discount!

PMI La Crosse-Rochester Chapter Members are eligible for a \$25 discount. Please call 507-280-3157 to request your discount code.

**Student Discount-Fulltime Undergraduate students** are eligible for a \$90 discount. Please call 507-280-3157 for additional information.

<b>Name:</b>	(Last)	(First)	(M.I.)
<b>Social Security Number</b> <small>Not required, for identification only</small>		<input type="checkbox"/> Male <input type="checkbox"/> Female	<b>Date of Birth:</b>
<b>Home Address:</b>		<b>Apt/Unit #:</b>	<b>PO Box #:</b>
<b>City, State, Zip:</b>		<b>Phone:</b>	
<b>Employer Name:</b>		<b>Email Address:</b>	
<b>Dietary Needs: (lunch buffet contains non-meat options):</b>			
<b>Payment Required At Time Of Registration</b> (does not qualify for financial aid)			
<b>Attendee Signature:</b>		<b>Date:</b>	
Please check the following box if you do NOT want your Name and Email shared with the PMI LaCrosse-Rochester Chapter <input type="checkbox"/>			
<b>Verification from Employer:</b> Send a letter, email ( <a href="mailto:workforceeducation@rctc.edu">workforceeducation@rctc.edu</a> ), or fax (507-280-3168) to authorize invoicing for the class			
<b>Registration Information:</b> For registration and cancellation policies, please refer to our website: <a href="http://www.rctc.edu/workforce/information_pages/registration_information.html">http://www.rctc.edu/workforce/information_pages/registration_information.html</a>			
<input type="checkbox"/>	<b>Check #:</b>	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. <b>Mail registrations with check payment to:</b> RCTC c/o Business & Workforce Education - 851 30th Ave SE - Rochester, MN 55904	
<input type="checkbox"/>	<b>Company Billing</b>	<b>Attn:</b>	<b>PO/Voucher #:</b>
	<b>Company Name:</b>		<b>Work Phone:</b>
	<b>Company Address:</b>		<b>City, State, Zip:</b>



Friday, March 8th, 2019		
7:00 am-7:45 am		Breakfast and Registration
7:45 am – 8:00 am	<b>Welcome</b>	Kristi Kiehne – RCTC
8:00 am – 9:00 am	<b>Keynote</b>	Chris Heeter – Wildly agile: a dog musher's perspective on project management, business analysis, and managing change
9:00 am – 9:20 am		<b>Break</b>
9:20 am – 10:35 am	<b>Breakout Sessions</b>	<p><b>Break Out #1:</b> Leadership Track – Nancy Maxfield-Wilson – Building Your Core (Resilience): Purpose Matters</p> <p><b>Break Out #2:</b> PM Technical Track – Pat and Pam Johns – Innovation: Trends, Tools, Tech and Tips</p> <p><b>Break Out #3:</b> Strategic Track – Kristy Walz – From “Me” to “We”: Engaging Customers Through Consensus</p>
10:35 am – 11:00 am		<b>Break</b>
11:00 am – 12:00 pm	<b>Breakout Sessions</b>	<p><b>Break Out #1:</b> Leadership Track – Chris Heeter – When a leader sees nothing but tails</p> <p><b>Break Out #2:</b> PM Technical Track – Mike Studemann – An Introduction to User Story Mapping</p> <p><b>Break Out #3:</b> Strategic Track – Pat and Pam Johns – Negotiation: Everyone can come out winning</p>
12:00 pm – 12:45 pm		<b>Lunch</b>
12:45 pm – 1:15 pm	<b>Group Activity</b>	<b>The Marshmallow Challenge</b> – Mike Studemann
1:15 pm – 1:30 pm		<b>Break</b>
1:30 pm – 2:45 pm	<b>Breakout Sessions</b>	<p><b>Break Out #1:</b> Leadership Track – Paul Feikema – The Intersection of Culture and Project Success: 5 Best Practices that will enhance your ability to get things done</p> <p><b>Break Out #2:</b> PM Technical Track – Geof Lory – Project Management &amp; Parenthood-The Agile Parenting Manifesto</p> <p><b>Break Out #3:</b> Strategic Track – Jack Stahlmann – Success Through Failure</p>
2:45 pm – 3:00 pm		<b>Break/Snack</b>
3:00 pm – 3:15 pm		<b>Closing Remarks/Small Prize Drawings</b>
3:15 pm – 4:15 pm	<b>Keynote</b>	Jack Stahlmann – The Intangible It of Change Management
4:15 pm – 4:30 pm	<b>Closing</b>	<b>Grand Prize Drawing</b>



# Session Details

## Wildly agile: a dog musher's perspective on project management, business analysis, and managing change

AM Keynote: 8:00AM-9:00AM (1.0 PDU)

*Wild* (adj.): Having the courage to bring the gift of all of who you are to all of what you do.

We know a diverse and engaged work force is one of the best assets in an organization. With diversity comes a variety of personalities, motivations, generations, and needs. With the help of some hilarious stories and analogies from Chris' sled dog team, we'll dig into concepts and tools for true communication, active engagement, managing and leading change, and drawing out the unique talents of each individual on the team.

### Top Take-Aways

1. Improve communication through understanding and appreciating differences
2. Learn to manage a variety of personalities
3. Engage the Ready, Set, Stop approach for greater productivity
4. Hone your collaboration skills
5. Unleash your wild side (free, authentic, creative, present, bold) at work, encourage it in your team, and see how everyone benefits, including the business

*Presented by Chris Heeter, The Wild Institute*

## Building Your Core (Resilience): Purpose Matters

Breakout #1: 9:20AM-10:35AM (1.25 PDU)

What gets you up every morning? Knowing your purpose has significant health benefits, including increased longevity, positive attitude, & decreased risk of dementia. Once you are clear on why you are here, and what you value most, you can prioritize your time, energy and attention to align with what's important, and avoid burnout and wasted time.

Being connected to something larger than ourselves, and having greater clarity on our values and beliefs helps insulate us from the stress of the increasing change and challenge we all face both at work and at home.

Knowing ourselves creates "core" resilience, and much like our core abdominal muscles stabilize your body during movement, these resilience "muscles" stabilize us during times of trouble. So don't wait until you need those muscles to work them; build your "core" before you need it, and you will sail through the inevitable storms.

### Walk away with:

Understanding what matters to you today, how to create alignment, and tips to keep it that way for long term health and happiness.

*Presented by Nancy Maxfield-Wilson, Max Performance, LLC*



# Session Details

## Innovation: Trends, Tools, Tech and Tips

Breakout #1: 9:20AM-10:35AM (1.25 PDU)

Innovation is an idea, executed with a combination of excellence and magic to create a new platform upon which to grow. How do you define innovation? Where do you need to innovate in your life? Come learn how to be an innovative leader and create a culture of innovation in your sphere of influence.

*Presented by Pat and Pam Johns, Parallel Partners*

## From “Me” to “We”: Engaging Customers Through Consensus

Breakout #1: 9:20AM-10:35AM (1.25 PDU)

The inclusive process of consensus-building helps customers move from self-focus to shared vision. In this crash course, you'll explore practical tools that you can apply immediately to create better outcomes, better relationships, and a stronger organization.

*Presented by Kristy Walz, Confluence Consulting*

## When a Leader Sees Nothing but Tails

Breakout #2: 11:00AM-12:00PM (1 PDU)

Boring meetings? Disengaged teams? Lifeless leadership? Shake it up. The Wild at work approach reminds us that working together doesn't have to be so complicated. At the end of the day, leadership and teamwork boil down to engaging a wide range of laughable, but dedicated personalities, calling out their strengths, and working effectively together.

### Top Take-aways

1. Highlight the strengths and skills of each individual in your group.
2. Strengthen teams and leaders through self-knowledge, compassionate presence, and courageous conversations.
3. Build high-performing teams that dare to engage, speak up, and care.
4. Integrate a Wild philosophy into your workplace, where individuals, teams, and the organization itself has the courage to bring the gift of all of who they are to all of what they do.

*Presented by Chris Heeter, The Wild Institute*

## An Introduction to User Story Mapping

Breakout #2: 11:00AM-12:00PM (1 PDU)

User Story Mapping is a powerful tool to help visualize a product backlog and identify the relationship and context between User Stories. It also allows the minimum set of functionality needed to release a product to be identified and the relationships between this functionality identified. In this interactive session, attendees are provided an overview of the technique and then have opportunity to develop a map illustrating the benefits of the technique.

*Presented by Mike Studemann, agilityIRL*



# Session Details

## Negotiation: Everyone can come out winning

Breakout #2: 11:00AM-12:00PM (1 PDU)

Brilliant communication and negotiation go hand in hand. Are you a brilliant communicator? Could you improve your negotiation skills? Do you know what a BATNA is? Let's talk!

*Presented by Pat and Pam Johns, Parallel Partners*

## The Marshmallow Challenge

Activity: 12:45PM-1:15PM (0.50 PDU)

Do you truly understand how to work as a Team? Can you iteratively develop a solution? Most importantly, are you better than a Kindergartener? Learn the answers to these questions while participating in the Marshmallow Challenge. This challenge will test your ability to design and build a structure using spaghetti, string, tape that must support a marshmallow within a limited time box. Sounds easy, right? Come find out while having some post-lunch fun and leave with a new found appreciation for what it means to be part of team!

*Presented by Mike Studemann, agilityIRL*

## The Intersection of Culture and Project Success: 5 Best Practices that will enhance your ability to get things done

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

Culture encompasses the shared beliefs, norms, symbols, values, attitudes that permeate all parts of the organization, including projects. These enduring patterns of behavior help provide stability for the organization. However, a strong culture can also create roadblocks to getting the results needed to achieve planned project outcomes. Understanding and assessing an organization's culture can mean the difference between a project's success or failure. Project leaders who lack the approach to gain cultural awareness can become restricted and handicapped by the values and beliefs of the organization's culture. They can have difficulty understanding and adapting to different norms and behaviors across the organization. Understanding and then confronting the reality of an organization's culture may not always be pleasant, but it is necessary. In this session project leaders will explore the FIVE best practices for assessing culture, how to become more effective within a culture and how to achieve the planned project results.

*Presented by Paul Feikema, Lionosity*

## Project Management & Parenthood-The Agile Parenting Manifesto

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

As parents, we own the serious responsibility of developing the parents of tomorrow. To best prepare our children for their new world, a world of high uncertainty, we can learn a lot from the Agile Manifesto. In 2005 Geof Lory authored the Agile Parenting Manifesto, applying the Agile framework and the Manifesto format to parenting. Since then, he has written more than 100 articles on project management and parenthood, specifically applying Agile values and principles to both. In this session, Geof will share the Agile Parenting Manifesto and how he applied it to his family life and raising two daughters.

*Presented by Geof Lory, GTD Consulting*



# Session Details

## Success Through Failure

Breakout #3: 1:30PM-2:45PM (1.25 PDU)

There are often hundreds of submissions for a single acting role in Hollywood, and this makes former actor Jack Stahlmann a self-proclaimed expert when it comes to failure. In this session, he comically reminisces about his professional flops and encourages audiences to embrace smart failures that can lead to major successes. After this session you will:

- Develop an inventor's outlook on success in that you often have to fail many times before you get the desired results.
- Gain a new perspective on the fear of failure by looking at the upside of it.

Laugh hard at Jack's Hollywood flops, while analyzing success stories of Tinsel Town

*Presented by Jack Stahlmann, Don't Flinch Guy*

## The Intangible It of Change Management

PM Keynote: 3:15PM-4:15PM (1 PDU)

Every movie star has an intangible quality that you can't quite put your finger on... or can you? By sharing humorous (and humbling) tales of his Tinseltown adventures, Jack Stahlmann breaks down the "it" factor of evolution that allows certain actors stars to sustain stardom for decades in Hollywood and shares how you can go from a bit player to a superstar in your profession. In this session you will:

- Learn to channel your inner-Clooney through the simple steps of having the "it" factor of change.
- Find ways to leverage your "connect" to improve business relationships.
- Identify where to begin with change by embracing the "just one thing" philosophy.
- Develop an anti-fear mindset with change by thinking about the end result first.

*Presented by Jack Stahlmann, Don't Flinch Guy*