

## **Evolving Market Requires Evolving Business: Achieving Goals Through Flexible Program Management**

Pamela D Stevenson, PMP

Management continues to ask the same questions in business:

- “How do we keep the company focused, on course and aligned to strategic goals and objectives?”
- “How do we achieve results which satisfy the largest segment of our stakeholders?”
- “How do we keep the organization in front of trends and developments in the industry?”

However, executives and managers must become better equipped and flexible in managing change – change to business priorities, changes in market, change in clients’ business, evolutions in technology and change in compliance requirements. Large companies are struggling to survive in an ever-changing global market. Their business processes run too slow and have too many layers to adjust in time to get ahead of the trends in an industry or even keep up with the current evolving market. It is time to take a look at how a flexible approach to program and portfolio management can work better for the company to support this evolving business model.

The goal for this abstract is to utilize an *evolved* framework – one that has been based on lessons learned and forecasting models of where markets are headed - to prioritize competing business needs in order to realize business goals through flexible program management. The approach we will use is called the GIVIT approach:

- Goal alignment
- Initiating to ongoing operations – Cost
- Value to the business – Benefit
- Investment results – Break Even / Profitability
- Top priority adjustments

We will work through this flexible program management approach, taking real life scenarios and work through desired outcomes and challenges. What you will acquire from this work is an open mind and a flexible approach to use in your company to realize business benefits in this ever-changing market.



**Pamela D Stevenson, PMP**

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Vision, Ideas, Strategy, Competition, Relationships --> What it takes to start and run a successful business, manage a set of strategic accounts or take a new product or service to market are Pamela’s core strengths. Pamela has 18 years experience managing business and global programs and has served clients in the following industries: real estate, health care, media and entertainment, communications, manufacturing, retail. Services Pamela has provided to clients span across web / applications, infrastructure and business process outsourcing. She has served as past-Chair of the PMI Quality SIG board of directors, member PMI PMP Credential Committee and the PMI Earned Value Standards project team which was published by PMI in 2004. Pamela has been a long time entrepreneur as Founder of Stevensons Investing Corporation, founder of Inventive Youth, past President of River Poets Music 1992-2007 and past President of CompuWeb Xpress IT Consulting from 1995 - 2000. She most values family, faith, integrity, relationships, open communications and global diversity. Pamela is married with 2 children and resides in Allen, Texas.