



Consulting and Training | Reach New Heights

Course Name

Creating a Successful Business Plan for Project Directors

Sector Name

Project & Contract Management

Document Type

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Creating a Successful Business Plan for Project Directors

Course Introduction

This **three-day** training program will provide participants with the tools and information needed to construct a business plan for effective projects.

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Creating a Successful Business Plan for Project Directors

Target Audience

- ✓ Project Directors
- ✓ Program Managers
- ✓ Senior Project Managers
- ✓ Operations Managers
- ✓ Business Development Managers
- ✓ Strategic Planners
- ✓ Executive Managers
- ✓ Portfolio Managers
- ✓ Entrepreneurs
- ✓ Senior Business Analysts

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Creating a Successful Business Plan for Project Directors

Learning Objectives

- ✓ Understand key components of effective business models.
- ✓ Develop and refine business model.
- ✓ Apply Value Proposition Design to strengthen the offering.
- ✓ Learn to craft a compelling executive summary.
- ✓ Assess market size, growth, and potential for ideas.
- ✓ Identify and leverage market opportunities for business success.
- ✓ Analyze competition and its impact on product/service.
- ✓ Identify unique differentiators for the project.
- ✓ Evaluate risks and how to mitigate them.
- ✓ Create customer profiles and strategies for targeting them.
- ✓ Explore pricing models that maximize value and competitive edge.
- ✓ Plan how to enhance value to both users and the community.
- ✓ Define the project's role within the wider community.
- ✓ Identify organizational structures that best support business goals.
- ✓ Learn about different funding strategies for business sustainability.
- ✓ Understand partnerships, acquisitions, and exit strategies for growth.

Creating a Successful Business Plan for Project Directors

Course Outline

✓ Day 01

Introduction and Overview

- ✓ Present your business idea to the group
- ✓ Discuss your goals and objectives for attending the course
- ✓ Learn about your fellow participants

Business Model

- ✓ Learn how to develop and assess business models
- ✓ Develop a business model for your own idea
- ✓ Discover Value Proposition Design

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Creating a Successful Business Plan for Project Directors

Course Outline

✓ Day 02

Executive Summary and Market Opportunity

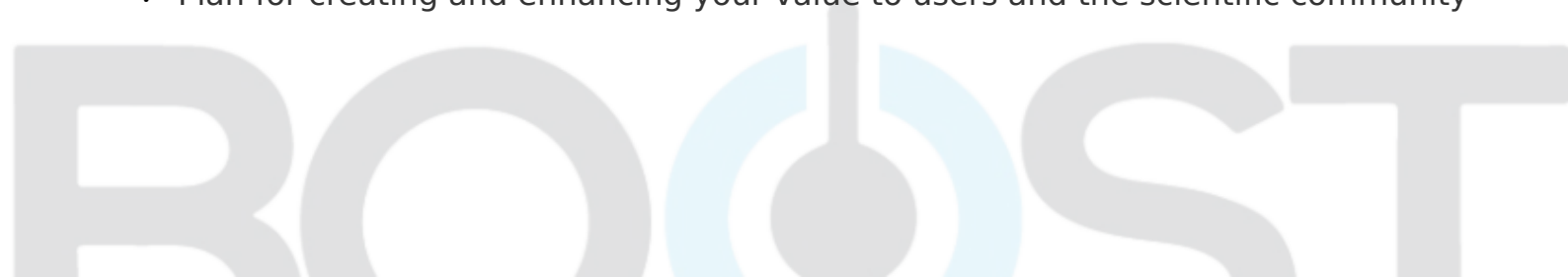
- ✓ Learn how to create an attention-grabbing executive summary
- ✓ Define the market size, growth, and potential for your project
- ✓ Discover how market opportunities can shape your business plan and lead to success

Product/Service & Competition

- ✓ Learn how to assess competition and how that may affect the products or services you offer to your users/stakeholders
- ✓ Identify factors that set your project apart from others, as well as potential risks

Marketing and Sales

- ✓ Create a profile for your users and how you will reach them
- ✓ Discover pricing strategies you can implement
- ✓ Plan for creating and enhancing your value to users and the scientific community



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Course Outline

✓ Day 03

Operating Plan & Organizational Structure

- ✓ Determine your project's role in the wider community
- ✓ Identify an organizational structure that will help your project succeed and meet the goals you establish in your business plan

Financials & Planning

- ✓ Review funding options and strategies to support your business plan and sustainability goals
- ✓ Discuss partnerships, acquisitions, and exit strategies to consider in your business plan

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 9, 2027	Aug. 11, 2027	3 days	3250.00 \$	UAE , Dubai
March 15, 2027	March 17, 2027	3 days	3950.00 \$	England , London
May 23, 2027	May 25, 2027	3 days	3250.00 \$	KSA , Riyadh
Oct. 26, 2026	Oct. 28, 2026	3 days	3250.00 \$	UAE , Abu Dhabi

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