

# ESI IN THE NEWS

World leader in Project Management and Business Analysis learning



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Welcome to ESI International's second Quarterly News Update, which is a summary of our Public Relations activities which took place in quarter two of this year in the EMEA region. ESI International is the world leader in Project Management and Business Analysis learning.

In order to view full content of these press releases and published articles please visit:

[http://www.esi-intl.co.uk/resource\\_centre/news/](http://www.esi-intl.co.uk/resource_centre/news/)

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## Press Releases & Published Articles

### Press Releases

- Survey Identifies Key Challenges to Successful Project Management
- ESI Launches India Office to Address Project Management Skills Gap
- ESI International Launches PgMP<sup>SM</sup> Certification Exam
- ESI International Launches Virtual Classroom
- Wanted: Managers and Leaders
- Reducing Project Risks and Managing Programmes

### Project Management Articles

- Achieving Business Goals Through Effective Programme Management
- Schedule Risk Analysis: A Guide for Financial Institutions
- Solving the Recruitment Conundrum

### ESI New Case Study:

- GlaxoSmithKline Chooses ESI to Help Improve Project Management Capability

## Survey Identifies Key Challenges to Successful Project Management

The results of a new survey conducted by ESI International report some of the most pressing issues for executives and technical professionals include managing complex projects; responding to change both internally and externally; and prioritising projects within a programme or portfolio. Survey respondents were representative of federal, state and local government agencies as well as numerous industries including aerospace/defense, financial services, IT, insurance, manufacturing, pharmaceutical and healthcare. The responses indicate areas requiring greater attention in order to ensure the successful outcome of an organisation's projects.

*Press Release, May 2008*

## ESI Launches India Office to Address Project Management Skills Gap

ESI International announced the launch of its India operations. The opening of the office in Bangalore is in tandem with the appointment of Pankaj Kejriwal as its Country Manager for India, who brings more than ten years of experience in the IT corporate training industry to ESI.

The Indian economy is charging forward and indicators show that in the year ahead, economic growth between 8 per cent and 8.5% per cent is possible even without additional foreign investment.

The corporate training market is also on an uptrend, where spending on products and services in the training space grew from US \$15.8 billion in 2006 to US \$16.38 billion in 2007.

*Press Release, April 2008*

## ESI International Launches PgMP<sup>SM</sup> Certification Exam

ESI International announced the launch of its PgMP<sup>SM</sup> Exam Preparation course. The course, which is part of ESI's new Programme Management Professional Development Programme, is designed to help professionals prepare for the Project Management Institute's (PMI®) Programme Management Professional (PgMP<sup>SM</sup>) certification exam.

*Press Release, April 2008*

## ESI International Launches Virtual Classroom

ESI International announced the global launch of its virtual classroom which allows students to train together with an instructor in real time through an online environment. With microphones and instant messaging, students are able to hear the instructor's explanations, ask questions, speak with one another, divide into virtual breakout rooms and benefit from instant instructor polling from anywhere in the world.

*Press Release January, 2008*

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# ESI IN THE NEWS

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## Upcoming Events

### Free Breakfast Seminar

10<sup>th</sup> July 2008

**Business Analysis Skills:  
Necessary in Good Times,  
Crucial in a Downturn**  
*Simpsons-in-the-Strand,  
London*

### PMI 9th Benelux Day

27<sup>th</sup> September 2008

**ESI International exhibiting**  
*Sint-Laureins, Belgium*

### HR Summit

26<sup>th</sup> - 30<sup>th</sup> October 2008

**ESI International Exhibiting**  
*Dubai, UAE*

### IPMA World Exhibition 2008

9<sup>th</sup> - 11<sup>th</sup> November 2008

**ESI International Exhibiting**  
ESI's Senior Instructor, **Claude  
Maley** will be presenting on  
"Project Portfolio Management -  
Alignment to Business Strategy"  
*Rome, Italy*

### World of Learning

19<sup>th</sup> - 20<sup>th</sup> November 2008

**ESI International Exhibiting**  
*NEC, Birmingham*

UK: [www.esi-intl.co.uk](http://www.esi-intl.co.uk)

Germany: [www.esi-intl.de](http://www.esi-intl.de)

Sweden: [www.esi-intl.se](http://www.esi-intl.se)

Middle East: [www.esi-intl.ae](http://www.esi-intl.ae)

## Wanted: Managers and Leaders

Balancing the role of leader and manager in keeping the multi-billion dollar projects taking place in Qatar on track is to be examined next month at a free breakfast seminar.

With rising costs, squeezed budgets and tight deadlines, project managers are tasked with cutting down on unexpected surprises which could put projects at risk. But is a good manager also a good leader?

*Press Release May 2008*

## Reducing Project Risks and Managing Programmes

Strong risk management processes can substantially reduce costly projects arising on the multi-billion dollar major projects taking place across the Middle East, according to an industry expert. With rising costs and ever tighter budgets, good risk management processes are essential for project managers to cut down on the unexpected surprises which could put projects at risk.

Programme managers are also generally responsible for managing large, multiple project initiatives within a single customer site that carry a high risk factor. ESI International is holding free breakfast seminars in Dubai and Abu Dhabi designed to address strategic business aims and provide the tools required for programme managers to develop additional business skills.

*Press Release February 2008*

## GlaxoSmithKline Chooses ESI to Help Improve Project Management Capability

Leading pharmaceutical company, GlaxoSmithKline (GSK) has a very clear mission: to improve the quality of human life by enabling people to do more, feel better and live longer. For GSK and its 100,000 employees around the world, turning this mission into a reality requires the management of many large-scale medicine discovery and development projects - projects that can typically run the course of a decade, include a broad range of business units and consume vast amounts of resources.

## Project Management Articles:

### Achieving Business Goals Through Effective Programme Management

Thoughtful programme management is applicable to designing and implementing weapons systems or revamping wealth management companies.

J. LeRoy Ward explains how it works and what competencies a manager should develop. To many executives, programme management is a relatively new concept. But to others, particularly in the UK and the US, for more than five decades it's been a proven method for getting work done.

*Published in Finance Week, May 2008*

### Schedule Risk Analysis: A Guide for Financial Institutions

There is no "right" duration estimate. The preceding statement has become a truism of project duration estimation. Each duration estimate is associated with inherent probability that the final actual duration will be longer or shorter than the estimate. How many project activities do you know about that were completed exactly as planned?

Schedule risk analysis is about evaluating and quantifying the uncertainty in a duration estimate.

This article explains the schedule risk analysis process, and identifies good practices used in schedule risk analysis giving the decision maker the ability to assess the quality of a project schedule used as one of the critical factors in making decisions.

*Published in Finance Week, April 2008*

### Solving the Recruitment Conundrum

Experienced project managers are in great demand in the Middle East. But how can organisations recruit and retain staff they have trained for a highly specialised role? Craig Jordan, ESI Middle East Director, analyses the issue.

Regular readers of Middle Eastern newspapers will be familiar with the concept of the 'mega project'. Indeed, the region's press is full of stories and announcements on a seemingly unending series of new developments.

The Khurais oilfield in Saudi Arabia, Yas Island in Abu Dhabi, the Pearl in Qatar and, of course, the Palm Islands and Burj Tower in Dubai are just a few of the many dozens of large-scale initiatives that are being touted as mega projects in the region. But what exactly is a mega project?

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