

6 Foundational Principles for Developing Business Acumen

(MVP)²



Traci Duez

Traci earned a bachelor's degree in chemistry from Case Western Reserve University in Cleveland, OH. She entered the master's program in athletic coaching at The Ohio State University. She has coached basketball at the high school and collegiate levels. She was also a project manager for 17 years and directed over 100 consultants for an IT consulting firm.

Traci has spoken to more than 15,000 people over the past 6 years including over 70 PMI chapters including 4 PMI Global Congresses.

Today she applies her background in science and coaching to help Project Managers and executives measurably improve their thinking and leadership skills using the breakthrough science of neuro-axiology. You'll learn more about her and neuro-axiology during this presentation as well as how to immediately apply your new knowledge to your career and your life.

Recent trends such as globalization, receding boundaries, and emerging opportunities have pushed project management to a new level of sophistication. To adapt, project managers have developed new methodologies, processes, procedures, and best practices. While extremely important and required for success, these new systems are not sufficient to ensure projects remain relevant to the organization through their life cycle.

Project Managers need business acumen to bridge the gap between the systems and the business value that they are asked to deliver.

A Project Manager must understand the principles of value generation and have the ability to take a wide range of perspectives in order to achieve success in today's market.

In this presentation you will learn how to:

- Quiet your mind in order to access your best thinking
- Focus on growth without fear
- Use the principles of Value Dynamics to increase the value you produce
- Discover your cognitive biases and how they impact your success
- Clarify purpose across all 3 dimensions of value
- Reclaim your power to affect change and make a difference

Testimonial:

"Professional Development Days are one of the most important events in the calendar of PMI Chapters. As a member of the team that plans these events, it is key to find (and not always easy) to find a speaker with great content and the ability to deliver the message with energy and inspiration.

We were blown away by Traci - prior to the event, she was easy to work with and very responsive to our questions. At the PDD, she was engaging, humorous and riveting. The chapter members enjoyed the event, we had the highest attendance at a Spring PDD and everyone stayed through the afternoon. Our survey results gave Traci high marks.

I recommend Traci for your PDD event."

- Joanne Wurst, PMP, PMI Buffalo, NY