BLACKBIRD FOR TRAINING

Fundamental of Project Management and Business Development

7 – 18 November 2027
Istanbul (Turkey)



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Introduction

Welcome to the Fundamentals of Project Management and Business Development course! This comprehensive 2-week training program is designed to equip professionals with essential knowledge and practical skills in project management and business development. Whether you're new to the field or looking to strengthen your expertise, this course offers a solid foundation in project management basics and strategic business development techniques.

Through hands-on exercises and practical examples, participants will learn how to effectively manage the project lifecycle, plan and execute successful projects, and align these efforts with business growth strategies. The course also delves into critical topics like risk management in projects, types of risks, and innovative approaches to sustainable business growth.

Course Objectives

By the end of this course, participants will:

- Understand Project Management Basics: Learn the foundational principles and processes of project management and their importance in driving organizational success.
- Master Business Development Fundamentals: Acquire practical techniques for developing and implementing business growth strategies.
- Plan and Execute Projects: Build the skills to create, execute, and monitor projects that align with organizational goals.
- Manage Risks Effectively: Gain insights into risk management strategies and how to address potential challenges in project execution.
- Integrate Project Management and Business Development: Understand the interplay between project lifecycle management and strategic business initiatives.

Course Outlines

Day 1: Introduction to Project Management



- What is Project Management?:
  - Definition, importance, and key benefits of effective project management.
- Core Project Management Processes:
  - Overview of initiation, planning, execution, monitoring, and closure.
- Project Methodologies:
  - Traditional vs. Agile project management approaches.
- Project Lifecycle Management:
  - Understanding the stages of a project lifecycle and their significance.

Day 2: Project Planning and Scope Management

- Defining Project Objectives:
  - Crafting project charters and scope statements.
- Work Breakdown Structure WBS:
  - Breaking down tasks into manageable components.
- Risk Management in Projects:
  - Identifying, assessing, and mitigating risks.
- Resource Optimization:
  - Techniques for allocating and managing resources effectively.

Day 3: Project Execution and Control

- Leadership in Projects:
  - Building and managing high-performing teams.
- Stakeholder Management:
  - Effective communication strategies for engaging stakeholders.
- Performance Monitoring:
  - Key metrics to track progress and ensure project success.
- Change Management:
  - Handling changes in project scope or objectives.
- Quality Assurance:
  - Implementing processes to maintain project quality standards.

Day 4: Project Closure and Lessons Learned

- Project Closure Activities:
  - Smooth handover and transition processes.
- Evaluating Project Outcomes:
  - Conducting post-project reviews to capture lessons learned.
- Documenting Best Practices:
  - Creating a repository of lessons and practices for future use.

Day 5: Introduction to Business Development



- What is Business Development?
    - Definition, significance, and its role in achieving organizational growth.
- Key Business Development Strategies:
    - Techniques for scaling operations, increasing market share, and driving growth.
- The Relationship Between Projects and Business Growth:
    - Aligning project outcomes with business objectives.

Day 6: Business Development Planning

- Goal Setting with SMART Framework:
    - Defining clear and achievable business objectives.
- Crafting a Business Development Plan:
    - Strategic approaches to drive growth initiatives.
- Strategic Partnerships and Alliances:
    - Leveraging relationships to enhance opportunities.

Day 7: Sales and Negotiation Skills

- Mastering the Sales Process:
    - Techniques for driving successful sales initiatives.
- Effective Negotiation Strategies:
    - How to handle objections and secure favorable deals.

Day 8: Relationship Management

- Customer Relationship Management CRM:
    - The role of CRM in business growth.
- Building Strong Client Relationships:
    - Techniques for fostering trust and loyalty.
- Leveraging Technology for Better Engagement:
    - Using digital tools to enhance relationship management.

Day 9: Business Growth Strategies

- Organic vs. Inorganic Growth:
    - Comparing different approaches to business expansion.
- Market Expansion and Diversification:
    - Strategies for broadening reach and entering new markets.
- Driving Innovation:
    - Leveraging new products, services, and markets to stay ahead.

Day 10: Sustainable Business Development



- Sustainability in Business Practices:
    - Integrating environmental and social responsibility into growth strategies.
- Corporate Social Responsibility CSR:
    - Ethical considerations in business development.
- Long-Term Profitability:
    - Balancing growth with sustainability for lasting success.

Why Attend this Course? Wins & Losses!

- Gain a comprehensive understanding of project management fundamentals.
- Master practical skills for planning and executing successful projects.
- Develop strategic approaches to business growth and sustainability.
- Learn to manage risks, build strong teams, and foster innovation.

Conclusion

The Fundamentals of Project Management and Business Development course is a perfect blend of theory and practical application, providing participants with the tools needed to excel in both areas. Whether you're looking to improve your basic project management skills or implement effective business development strategies, this course sets the foundation for professional growth and organizational success.

Join us now and take your first step toward mastering project management and driving sustainable business growth!

