BLACKBIRD FOR TRAINING

Program Management Professional

5 – 9 April 2027
Baku (Azerbaijan)



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Introduction

Organizations across the Middle East and North Africa are experiencing rapid growth, increased complexity, and rising expectations for strategic execution. As institutions expand and manage multiple interconnected projects, the need for structured program management becomes more critical than ever. Relying solely on project-level oversight is no longer sufficient—organizations now require professionals capable of coordinating multiple initiatives, aligning them with strategic goals, and ensuring that every component contributes to long-term institutional success.

The Program Management Professional path empowers executives, team leaders, HR specialists, project managers, and operational directors to elevate their leadership capabilities and manage multi-layered programs with efficiency and strategic vision. Designed for mid-career and senior professionals across sectors such as oil and gas, banking, telecommunications, government, human resources, project management, marketing, and sales, this program provides a robust foundation for transforming programs into engines of organizational performance.

This certification equips participants with the tools to oversee complex portfolios, build effective governance structures, manage risks, coordinate stakeholders, and ensure seamless alignment between projects and strategic objectives. Through practical methodologies and analytical frameworks, participants learn how to drive value, deliver consistent results, and strengthen organizational competitiveness in dynamic environments.

Course Objectives

- Understand the fundamental principles of program management and its strategic role.
- Develop integrated plans that align program components with organizational goals.
- Analyze opportunities and risks associated with large-scale programs.
- Strengthen leadership, communication, and stakeholder engagement capabilities.
- Apply governance structures that support program monitoring and accountability.
- Use analytical tools to track performance and evaluate program outcomes.
- Enhance decision-making processes based on data, insight, and strategic priorities.
- Integrate interdependent projects to maximize organizational value.
- Build comprehensive implementation plans, schedules, and progress tracking systems.
- Design long-term roadmaps to ensure program continuity and sustainable impact.



Course Outlines

Day One: Introduction to Program Management and Strategic Alignment

- Definition of program management and how it differs from project management.
- The importance of program management in achieving long-term institutional vision.
- Characteristics of successful programs and key success factors.
- Relationship between programs, portfolios, and projects.
- Building a comprehensive view of risk across the entire program.
- Common challenges and failure points in program management.

Day Two: Program Planning and Requirements Analysis

- Developing integrated planning structures for programs.
- Defining program scope and outlining core components.
- Evaluating strategic and operational requirements.
- Assigning roles and responsibilities across program teams.
- Building a work breakdown structure at the program level.
- Preparing a strategic roadmap for program phases and milestones.

Day Three: Stakeholder Engagement and Strategic Communication

- Identifying stakeholders and mapping their expectations.
- Designing communication strategies to support alignment and clarity.
- Managing resistance and addressing stakeholder concerns.
- Establishing agreement on roles, responsibilities, and expected outcomes.
- Tracking stakeholder satisfaction throughout the program lifecycle.
- Connecting stakeholder needs to operational decision-making.

Day Four: Governance, Monitoring, and Performance Management

- Applying governance principles to ensure effective oversight.
- Designing indicators to measure program progress and results.
- Monitoring execution through structured methodologies.
- Quality assurance across all program deliverables.
- Managing program-level changes and strategic decisions.
- Preparing comprehensive performance reports for leadership.



Day Five: Risk Analysis and Long-Term Program Sustainability

- Identifying and evaluating risks across all program components.
- Designing proactive response and mitigation plans.
- Assessing program outcomes in relation to strategic objectives.
- Reviewing lessons learned to improve future program delivery.
- Developing sustainability plans to maintain program impact over time.
- Formulating practical recommendations for strengthening program practices.

Why Attend This Course? Wins & Losses!

- Strengthen advanced leadership and strategic management capabilities.
- Gain a comprehensive understanding of coordinating complex initiatives.
- Improve decision-making in environments with multiple moving parts.
- Ensure program alignment with organizational strategy and long-term goals.
- Enhance communication and stakeholder management skills.
- Build the ability to evaluate and manage risks at the program level.
- Increase readiness for senior leadership roles and professional advancement.
- Access methodologies that can be applied immediately in the workplace.

Conclusion

The Program Management Professional pathway provides a powerful foundation for leaders seeking to drive large initiatives, ensure alignment with institutional goals, and deliver meaningful organizational value. Through deep insights into planning, governance, strategic communication, risk management, and performance evaluation, this program transforms traditional project-focused thinking into a comprehensive leadership approach suitable for modern institutions.

Participants emerge with the skills to integrate multiple projects, optimize resources, and build sustainable, high-impact programs that support long-term organizational success. As institutions in the region continue to evolve and pursue ambitious development goals, the ability to manage programs effectively becomes a critical differentiator for leaders striving to achieve excellence.

