

Project Management Videos

Uruk PM Videos

No	Title	Link	Short Description
1	Why is the Uruk Platform a fantastic solution?	https://youtu.be/dp-fH6_yij8	<p>Why is the Uruk Platform a fantastic solution?</p> <p>There are many reasons; here are a few features and critical differentiators:</p> <ul style="list-style-type: none">- It is a digital, cloud-based solution- It is versatile and comprehensive- Uruk integrates project management with the rest of the organizational functions- As a result, Uruk focuses on the entire product delivery life cycle, not a narrow PLC or stage- It is adaptive and highly dynamic- It has numerous built-in methods- Uruk is built on three pillars People, Processes, Technology
2	The Uruk Architect Video	https://youtu.be/KqyikY3e7l8	<p>In this video, Mounir Ajam shares his life journey from a small village in Lebanon to today. During those decades, Mr. Ajam lived and worked in various countries and traveled to numerous cities and countries. He shares his personal story but mainly focuses on his career and the journey leading to the Uruk Platform and Uruk Project Management.</p>
3	What is the Uruk Platform, Status as of November 2022	https://youtu.be/0-yTpkdQlhk	<p>We covered the “Why” of the Uruk Platform in another video. We also covered the “who” (the Uruk Innovator) in another video. This presentation covers the “What” is the Uruk Platform. We share what exists today as of November 2022. We also share various screenshots showing some of the modules. We close the session with a look ahead and the plan for 2023.</p>

4	Managing Projects, the Uruk Way!	https://youtu.be/ghfz2qdFyaI	This video is in two parts. Part 1 is about 10 min presentation explaining the foundational criteria and primary features of the Uruk Platform . Part 2 is about 20 min, where we demo some of the platforms' main functionalities.
5	Uruk Value Proposition	https://youtu.be/xWvG7qcWp3Y	In this video, we share our views on the strategic value of project management. We also discuss why some organizations do not see this value or do not know how to benefit from PM and the PM skill set. Further, we present the Uruk Platform Unique Value Proposition as a collaborative, friction-less solution for leading projects across the project life cycle.
6	What is the core foundation of the Uruk Platform?	https://youtu.be/IsE4XVEsW0Q	The Uruk Platform enables collaborative product delivery from concept to success and managing a project across the different organizational divisions. The platform integrates product delivery, product management, business, and operational aspects, with project management.

Educational Videos

No	Title	Link	Short Description
1	Organizational Project Management	https://youtube.com/playlist?list=PLiXuplJ-_TOhOGXc8M7lyBbeyKU6ktpv	This playlist is about organizational project management (OPM) and OPM Systems. We cover the various aspects of OPMS, including projects, programs, portfolios, and strategic aspects.
2	Do we need verticals in project management	https://youtu.be/q99_0qtdHoQ	Do we need verticals in project management? Another way of asking the question is: do we need tailorable, customizable methods that link project management to product delivery based on the various verticals (or domains or application areas)?
3	Leading Megaprojects, Challenges, and Opportunities	https://youtu.be/rnb6kXlhrYU	This video is Mounir Ajam presentation at the World Project Management Forum, 2020. It is a high-level view from the book Leading Megaprojects, a Tailored Approach.
4	Performance Inhibitors	https://youtu.be/l8fB_5x9GQo	What are the performance inhibitors that drive projects' failure? What prevents organizations from excellence in product delivery?

Uruk Educational Webinars Videos

No	Title	Link	Short Description
1	The Good, the Bad, and the Ugly: How Good Practice Gets Perverted	https://youtu.be/cgQNDq3wowc	Most professionals in the field of project management seem to agree on what good practice is. But with the such widespread agreement, why do we see so many projects in trouble? In this presentation Mr. Bill Duncan, we show how good practice gets turned into bad practice, and how it eventually gets pushed to such illogical extremes that it becomes truly ugly.
2	Why Can't My Organization Grow and Improve?	https://youtu.be/HAhpAE6QIAA	Plotting a path to organizational growth, especially based on the projects it chooses to execute, can be a challenge. Many organizations get so caught up in what they currently do and how they do it, that they cannot find ways to effectively improve how they operate and experience the growth that stems from that kind of change. Through this presentation Mr. Mark Moore, we'll highlight some of the fundamental elements that are necessary for real growth and improvement, and weed out the things that only add noise and distraction.
3	Lean It and Mean It: – The Foundational 6 of Project Management	https://youtu.be/tTv6NeVzUNk	Ms. Sandra Hoskins' presentations are entertaining and informative by blending lively discussion about modern examples with fun case studies resulting in a session packed with information you can implement immediately. Her expertise, wisdom, humor, and insight into the practical application of the project management discipline make Sandra a highly sought-after speaker for keynote addresses, seminars, conferences, and workshops.
4	Seven Steps to Better Benefits Realization	https://youtu.be/kLeuzsbsFKU	As the discipline of project management matures, sponsors are asking project managers to move the past scope, cost, time, and stakeholder satisfaction, and to include benefits realization in their thinking. In this webinar Mr. Bill Dancan, we'll take a unique approach to benefits realization and cover it from the perspective of the project manager. Key topics include <ul style="list-style-type: none"> • Different perspectives: organization, program manager, project manager

			<ul style="list-style-type: none"> • The importance of the project life-cycle • Understanding the strategic drivers of your project • Defining and quantifying the expected benefits • Preparing a benefits realization plan • Risk management and benefits realization • Supporting benefits realization after the project is complete
5	Holmes and Watson: To Tell The Project Story, You Need The Storyteller	https://youtu.be/BdrJ4jhKSpl	This video is a webinar recording an exciting topic about storytelling, especially in the context of project management. Ms. Sandra Hoskins presents a highly valuable and structured model for investigations of troubled projects and decision-making by using a storytelling process.
6	How formal stage gate process adoption helps drive risk maturity in CAPEX Planning	https://youtu.be/fWiD419cIX4	This webinar uses an interview format where Mounir Ajam interviewed Dr. Dan Patterson. In this session, Dr. Patterson shared his views on risk management, the stage gate process, and how critical they are for planning CAPEX Projects and achieving success.

Uruk Platform Orientation Webinars Videos

No	Title	Link	Short Description
1	Uruk Tailored Methods	https://youtu.be/bV9OSlQcDhg	A recording of a webinar on tailoring in the project management context and the development of tailored methods. In the webinar, we discussed the variables that affect the development of tailored methods and their components. We also discussed how tailored methods fit into the Uruk Platform , what we have built to date, and what is coming soon.
2	Uruk May Updates	https://youtu.be/a0TNF_zLUKQ	This video is a webinar recording focusing on updates to the Uruk Platform , including the most recent releases.
3	Do we need verticals in project management	https://youtu.be/q99_0qtdHo0	Do we need verticals in project management? Another way of asking the question is: do we need tailorable, customizable methods that link project management to product delivery based on the various verticals (or domains or application areas)?
4	The Uruk Ten Steps of Project Success	https://youtu.be/JSiGRacriwE	This video is a webinar recording that covers the Uruk ten steps of project success. It is highly valuable for anyone starting a new project, including co-founders and founders.

