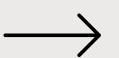


# Applied Project Management (APM) Workshop



# Program Overview

The Applied Project Management (APM) Workshop is a hands on, practice driven program designed to help professionals apply project management as a strategic discipline rather than a purely operational function. Participants work on real initiatives while learning how to align projects with strategy, governance, and value realization.

## Program Objectives

- Design projects explicitly aligned with organizational strategy.
- Apply governance structures that enable effective decision making.
- Integrate value monitoring throughout the project lifecycle.
- Improve execution predictability and delivery confidence.

# Who Should Attend

- Project and Program Managers
- PMO / PMD Professionals
- Business and Transformation Leaders
- Professionals responsible for initiative delivery

# Key Learning Outcomes

- Translate strategic objectives into executable initiatives.
- Establish fit for purpose governance and controls.
- Manage projects using value-based performance indicators.
- Strengthen stakeholder alignment and decision clarity.

# Methodology & Approach

The workshop is grounded in Uruk's business integrated project management philosophy and OPMS framework. Learning is highly applied, combining facilitated discussions, real world case scenarios, and participant project work to ensure immediate organizational relevance.

# Certificate of Completion

Upon successful completion of the course, learners will be awarded a Certificate of Completion from Uruk Project Management with 40 Contact Hours.



# Duration

## **In-Person**

- Five intensive days
- 8:30 AM to 4:30 PM
- Include morning/afternoon snacks and lunch
- The venue will be provided later
- Overall Learning: 40 Contact Hours or PDU

## **Alternative Delivery**

We can also offer this workshop for organizations as an online, extended program:

- 11-week program.
- One session per week.
- Two hours per session.
- One hour per team per week for reviews and coaching.
- Overall Learning: 40 Contact Hours or PDU

## **Special Note:**

Teams are expected to work on their projects between sessions.

# Workshop Modules

The Applied Project Management (APM) Workshop is delivered through 11 interactive modules. Each one builds progressively on the previous and includes hands-on exercises using the Uruk Platform.

## #1 Module 1: Orientation & Framework Overview

- Introduction to the Product Life Cycle and Uruk Framework (Value Delivery Methodology)
- Discussion of potential projects and teams
- Optional Exercise: Identify project ideas and team members

## **#2 Module 2: Project Setup & Tailored Methodologies**

- Team formation and project selection
- Exploration of the Project Success Model
- Exercise: Develop a tailored method for your project

## **#3 Module 3: Discovery Phase – Concept Stage**

- Process groups and the project brief
- Exercise: Draft the Project Brief

## **#4 Module 4: Discovery Phase – Feasibility Stage**

- Feasibility analysis and project authorization.
- Exercise: Conduct a feasibility study and write the report.

## **#5 Module 5: Development Phase – Requirements Stage**

- Stakeholder engagement and defining project requirements.
- Exercise: Create a comprehensive requirements document.



## **#6 Module 6: Development Phase – Strategy Stage**

- Building the Project Management Plan
- Exercise: Develop the Project Management Plan

## **#7 Module 7: Development Phase – Definition Stage**

- Detailed planning and approval processes
- Exercise: Finalize the detailed project plan

## **#8 Module 8: Delivery Phase – Implementation**

- Agile vs. sequential modes, control mechanisms
- Exercise: Tailored per project

## **#9 Module 9: Delivery Phase – Operational Readiness**

- Handover and early operations
- Exercise: Tailored per project

## **#10 Module 10: Delivery Phase – Closure**

- Project completion reporting, success evaluation, and future planning
- Exercise: Prepare for final presentation

## **#11 Module 11: Final Project Presentations**

- Team presentations, evaluation, and open Q&A
- Audience may include guests or invited stakeholders

# Learning Objectives & Outcomes

By participating in the (APM) Workshop, attendees will:

- Explore the full Product Life Cycle and its critical phases.
- Distinguish between task management, stage management, and technical project management, and how they compare to the Uruk Framework.
- Build foundational knowledge of modern project management integrated with the Uruk approach.
- Collaborate in teams on simulated or real projects using a hands-on methodology.
- Learn to lead a project across its entire lifecycle, from initiation to benefit realization.
- Apply an end-to-end adaptive delivery model, including stages, deliverables, and structured stage gates.
- Understand how to initiate a project correctly and maintain alignment with strategic goals.
- Use the Uruk Platform to develop project deliverables and complete lifecycle checkpoints.

# Instructor

Mounir has over 35 years of experience working on projects worth billions of US dollars. He has global experience in the US, UK, Southeast Asia, West Asia, and the GCC, including industrial and capital projects, and years of experience in consultancy and training. Mounir has worked with global leaders such as Exxon, BASF, Shell, and Saudi Aramco and delivered services to companies including SABIC, Ericson, Etihad Airways, Emirates Global Aluminum, and many ministries and government agencies across West Asia and beyond.



**Mounir Ajam**

# Pricing & Packages

Normal Price: USD 4,500 per individual

Special Price: USD 3,500 for the first 5 registrations

Group discounts available:

20% discount for groups of 3 participants

10% discount for groups of 2 participants

Custom pricing available based on team size and delivery format.

This course will include a book: Project Management Beyond Waterfall and Agile

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