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*This newsletter was produced by the Marketing and Communication Team.*

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## Editorial

## Change

Change is everywhere. Changes in politics such as Tunisia ousting its president and Egyptians demanding a new government. Changes in business, like Steve Jobs taking a time out from Apple and Larry Page returning to Google. In my life, I am going through change too. I just signed a new tenancy agreement, and I will be starting a new job. Changes of all types and sizes seem to abound.

In today's fast-moving world change is ever present. Probably more so for project managers than for anybody else. After all "Perform Integrated Change Control" is one of the more important processes in the PMBOK® Guide 4th Edition, where there is a Change Control board and a log for all changes. ITIL<sup>1</sup> speaks of a Change Management process and many business schools offer Master degree courses in Change Management.

PMI announced two major changes for 2011. While most of you have probably already heard that the PMP Examinations will change in 2011, many of you may not know that the PDU categories will be updated on 1st March. Make sure to check out [pmi.org](http://pmi.org) for more details.

If you have been to the website recently you have also seen the new design. Expect that new design to have some influence on the PMI Switzerland chapter publications in 2011.

January has seen a new board of directors being elected during the eleventh Annual Members Meeting (AMM) of the Switzerland chapter. Congratulations to the new board members and many thanks in advance for their effort to keep the PMI Switzerland chapter as lively as it was in the past.

This is only the second PMI Switzerland newsletter in 2011, but it already packed with reports of interesting events for the coming year. Following the AMM there was a two day training event on Program Management. The Swiss Corporate Networking Group had their fourth meeting and the year's first regional event took place in Geneva.

February awaits us with talks on Project Success and Global Delivery, and in addition to the great events in March, April will see the next big event bringing together the project management community in Lausanne for the **17th Congrès du Management de Projet**. Registration is already open.

We look forward to another great year full of change!

Ulrich Vogler,  
Member of Marketing and Communication Team



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<sup>1</sup> "the most widely adopted approach for IT Service Management in the world."

## Upcoming Chapter Events



*Heinz Scheurig,  
spm*

### Management of Project Success – the next Generation

While project management usually addresses a single project, Management of Project Success is more concerned with the Objectives and Value of the whole organisation.

In this presentation concrete methods will be presented which have considerable potential for those responsible for both initiation of projects and their management during their entire duration.

This includes not only Project Managers and Team Members but also those responsible for the overall project (sponsors) and Line Managers.

**Heinz Scheuring** has over thirty years experience in Project Management as Trainer, Coach, Project Manager and Developer of Project Management Software products. He is author of the well-known specialist book "Schlüssel zum Projektmanagement" ("Key to Project Management"), in which a number of innovative project management methods are described, as well as Management of Project Success. He leads two companies: Scheuring AG and hyperWeb AG.

He is also member of the management team of the Swiss Project Management Association **spm**.

[Register here](#)

**February 21**

**Zurich  
(in German)**

**1.5 PDU**

**Soon!**

**Hosted**



*Frank Schmidt*

### Global Delivery

**Globalization, a new economic reality and technology advances have changed the way companies do business.**

In addition, the recent changes in business climate accelerate the shift to the new paradigm for customers, i.e. to increase their IT service level (business need) and reduce their IT costs (finance need). Business must now examine working capital & investment: identify opportunities to restructure, reduce and preserve capital as well as streamline operations.

Global Delivery is well positioned to help customers responding to these impacts. This presentation will cover the trends and factors which drive Global Delivery, the fundamentals like cultural awareness, delivery models, collaboration and legal concerns and will also look at Global Delivery along the Project Life Cycle.

**Our speaker Frank Schmidt** (IBM Executive Certified Senior Project Manager; Global Delivery SME), has a wealth of experience in delivering services to international and diverse clients, working with Global Resources in the areas of Infrastructure Outsourcing and Application Outsourcing. He has been working closely with IBM India as well as Nearshore Centers in Eastern Europe for the last seven years.

[Register here](#)

**February 24**

**Münchenstein**

**1.5 PDU**

**Soon!**

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*Katherine  
Madden*

## Sustainable Development; the business journey

### The key to the world order?

There is unprecedented awareness of sustainability issues such as climate change, ecosystems and alleviating poverty. These issues are increasingly at the core of business strategy, innovation and growth. Clearly, business cannot succeed in a society that fails.

The role of business in society is to deliver goods and services that people want and can afford, with minimum resources and pollution. Government is responsible for managing the environment which makes investment, job creation and shareholder value possible.

Since 1995, the **World Business Council for Sustainable Development** (WBCSD) has been working on these issues to find solutions to some of the world's biggest challenges. This presentation looks at the role of business in society and the business case for sustainability.

Our speaker, **Katherine Madden**, is a Manager at WBCSD, which brings together some 200 multinational companies in a shared commitment to sustainable development through economic growth, ecological balance and social progress.

She is a specialist in capacity building and expertise on the business case for sustainable development, designing and delivering tools to accelerate learning and uptake of responsible practices. She has spearheaded leadership initiatives such as the Future Leaders Team and Chronos which have successfully strengthen the skills of today's and tomorrow's managers. [Register here](#)

**March 3**

**Geneva**

**1.5 PDU**

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conditions.**

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27 et 28 avril 2011 – Université de Lausanne

**More...**



*Kevyn Eva  
Norton*

## New World of Work - The role of virtual teams

The world we live and work in is changing – four different generations, all with different values and approaches to work, technology usage and social and collaboration styles. Working together in a borderless society with dynamic technological acceleration is exponentially changing our working environment. Taking this into consideration; is working together easier or more complex?

In Part 1 **Kevyn Eva Norton** outlines the changes, opportunities and challenges the New World of Work brings with it and provides a model to effectively deal with the challenges.

**March 24**

**Zurich**

**1.5 PDU**

**Sponsored  
Hosted**



*Dr Deasún  
Ó Conchúir, PMP*

In Part 2 **Dr. Deasún Ó Conchúir** delves deeper into the topic by exploring some of the people issues in a workshop format.

After the event and during the apéro there will also be an opportunity to visit the Microsoft Switzerland Live & Work pilot area and to see hands-on the state of the art project collaboration environments.

**Kevyn Eva Norton** is the Program Manager for Microsoft's Switzerland New World of Work Initiative. She has a background in foreign languages, computer science and business administration. Before joining Microsoft she worked as a consultant, project manager for technical and business transformation initiatives continuously specializing on the aspect of change in people, place and technology and the role technology adoption plays in it.

**Dr Deasún Ó Conchúir, PMP** is Collaboration Consultant at Scatterwork GmbH. He has been active in projects throughout his entire career, of which over three decades Project Management consultancy for scores of clients in four continents including Nestlé, Ericsson, Volvo, Novartis and the European Commission etc.

[Register here](#)



*Michael Gentle*

### **IT financial skills – mind the gap! Why PMs and their teams need to raise the bar in financials.**

IT project teams may be well-schooled in project delivery, but they generally have a low level of financial awareness, with little idea of how their everyday work impacts the company's financial statements.

You can assemble the best project teams and meet all of your milestones and deliverables, but at the end of the day, your projects live or die by their financials, right across the life cycle:

- Investment planning: poor financial practices can result in the "wrong" projects being chosen (read project likely to fail despite everyone's best efforts).
- Budgeting: PMs often work to unrealistic project budgets cast in stone. For many projects, it is the budget, and not the spending, that is out of line.
- Cost management: poor financials, combined with strong cost pressures, result in a frustratingly high amount of non-value added tracking and reporting.
- Chargebacks: business customers often have little idea of what they're paying for, resulting in a focus on costs rather than on value.

Come and listen to Michael Gentle explaining the current state of IT project financials, his suggestions for quick wins and long-term change, and why PMs and their teams need to raise their level of financial awareness. The good news is that you don't have to a bean-counter to understand this, for only 20% of IT project financials is accounting – the rest is process.

**April 14**

**Basel**

**1.5 PDU**

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**Michael Gentle** has over 20 years of experience in IT departments and software vendors in Europe, North America and Asia-Pacific. He is the author of An Introduction to IT Project Financials – Budgeting, Cost Management and Chargebacks (2010), IT Success! (2007) and The CRM Project Management Handbook (2003). [Register here](#)



### 17th Congrès du Management de Projet – sign up now !

**Responsible management** is the headline for the 17<sup>th</sup> Congrès du Management de Projet. Building on last year success, this year congress includes a series of new topics and events that should meet even the highest expectations.

**April 27/28**

**Lausanne**

**Event language  
F/ E**

**Up to 13  
PDUs**


#### The 2011 highlights include:

- 32 brand new training sessions out of 44 total, of which 8 sessions in English
- A new event for Managers: "Le Carrefour des Décideurs"
- Easier registration with an online assistant helping you in choosing your sessions
- The 2<sup>nd</sup> Project Innovation Award, sponsored by the SMP and your PMI Chapter

Workshops and training sessions fill up very quickly. **Please register early** to have your seat reserved and receive a **CHF 200 discount** by doing so before April 3<sup>rd</sup>, 2011.

Registration and more information is available on [the specific Congress site](#).

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## Chapter News

### From your VP Members desk: membership status update

Last month, the PMI Switzerland Chapter was pleased to welcome 29 new members, bringing the active membership to **1174** as of December 31<sup>st</sup>.

**Congratulations** also to our 9 chapter members who obtained their PMI certification in **December 2010** (by certification date):

*Markus Barnikol, Roberta Faggian Marque, Francois Lefebvre, Collins Osaretin Ojo, Alexandre Pauchard, Hans Christian Pieper, Alex Rhomberg, Massimiliano Talento and Meinrad Vogel*

The PMI Switzerland Chapter board representatives and professional colleagues hope to meet you personally at one of our next [networking or training events](#). Events are a great way to network and to maintain PMI certifications.





## The Congrès du Management de Projet needs more Volunteers!

The congrès du Management de Projet is one of the most significant event for the PMI Switzerland Chapter and you now have the opportunity to **get involved!**

We need several Volunteers to help the Organization Committee, **just before and during the event**, in various areas such as set-up and preparation, Trainers' care, Welcome desk, networking event preparation, signage, etc.

You will be adequately coached before and during the time of your involvement, **you will be also granted access for the two days** (worth CHF 930) and you could earn up to 13 PDUs for the learning sessions you will attend, while helping the organization and the participants.

Please send your application to [Catherine Sprungli](#) or [Thierry Labriet](#), from the Organization Committee.

## How can we exploit Facebook, LinkedIn, Twitter, etc. within the PMI Switzerland Chapter?

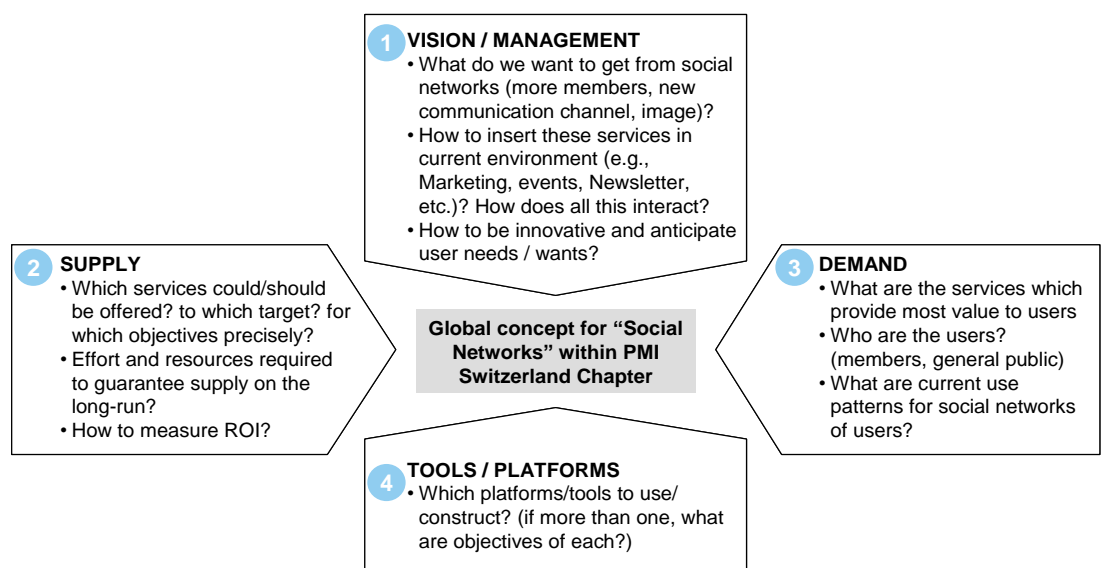
Please support our new project by telling us your views in [our online survey](#). **by 28 Feb. 2011.**

Hardly a day passes without the two words "Social" and "Networks" appearing together in an article, on the Internet, during a discussion, in a conference programme etc. Even Hollywood contributed to spread these words recently through a movie telling about the genesis of Facebook.

For private and personal matters, there is no question that social networks have generated an incredible and impressive change for millions and millions of users in a very short timeframe. Exchanging and commenting pictures, sharing day-to-day events (even if little or not interest at all) have become very familiar, not only for teenagers or young adults but increasingly for older age groups.

Professional use of these platforms is still not so well understood. Although a new job description "Community Manager" in charge of entertaining and generating buzz is appearing in the corporate world, it remains confined in a small number of "visionary" enterprises. A more frequent example is top Business schools which are developing significant presence on Social Networks among their "clients". Students and prospective students are well aware of and familiar with these platforms.

By Christian Conrad,  
PMP and Deasún  
Ó Conchúir, PMP



In order to answer the question **“What’s in it for an organization like PMI Switzerland Chapter?”** an internal project has just been launched with these objectives:

- Definition of a concept on how to take advantage of social networking possibilities by offering added-value services to PMI Switzerland Chapter members
- Positioning of PMI Switzerland Chapter on the forefront regarding use of, presence and visibility on social networks

Your input is very important for our project; please take **maximum 3 minutes** to [answer the six questions](#). Obviously, if you are interested to participate in that project, we would be more than happy to discuss with you! Please contact the project team Deasún Ó Conchúir or Christian Conrad.

### Elections Results and New Chapter Officers

Our 11<sup>th</sup> AMM – 10<sup>th</sup> Anniversary Edition, has been the opportunity to present the 2011 elections results in *avant-première* to the 80+ participants present in Zürich. Elected to the board of directors for a two years term are:

Board of Directors Election	Votes Received	Results
Elisabeth Weber, PMP	133/174 (76.4%)	Elected
Michèle Richard, PMP	131/174 (75.3%)	Elected
Olivier Lazar, PMP	99/174 (56.9%)	Elected
Dr. Deasún Ó Conchúir, PMP	93/174 (53.4%)	Elected
Joachim Ast	84/174 (48.2%)	Elected
Velan Thangavelu, PMP	83/174 (47.7%)	Not elected
Martin Hadinata, PMP	81/174 (46.5%)	Not elected

#### Nominations Committee Election

Martin Härr, PMP	155/174 (89%)	Elected
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The two non-elected candidates (Velan Thangavelu and Martin Hadinata) were just one or two votes away and they also deserve our congratulations for their motivation and active volunteering since years. We wish them to succeed next year.

Your chapter is looking **for new Financial Auditors** next year, should you have the interest and skills, please contact our [VP Members](#).

### 2011 Chapter Board of Directors

Following our successful AMM and according to the Chapter bylaws, the new board of directors met on January 29<sup>th</sup> to define their roles and to elect the new Chapter President. The 2011 PMI Switzerland Chapter Board of Directors roles are therefore as follows:

- **Elisabeth Weber, PMP:** President
- **Roger Dixon, PMP:** VP Finance
- **Roch Schenk, PMP:** VP Members & Volunteers
- **Werner Dörner:** VP Marketing & Communication
- **Michèle Richard, PMP:** VP Partnership Programs
- **Olivier Lazar, PMP:** VP Events
- **Dr. Deasún Ó Conchúir, PMP:** VP Education & Certifications
- **Joachim Ast:** VP Operations

The list above is shown by seniority and by election results. The Chapter Board of Directors manages and enhances the Chapter services as a team, facilitated by the Chapter President. New officers have been appointed to assist the board and/or lead new volunteers teams. Our [Chapter website](#) presents all details.

Thanks to these volunteers for their dedication and demonstrated passion for our profession.

## PMI Switzerland Chapter Volunteer of the Year

During our last [AMM event](#), the **Chapter Volunteer of the Year** was announced. This award highlights one of our sixty+ Volunteers, for his or her demonstrated commitment, consistency, reliability and team spirit. Candidates were proposed by the various teams leaders and the selection was very challenging. Numerous Volunteers did a great job all year long. **Thanks to all of them for creating and delivering most of our chapter services and benefits.**

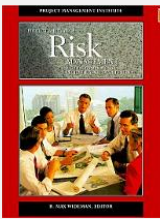
Nevertheless, a choice has to be made, and the 2010 PMI Switzerland Chapter Volunteer of the Year award winner is **Teddy Markham, PMP, PMI-RMP**, who has been active for years in the Romandie regional events management team. Thank you Teddy and congratulations from your peers!

## "Make a deal" with the PMI Switzerland Chapter book of the month

**Note:** login to PMI Switzerland as member required to access these links.

All the books available on the chapter site are featured because we think they deserve to stand out from the crowd of the many of other titles published by PMI. [The chapter bookstore](#) is available at great conditions to chapter members only, for individual use.

Only in February 2011, the "[Projects & Program Risk Management](#)", a Guide to Managing Project Risks & Opportunities, is discounted at **CHF 27.-** instead of CHF 37.-. Offer valid until end of the month or when stock runs out.



## Event Reports

### Fourth meeting of the "Swiss Corporate Networking Group" - SCNG

On January 20th, the fourth meeting of the "Swiss Corporate Networking Group" of the PMI Switzerland Chapter was held in Zurich, hosted IBM Switzerland. Representatives from 8 member companies, the University of Fribourg and from the board of the PMI Switzerland Chapter gathered to discuss the topic of "**Selling Project Management to Top Management**".

The day was started with an introduction by Martin Sütterlin about **IBM** and the impressive importance of Project Management for this global giant (> 400'000 employees, > 350 project managers in Switzerland alone). The remainder of the day was facilitated by **Michel Thiry**, who had been invited by the Chapter, to come from the UK for this occasion. Michel Thiry is recognized as a worldwide authority in Project-Based Organizations (PBO). Participants then discussed and worked in groups to develop solutions to common questions such as "How to convince top management of the value of project management in general?" or "How to get support from an executive for a specific project".

The two consecutive meetings are already being prepared. In May, the topic will be "Global Project Management", hosted by **Credit Suisse**. And in fall another meeting will be held, hosted by **Philipp Morris International**, on a topic yet to be defined.

The board would like to thank all members of the SCNG for their participation in this event. We are sure that this initiative also benefits the project management practitioners working at these companies. A very special THANK YOU goes to the core team, where we have some changes for 2011: **Chris Hancox** (Swiss Re) will stay in the Core Team, but step down as planned as its leader to pass on this role to **Roberto Nores** (Holcim). The board wishes to thank Chris for his great efforts into bringing the SCNG to live, and Roberto for taking on the lead from Chris. **Brigitte Goebel** (Credit Suisse) will leave the team to focus on another volunteer role at her company, and **Markus Affolter** (IBM) who did an excellent job on producing the SCNG newsletter will switch to the Chapter newsletter team.

The current members of the Swiss Corporate Networking Group of the PMI Switzerland Chapter are Credit Suisse, Hewlett Packard, Holcim, IBM, Novartis, Orange, Philipp Morris, F. Hoffmann-La Roche, SITA, Swiss Re and the iimt (International Institute in Management of Technology) of the University of Fribourg.



By Martin Härri, PMP





By Martin Härr, PMP

## 2-days Training on Program Management with Michel Thiry was a full success

On January 18/19 the Chapter organized a 2-day seminar on program management with **Michel Thiry**, taking advantage of him being in Switzerland to manage a workshop with the **Swiss Corporate Networking Group** on the consecutive day.

Limited to 25 participants, the training was sold out several days before its start. Participants developed their knowledge of particular techniques required for managing programs as well as the competencies and skills required from program managers through a step-by-step program process and a hands-on real-life case study.

The feedback was very positive, participants enjoyed the well structured and methodological approach, the practical exercises and the exchange of experience with their peers from many different companies. Their only regret was that the training lasted only 2 days, little time for such a complex topic.

While there are no immediate plans for similar trainings with international experts, the Chapter will certainly look for opportunities to offer these learning experiences to their members.

*Sponsored Link*



**More...**



Article by Randa Ijere

## Tech Data Europe: Making a Deal Real - Mergers and Acquisitions Steps to Success!

On January 13<sup>th</sup> in Geneva, Mr. Shai Sorek, Managing Director of Mergers & Acquisitions EMEA for Tech Data Europe, presented the steps for successful M&A project management.

Tech Data is a business built on scale, size and velocity. It has been in business for over 35 years serving more than 125,000 customers over 150,000 IT products in over 100 countries, and has recently grown considerably through a strategy of diversification; six successful acquisitions were completed only in the last three years. With 2010 net sales in excess of \$22 billion, Tech Data is now ranking 109<sup>th</sup> on the Fortune 500 list.

Mr. Sorek focused on three main key success factors in mergers and acquisitions (M&A) strategies, which are strategic rationale, realistic valuations (don't over pay!) and having a disciplined integration plan. Success often depends on execution of the integration plan but many things can go wrong such as unrealistic expectations, insufficient resources to manage the integration process, poor communication, forgetting your current business etc.

Also presented was Tech Data's "bible for Acquisition Integration Process: from Integration Planning to Post-Deal Management" which follows PMI methodology from the initiation phase to closing.

Tech Data has learnt many lessons so far such as developing a clear merger goal, how to manage the integration process discretely, the importance of ensuring unambiguous and quick decision making, building objective HR processes, and remembering that the customer expects "business as usual".

Mr. Sorek captured the audience with his experience and presentation of mergers & acquisitions but also reminded us that "Signing the deal is just the start to a very complex process..."

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**Soon!**

When you see this logo in our events list, it means this is the last announcement for this event in the chapter newsletter.



When you see this logo in our events list, please consider self organized car pooling as public transportation may not be very practical or nearby.