# Gina Abudi, MBA
# Presentation Topics

Gina Abudi, MBA, is an engaging presenter and keynote speaker at conferences, conventions, and corporate and executive events on a variety of topics. All presentations are practical, case-study driven which enable attendees to apply what they learn immediately back on the job. Most all presentations include tools and templates for use by participants. Presentations can be tailored to be delivered in 1 - 3 hour sessions, depending on client or organizational needs.

Clients for presentations/key notes have included:

- PMI® Chapters (meetings, Professional Development Day)
- PMI® Global Congress
- NEHRA Conference
- Chambers of Commerce
- Building Business Capability Conference
- National Association of Asian American Professionals Convention
- Various corporate events
- And many others…

## Project and Process Management, Business Analysis, Learning & Development

### Managing a Process Improvement Initiative: Key Tips for Project Managers

Using a case study example of a client project, this presentation will focus on managing a business process redesign project from a project manager's perspective. This presentation will provide project managers, business analysts and others who work on business process improvement projects with a step-by-step process for effective management of such projects.  Unique challenges to business process improvement projects will be discussed along with recommendations on how to avoid issues arising early in the project. Participants will learn a process for managing business process improvement initiatives and will take-aways worksheets and templates for use back on the job.

### Developing a Project Management Best Practice

This presentation will focus on the specifics of developing a project management best practice in an organization regardless of their size and the number of project managers. Organizations are beginning to see the value of formalizing their project management practices, including developing best practices, career and training paths for project managers, and putting a formal methodology/process in place. The presentation will center on a case study of services firm where a project management practice was developed with no current project management processes/framework and training or "official" project managers in place. It will step through the process of creating the best practice and demonstrate the value shown once a project management mindset was adopted within the organization.

### Assessing Project Management Skills to Develop Career and Training Paths

This presentation will focus on how to quickly and effectively assess project management skills within an organization to develop career and training paths for project management professionals regardless of their skill level. The effective use of online assessments and interviews will be discussed to ensure sufficient data is gathered to make the best decisions for the organization. Examples will be provided from a variety of organizations to describe their approach to assessing skills and developing competencies to ensure growth for their project managers.

### Developing a Business Analysis Center of Excellence

This presentation will focus on a company that developed a business analysis center of excellence to accomplish a variety of goals, including: elevating the business analysis group within the organization through improving the work done on projects, improving the time-to-market for products and services introduced to clients, and providing training and support to business analysts. This presentation will walk participants through the business case proposal made to the executive staff through to launch of the Center of Excellence.

### Incorporating Project Management Practices into Small Businesses

This presentation will focus on the benefits and value-add of incorporating project management practices into small businesses. An increasing number of small businesses – both non-profits and for-profits – see the value in utilizing project management processes and procedures – creating a best practice – within their business for a variety of purposes. This presentation will provide a step-by-step process to how to get started in incorporating project management best practices into any small business to increase efficiencies and effectiveness. Templates will be provided to use back in the office.

### Using Return on Investment to Evaluate Project Management Training

This presentation will focus on the use of the ROI process to provide convincing data to executives about the contribution of project management training to the organization. Today's executives are increasingly looking toward ROI to show the financial benefits and business impact that highly visible training programs, such as strategic project management training, has across the organization. The presentation will focus on a case study to demonstrate how the use of the ROI process at a client organization showed the financial benefit of continued professional development.

### Developing Your Project Team to Ensure Project Success

This presentation will focus on best practices to kick off and effectively develop the project team. Case study examples will be used to learn best practices for kicking off the project team, recommendations for developing the project team and resolving team issues. Participants will be provided suggested team exercises and checklists to use back on the job.

### Evaluating the Business Impact and ROI of Your Project Management Practice

This presentation will focus on best practices for evaluating the business impact and ROI of your project management practice. A case study example will be provided along with a comprehensive step-by-step process for evaluating the effectiveness of your project management practice. Participants will "take away" templates and checklists for use back on the job.

### Best Practices for Implementation of Business Process Initiative Projects

This presentation will provide participants with best practices for managing business process improvement projects within their business. Focus will be on a case study of a business that needed to evaluate, improve and implement new processes for engaging with their clients. A step-by-step process will be covered to help those involved in such initiatives to ensure that they are effectively able to manage such projects and engage the appropriate individuals throughout the organization. Participants will take away worksheets and templates for use back on the job.

### Growing Project Excellence through Effective Project Management Education

This presentation will focus on a case study of a company that developed a strategic, organization-wide multi-tier training program to meet the needs of project managers and team members within the organization. Discussion will focus on the company's approach to such programs, how the program ties into the organization's strategic goals, the use of needs assessments and applications for selecting participants for the program, working with suppliers to support and contribute to the program, and piloting the program for eventual organization-wide global deployment.

### Prove Your Value to the Bottom Line: Evaluating the Business Impact and ROI of Your Business Process Improvement Initiative

Using a case study example, this presentation will provide participants with a method for evaluating the business impact and return on investment of business process improvement initiatives. Participants will be provided a 4-step process for evaluating such initiatives: Evaluation Planning, Data Collection, Data Analysis and Reporting. Participants will have access to templates for use back on the job.

### Socializing Business Process Improvement Initiatives throughout the Organization

Too frequently, business process improvement initiatives are "lost" within the organization – not enough people know what is going on and why changes are being made in how the work is done. Business process improvement initiatives are frequently some very strategic initiatives that impact the entire organization! This presentation will provide participants with best practices around socializing their initiatives. Participants will take back to the job ways to engage the organization in understanding and supporting business process improvement initiatives.

### Best Practices for Creating a Continuous Change and Improvement Culture in Your Organization

This presentation will provide best practices to create and foster a culture of continuous change and improvement within an organization – regardless of its size. Benefits of creating such a culture along with best practices for moving toward becoming an organization that continuously focuses on improvement will be provided. A variety of case studies will be used to illustrate challenges some companies have had in moving to a culture of continuous improvement and how they overcame those challenges. Participants learn how to effectively get the buy-in needed to move to an improvement-focused culture within their companies.

# Human Resource, Management, Learning and Development Professionals, Business Unit Heads and Leaders

### Building and Sustaining Relationships with Your Stakeholders

It is essential, regardless of your role and responsibilities within the organization, to develop strong relationships with stakeholders - co-workers, peers, leaders, business units, employees, members of the Board of Directors, vendors, etc. - in order to move forward with your initiatives and accomplish your goals. This presentation provides best practices for building and sustaining relationships with stakeholders.

### Prove Your Value to the Bottom Line: Evaluating the Business Impact and ROI of Human Resource Initiatives

Using a case study example, this presentation will provide participants with a method for evaluating the business impact and return on investment of strategic human resource initiatives. Participants will be provided a 4-step process for evaluating such initiatives: Evaluation Planning, Data Collection, Data Analysis and Reporting.  Participants will have access to templates for use back on the job.

### Better Manage Your Projects: Project Management for Human Resource Professionals

This presentation focuses on providing human resource professionals and other management staff with basics around project management to enable them to better manage the myriad projects they are expected to lead.  A case study example is provided to "walk through" a project management approach to a human resource strategic project. At the end of the presentation, participants will understand how to apply a project management approach to their projects, along with templates to be used back on the job.

### Developing and Launching Effective Onboarding Programs

Using a case study of a client project, this presentation provides participants with best practices on developing, socializing, launching and measuring onboarding programs. Participants will learn a step-by-step process to ensure that onboarding programs launched meet the needs of the employees and the organization and get the commitment and support necessary for the program to be effective. This will include a variety of ways to gather data to ensure the program is developed to be successful.

### Socializing Human Resource Initiatives throughout the Organization

Too frequently, human resources and their initiatives are "lost" within the organization – not enough people know what is going on with human resources and what they are working on – which are frequently some very strategic initiatives that impact the entire organization! This presentation will provide human resource professionals with best practices around socializing their initiatives. Participants will take back to the job ways to engage the organization in understanding and supporting human resource initiatives.

### Developing, Launching and Measuring High Potential Programs

Using a client case study as an example, this presentation will focus on the steps to take to develop, launch and measure the success of high potential programs. These programs have an impact on the organization and are frequently quite costly to develop and implement. This presentation will provide participants with the steps and processes required to ensure that such programs are implemented successfully to help organizations meet strategic goals. Participants will take away a step-by-step process along with templates to use back on the job.

### Performing a Business Impact and ROI Study of a Leadership Development Program

This presentation will focus on a case study of a company that developed, implemented and evaluated a leadership program put in place for their high potentials.   The presentation will walk through the decision behind implementing the program, its roll out and pilot test, and finally how the ROI of the program was evaluated for presentation to the executives at the organization. The program was evaluated using Phillips ROI Methodology®.  Participants will be provided with a process for evaluating professional development programs such as this one, along with templates to be used back on the job.

### Best Practices for Creating a Culture of Learning in Your Organization

This presentation will provide best practices to create and foster a culture of learning within an organization – regardless of its size.  Benefits of creating such a culture along with best practices for moving toward becoming a learning organization will be provided.  A variety of case studies will be used to illustrate challenges some companies have had in moving to a culture of learning and how they overcame those challenges. Human resource professionals, learning and development  professionals, and other members will learn how to effectively get the buy-in needed to move to a learning-focused culture within their companies.

**Best Practices for Creating a Learning Council**

This presentation will focus on a nation-wide organization that created, implemented and utilized a learning council to move the organization from a decentralized to a centralized learning and development group. The presentation will teach participants how to effectively socialize, create and roll out a learning council to meet strategic goals.

# Client Testimonials

*"Gina Abudi was well received by our audience and delivered a practical and engaging presentation on 'Developing a Project Management Best Practice'. I found her to be a great communicator, an energetic presenter and her straight-talk is very compelling. Gina's structured presentation will prove to be an asset to any organization seeking useful information, tips and strategies in the area of project management."*
– Felicia Minott, Program Manager, Breakfast Roundtable Project Management Institute, NYC

*"I have attended Gina Abudi's presentations at conferences and for my clients – she is always knowledgeable about her audience and what information they need out of the discussion. Gina delivers a very practical and engaging presentation based on years of experience and hundreds of clients' engagements."*
– Suzanne Powers

*"I attended Gina's presentation at the 2-day NEHRA conference. I learned an incredible amount about how to manage my HR projects in that short 1 1/4 hour presentation! I was immediately able to apply what I learned from Gina back on the job on a project I was assigned. Great presentation! I hope to see her at the next conference."*
– NEHRA 2010 Conference Attendee

"What a fantastic presentation! The case study really helped me understand how to develop an onboarding program in my own organization."
– Chamber of Commerce Conference Attendee

## Gina's Bio

Gina Abudi, MBA has over 20 years of consulting experience in helping businesses of all sizes develop and implement strategy around projects, process and people. This includes, to name just a few projects, strategic planning for small businesses, project and process management, PMOs and project management best practices, business impact and ROI, and general management/leadership, including succession planning, strategic learning & development programs, high potential programs and onboarding of new employees and new leaders.   Additionally, Gina works closely with a variety of clients to develop and deliver customized workshops/seminars and training programs to meet long term strategic needs.  Gina is President of Abudi Consulting Group, LLC (http://www.AbudiConsulting.com) and adjunct faculty at Hesser College (NH) teaching in the business administration department.

Gina regularly presents at conferences, forums and corporate events on a variety of topics.  She has written a number of white papers, case studies, and articles on various management and project management topics, which can be found on her blog: http://www.GinaAbudi.com.  She is co-author of *The Complete Idiot's Guide to Best Practices for Small Business* (Alpha Books, October, 2011) and contributing author to Gantthead's *Project Pain Reliever* (J. Ross Publishing, November, 2011).

Gina serves as President of the PMI® Massachusetts Bay Chapter Board of Directors and has served on the Project Management Institute's Global Corporate Council as Chair of the Leadership Team prior to that.  Gina has been honored as one of the Power 50 from PMI® - one of the 50 most influential executives in project management, working to move the profession forward.  She is Co-Chair of the NEHRA Program Committee.

Gina received her MBA from Simmons Graduate School of Management.  She serves on the Simmons School of Management Alumnae Association Board as Chair, Continuous Learning.  She is an active member of The Boston Club, serving on a number of committees and as an Ambassador for new members.