



Stanford Advanced Project Management Certificate

Converting Strategy into Action (XAPM110)

Sample Agenda

Primary Instructors

Raymond Levitt, Gideon Kunda, Mark Morgan, Stephen Barley, John Warren

Day 1

7:00–8:00	Registration and Continental Breakfast
8:00–10:00	Introduction and The Strategic Execution Framework
10:00–10:15	Break
10:15–12:00	Ideation and Strategy
12:00–1:00	Lunch
1:00–2:45	Aligning Strategy, Structure, and Culture
2:45–3:00	Break
3:00–5:00	What Is Culture and Why it Matters
5:30	Reception—Stanford University Campus

Day 2

7:30–8:00	Continental Breakfast
8:00–9:45	Creating a Project Culture
9:45–10:00	Break
10:00–12:00	Project Portfolio Management
12:00–1:00	Lunch
1:00–3:00	Making Strategy Real and Mapping Metrics to Your Strategy
3:00–3:15	Break
3:15–5:00	Power and Politics



Day 3

7:30–8:00

Continental Breakfast

8:00–10:00

Balancing Agility and Discipline: PM 1.0 vs. 2.0

10:00–10:15

Break

10:15–12:00

Implementing the SEF: Now What?