

## Project Management Series

# GREAT IDEAS!

*Capturing Inspired Thought To  
Dramatically Improve Your Organization*

Everyone has good ideas, but not everyone knows how to turn those ideas into a formal proposal that explains what they have in mind. Without quality information, senior executives are unable to make sound decisions and the idea author is convinced no one is listening.

**Great Ideas!** is a fun and stimulating session that...

- Formally recognizes the true asset value of all members of an organization.
- Converts good ideas into formal Initiative Proposals.
- Streamlines the decision-making process to achieve rapid response to proposed initiatives.
- Insures smaller initiatives are launched with a minimum of delay.
- Sets the stage for professional Project Management processes on large efforts.

Many senior executives attempt to maintain an “open door” policy where anyone may offer suggestions at any time. In large organizations, this approach falters because...

- When an idea comes from the lower-levels of an organization, middle management may view such proposals as a form of insubordination. Few employees are willing to risk the ire of their chain-of-command.
- There are typically far too many layers of management for the ideas to make it to the top. There is always someone more than willing to say “no” by simply parking the idea in a stack of memos, never to surface again.
- When ideas travel up the traditional hierarchy, they may become “altered” beyond their original intent, sometimes even pirated by an unscrupulous manager.
- Even if a proposal makes the trip to the top without being lost or pilfered, the elapsed time required is so extensive, there is little incentive to follow this route. Enthusiasm for the idea is lost and confidence in the total process rapidly dissipates.
- Idea people may have little or no training in how to create a formal proposal. They specialize in throwing out new concepts with little hope anything will come of them. As a result, senior decision makers never receive critical information they need to make sound, balanced business choices.
- Without legitimate thought, the merits of new ideas are “over-sold” and fail to deliver promised, often unrealistic, benefits.

The net by-product of these challenges is the same. Low employee moral, a disconnect between the intent of the senior executive and their organization and a total lack of accountability for middle management who should be guiding the process, not restricting it. Great ideas simply never see the light of day.

**Great Ideas!** offers a fresh, proven approach that leverages the skills and imagination of the total business organization. The one-day workshop explains...

- Why modern organizations need an Initiative Proposal process

- The nine questions that must be answered for any Initiative Proposal
- How to answer each question
- How each Initiative Proposal should be handled by the organization to insure fair and rapid response
- How the Initiative Proposal process feeds into a formal Project Management framework

This seminar/workshop focuses on the *Project Identification* of a Project Life-Cycle. It provides any organization with the mechanism to collect formal documentation on suggestions that may be selected as eventual projects.

**Great Ideas!** is a highly compatible front-end to the concepts taught in *Tryon and Associates'* Project Management seminars **Managing Single-Time Efforts** and **Project Management Fundamentals**.

### ***Learning Objectives***

The specific goals and objectives for this seminar are to help each attendee learn how to...

- Expand the source for new ideas in your organization.
- Give everyone in your organization an active voice for new ideas and problem solving.
- Follow easy-to-use templates and processes to submit new ideas.
- Provide senior executives with more complete information about new ideas.
- Increase the potential for transition into full project status.
- Increase the potential for internal and/or external funding.
- Build stronger partnerships between all units of the total organization.

### ***Audience***

Due to the widespread appeal of this seminar, it should be attended by any member of an organization who may have ideas to correct known flaws, eliminate wasteful activities, reduce costs or launch new products and services. This should include...

- Senior executives and decision makers – This group must endorse and support the total program. They will also review the proposals generated within their organization and must understand the content.
- Upper-level management – These people will play a critical role by encouraging their people to participate in the new initiatives program. They will also be required to add their views on proposals that come from within their organization.
- General staff – All members of the organization, who have the ability to see new improvement possibilities, should attend. Not everyone will use the process, but all should have the opportunity.

### ***Prerequisites***

There are no training prerequisites for this session. Anyone who has attended *Tryon and Associates'* **Managing Single-Time Efforts** will find a smooth transition from Project Identification into Project Initiation.

## ***Duration***

**Great Ideas!** is conducted in a one-day, six-hour session.

## ***Program Preparation***

Prior to launching a **Great Ideas!** program, *Tryon and Associates* encourages two days of on-site assistance preparing your organization for this program prior to classroom training. This includes...

- Management preparation – Explaining the significance of the process to your senior decision makers and helping them understand their role in the process.
- Technology preparation – Creating a repository for templates and establishing a protocol for submitting completed documents.
- Procedural preparation – Creating workflows and reports to support the MLEI effort.

This work is billed at standard consulting rates and may be included in the training fees if desired.

## ***Format***

This seminar uses an instructor-led format. Consistent topic coverage is insured by the use of easy-to-follow seminar notes. The instructor introduces each topic adding illustrations, examples and analogies to explain the material. Seminar attendees are encouraged to add their observations or ask questions at any time. We use group discussions to explore a specific topic. The seminar concludes with a short workshop to illustrate the material presented in the session.

## ***Materials***

Each attendee receives a full set of presentation materials used by the instructor during the seminar. They will also receive numerous examples, templates and common processes that are identified during the course.

## ***Author***

**Great Ideas!** was written by Charles A. Tryon, founder of *Tryon and Associates*. This seminar was created based on Mr. Tryon's project experience with a wide variety of industries and as a project consultant and seminar leader.

## ***Scheduling and Pricing***

We typically schedule this seminar for presentation on your location. Please review the general scheduling and pricing policies on our website. We provide a complete price quote on request. On occasion, this seminar may be offered on a public basis. Contact *Tryon and Associates* for more information about scheduling or attending this seminar.

## ***Contact Information***

Additional information on this and other *Tryon and Associates* seminars may be obtained by calling (918) 625-8258. Seminar descriptions and other helpful information are available at [www.TryonAssoc.com](http://www.TryonAssoc.com).

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