

Business Case

13-Week Program for Aspiring Digital-
Transformation Project Managers

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EXECUTIVE SUMMARY

As digital transformation reshapes industries, the demand for skilled project managers capable of leading digital transformation initiatives has skyrocketed. <Insert your organisation/government name here> need people who can support and lead projects but are also equipped to handle the complexities of modern, digital transformation projects. The 13-Week program for aspiring or emerging Project Managers addresses this critical need by providing specialised training that empowers individuals to lead successful digital transformation projects. The program includes:

- ↑ Practical Training in Digital Tools: Mastery of essential project management software such as Jira, Miro, and ChatGPT.
- ↑ Leadership Development: Learning how to inspire teams, manage cross-functional collaboration, and align digital initiatives with corporate strategy.
- ↑ Industry-Relevant Methodologies and frameworks: agile delivery, process management, change management and design-thinking
- ↑ Continuous Learning: A focus on staying up to date with the latest industry trends, ensuring long-term value.


This business case outlines the benefits of enrolling in this program, demonstrating the immediate and long-term value it offers in terms of ROI, productivity, and leadership development.

Problem Statement

As organisations continue to embark on digital transformation, one major challenge remains: the **maturity level** of project management capabilities. Many companies have strong traditional project management frameworks in place but often lack the specialized skills and strategies needed to manage **complex digital projects** effectively. This gap in project management maturity can lead to inefficiencies, misaligned digital initiatives, and underutilization of emerging technologies.

Key maturity-related challenges include:

-  **Digital Transformation and Project Management maturity:** Many organisations lack mature processes to handle digital transformation projects, leading to increased implementation risks, ineffective approaches, higher costs, and reduced benefits.
-  **Software Integrators (SI) technology focussed:** Implementation Partners often solely focus on the technology, leaving the most important aspect of any transformation – the people. People are the key to adoption of new business processes, governance and continual improvements to services for customers and employees. Further, best practices are often spruiked when in fact organisations have blended processes with unique needs for their competitive advantage or services.
-  **Limited Leadership in Digital Transformation:** Project managers may lack the leadership maturity necessary to align digital initiatives with overarching business strategies and visions, resulting in projects that fail to drive meaningful change or fail to meet expectations.



 **Ineffective Business Process Management:** Companies often miss opportunities for digital process improvements due to immature business process management (BPM) frameworks, leaving potential efficiencies and innovations untapped.

Without the maturity to handle digital-focused project management, organisations risk falling behind in today's fast-moving digital landscape. This 13-week course is designed to elevate project management and digital transformation maturity, equipping participants with the expertise required to lead successful digital transformation initiatives. As part of the curriculum, there is also 13 weeks of 1:1 coaching with an industry leader in Digital Transformation to further support the student.

Proposed solution

The **13-Week Program for Aspiring Digital-Focused Project Managers** offers a comprehensive and structured approach to filling these gaps. Through hands-on specialist training, participants gain the knowledge and skills necessary to lead digital transformation projects from start to finish.

Key features of the program include:

-  **Practical Training in Digital Tools:** Mastery of essential project management software such as Jira, Miro, and ChatGPT.
-  **Leadership Development:** Learning how to inspire teams, manage cross-functional collaboration, and align digital initiatives with corporate strategy.

- Industry-Relevant Methodologies: Deep dives into agile and waterfall methodologies, tailored for the digital landscape.
- Continuous Learning: A focus on staying up to date with the latest industry trends, ensuring long-term value.

Program benefits

The benefits of this program extend beyond individual development—it drives significant organisational value. Here's how:

- Enhanced Project Outcomes:** Graduates of the program will be equipped to manage or support digital transformation projects with greater efficiency and effectiveness. They'll make better decisions, leverage modern tools, and have a sound understanding of this complex subject.
- Alignment with Strategic Objectives:** By training project managers to align digital transformation initiatives with overall business strategy, <insert organisation/government name> can ensure that projects support long-term growth goals and benefits realisation. This alignment leads to more cohesive planning and execution, reducing wasted effort and resources.
- Reduction in Failure Rates:** Digital projects are difficult to manage without the right expertise, often leading to overspend, unmet benefits, delays or underperformance. This program minimises these risks by equipping participants with the necessary skills to handle complex digital challenges and navigate the nuances of digital transformation change management.

- ↑ **Increased Employee Retention and Engagement:** Offering employees an opportunity to enhance their skills through structured learning programs increases job satisfaction and retention. Employees will feel empowered by the new skills they gain, increasing their productivity and loyalty.
- ↑ **Fostering a Culture of Innovation:** The course focuses on Design Thinking and continuous learning, ensuring that project managers are not just implementing tasks but driving innovation too. This helps foster a culture that embraces change, improves processes, and delivers customer-centric solutions.

Financial Justification

While the program has a cost of **\$7,000 + GST per participant**, the return on investment (ROI), for this program can typically be seen within the first year as graduates begin applying their new skills to projects. The full benefit becomes apparent as the organisation experiences smoother project delivery, higher employee productivity, and enhanced capability to manage complex digital transformation efforts. Other long-term benefits include:

- ↑ **Reduced Dependency on External Consultants:** The internal capability to manage digital transformation reduces ongoing consulting fees, allowing reinvestment of those savings into other initiatives or deliver reduced project costs. The skills and knowledge are also kept in-house.
- ↑ **Increased Project Efficiency:** Streamlining project management processes and using cutting-edge tools leads to time savings and cost reductions.
- ↑ **Reduced Project Failure Rates:** A more knowledgeable and skilled project

manager is less likely to encounter issues that result in expensive project delays or failures.

- ↑ **Faster Time to Market:** By utilising efficient digital tools and processes, <insert organisation/government name> can bring products and services to market faster, improving competitiveness, customer & employee experience or deliver business efficiencies.
- ↑ **Retention of High-Value Employees:** Reducing turnover costs by increasing job satisfaction through employee development is another direct financial benefit.

Risks and Mitigation

While there are few risks associated with the program, the following points address potential concerns:

- ↑ **Time Commitment:** The 13-week program requires participants to dedicate up to 5 hours each week. The course will be conducted outside of standard business hours to help elevate impacts to operational needs.
- ↑ **Adoption of New Tools:** Some project managers may initially find it challenging to adopt new tools and processes such as Jira, Miro or ChatGPT. However, personalised coaching and hands-on experience during the program ensure a smooth transition. There are opportunities for further support through the course facilitator for additional coaching or supporting outcomes for the <insert organisation/government name>'s Digital Transformation.
- ↑ **Initial Investment:** The upfront cost may be perceived as high. However,

the financial benefits in terms of project efficiency, reduced failure rates, and improved employee retention outweigh this initial expenditure.

Recommendation

Investing in the **13-Week Program for aspiring and emerging Project Managers** is an investment in both the future of <insert name>'s career and <organisation/government name>'s success. By empowering me with the skills and tools necessary to lead in the digital age, this program provides a significant return on investment through improved project outcomes.

It is recommended that this investment is approved.

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