

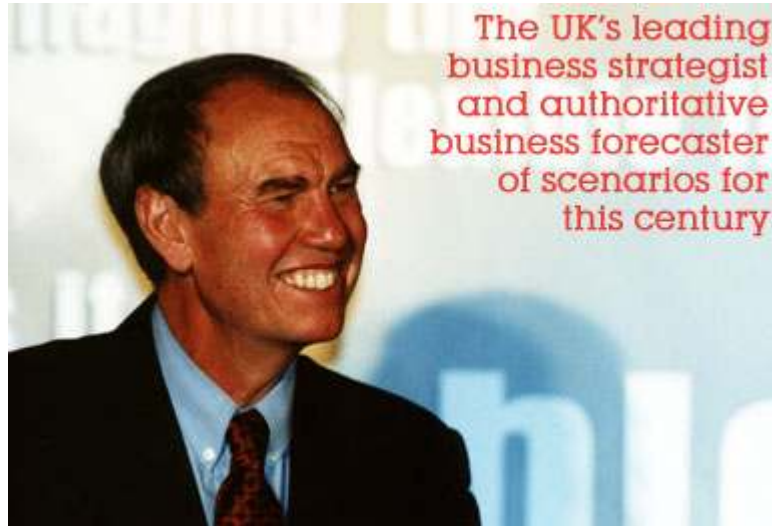
“Echi dal PMI® Global Congress EMEA 2007”
Budapest, Hungary

RICHARD SCASE

Project Management – A world of opportunities

Diego Centanni, IPMA level D
MEC - Master in Engineering & Contracting

Chi è RICHARD SCASE



- Top Ten most influential people in Britain on personnel/human resource management issues (Personnel Today magazine)
- European Business Speaker of the Year Award

As an academic

Organizational change
Restructuring of work and employment worldwide
Macroeconomic trends
Businesses and Individuals

As an entrepreneur

Major radio station
On-line provider of learning material

As a journalist

Business Voice
The Observer newspaper

RANGE OF ISSUE

- Work-life balance
- Managerial careers
- Entrepreneurship and business growth

Organizations

GE

Accenture

Motorola

CitiGroup

PricewaterhouseCoopers

BT

Unisys

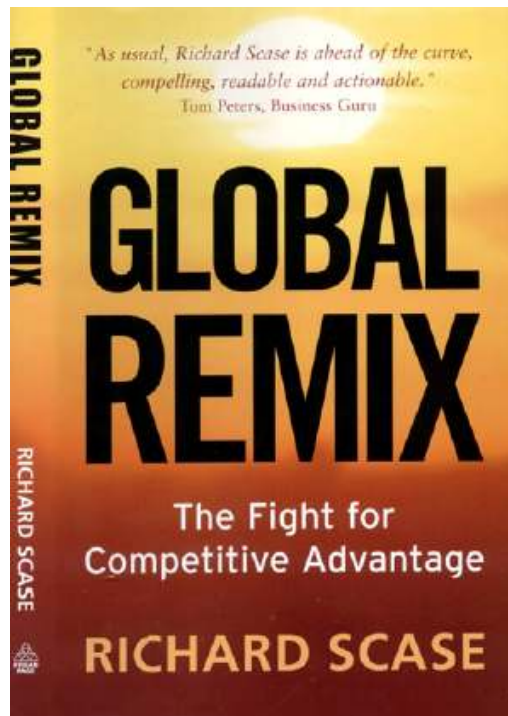
BP

Hewlett Packard

IBM

The Royal Bank of Scotland

...



“Emerging economies of India and Cina”

FT Business Book of the Year Award

www.richardscase.com

Books

The Changing Business
Landscape

Living in the Corporate Zoo

Britain in 2010

Managing Creativity

Global Remix

...

Conferences

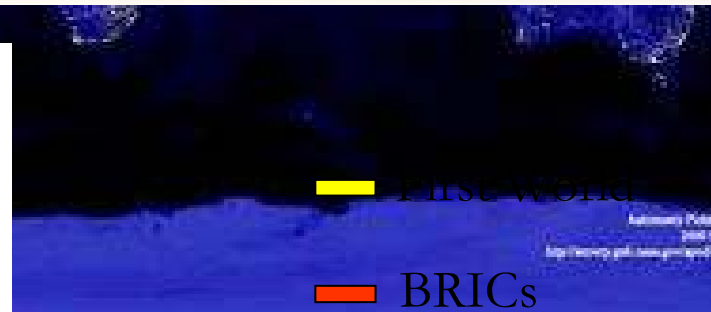
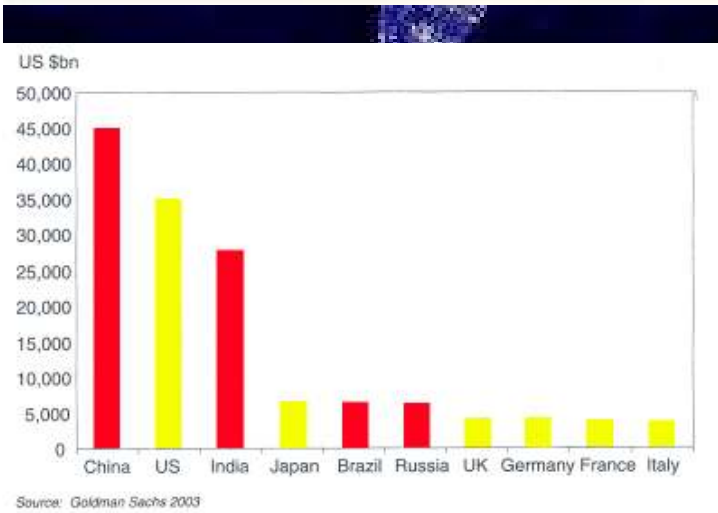
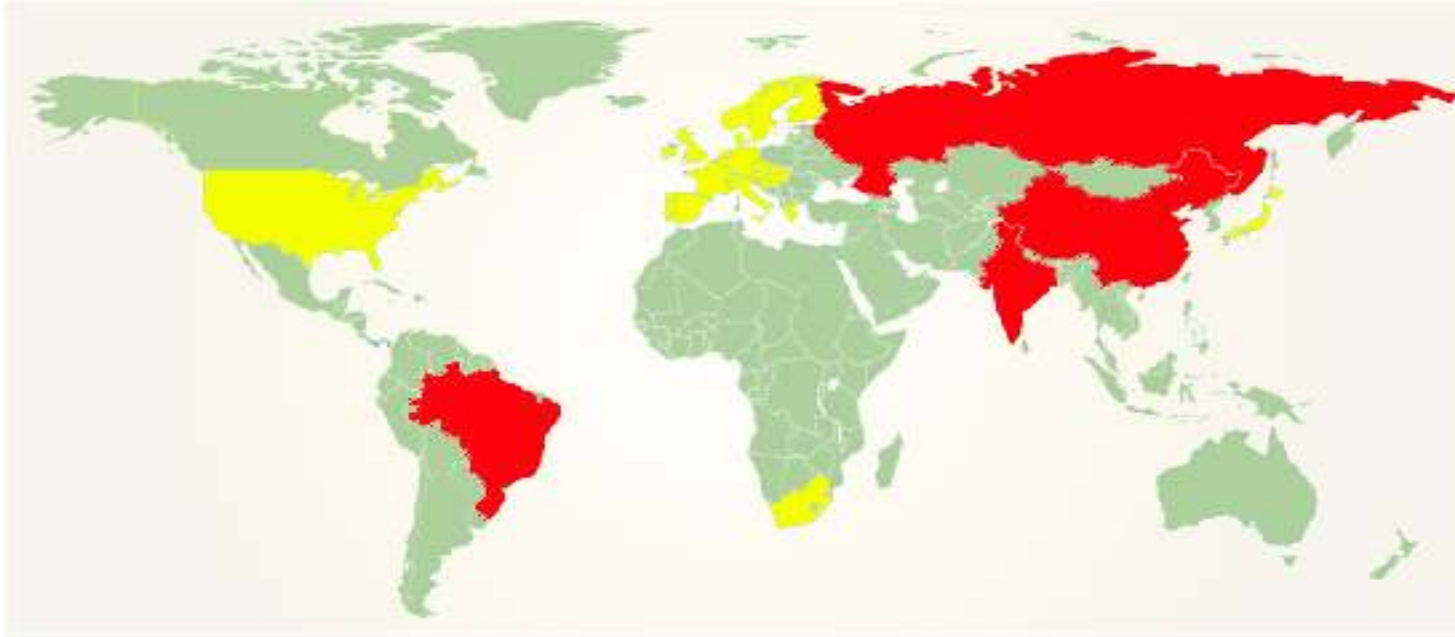
Australia, Cina, America,
Canasa, Argentina e
India

Japanese, Mandarin, Korean

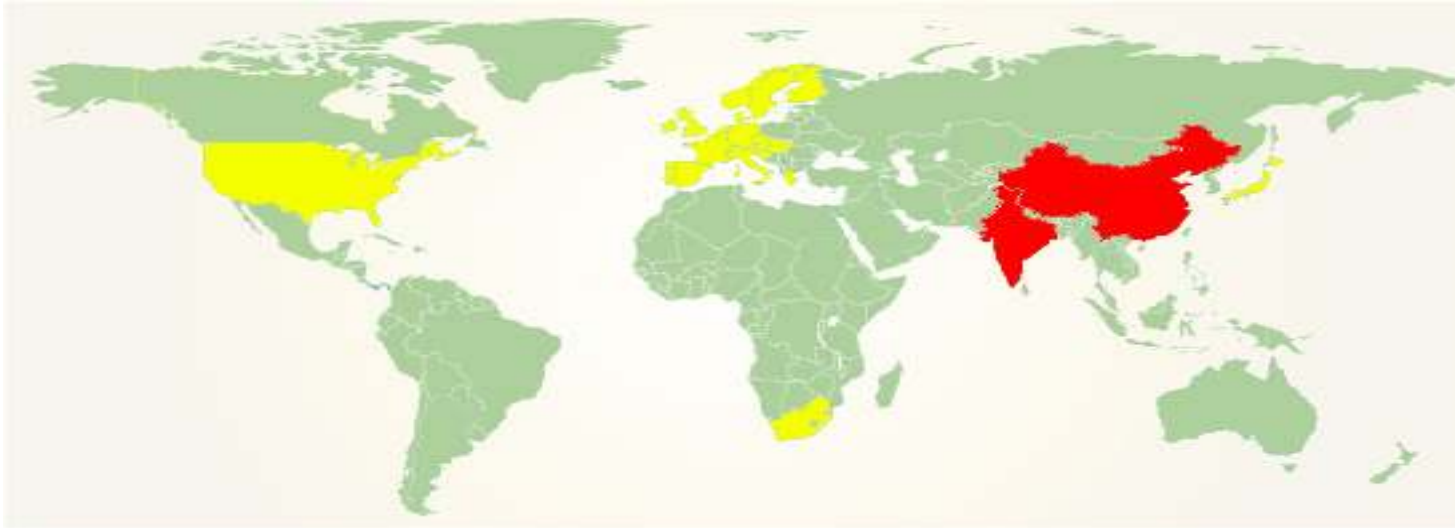
Overview

- Richard's forecast
- Challenges
- Top 3

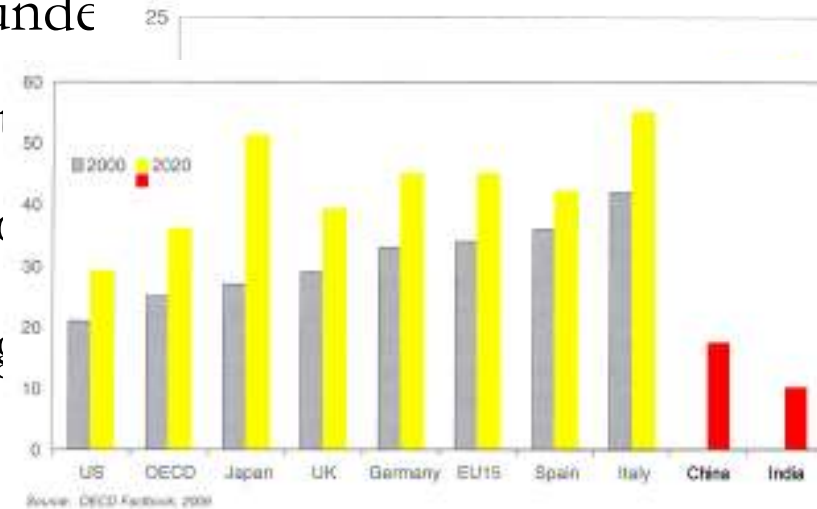
Richard's forecast

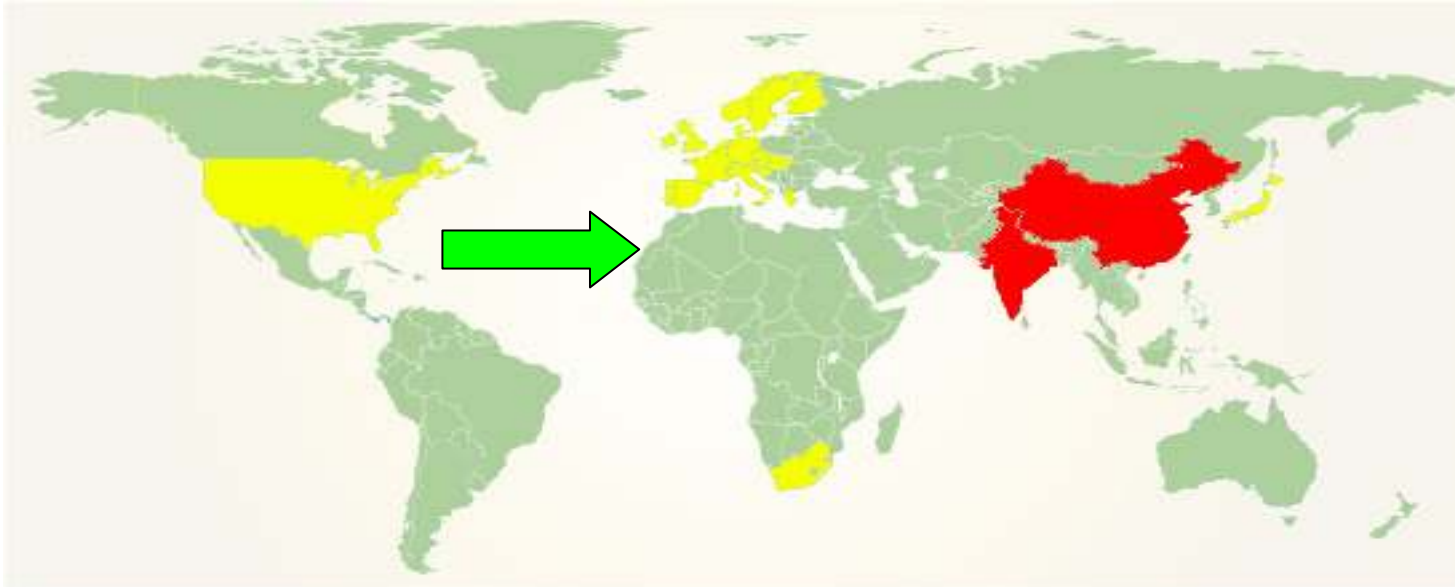


Largest economies
in 2050 (GDP)



- Low labor costs
- 1.2 Billion young unde
- High education sys
- English speaking po
- 2008 more tecnolog





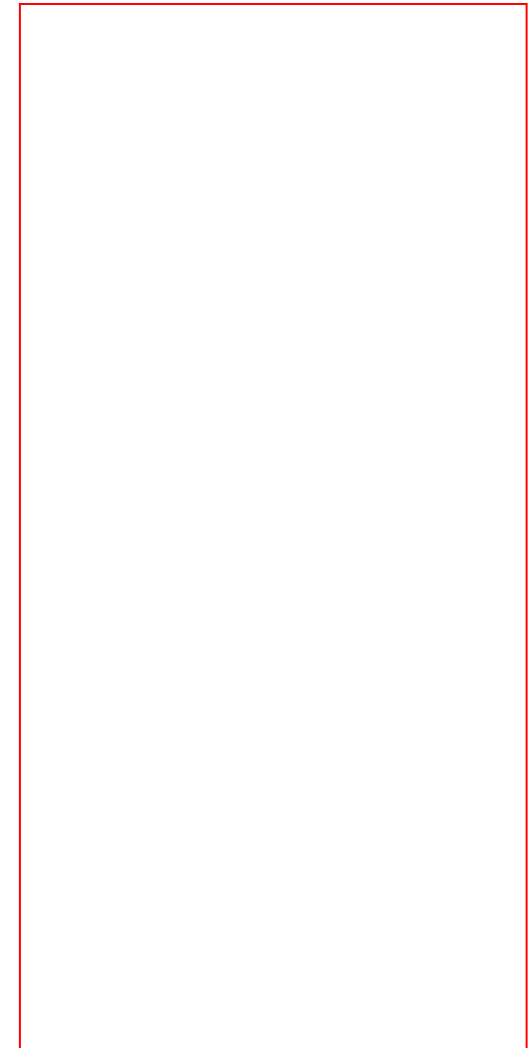
- Economy's balance of power
- Brain drain
- Entrepreneurial growth opportunities
- Selling opportunities
- 350.000 registred company (USA)
- 150.000 registred company (rest of the world)

POLITICS OF TOMORROW



INDIA

- Relations with Pakistan
- Infrastructures
- Liberalize and open bombing home market





India

Relations with Pakistan
Infrastructures
Liberalize and open bombing
home market

CINA

- Partecipazione in World Institutions
- New source of energy
- Banking system



RUSSIA

- Incosistent and arbitrary treatment
- Corporate and commercial law

India

Relations with Pakistan
Infrastructures
Liberalize and open bombing
home market

China

Partecipacion in world
institutions
New source of energy
Banking system



BRASIL

- Protectionist policies
- Infrastructure
- San Paolo
(45% population; 60% GDP; 5,3 million of company)

India

Relations with Pakistan
Infrastructures
Liberalize and open bombing
home market

China

Partecipation in world
institutions
New source of energy
Banking system

Russia

Incosistent and arbitrary
treatment
Corporate and commercial law



MIDDLE EAST

- Brain drain especially female talent
- USA reducing oil import
- Industry Construction

India

Relations with Pakistan
Infrastructures
Liberalize and open bombing
home market

China

Partecipazione in world
institutions
New source of energy
Banking system

Russia

Incosistent and arbitrary
treatment
Corporate and commercial law

Brasil

Protectionist policies
Infrastructures
San Paolo



AFRICA

- ~~MIDS risks including Africa's population~~
- ~~Brain drain~~
- ~~Militarize the workforce~~

India

Relations with Pakistan
 Infrastructures
 Liberalize and open bombing
 home market

China

Partecipation in world
 institutions
 New source of energy
 Banking system

Russia

Incosistent and arbitrary
 treatment
 Corporate and commercial law

Brasil

Protectionist policies
 Infrastructures
 San Paolo

Challenges

GLOBALISATION

- Working Across Time Zones
- Variable Business Practices
- Partnering
- Travel and Re-Location
- Political Negotiations

1. Globalisation

2. Global Integrated Enterprise
3. Global Integrated Project Management
4. Talent Pools
5. Project Leader as Trusted Advisors
6. Managing Multi-Cultural Teams
7. Tactical “Soft” Skills
8. Project Leader vs Project Managers
9. Leveraging the Profession
10. Creating Winning Team Cultures

G.I.E. – CAFÉ CORPORATION

- Sense of principle, purpose and differentiation
- Highly specialized small business
- Entrepreneurs of local communities

- Essential “national character”
- Creating cultural diversity and becoming genuinely international

1. Globalisation

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G.I.E. – CAFÉ CORPORATION

- Place where staff feel comfortable enough to socialize
- Exchange ideas not only generated
- Personal freedom
- No compliance and conformity
- No superficial relationship

1. Globalisation

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3. Global Integrated Project Management

4. Talent Pools

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GLOBAL INTEGRATED PM

- Globally Available Talent Pool
- Knowledge Pools Geographically Distributed
- Universal Protocols Locally Adapted
- Shared Experiences and Cross-Fertilisation

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- 3. Global Integrated Project Management**
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TALENT POOLS

- Creative Personality
- Entrepreneurial Culture
- Freedom Psychology
- Commitment
- Motivation

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PROJECT LEADER as TRUSTED ADVISORS



- Cultural Diversity
- Attitudes
- Perceptions

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TACTICAL SOFT SKILLS

- Self-confidence
- Empathy
- Charisma
- Negotiation
- Communication
- Collaboration

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LEVEREGING THE PROFESSION

- Admiration
- Inspiration
- Trust

Why should anyone be led by me?

1. Globalisation
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WINNING TEAM CULTURES



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Top 3

Tactical Soft Skills



- Reinvent Themselves
- Identify and develop our own unique personal skill
- Shape our personal relationships

Business Ladies



- More empathetic
- Mutually supportive
- Team-oriented
- Willing to share
- Skill of networking

Leader vs Manager



- Creativity and Immaginations, facilitated and not managed
- You must be the change you wish to see in the world

Grazie!



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