

# Project Managers Praise SEBA®'s "Project Risk Management" Seminars....

"I have been inspired by the numerous concepts you have introduced. Our discussions in class are always so thought-provoking that my interest is carried with me throughout the day and into the night."

-S. Palermo, South Florida Water Management District

"Best training course I have taken in all of my 27 years of project management. Excellent tools that I can use right away."

-P. Burns, Alcatel

"You have a way of making complex subjects clear. In fact, after hearing you talk about risk, I had to wonder why I had previously even thought it to be a complex subject."

-B. Rossie, Project Manager, Cox Target Media

"Excellent! Time and dollar investment return exceeded expectations ... highly recommended as a personal investment in your future."

-D. Fortney, SAP

"This is an outstanding class - the instructor is likely the best I've ever had."

-L. Gray, Mary Kay

"The first class I've taken where I've gotten more than just PDUs ... and I've taken many! Excellent use of stories that are applied to the subject (risk). This class is better than the best!"

-P. Theriault, American Airlines

"Ideas learned in this class will be the basis for our department's official rollout of formal risk planning."

-D. Szakal, ADP

"I am walking away from this course with valuable tools to improve risk management ... Dr. Brown practices what he preaches."

-K. Buckwalter, State of Michigan

"Down to Earth, laymen's terms, real-world experience which has helped me understand risk management. Great tools were shared as well to help get started."

-A. Johnson, Verizon

"The program was excellent - a potentially dry subject that was really brought to life and made to seem like a much more manageable part of projects than I had previously viewed."

-A. George, Comenca

## About SEBA® Solutions

SEBA® Solutions Inc. provides project management training and consulting services that conform to the Project Management Institute's Project Management Body of Knowledge (PMBOK®) while delivering practical, real-world applications and processes. Workshops offered by SEBA® include project management, risk management, project scheduling, and project leadership. Using the Analytic Hierarchy Process, SEBA® has supported NASA's Space Shuttle Program with value-based project selection for safety improvements.

## On-Site Training Available

**Interested in a customized on-site project management training program for your company?**

**Call SEBA® Solutions toll-free at 866-804-SEBA (7322) or 321-269-1222 today.**

SEBA Solutions, Inc.  
2802 Bellwind Circle  
Viera, FL 32955

*Mail room: if the person listed below is no longer with the organization, please route this announcement to your senior project manager(s).*

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*Dr. James T. Brown, award winning project manager, engineer and teacher, presents...*

# "Project Risk Management" A 1-day Workshop That Can Empower You to:

- ➔ Effectively communicate risk to senior management.
- ➔ Identify, quantify, and prioritize risks.
- ➔ Develop an integrated risk response strategy.
- ➔ Write clear and accurate risk statements.
- ➔ Manage risk in time-constrained project environments.

Renaissance Austin Hotel  
Austin, Texas  
December 5, 2006



[http://sebasolutions.com/risk\\_management\\_course.html](http://sebasolutions.com/risk_management_course.html)

Earn 7 PDUs in Just 8 Hours!

## Risk Management Secrets of a Former NASA Project Manager - Revealed at Last....

Dear Project Manager:

The projects you manage can help your company gain a competitive edge, increase market share, create extraordinary customer loyalty, innovate next-generation technologies, and boost the bottom line.

Unfortunately, major projects also entail major risks.

As a project manager, it's your job to assess these risks ... clearly communicate the risks to management ... anticipate potential problems before they occur ... and minimize any damage should something go awry.

After 16 years as a project manager at the National Aeronautics and Space Administration (NASA), I founded SEBA® Solutions in 1996. Since then, I've trained thousands of project managers - in dozens of organizations - to manage project risks better, faster, and more effectively.

Now, in my 1-day workshop "Project Risk Management," you can learn the incredibly effective risk management techniques used by NASA and other leading companies - and earn 7 PDUs while you're at it!

Take a quick look inside this bulletin - and discover how SEBA® Solutions can help you master new tools, ideas, and methods for managing risks of every magnitude. Then register for my workshop today.

I look forward to personally meeting you - and working with you - in Austin this December!

Sincerely,

*Dr. James Brown*, Founder

SEBA® Solutions, Inc.

P.S. We are scheduling only a limited number of public workshops on project risk management. So don't delay. Enroll now!

**Call toll-free 866-804-SEBA (7322) today to enroll. Or look inside for course details...**

# Not One Project Manager in a Thousand Knows These Incredibly Powerful Tools and Techniques For Managing Project Risks. Do You?

## Do you have any of these problems in the projects you manage?

- Being blamed for negative risk events that seem to materialize out of nowhere.
- Having members of your project teams forgetting about risk once the project starts.
- Handling large, complex projects with too many risks to manage effectively.
- Getting burned by unidentified risk or unidentified work.

Then we urge you to attend "Project Risk Management" – a 1-day workshop presented by Dr. James T. Brown and SEBA Solutions.

Dr. James Brown's unique project management course provides an overview of project risk management techniques.

Participants learn how to identify a project's risk, and manage those risks throughout the project life cycle.

## Risk Management Secrets of a Former NASA Project Manager

My name is Dr. James T. Brown, and for 16 years, I worked at NASA helping to manage risks on some of the nation's most important space programs.

During that time, the Cape Canaveral Technical Societies recognized me as the "Engineer of the Year."

According to NASA, "Project risk management seeks to anticipate and address uncertainties that threaten the goals and timetables of a project."

Now, I want to share these battle-tested risk management methods with you ... so you can use them to define, quantify, and control risk in every project you manage.

## Risk Management Training: The Intelligence Choice

Charles Eliot, a past president of Harvard University, once said: "All business proceeds on beliefs or judgments of probabilities, and not on certainties."

Risk is the potential for the realization of unwanted negative consequences of an event. According to the U.S. Department of Energy, *project* risks encompass "uncertain events or situations that potentially can adversely affect a project as planned, usually in terms of cost, schedule, or product quality."

The Project Management Institute's Project Management Body of Knowledge (PMBOK) says:

"Project risk management includes the processes concerned with conducting risk management planning, identification, analysis, responses, and monitoring and controlling a project. The objectives are to increase the probability and impact of positive events, and decrease the probability and impact of adverse events."

In "Project Risk Management," you'll gain – in just 8 hours – a set of powerful tools for planning, identifying, analyzing, monitoring, and controlling risk.

These tools include: 5 X 5 Risk Matrix ... Decision Trees ...

Risk Response Matrix ... Monte Carlo Simulation ... Affinity Diagrams ... Crawford Slip ... the Central Limit Theorem ... PERT Weighted Averages ... and more.

## Make The Right Decisions About Risk Management – Starting Today.

You make risk decisions every day – both in your personal life and as a project manager.

But the risk decisions you make at work can have serious, lasting consequences – for your team, your project, your company ... even your career.

In this workshop, we deal with your work as a project manager: how you structure the risks associated with each project in a way that enables you to be successful.

After attending this program, you will be better equipped to:

- Define risk management.
- Understand the advantages of risk management as a process.
- Master quantitative tools for precisely analyzing and estimating risk.
- Plot project risks on a matrix.
- Identify all project risks in a team environment.
- Write clear, concise, accurate risk statements.
- Perform expected value calculations.
- And much, much more.

So make the right decision now ... and register for SEBA Solutions' upcoming 1-day workshop on "Project Risk Management" today.

### Our 100% Money-Back Guarantee of Satisfaction

Your satisfaction with SEBA's "Project Risk Management Solutions" seminar is fully guaranteed.

If you are not 100% satisfied, you can return your course materials to me at the lunch break or earlier and leave. We'll send you a prompt refund of the full seminar fee. That way, you risk nothing.

*Dr. James T. Brown,*  
President, SEBA Solutions Inc.



### About Your Instructor

Dr. James T. Brown, president of SEBA Solutions, has trained thousands of project managers at dozens of Fortune 500 companies. Organizations that have sent their personnel to Dr. Brown's project management training include AIG, Bellsouth, Cingular, Dow Chemical, Lucent Technologies, Pepsico, Siemens, SAP, Sprint, Texas Instruments, and Verizon.

As a project manager for NASA, Dr. Brown helped manage risk for some of the nation's biggest space programs. His awards include the NASA Public Service Medal, Teacher of the Year for Industrial Engineering at Florida State University, and Engineer of the Year from the Cape Canaveral Technical Societies.

A licensed Professional Engineer and certified Project Management Professional, Dr. Brown holds a Ph.D. in industrial engineering from the University of Central Florida, an MS in engineering management, and a BS in electrical engineering from Tennessee State University. His articles have been published in *Industrial Engineer* and *PM Network*.

# Project Risk Management Workshop

## Contents at a Glance:

### Module 1: Overview

- Managing risks throughout the project life cycle.
- 2 critical aspects of project risk management.
- Risk management through the PMBOK® project phases.
- Achieving the triple constraint requirements: time, cost, and scope.

### Module 2: Risk Management Planning

- Defining risk management.
- 5 benefits of managing project risk.
- Who is responsible for project risk management?
- Differentiating between "issues" and "risks."
- The 3 attributes of risks.
- Measuring the impact of materialized risks.

### Module 3: Risk Identification

- The 2 cardinal rules of risk identification.
- 4 steps to accurately identifying risks.
- Brainstorming and nominal group technique.
- Cross-referencing project risks to the Work Breakdown Structure (WBS).
- Writing risk descriptions and statements.
- Using affinity diagrams, Crawford slip, and other tools.

## Who Should Attend

This program is for project managers, project team members, engineers, programmers, designers, systems analysts, support personnel, and anyone else involved in projects entailing any degree of risk. No prior knowledge of project management is required. Maximum benefit can be attained by sending multiple managers and members from the same organization.

## Fees, Registration, and Cancellation Policy

The cost of this program is \$295 per attendee. You get a 10% discount when 3 or more people from the same organization attend the same session. You can register by mail, fax, phone, or online using the form below or by sending a company purchase order. Participants have up to one week

### Module 4: Qualitative Risk Analysis

- Why qualitative analysis works.
- Creating your 5 X 5 Risk Matrix.
- Determining risk levels, time frames, costs, and scope.
- Making accurate probability assessments.
- Filters and pair-wise comparisons.
- Qualitative vs. quantitative analysis.

### Module 5: Quantitative Risk Analysis

- 4 factors that determine probability.
- Statistics for non-statisticians.
- The central limit theorem of probability distribution.
- Calculating PERT weighted averages and standard deviations.
- PERT and the critical path.
- Monte Carlo simulations.
- Determining expected values.
- Solving the decision tree.

### Module 6: Risk Response Planning

- 3 types of threats – and how to respond to each.
- 5 steps to comprehensive response planning.

- 9 tips for prioritizing risks.
- Determining active risks.
- Ranking risks through pair-wise comparisons.
- Contingency planning with a risk response matrix.

### Module 7: Risk Monitoring and Control

- The 3 views of risk.
- Using pure logic to analyze risk.
- Why most people avoid risk at all costs.
- Business advantages of being a risk taker.
- When to seek risk ... and when to stay away.
- Updating your risk plans.
- Executing your risk strategy.

### Course Materials\*

- 80-page workbook (value: \$99).
- 354-page hardcover book, *Identifying and Managing Project Risk: Essential Tools for Failure-Proofing Your Project* (American Management Association, 2003) by Tom Kendrick (value: \$32.95).

\*Included at no extra charge.

(7 calendar days) to cancel prior to the seminar date and receive a full refund. After that, you may still cancel and apply your seminar fee to any other training or consulting program offered by SEBA Solutions.

## Date, Location, and PDUs

The workshop will be held on December 5, 2006 at the Renaissance Austin Hotel, 9721 Austin Hotel, Austin, TX 78759, Phone 512-343-2626. Registration is from 7:30 am to 8:30 am. The course runs from 8:30 am to 4:30 pm with a one-hour lunch break. Upon completion of the course, you are awarded 7 Professional Development Units. SEBA Solutions is a Registered Education Provider (REP) of the Project Management Institute®.

## 4 Easy Ways To Enroll in SEBA®'s 1-day Project Risk Management Workshop

1. **BY PHONE:** Call toll-free 866-804-SEBA (7322) or 321-269-1222.

2. **ONLINE:** [http://sebasolutions.com/risk\\_management\\_course.html](http://sebasolutions.com/risk_management_course.html)

3. **BY FAX:** Fax this completed form or your purchase order to: 321-577-0210.

4. **BY MAIL:** Complete this coupon and mail to:  
SEBA Solutions ♦ 2802 Bellwind Circle ♦ Viera, FL 32955

### Method of Payment:

- Check enclosed (Payable to "SEBA Solutions")
- Please charge my:  Visa  MasterCard  American Express  
Card No: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
Exp. date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature: \_\_\_\_\_
- Bill me (invoice must be paid in full or a PO submitted for attendee to gain admittance to the seminar).

Enroll the following people from my organization @ \$295 each (10% group discount when sending 3 or more):

Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_

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Organization \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_