

# 1<sup>st</sup> UT Dallas Virtual Project Management Symposium

18 October 2024

Topic, Speaker, Abstract, Takeaways

13:00 CST (USA) / 20:00 CET (EU)

**Presentation Title:** Program Management - Going beyond Project Management to enable Value Driven Change

**Speaker:** Dr. Al Zeitoun, PMI Fellow, Siemens Director of Strategic Services; Future of Work Thought Leader; Author of *Project Management Next Generation: The Pillars for Organizational Excellence* (Maryland, USA)

## Dr. Al Zeitoun



Author, Executive, Speaker  
Future of Work Thought Leader  
Fellow, Project Management Institute

**Bio: Al Zeitoun**, Ph.D., PgMP, PMP, PMI-RMP, PMI-SP, DASM (Bethesda, MD), is a PMI Fellow and has over 30 years of global experience in program and project management and strategic change, leading operational excellence for large corporations. Over the years he played key leadership roles that contributed to strategy execution excellence results across industries. His transformative ways of working and focus on implementing configurable program and project management principles have directly influenced practitioners and learners across the globe.

Dr. Zeitoun has built the internal organizational capabilities to support strategic operations and cultural readiness for complex change programs and digital transformations worldwide. In his current role with Siemens, he is the Senior Director of Strategic Services responsible for driving the global program management practices, the Academic Program in support of the Strategic Transformation priorities, and the Global Sustainability

principles to meet the expectations of Industry 4.0. Dr. Zeitoun represents Siemens on PMI's Global Executive Council.

Al is a co-author of the future of organizational excellence textbook, *Project Management Next Generation: The Pillars for Organizational Excellence*, contributes to multiple publications such as the consistent articles in the *PM World Journal*, and enjoys delivering keynotes worldwide on various leadership, innovation, and organizational excellence related topics. His latest book is [\*Program Management: Going Beyond Project Management to Enable Value-Driven Change\*](#), published by Wiley in October 2023.

**Abstract:** Tomorrow's world of work 4.0 leaders has not been designed yet. The next generation of project managers is program managers who are business strategists with collaborative qualities and new forms of leadership. Transformative program management ingredients in this presentation will showcase key insights into programs excellence and designing risk-based governance and strategies that empower a learning culture within the PMO and across business.

The presentation will cover guidance for strategic initiatives and change efforts at the individual and organizational level. This is driven by the emphasis on the potential use of programs as a learning platform for different levels of complexity, organizational maturity, and diverse context.

Sustaining future transformative change is built on a commitment to the strategic role of projects in the form of program management practices:

- How leaders need to be agile, navigate political waters, manage incredible complexity, and align diverse stakeholders.
- Envisioning a Program Roadmap that fits context and inspires commitment to achieving value.
- The culture for change making and the attributes for a healthy "change culture."
- Impact of digitalization and Artificial Intelligence (AI) on the future of programs

**Takeaways:** The presentation highlights how future program management practices achieve strategic initiatives' value. Learn to guide teams through change journeys, while developing a refreshed practice for the next decade's Way of Working:

- Creating a value-driven way of working and developing a value mindset.
- The PMO is the learning engine for the enterprise.
- Becoming a Change Scientist, the growth of metrics in programs, and how to achieve the right metrics design and mix.