



Topic	Information
Presenter Name	Mark Kozak-Holland, PMP
Series	<div style="display: flex; align-items: center;"> <div style="background-color: red; color: white; padding: 10px; text-align: center; margin-right: 20px;"> <p>LESSONS FROM HISTORY</p> </div> <div style="background-color: black; color: white; padding: 10px;"> <p><i>This series uses relevant case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then harvests the lessons learned on these past projects and applies them to today's projects.</i></p> </div> </div>
Workshop Title	Avoiding Project Disasters - Titanic Lessons
Summary Description of Workshop	<p>Every year we experience projects from "hell" that we know will turn into an operational disaster. But do any come close to R.M.S. Titanic's track-record of four years in development (1909-1912) and 4 days in operation?</p> <p>This interactive workshop (half-day, and one-day versions) probes in detail Titanic's construction project that designed, built, and launched the ship. It does this through the modern lens of the PMBoK nine knowledge areas. Participants will be given a chance to use their skills to tackle some of the most difficult project management dilemmas. The workshop reviews the background as to how White Star initiated and planned a project to outpace its competition with 3 super liners, using the latest in emerging technologies. It then analyzes each of the project stages and shows how compromises were made by the designers and builders in pursuit of the project mantra "to create the ultimate passenger (first class) experience." This led to serious flaws in a supposedly "perfect ship" considered so safe that it did not even need a full complement of lifeboats. With the safety systems compromised the probability of a disaster increased substantially with the pomp and grandeur of a maiden voyage.</p> <p>The workshop also explains how the ship was considered by practically all to be an unsinkable ship. This raised the complacency, during the early days of the ship's operations, and allowed major mistakes to be made which led to the disaster. All of these disastrous compromises and mistakes were fully avoidable. It resulted in a collision that put an end to the ship on its maiden voyage.</p> <p>Through exercises the workshop analyzes how this project solved complex problems of the day, and insights into solving some of today's more challenging business problems.</p> <div style="text-align: center;">  </div> <p>Based on the serialization completed in Gantthead (20 parts).</p>
Learning Objectives Purpose/Benefits	<p>You will learn how the lessons learned from Titanic's project and disaster can be applied to IT projects today. The workshop juxtaposes the Titanic story and modern IT projects so that we can learn from the disaster how:</p> <ul style="list-style-type: none"> • non-functional requirements can get overshadowed by functional requirements, • the executive sponsor can unwittingly compromise the project, • architects can fail to stand by principles when under pressures, • testing can get compromised when the schedule slips, • project over confidence can invalidate some project stages.

	Entertaining and full of intriguing historical details, the workshop helps project managers see the impact of decisions similar to the ones that they make every day. It helps explain the story and to help drive home some simple lessons.
Presenter Biography	<p>Avoiding Project Disasters is from the “Lessons from History” series. As the author behind the series, Mark Kozak-Holland brings years of experience as a consultant who helps Fortune-500 companies formulate projects that leverage emerging technologies. Since 1985 he has been straddling the business and IT worlds making these projects happen. He is a PMP, certified business consultant, the author of several books, and a noted speaker.</p>  <p>Mark has always been interested in tracing the evolution of technology and the 3 industrial revolutions of the last 300 years. Whilst recovering a failed Financial Services project he first used the Titanic analogy to explain to project executives why the project had failed. The project recovery was going to take 2 years and \$8m cost versus the original \$2m cost and 1 year duration.</p> <p>As a historian, Mark seeks out the wisdom of the past to help others avoid repeating mistakes and to capture time-proven techniques. His lectures on the Titanic project have been very popular at gatherings of project managers and CIOs.</p>
Presenter’s Authorship	The books from the www.lessons-from-history.com series have been written for organizations applying today's business and technology techniques to common business problems. <i>Lessons from the past assist projects of today in shaping the world of tomorrow.</i> The series uses relevant historical case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then draws comparisons to challenges encountered in today's projects. Mark has contributed to far reaching series of articles on Gantthead.com, DM Review, and PM Forum today.
Presenter’s Educational Background	B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).
Presenter’s Company Name	Lessons from History

Presentation and Workshop Options

Format	Length	Audience	Description
Presentation	1 hour	up to 500	Standard
Presentation	2 hour	up to 500	Extended Q&A
Workshop	4 hour	up to 50	Half day
Workshop	8 hour	up to 50	Full day