



Topic	Information
Presenter Name	Mark Kozak-Holland, PMP
Series	 <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>
Presentation Title	Project Lessons from the Great Escape
Summary Description of Presentation	<p>The Great Escape from the prison camp Stalag Luft III is widely regarded as one of the most audacious and daring escape attempts of the 20th century. But as an event in March 1944, set in dire circumstances, what actually happened? How was the escape planned and executed as a project? How did it get around numerous obstacles in a habitat designed to be escape proof? How was the project tracked? In today's world business people are grappling with numerous obstacles in planning and executing projects in a climate of rapid changes. What can be learned from this event and put into practice today?</p> <p>This presentation analyzes how the escape was planned and executed as a project. Everything in Stalag Luft III was set up to prevent escape. The project planning and preparation were hindered everyday by new obstacles. The environment was ripe for a project failure. Yet the escape committee (project team) was able to organize itself and remove each obstacle it faced. Ideas and solutions were tested continuously and refined in a determined atmosphere where everything was thought possible. Throughout the project, no written project plan was ever produced yet planning was done extensively. The escape committee overcame continuous difficulties and ran the project in an agile fashion.</p> <p>The Great Escape did not follow the traditional blueprint of a construction project. But it had all the hallmarks of a great project, e.g., complex timelines, limited resources, dire situation, and a hostile environment. It required a lot of planning and preparation, and team work.</p> <p>Paying attention to how historical projects and emerging technologies of the past solved complex problems of the day provides some very valuable insights into how to solve today's more challenging business problems.</p>
Learning Objectives Purpose/Benefits	<p>You will learn how the lessons learned from the Great Escape can be applied to projects today. Many projects today are initiated with clear objectives, executive sponsorship, and a healthy budget but, still fail. Other projects have no budgets, many obstacles in their way, and succeed. This is the story of one of the perceived successes. The presentation juxtaposes the Great Escape story and modern projects so that we can learn how:</p> <ul style="list-style-type: none"> • the escape committee, under tremendous pressure, inspired the inmates around them to continue a fight considered lost, • the camp PoWs were unified to work on this one project, maximizing the work effort, and matching their skill sets against project activities, • the escape committee understood the problems facing them and focused slender resources on critical tasks.

	Entertaining and full of intriguing historical details, the presentation helps project managers see how the PMBOK Knowledge Areas came into play with project planning and execution.
Presenter Biography	<p>Project Lessons from the Great Escape 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 Lessons from History projects have been very popular at gatherings of project managers and CIOs.</p>
Presenter’s Authorship	<p>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.</p> <p>Mark’s book (http://www.mmpubs.com) is titled “Project Lessons from the Great Escape.” It draws parallels between events in World War II and today's business challenges. Mark can be contacted via his site www.lessons-from-history.com or mark.kozak-holl@sympatico.ca</p>
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