




Topic	Information
<b>Presenter Name</b>	Mark Kozak-Holland
<b>Series</b>	<div style="display: flex; align-items: center;">  <div style="width: 75%; padding-left: 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>
<b>Presentation Title</b>	Titanic Lessons for Projects: Lessons in Risk Management
<b>Summary Description of Presentation</b>	<p>R.M.S. Titanic was considered by many, including its designers and builders to be an unsinkable ship. With redundant safety systems that used the latest emerging technologies of the day, the ship was considered so safe that it did not even need a full complement of lifeboats. So how were risks managed (and not) across the each stage of the construction project lifecycle, and into the operation? This presentation extracts lessons and valuable insights for today's IT projects.</p> <p>This presentation analyzes the project that designed, built, and launched the ship, showing how compromises made during early project stages led to serious flaws in this supposedly "perfect ship." It focuses on the risks associated with each stage of the project identifying these and then how these were mitigated. In addition, the presentation explains how well the risks were managed and not. It poses the ultimate question could the disaster have been prevented?</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>  <p>Based on the serialization completed in Gantthead (20 parts).</p>
<b>Learning Objectives Purpose/Benefits</b>	<p>You will learn how the lessons learned from Titanic's disaster can be applied to IT projects today. In modern IT projects, we often have situations where we believe that we have designed, built, or launched a "perfect" solution. The presentation juxtaposes the Titanic story and modern IT projects so that we can learn from the disaster how:</p> <ul style="list-style-type: none"> <li>• risks were identified at each project stage,</li> <li>• risk could have been better mitigated,</li> <li>• principal stakeholders could have been more carefully managed.</li> </ul> <p>Entertaining and full of intriguing historical details, the presentation 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.</p>

<p><b>Presenter Biography</b></p>	<p>Titanic Lessons for IT Projects 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 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, Kozak-Holland 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>
<p><b>Presenter’s Authorship</b></p>	<p>The books from the <a href="http://www.lessons-from-history.com">www.lessons-from-history.com</a> 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. Kozak-Holland has contributed to far reaching series of articles on Gantthead.com, DM Review, and PM Forum today.</p>
<p><b>Presenter’s Educational Background</b></p>	<p>B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).</p>
<p><b>Presenter’s Company Name</b></p>	<p>HP Services, Consulting and Integration</p>

**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