ITBUSINESSEDGE

Transforming Business with Program Management: Integrating Strategy, People, Process, Technology, Structure, and Measurement

Provide Leadership Across All Levels

Organizations need to constantly innovate and improve products and services to maintain a strong competitive position in the market place. The vehicle used by organizations for such constant reinvention is a business transformation program. This book illustrates a tested program management roadmap along with the supporting comprehensive frameworks to successfully execute business transformation programs, formulated strategies, and strategic initiatives. It outlines the steps to successfully transform any business and deliver tangible business outcomes.

This book establishes the linkage between strategy formulation and strategy execution through the program management discipline. It depicts how program management integrates strategy, people, process, technology, structure, and measurement on cross-functional initiatives. The author details the processes, techniques, and tools that a program management team can customize and easily implement on any type of strategic initiative within the private or public sector environment to deliver and sustain the expected business outcomes and benefits.

This book discusses the ten mandatory steps (or roadmap) needed to lead complex, business transformation programs to success. It showcases program management best practices and lessons learned though real-world case studies spanning different industry sectors and functional domains. **Transforming Business with Program Management** will equip executives, general managers, and program managers with the core skills necessary to effectively plan and implement business transformation strategies that drive sweeping business change and innovation.

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