



Press Release, For Immediate Release

## Camas Businessman to Present at PMI Global Congress—North America on Improving Project Success

Camas, WA

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Most failing projects are destined for that fate long before assigning a project manager. Their doom is sealed from the time the customer envisions the idea. Traditionally, project inception is defined as when the customer comes to a solution provider (internal or external to their organization) asking for a product or service. The actual inception is much earlier. It starts when someone says, "Wouldn't be neat if I could..." From that point forward the customer's exceptions are set, changed, and reset as the process of discovery refines the concept. The customer's ideas change from what they want to what they need, while continually constrained and formed by the realities of an ever-changing business environment. For project managers to make a real difference in a project's success, they must use a new paradigm.

Todd C. Williams, President of eCameron, Inc. has been chosen to talk on this subject at the **2011 Project Management Institute's Global Congress—North America** being held October 22-25, 2011 in Dallas, TX. This year's North American congress is a three-day professional development event hosted by Project Management Institute (PMI). It provides an opportunity for professionals across all industries to exchange ideas on today's project challenges and emerging trends. There is no better way for professionals involved in projects to keep skills sharp and gain knowledge that they can apply directly to improve project results.

At this meeting he will discuss how progressive companies are moving to models that address project deficiency by various levels of supplier-customer integration. These models address improving how to relay information and maintain stakeholder alignment. This drastically changes the project manager's role to one of a visionary leader—one that ensures that an organization's strategic goals and projects are always aligned.

This presentation will outline these models, how organizations can migrate to those new concepts, and the project manager's new role. It does this through a combination of lecture, case studies, and audience involvement. By the end of the presentation, attendees will have an understanding of an array of techniques for

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improving project inception. These techniques range from items that can be implemented immediately to others that need significant organization involvement.

The presentation delivers an understanding of the need for early involvement with the customer. Whether they are an internal or external service provider, they will understand methods on how to get more involved with the customer and guide them through a process that establishes a foundation for a successful project.

Attendees will learn about using specialized tools to quantify stakeholder alignment, identify areas of misalignment, and methods to close the gap.

The audience is also provided a number of easy to implement concepts to improve stakeholder alignment.

**END**

About: PMI Global Congress 2011—North America

PMI Global Congress 2011—North America is a three-day professional development event hosted by Project Management Institute (PMI). It provides an opportunity for professionals across all industries to exchange ideas on today's project challenges and emerging trends. It provides attendees the opportunity to gain practical knowledge and sound ideas, build a professional network, fulfill Continuing Educational. Congress offers knowledge, exchange of ideas, training and exposure to the most current resources for project management, which can have an immediate impact on the success of your projects.

About Project Management Institute (PMI)

PMI is the world's largest project management member association, representing more than half a million practitioners in more than 185 countries. As a global thought leader and knowledge resource, PMI advances the profession through its global standards and credentials, collaborative chapters and virtual communities and academic research. When organizations invest in project management, supported by PMI, executives have confidence that their important initiatives will deliver expected results, greater business value and competitive advantage. Learn more at [www.pmi.org](http://www.pmi.org).

About Todd Williams



For twenty-five years Presidents, Vice Presidents, and C-Level executives of manufacturing and service companies have asked Mr. Todd C. Williams to help them build leading-edge systems, improve organizational efficiency, and turn-around troubled projects. From this experience, he has developed methods to streamline organizations, recover red projects and help prevent recurring failures.

In his first book, *Rescue the Problem Project: A Complete Guide to Identifying, Preventing, and Recovering from Project Failure*, published by the AMACOM Books (2011), he defines a project audit and recovery process that rescues failing projects while focusing on root cause correction and prevention.

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Mr. Williams is a Professional Member of the National Speakers association and holds a Project Management Professional Certification from the Project Management Institute.

About eCameron, Inc.

eCameron, established in 2002, is a consulting firm comprised of senior-level management professionals providing company, departmental and project set-up, turn-around, and project recovery services. It is a privately held Washington-based corporation located in Camas, Washington. eCameron services the manufacturing and information technology (IT) sectors of multi-million to multi-billion dollar companies. For more information visit <http://ecaminc.com>.

### **Further Information:**

**Todd C. Williams** <http://toddcwilliams.com>

PR Package available at <http://bit.ly/TCWInfluence>

*Rescue the Problem Project: A Complete Guide to Identifying, Preventing, and Recovering from Project Failure* <http://www.rescuetheproblemproject.com>