

Digital Project Management & Enterprise Transformation in Cyprus

5-6 February 2019
Paphos Chamber of Commerce

NAVIGATOR

About the Training Programme

01

OBJECTIVE

The objective is to strategically prepare for digital transformation, or the process of adapting a significant share of corporate operations to the internet. This course supports business owners in understanding how to implement critical digital projects, such as web design, online marketing campaigns, ERP or accounting platform development and installation, and other related online or server-based initiatives. Two specific forms of digital project management will be taught: waterfall and agile.

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THE TRAINER

The programme will be led by Philip Ammerman. Philip is a highly experienced investor and manager in technology- and innovation-drive companies, and has been involved in the tech sector since 1995. He has designed and implemented CEM, CRM, online sales and other tools in SMEs and major companies in Europe and internationally. In addition to his work as a consultant, Philip acts as a manager and board member in several tech-related start-ups and enterprises.

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VENUE & DURATION

Venue: Paphos Chamber of Commerce

Duration: 05-06 February 2019

Times: 08:50– 17:30 each day

Consultancy Visit: All participating companies are eligible for a 7-hour company visit, during which the trainer will support them in implementing digital projects and other online growth tactics in their company.

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THE ORGANISERS

The programme is organized by the Cyprus Chamber of Commerce & Industry (CCCI) with the financial support of the Human Resources Development Authority of Cyprus (HRDA). For further information, please contact:

Christos Tanteles

Tel. 22-889-840

Email: christos@ccci.org.cy

Training Objectives

In 2 days of training, understand how international and Cypriot consumers, customers, suppliers and other stakeholders are adapting to the internet in the process of becoming digital natives.

Benefit from a full-day company visit where Philip Ammerman will help you systematically prepare your own operations for digital transformation by adapting a 5-year strategic development plan which maps which business processes and value chain components must be migrated online.



1. Strategically prepare for digital transformation.
2. Manage external vendors of digital and ICT services, such as web designers, online advertisers, SEO specialists, programmers and others.
3. Develop a comprehensive knowledge of waterfall project management techniques.
4. Develop a comprehensive knowledge of agile project management techniques.
5. Understand, develop and apply other digital project management techniques and tools, including business analysis, software and digital architecture, tendering process via RFP/RFQ, alpha and beta testing, verification and service/support via Service Level Agreements.
6. Develop effective budgeting processes and return on investment (ROI) methods for digital and ICT projects.
7. Understand how to contract, work with and manage the relationship with ICT and digital contractors across multiple disciplines.



Programme Day 1

Module 1 Introduction

Digital transformation is affecting consumers, suppliers and governments all over the world. This session defines digital transformation and its impact on small business. It provides case studies of adaptation and an outline for what technologies and approaches can be used. Companies can choose a range of price-effective tools and methods to achieve digital transformation.

Module 2 Digital Strategy and Commitment

The most common reason for failure is a lack of commitment over time. This in turn is often a signal of poor strategic choices. This module reviews how to prioritise digital transformation, and what methods and decisions should be taken in order to succeed. This includes issues such as project management, leadership, organisational transformation, cultural change, customer prioritisation and focus and ensuring accountability at different levels in the small business.

Module 3 Digital Project Management

This module reviews how digital project management works. It includes a strategic approach to 2 forms of project management: Waterfall and Agile. It covers the complete cycle, including identification of enterprise needs; distribution into projects, defined as contracts; specifications documents and tenders (RFP / RFQ), including budgets; tender awards and contracts, price / quality / time tradeoffs; service level agreements (SLA); cloud versus server hosting; data protection and other issues.

Modules 4-6 Waterfall Project Management

Waterfall project management is the standard approach used by many small enterprises. Day 1 includes 3 detailed modules on Waterfall project management, including Contracting; defining Milestones and Timelines, allocation budgets in terms of time and costs to milestones and deliverables, reporting, preparation needed, and related issues.



Programme Day 2

Module 7 Agile Project Management

This session presents Agile project management. Agile is based on a more flexible methodology whereby digital project iterations are developed, launched and improved on a continual basis with the support of customers and users. This requires a closer cooperation between project owners (companies) and external vendors, but has the potential for more effective development and end-use products. The Agile methodology is presented in depth.

Module 8 Digital Outsourcing & Contracting

This module addresses some of the most difficult issues in the cooperation between a small business and external vendors. Topics include managing “Make or buy” decisions: When to outsource; when to hire full-time staff. It reviews how to identify and text external vendors, assure contract structure and content ownership and related issues.

Module 9 Management Software

This session reviews different options for online project management and team management. We will review:

- Decision Criteria
- Detailed review of Asana
- Detailed review of Bitrix24
- Reference to other systems

Modules 10-11 Budgets & ROI / Strategic Planning

The training concludes with an methodology for planning budgets, return-on-investment, and long-term planning for digital transformation.

Module 10 focuses on how to budget and calculate returns using standard ROI methods.

Module 11 provides a strategic approach to digital transformation, with reference to specific tools that should be used by a small enterprise in Cyprus.



www.navigator-consulting.com

Philip Ammerman

Philip co-founded Navigator Consulting Group in 1995 and has led the company since then.

Philip specialises in commercial due diligence, vendor due diligence, financial forecasting, business planning and risk analysis across multiple sectors and industries. He works with venture capital funds, private equity funds, institutional investors, family offices, and other investors to identify, structure and execute transactions. Since founding Navigator, he has led or participated in over 170 projects, delivering over EUR 6 billion in invested resources.

In addition to classical investment advisory, Philip has been working in investment advisory and consultancy services for the tech sector since 1995. In this capacity, he has advised start-ups, established firms and investors on areas such as due diligence for tech start-ups, online business development and expansion, technology adaptation and migration and digital disruption. In this capacity, he has implemented and developed a range of tech-focussed investments and management tools, with a focus on CEM, CRM, UX/UI and ecommerce, and is particularly focussed on emerging technologies and their impact on SMEs.

This led to the foundation of the [Navigator Entrepreneurship Charter](#) in 2010. The Entrepreneurship Charter is a commitment to support 1 start-up or social entrepreneur between 2010 and 2020. In this capacity, Philip acts as an early-stage angel investor, director and business mentor for tech start-ups and initiatives.

In February 2018, Philip was appointed as Team Coordinator for Greece for the European Bank for Reconstruction & Development (EBRD), and is currently implementing 2 international advisory projects for innovative firms in Greece.

Philip also acts as regional portfolio manager for [Brookstreet Equity Partners](#), a private equity fund investing in innovative Greek enterprises. Brookstreet recently announced its first investment in Greece, in nanotechnology firm Nanophos.

Philip is an evaluator for the European Union's [Horizon 2020](#) SME I and II Programme, and evaluates between 35-50 technology-related business plans per year. He is also a non-executive director of Redfin Capital, a Cyprus-based asset management firm.

Philip is a graduate of Princeton University and Cornell School of Industrial & Labour Relations. He is also a graduate of the Oxford Fintech Programme at Said Business School, Oxford University, and Y Combinator's Startup School.

Philip is an avid futurist, scenario planner and news addict. He travels over 200 days per year. His personal interests include sailing, travel and classical history.