MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CHOOSING & STARTING THE RIGHT PROJECTS

"Strategically Initiating and Managing Projects for Organizational Success"

Schedule

Date	Venue	Fees (Face-to-Face)
07 – 11 Sep 2026	Kuala Lumpur, Malaysia	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This 5-day training program on Choosing & Starting the Right Projects is designed for professionals who want to enhance their project selection and initiation processes. Participants will learn how to evaluate project ideas, prioritize them based on organizational needs, and successfully launch projects that align with business goals and deliver value. The course will focus on strategic decision-making, project initiation frameworks, and practical tools for project managers to apply immediately.

Through a mix of case studies, interactive exercises, and expert-led discussions, participants will explore the critical steps in selecting the right projects, defining clear project objectives, and initiating projects with confidence. This course will equip project managers with the skills to manage the complexities of project initiation and increase the likelihood of project success.

Objectives

By the end of this course, participants will be able to:

- Apply project selection criteria to choose the right projects for their organization.
- Define project objectives and develop clear project charters and scopes.
- Evaluate project risks and develop appropriate mitigation strategies.
- Understand how to prioritize multiple projects based on organizational value.
- Effectively initiate projects by aligning them with business strategy and goals.
- Utilize project management tools and techniques to ensure a smooth project start-up.

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Why Attend

- Learn how to select projects that align with organizational objectives and strategy.
- Gain practical skills in initiating projects and managing their early stages.
- Understand key frameworks and methodologies for effective project selection.
- Improve decision-making capabilities regarding project feasibility and resource allocation.
- Enhance your ability to manage project risks and deliver successful outcomes.
- Network with fellow professionals and exchange insights on effective project initiation.

Target Audience

This program is designed for:

- Project managers, project coordinators, and team leaders responsible for project initiation.
- Business analysts and individuals involved in project selection and planning.
- Senior executives and decision-makers responsible for project portfolio management.
- Individuals in any industry seeking to improve their project selection and initiation processes.
- Consultants and project management professionals looking to sharpen their skills in project startup.

Individual Benefits

Key competencies that will be developed include:

- Enhanced ability to evaluate and select the right projects.
- Skills in writing effective project charters, objectives, and scope statements.
- Knowledge of how to assess and manage risks at the project initiation stage.
- Improved understanding of aligning projects with organizational goals and strategy.
- Mastery of project management tools to assist in project planning and startup.
- Increased confidence in leading and managing the early stages of projects.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A structured approach to project selection aligned with organizational priorities.
- Enhanced project initiation processes that increase the likelihood of project success.
- Improved risk assessment and management practices during the project startup phase.
- Better project portfolio management by aligning projects with strategic goals.
- Enhanced ability to allocate resources effectively for project initiation.
- Improved project outcomes through optimized project startup and management.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Deep dive into the principles of project selection and initiation.
- Case Studies – Real-world examples of successful project selections and initiations.
- Workshops – Interactive sessions to apply project selection tools and techniques.
- Peer Exchange – Group discussions on project initiation challenges and best practices.
- Tools – Templates and frameworks for project charters, scope documents, and risk management plans.

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Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Project Selection and Initiation

- Module 1: Overview of Project Selection (07:30 – 09:30) ● Importance of project selection in project management ● Key criteria for choosing the right projects ● Aligning project selection with organizational strategy
- Module 2: Developing Project Charters and Scope Statements (09:45 – 11:15) ● Key components of a project charter and scope statement ● Techniques for defining project objectives and deliverables ● Establishing project boundaries and constraints
- Module 3: Workshop – Developing a Project Charter (11:30 – 01:00) ● Hands-on session where participants create a project charter based on a case study ● Peer review and feedback
- Module 4: Introduction to Project Portfolio Management (02:00 – 03:30) ● Overview of project portfolio management (PPM) ● Evaluating project feasibility and alignment with business strategy ● Balancing project priorities within a portfolio

Day 2: Evaluating Project Feasibility and Risk

- Module 1: Project Feasibility Studies (07:30 – 09:30) ● Methods for evaluating project feasibility (cost, time, resources) ● Conducting SWOT analysis for project feasibility ● Analyzing project ROI and payback period
- Module 2: Risk Identification and Assessment (09:45 – 11:15) ● Understanding project risks and their impact on project success ● Risk assessment techniques (qualitative and quantitative) ● Developing a risk register and mitigation strategies
- Module 3: Workshop – Conducting a Risk Assessment (11:30 – 01:00) ● Hands-on session on identifying and assessing risks for a selected project ● Creating a risk register and planning mitigation actions
- Module 4: Prioritizing Projects Based on Value (02:00 – 03:30) ● Techniques for prioritizing projects based on business value ● Understanding the value versus effort matrix ● Tools for decision-making in project selection

Day 3: Project Initiation Best Practices

- Module 1: Project Kickoff Planning (07:30 – 09:30) ● Importance of a project kickoff meeting ● Key elements of a successful project initiation plan ● Setting up project governance and stakeholder management
- Module 2: Stakeholder Identification and Communication (09:45 – 11:15) ● Identifying key stakeholders in a project ● Developing stakeholder communication strategies ● Managing stakeholder expectations during project initiation
- Module 3: Workshop – Creating a Project Kickoff Plan (11:30 – 01:00) ● Interactive session where participants create a project kickoff plan ● Group discussion on best practices for stakeholder engagement
- Module 4: Setting Project Milestones and Deliverables (02:00 – 03:30) ● Defining project milestones and deliverables ● Setting realistic deadlines and managing timelines ● Ensuring alignment with project goals and objectives

Day 4: Resource Allocation and Project Setup

- Module 1: Resource Planning for Project Start (07:30 – 09:30) ● Identifying resource requirements (human, financial, technical) ● Techniques for allocating resources effectively ● Creating resource management plans
- Module 2: Scheduling and Time Management (09:45 – 11:15) ● Developing project schedules and timelines ● Using Gantt charts and project management software ● Time management techniques for project managers
- Module 3: Workshop – Resource Allocation and Scheduling (11:30 – 01:00) ● Hands-on session where participants create resource allocation and project schedules ● Group review and feedback
- Module 4: Monitoring and Controlling Project Startup (02:00 – 03:30) ● Techniques for monitoring progress during project initiation ● Setting up project controls and performance tracking ● Addressing early issues and project bottlenecks

Day 5: Finalizing Project Start and Future Planning

- Module 1: Closing the Initiation Phase (07:30 – 09:30) ● Review and finalization of project initiation documents ● Transitioning from project initiation to execution ● Key deliverables and milestones for project startup
- Module 2: Continuous Improvement in Project Initiation (09:45 – 11:15) ● Learning from past projects and applying lessons learned ● Improving the project initiation process continuously ● Techniques for adapting project initiation to changing environments
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Module 3: Workshop – Finalizing Project Initiation (11:30 – 01:00) ● Final session where participants refine their project initiation plans ● Peer review and final feedback

- Module 4: Review, Evaluation, and Certification (02:00 – 03:30) ● Review of key course concepts and Q&A ● Course evaluation and feedback ● Certification ceremony

Certification

Participants will receive a Certificate of Completion in Choosing & Starting the Right Projects, demonstrating their ability to effectively evaluate, select, and initiate projects to ensure successful outcomes.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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