

# The Project Management Attitude Days

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**Projects, People, Organizations, Attitude**

**First Edition.**

**Sept 12th –13th 2024**

**Madrid, Spain**

**Polytechnic School**

**Antonio de Nebrija University**

## **Introduction**

The “Project Management Attitude Days” is a two-days event that offers participants the opportunity to interact with two international experts on this subject. This unique event provides you with the knowledge, tools and practices to improve your attitude for project and organizational success.

You cannot change the course of the events, but you can learn how to react to them. The speakers will share personal experiences, practical examples, case studies, poems and play songs that will facilitate you in the learning process. Anyone could be your teacher. We expect participants coming ready to interact, exchange, learn and contribute to our event success. This training will provide you with the necessary tools to prepare a plan to improve your attitude for project success.

## **Great Speakers**



Dr. Alfonso Bucero



Dr. Thomas Juli

## **Event as Opportunity**

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This event is a great opportunity to interact with two international project management experts, practitioners, and authors. You need to smile more every day. You will also have the opportunity to listen to positive stories, and songs that will inspire you as a project manager to motivate your people. Please do not miss this special occasion that offers food for thought and action-oriented practices, all aimed at improving your attitude when managing projects in organizations.

## Who Should Attend?

The Project Management Attitude Days is a specialized event, targeted at managers, executives and project managers committed to project success. People need to qualify in order to participate. Attendees will come from many industries, such as:

- Automotive and Electric Vehicles
- Food and Beverages
- Renewable Energy and Sustainability
- Audiovisual
- Tourism

And many different departments, for example:

- Research and Development (R&D) and Innovation
- Supply Chain and Logistics
- IT and Digital Transformations
- HR
- Marketing and Sales
- Finance and Investment

## Event purpose

- Understand how you can grasp the human aspects of your business
- Check your present and desired attitude
- Learn how project management attitude and the human aspects of business affect projects, programs, processes, and people
- Discover how a positive Project Management Attitude can help professionals make better decisions through real case studies
- Familiarize yourself with the principles of Human Business
- Dive into the main processes of project management attitude
- Prepare an action plan to improve your attitude
- Have fun and integrating fun and joy as priorities to learn and move forward

# Agenda

Time	Topic	Speaker	Content / Comments
<b>Sept 12th, 2024</b>			
8:00 – 8:30	Arrival at Polytechnic School (A. Nebrija University).		
8:30 – 8:50	Introduction to Programs at Polytechnic School	Ivan Zamarrón Elena Bulmer	
9:00 – 9:15	Welcome	Alfonso	
9:15 – 9:30	Why does attitude matter?	Alfonso	
9:30 – 10:30	The human aspects of business	Thomas & Alfonso	<ul style="list-style-type: none"> <li>• Daily challenges, hamster wheel, burnout, lack of engagement, time pressure, no collaboration culture, no innovation / learning / mistakes culture</li> <li>• #1 reason why transformations / projects fail: people (vs. resources)</li> <li>• What about AI and other emerging tech?</li> <li>• Where are you? What impedes you? Why? What do you need?</li> <li>• Case studies of business that became human</li> </ul>
10:30 – 11:00	Coffee Break		
11:00 - 13:00	The Different contexts	Alfonso	A: Thesis <ul style="list-style-type: none"> <li>• Content</li> <li>• Implications in general</li> <li>• How does it affect you?</li> </ul>
13:00 - 14:30	Lunch Break		
14:30 - 16:00	The project management curiosity	Alfonso	<ul style="list-style-type: none"> <li>• Asking questions, reframing</li> <li>• Why, How, What questions</li> <li>• Reflections, learning</li> <li>• Creativity, innovation</li> <li>• Assessment of curiosity levels</li> </ul>
16:00 - 16:15	Coffee Break		
16:15 - 17:00	The Organizational Principles of Human Business	Thomas	Purpose and org structure and principles on business and project levels
17:00 - 18:00	Define your Vision	Alfonso & Thomas	What's your personal vision? Personal and professional vision MVP questions
18:00 - 18:15	Summary of the Day	Alfonso & Thomas	

## Sept 13th , 2024

9:00 – 9:15	Welcome to the 2nd day	Alfonso & Thomas	
9:15 – 9:30	Your attitude	Alfonso	<ul style="list-style-type: none"><li>• Meaning of attitude</li><li>• Attitude assessment</li></ul>
9:30 – 10:30	How are you? Your behavior	Alfonso & Thomas	Analyzing individual behavior Quantum leap exercise
10:30 – 11:00	Coffee Break & Music		
11:00 - 13:00	Do not complain about your pains	Alfonso	<ul style="list-style-type: none"><li>• A Book Chapter</li><li>• Becoming more present, aware of present, opening up, different perspectives</li><li>• Examples, stories</li><li>• Discussions</li></ul>
13:00 - 14:30	Lunch Break		
14:30 - 16:00	Join projects with positive professionals	Alfonso & Thomas	<ul style="list-style-type: none"><li>• A book chapter</li><li>• A's story</li><li>• T The HBL Story</li></ul>
16:00 - 16:15	Coffee Break & Music		
16:15 - 17:00	Grow through your fears	Alfonso	<ul style="list-style-type: none"><li>• A book chapter</li><li>• Leaving comfort zone</li><li>• Google and ESA culture</li></ul>
17:00 - 18:00	Questions and Networking	Alfonso & Thomas	
18:00 - 18:15	Conclusion and closing	Alfonso & Thomas	

## Material

Every attendee will receive the following materials:

- Presenters' bios and references
- The presentation in PDF format
- Links for bibliographical references
- eBook "The Spirit of Human Business" by Thomas Juli

A survey will be emailed to the attendees at the end of the training session.

There will also be a follow-up advisory call about 2-3 weeks after the workshop.

## Price

- Event Price: 800 € + VAT
- Nebrija's University students: 40 % of discount – Final Price: 480 + VAT
- PMI members: 720 € + VAT

The payment must be done at the registration for the event. We will indicate soon the platform to get it done.

For initial registration contact Alfonso Bucero ([alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com)) or call to +34 653673328.

## Speakers



Dr. Thomas Juli

### **Thomas Juli, Ph.D., PMP, CSM**

Dr. Thomas Juli is a Human Business Guide and Coach with an audacious vision: to make human business the norm by 2030. With over 25 years of experience in various industries, he is the founder and CEO of Human Business Labs GmbH.

His work has earned him renown in the international speaking circuit, appearing at prestigious events such as the NASA Project Management Challenge and the FQ Lounge at the World Economic Forum. Dr. Juli is the author of "The Spirit of Human Business. How to Rediscover our Human Being to Shape Our Future", BAI Press, Los Angeles (translated from his German book "Human Business. Leben und Arbeiten im digitalen Zeitalter", Haufe, Freiburg, and „Leadership Principles for Project Success“, CRC Press, New York.

With a Doctorate with distinction in International Studies from the University of Miami, and an M.A. in Economics from Washington University in St. Louis, where he studied under Nobel laureate Douglass C. North, Dr. Juli's ambitiousness and thirst for knowledge know no bounds. A true polymath, in his free time he loves to stay active and challenges himself with outdoor activities such as running, biking, rock climbing, skiing and snowboarding, in addition to holding a 2nd Dan (black belt) in Taekwondo, practicing Vinyasa Yoga and dancing Tango Argentino.



Dr. Alfonso Bucero

**Alfonso Bucero, Ph.D., CPS, PMP, PMI-RMP, PfMP, PMI Fellow**

He is the founder and Managing Partner of BUCERO PM Consulting. He managed IIL Spain for almost two years, and he was a Senior Project Manager at Hewlett-Packard Spain (Madrid Office) during thirteen years.

Alfonso was the founder, Sponsor and President of PMI Barcelona, Spain Chapter until April 2005, and he is an IPMA Assessor. He was a member of the CoPAT (Congress Project Action Team) of PMI EMEA 2005 Congress in Edinburgh, 2006, PMI EMEA Congress in Madrid, and PMI EMEA Congress in Budapest. He was graduated in the “Leadership Institute Master Class 2007” on October 2007 in Atlanta (PMI Global Congress). He was the President of PMI Madrid Spain Chapter from February 2008 to March 2010, and served as Component Mentor for PMI Region 8 (South of Europe). He also served two years for the PMIEF as a Region 8<sup>th</sup> representative. Alfonso received the PMI Distinguished Contribution Award on October 9<sup>th</sup>, 2010 in the PMI Global Congress at Washington DC, the PMI FELLOW Award in 2011 in Dallas, and the PMI Eric Jenett Award in 2015 in Chicago.

Alfonso has a Computer Science Engineering Degree Polytechnic University (Madrid). He also has a MsC in project management from Zaragoza University and a Ph.D. in Management by ISM (International School of Management). He has 44 years of practical project management experience and thirty-six of them in project management worldwide. He has managed and consulted projects in various countries across Europe.

He authored eleven books in the field of project management, four of them co-authored with Randall. L. Englund. Alfonso has managed projects worldwide and acted as a PM Consultant and trainer. He also works as a PM Master professor in EAE, UNIE, and MeDip.