

# FUNDAMENTALS OF PORTFOLIO MANAGEMENT

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No company has the resources to meet all its business needs. This is true in the best of times. It certainly is even truer when times are tough. Even if your company is a rare one that has all the money it needs, you definitely do not have the people to complete everything you would like. Portfolio management is a process to ensure that your company spends its scarce resources on the work that is of the most value to your company, and work that is most closely aligned to your business goals and strategies.

This webinar shows attendees the many aspects of portfolio management that must be understood before the concepts can be deployed.

## PREREQUISITES

- None

## LEARNING OBJECTIVES

At the end of this webinar, participants will be able to:

- Understand the basic concepts and benefits of portfolio management
- Establish a work effort to define and lay the foundation for portfolio management
- Create an overall model for selecting, balancing, prioritizing and authorizing work
- Understand how to run and report on the resulting portfolio of work

## WHO SHOULD ATTEND

- Senior managers that will sponsor the establishment and management of portfolios
- All managers that must help implement portfolios
- Candidates for the Portfolio Managers
- All other senior staff members that need to understand these important concepts

## COURSE OUTLINE

- Portfolio concepts, terms and benefits
- Define the portfolio structure that is right for your organization
- Evaluate and select all potential work for the portfolio
- Prioritize and balance the work of the portfolio
- Authorize, activate and manage the portfolio on an ongoing basis
- Review and report on portfolio work throughout the year
- Update the portfolio work when organizational strategy changes

## WEBINAR LENGTH

- Three hours (3 PDUs)

