WHY? SUMMITS

PPVC
Project & Portfolio Value Creation

Course Leader
Dr. Richard Bayney
President & Founder of Project & Portoflio Value Creation

DECISION ANALYSIS & PORTFOLIO MANAGEMENT

CERTIFIED MASTERCLASS

October 16-17 | Boston, MA, USA

MASTERCLASS HIGHLIGHTS

Features

- Real-time, instructor-led masterclass
- Live discussions
- Networking with participants
- Case studies & activities
- Individual consultancy with the trainer
- Colored hardcopy of training materials in a binder
- Electronic copy of trainer's textbook
- Certificate of completion issued by the trainer

Overview

Learn how to frame decision problems and apply Decision Analysis to solve them on the basis of maximization of eNPV. Apply a holistic Portfolio Management framework (CREOPM TM) to facilitate portfolio selection under constrained resource conditions using project prioritization and portfolio optimization. Finally, examine the impact of linking strategic, portfolio, and business plans interdependently.

Key Topics

- The value of decision framing and the Decision Quality cycle
- The discipline of Decision Analysis and the application of Decision Trees
- Project and program risk analysis and risk management
- Integrated asset valuation using Decision Analysis and sensitivity analysis to variables
- Portfolio Management from Drug Discovery through Clinical Development to Registration
- The CREOPMTM framework for portfolio value maximization
- Creating portfolio value using Multiple Objective Decision Analysis (MODA) in prioritization
- Maximizing portfolio value using Linear Programming (LP) in optimization
- Linking strategic, portfolio, and business plans
- Examining the importance of decision-making and Portfolio Management capability maturity models

Masterclass Audience

This masterclass is particularly interesting for industry professionals across Pharma, Biotech, Medical Devices, and Consumer Care involved in:

- Project, Program, Portfolio Management
- Research
- Clinical Development
- Resource Management
- Forecasting & Competitive Intelligence
- Finance
- Licensing & Business
- Development
- Commercialization

Meet the Masterclass Leader

Dr. Richard Bayney is President of Project & Portfolio Value Creation (PPVC), a consulting boutique that he founded in 2008 which provides training and education in Project, Program, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is an adjunct faculty member at the University of Pennsylvania.

Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. Dr. Bayney obtained his M.Sc. and Ph.D. from the University of London, MBA from Columbia University, and PMP from the Project Management Institute.

AGENDA

MODULE 1
DAY 1 - OCTOBER 16, 2023

8:00   **1. Introduction**
Agenda, background, goals; review of Decision Analysis & Portfolio Management survey

9:00   **2. Decision-making under uncertainty and risk**
The value of decision framing and the Decision Quality (DQ) cycle

10:15   COFFEE & TEA BREAK

10:45   **3. Introduction to Decision Analysis & Decision Trees**
Strategy selection based on eNPV maximization under conditions of uncertainty and risk; calculating eNPV using Decision Trees
Software: Frontline

12:15   LUNCH BREAK

13:15   **4. Risk Analysis & Risk Management Phase**
Phase-dependent risk decomposition; value of imperfect information; SME risk elicitation; biases

14:45   COFFEE & TEA BREAK

15:15   **5. Deterministic integrated asset valuation**
Structuring single- and multiple-indication Decision Trees for project and program valuations

17:00   DAY 1 CLOSING REMARKS

AGENDA

MODULE 2
DAY 2 - OCTOBER 17, 2023

8:00 — **6. Crossing the Chasm: From Drug Discovery through Clinical Development**
Cultivating and embedding a Portfolio Management mindset across the entire value chain

8:45 — **7. CREOPM ™**
A holistic Portfolio Management framework oriented toward portfolio value maximization and capability maturation

10:15 — COFFEE & TEA BREAK

10:45 — **8. Project prioritization**
Searching for the best rank order of projects to create portfolio value within defined resource constraints using Multiple Objective Decision Analysis (MODA)

12:15 — LUNCH BREAK

13:15 — **9. Portfolio optimization**
Searching for the best combination of projects to maximize portfolio value within defined resource constraints using Linear Programming (LP)
Software: Frontline

15:30 — COFFEE & TEA BREAK

15:45 — **10. Strategic, portfolio, and business plans**
The importance of actionable and interdependent strategic, portfolio, and business plans

16:15 — **11. Decision-making and Portfolio Management capability maturity models**
Diagnosis of organizational decision-making and Portfolio Management capability maturity levels

16:45 — **12. Wrap up**
Final Q&A

17:00 — DAY 2 CLOSING REMARKS

OCTOBER 18-20, 2023	OCTOBER 18/19/20, 2023	OCTOBER 16-17, 2023	OCTOBER 16-20, 2023	OCTOBER 16-17 + 18/19/20, 2023
CONFERENCE REGISTRATION (3 DAYS)	**CONFERENCE REGISTRATION (2 DAYS)**	**MASTERCLASS REGISTRATION (2 DAYS)**	**MASTERCLASS + CONFERENCE (2+3 DAYS)**	**MASTERCLASS + CONFERNCE (2 DAYS EACH)**
Includes access to all Conference Sessions

Access to post-conference Networking

Conference Materials

Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch | Choose to attend conference sessions on any 2 of 3 days

Access to post-conference Networking

Conference Materials

Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch | 2-day masterclass with Dr. Richard Bayney

Individual consultancy with trainer and certificate

Colored hardcopy of training materials in a binder

Includes Coffee Breaks, Snacks and Refreshments, Seated Lunch | Combination of two registration types at a discounted price.

Includes **Conference Registration (3 Days)** and **Masterclass Registration (2 Days)**. | Combination of two registration types at a discounted price.

Includes **Conference Registration (2 Days)** and **Masterclass Registration (2 Days)**. |
| **$ 2,999** | **$ 2,099** | **$ 2,399** | **$ 4,049** | **$ 3,374** |