

Delivering Project Value: Measure & Maximize ROI

10 – 11 September 2025 The Majestic Hotel Kuala Lumpur



Colin Millward MBA, PMP, CRP, CSM, A-CSPO
Project Management Trainer

1 Course Overview

You've successfully steered projects to completion, meticulously managed budgets and diligently checked off every item on your to-do list. But deep down, you know that true success isn't just about finishing. **It's about delivering lasting value, an impact that resonates long after the project dust settles.**

This workshop is your invitation to step into that pivotal next-level role. Over two intensive days, you'll embark on a transformative journey, **evolving from a project executor to a strategic value steward**. You'll discover how to not only deliver outcomes but also ensure those outcomes genuinely matter. We'll show you how to embed Return on Investment (ROI) at the very core of your decisions, conversations and leadership approach.

Perhaps you've found yourself asking:

- "What real difference did this project make to the business?"
- "Are we just busy, or are we genuinely creating value?"

In this workshop, you'll uncover the answers. More importantly, you'll learn to ask even more powerful questions:

- "What value are we truly creating?"
- "How do we effectively prove it?"
- "How do we align everyone (from sponsors to stakeholders) around results that profoundly matter?"

You'll be equipped with practical, simple, yet powerful hands-on tools, including value maps, benefit tracking models and ROI storytelling frameworks. This is your strategic transition to becoming the **professional who doesn't just deliver projects but delivers value that truly sticks.**



2 Course Lead Trainer



Colin Millward MBA, PMP, CRP, CSM, A-CSPO
Project Management Trainer

Colin Millward's career spans **more than 36 years** running complex international enterprise systems projects in Europe, the United States and Asia-Pacific for organizations in many business areas, demonstrating leadership, cross-cultural skills, and the delivery of quantifiable business value.

Since forming Knight Griffin Pte. Ltd. in 2003 he has delivered management consulting and corporate training to dozens of organizations from small enterprises through corporations to governments.

Today, Colin engages clients with his unique combination of knowledge, experience and energy plus some gentle humor to organizations up and down the Asia-Pacific region.

Colin gained his Project Management Professional accreditation in 2005. He holds an MBA from Pennsylvania and is a Certified ROI Professional (CRP) by the ROI Institute. Colin is also a Certified Scrum Master (CSM), and an Advanced Certified Product Owner (A-CSPO) with Scrum Alliance.

He has additionally been certified as a PMP® Project Management Trainer by the Project Management Institute (PMI). Colin is also Principal Mediator with the Singapore Mediation Centre, where he applies his skills to court-appointed mediations to resolve complex business disputes.

3 Course Objectives & Benefits

Objectives

By the end of this workshop, you will be able to:

- ✓ Learn to shape project charters and business cases that **prioritize strategic outcomes** and align with organizational goals from the outset.
- ✓ Apply **practical tools and models** to monitor benefit delivery, optimize decision-making, and ensure projects stay value-focused, not just on time and budget.
- ✓ Gain the skills to craft **compelling ROI narratives and value stories** that resonate with senior stakeholders and drive executive-level buy-in.
- ✓ Embed ROI thinking into your **leadership approach** and influence teams, sponsors, and partners to focus on long-term impact, not just deliverables.

Benefits to Your Company

This workshop transforms project execution into measurable business value.

By sending your team, you're investing in:

- ✓ Shift from just "finishing" to **proving Return on Investment** (ROI).
- ✓ Every project will clearly support your **company's top goals**.
- ✓ Equip leaders to **prioritize initiatives** that drive real impact.
- ✓ Your teams will speak the **language of leadership**, gaining crucial buy-in.

Invest in value, not just activity. Empower your people to drive the growth your company needs.

Results?

This workshop **transforms project managers into strategic value creators**. It's about delivering projects that don't just finish but transform your business.





Course Agenda Day 1

Most projects fail not because of poor execution but because they aren’t aligned with what the business truly values. If your team can’t clearly connect project activities to strategic outcomes, it becomes difficult to justify investment, gain stakeholder buy-in, or secure future support. Day 1 helps you build that connection from the start.

Module 1: Understanding ROI in a Project Context

Gain clarity on what “**value**” means in the eyes of the business. You’ll explore how ROI applies in different project types and uncover the key drivers executives care about, helping you speak their language and build more strategic influence as a project leader.

Module 2: Influencing the Project Charter

Learn how to shape a project charter that prioritizes outcomes over deliverables. You’ll practice **identifying success metrics**, surfacing hidden stakeholder expectations, and aligning teams early, so your charter becomes a strategic anchor, not just a technical formality.

Module 3: Building the Business Case & ROI Range

Move beyond generic cost-benefit statements. This session helps you **map project features** to tangible benefits, prioritize what matters most, and calculate a realistic ROI range. You’ll walk away with a value-first approach to business cases that resonates with sponsors.

Course Schedule:

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

Note:

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.

5 Course Agenda Day 2

Many projects start strong, but lose sight of ROI as delivery challenges, shifting priorities, or scope creep take over. And too often, benefits go unmeasured once the project ends. Day 2 equips you with tools to stay value-focused during execution and to prove that value at the finish line.

Module 4: Delivering Business Value Through the Project

Explore how to **embed value tracking into day-to-day execution**. You'll learn how to identify performance indicators linked to outcomes like stakeholder satisfaction, benefit trends, or adoption rates, and report progress clearly, even without adding complex dashboards or admin burden.

Module 5: Steering Toward Value: Mid-Course Corrections

Things change and smart leaders adapt. This session teaches you how to assess when course correction is needed, how to **pivot effectively**, and how to maintain trust when project scope or outcomes must shift. You'll practice making changes that protect value, not just the timeline.

Module 6: Measuring & Realising ROI Post-Completion

The project may be done, but is the value realized? You'll gain tools for conducting post-implementation reviews, running benefit realization audits, and using storytelling techniques to communicate ROI. Make sure your **impact is seen, understood**, and **remembered** long after delivery.

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6 Who Should Attend

This workshop is ideal for **intermediate** to **experienced** professionals who want to deepen their expertise and build a strong foundation in driving measurable outcomes, influencing leadership and embedding ROI into strategic decision-making, including but not limited to:

Role	Relevancy	Why?
Project Managers	☆☆☆	You'll learn to move beyond checklists and deadlines and start leading projects that demonstrate measurable business value and ROI.
PMO Professionals	☆☆☆	You're responsible for ensuring alignment between projects and strategy. This course equips you with tools to measure, track, and communicate that alignment effectively.
Business Analysts	☆☆	You'll enhance your ability to define value-driven requirements and help stakeholders connect features to strategic benefits.
Strategy & Transformation Leads	☆☆☆	You'll gain frameworks to ensure initiatives deliver on promised outcomes, with real ROI tracking and impact storytelling.
Finance/Investment Analysts	☆☆	This course helps you understand how project-level decisions translate into financial outcomes and equips you to better evaluate project business cases.
Product Owners / Product Managers/ Project Leads	☆☆	You'll learn to balance scope, value, and prioritization, ensuring every deliverable contributes to strategic impact.
CxOs / Senior Leadership	☆☆	You'll learn how to demand and evaluate project value with greater clarity and empower your teams to speak your language: ROI and impact.
Internal Auditors / Risk Managers	☆☆	You'll be better equipped to assess whether project investments are delivering promised outcomes and identify value leakage.

☆☆☆ Highly Relevant ☆☆ Relevant ☆ Somewhat Relevant

7 Our Past Sessions



Let's Level Up!

Are you ready to empower your skills and ultimately elevate your career?



Standard Fee : RM3,500/pax
Group Fee : RM3,350/pax (min 3 pax)

- ✓ Fees are per participant & inclusive of 8% SST.
- ✓ This course is **100% claimable** through HRD Corp Claimable Course (SBL-KHAS) Scheme: Employer-Specific Course
- ✓ **[Optional]** Add a **1-night stay** at the event hotel for a discounted rate of **RM450 nett**.

Step 1: Click the registration link here:

→ <https://www.skill-lyft.com/workshop-series-registration-form> or scan the QR code below and complete the online form.



Step 2: We'll review your submission and email the relevant documents:

- If applying for HRD Corp grant: You'll receive supporting documents to complete your grant application.
- If not applying for grant: You'll receive an invoice for direct payment.

Need help or have questions?
Reach out to us at registration@skill-lyft.com



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