You're listening to You've Got This, episode 392.

Welcome to You've Got This, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life.

I'm your host, Dr.

Katie Linder.

On this episode, I want to do a deeper dive on the new product in my business that I talked about briefly in the most recent episode about debriefing my summer creative retreat.

This is a product called Project Management by Design, or PM by Design for short.

I mentioned that I had put just a ton of work into this suite of trainings and in particular, the training guides that I drafted.

In this episode, I want to share a little bit about my own project management journey.

I want to talk a little bit about why I created this product, what the product includes in terms of content, and some of the differences between each of the different courses that I'm going to be offering, what the product includes in terms of what you get when you purchase the product, some of the pricing ranges for the courses, and just some other frequently asked questions that I would imagine that people might have.

Let me go ahead and start with my own project management journey.

Some of you may remember that during the pandemic, I did go through getting my PMP.

This is a credential for project management professionals from the Project Management Institute, PMI.

When I went through this process, one of the things that I really realized was a lot of the content in the PMP is really meant for industry settings.

It's not necessarily designed for higher education.

I also have found over the past several years since I got this credential, that there are just not very many people who have it within higher education.

I've answered a lot of questions for people about this particular credential, and I know people have been very curious about it.

In my own project management journey, I have certainly had a lot of project management experience before I went for the PMP.

This is actually a requirement of going up for the exam that you have several years of project management experience, but it was very informal.

It wasn't something that I had studied in an official capacity.

I went through the PMP to really get some more tools and understanding under my belt.

Since that point, I now actually oversee a team of project managers as part of my job.

This is something that the skill set and the competencies around the PMP have actually influenced my career in terms of what I've been able to do.

I just happen to love project management.

I think it's just a really interesting field, and there's a lot of interesting things that you can pick up about this particular set of competencies.

Some of the reasons why I decided to create this project and why it's been on my mind for literally years is I know that there are a lot of people who need to know how to manage projects, but how to translate what we know about project management from industry into higher education is very challenging.

A lot of the tools were just not built for higher education contexts and higher education projects.

Oftentimes, when you see project managers within higher education, they're rooted in an IT office, or they're used for certain kinds of projects and not necessarily the individual or institutional projects that we see that are coming out of places like academic affairs, or even things that are happening within a school or college within a larger institution.

I found that higher education institutions have inefficiencies and sometimes even project failures because there's just a lack of basic knowledge of how project management works.

This to me feels just super sad.

I mean, there are basic things that you can come to understand about how to organize projects.

The tools and strategies that need to be adjusted based on your positionality within a project, within an institution, and even just like your role within a project, all of these things can be mitigated to help a project be more successful if you have the right information.

It has been literally a years-long dream of mine to build out this kind of training for higher education professionals, for faculty, for staff, for leaders, to really help people know how to approach the language and tools that can create really positive impacts of projects that are happening within higher education environments.

When I built out this training, one of the things that I really wanted to focus on was best practices and project management, how it relates to things like change management, crisis management, and knowledge management.

These are all things that are included in the training.

I also wanted to really infuse the different things that I've learned through earning multiple credentials in coaching, in project management, in change management, and in things like talent development, because all of these things get combined for good project management within an institution.

Of course, some of you know I recently completed a master's of science degree in organizational leadership, and so that information is also kind of infused into these trainings as well.

Then, of course, I have been leading projects for 15-plus years in higher education settings across multiple different institutions, and so there's a lot of lessons that I'm taking from that as well and infusing it into each of these different courses.

Let me talk a little bit about each course and the kinds of content that is included.

Of course, I'm going to link the website for this into the show notes.

You're welcome to do a deeper dive.

I list the course learning objectives.

I talk about who a course might be best for.

I go through what you get, the dates, the pricing, all of that on the website.

You're welcome to kind of take a look.

The first one that I designed was obviously one for faculty and kind of individual higher education professionals, and this is for people who are basically managing solo projects.

There's seven different modules in this particular course, and there's 50-plus topics that are related to project management.

We look at things like personal task management, goal setting, time management techniques.

This is really about kind of understanding you as a project manager for your own projects.

There's a lot in here too about alignment and making sure that you're choosing projects that are aligned with your larger goals and really using your time effectively because we have such limited time to work on everything that we have on our plate.

This is a course that works really well for individual researchers or managers or people who are juggling projects that are more kind of like your individual work that you're trying to move forward.

The second course that I have created is really thinking about project management for teams, and I thought about this in particular because there are so many faculty and higher education professionals that have projects that are happening in a collaborative environment of some kind.

That could be a research team or lab.

That could be some kind of working group or committee that's come together, but this is a course that is really focused on dynamics of effective teamwork.

It also really focuses on team resilience and adaptability.

So if you're someone who leads a team that is working through projects, this is a course that's actually built for teams to come through it together.

So you might actually decide to bring a team into the course so that you can be kind of learning about some of these materials at the same time.

This particular course is very focused on not just the fundamentals of project management, but looking at things that are a little bit more focused on team development.

So looking at things like psychological safety, inclusive decision making, how to nurture team alignment, how to manage and resolve conflicts, these are all components of the team-based project management.

So you're talking about projects, but you're also talking about relationships, and that's something that's really important in team-based project management.

The third course that I designed is called project management by design for leaders.

And one of the things that I have realized as I have worked on multiple projects in multiple settings is there's a real difference between what you might consider to be a project lead, somebody who is like in the work leading a project, and what you would consider to be like an executive sponsor of that project.

And this particular course is really aimed at leaders who are doing more of an executive sponsor level interaction with projects.

So that might mean they're overseeing lots of different projects in like a portfolio, but they're not necessarily in the work itself.

That's more for the teams course is like a project lead who's like leading a team is in the work.

But this particular one for leaders is more about people who are at a higher level.

And you're trying to think about the intersection between project management and leadership through topics like aligning project initiatives with like institutional or organizational strategic goals, managing project resources in constrained environments, navigating complex landscapes that are happening within higher ed.

So this is really about thinking about your leadership style, how you want to contribute to effective change management, and how you can think about institutional level transformation through projects, which is kind of just a level up from some of the other projects you might be dealing with as an individual or as a team member.

Or a team leader.

Okay, then I have a fourth course.

And this is about project management for coaches.

Now, of course, many of you know, I have a coach training program.

And I felt like this was really an opportunity to make sure that coaches who are working with clients on project management can also do a deeper dive on what are the different kinds of tools?

What are the different kinds of questions that might be helpful when you're working specifically with clients who are trying to manage projects effectively.

So this is again, kind of taking a step back and understanding the basics of project management, which is important for coaches to understand as well, but really helping clients to deepen their own understandings of their project priorities and values, and the different tools that can facilitate detailed planning, resource management, timeline development, and that kind of thing.

So this is a course that I mentioned in the last episode is actually embedded in my higher ed coach training program that is accredited through the International Coaching Federation.

And I did do the paperwork to get this additional course part of that accreditation.

So this does count toward some of the different programs that people can graduate from in my coach training program.

Now, the last thing that I decided to create in this like suite of trainings is something that I'm calling the PMP exam study club.

Now I would imagine that some people want to eventually take the PMP exam.

If you're coming through a training like this, it might mean that you have a genuine interest and desire to think about project management in a more structured way.

And so what I decided to do was to create a higher education focused study support structure for the PMP exam.

Now this is a set of seven sessions that are tailored specifically to faculty and higher education professionals who want to pursue a couple different kinds of credentials offered through PMI.

So there's an in-depth overview of the exam itself.

And then there's a focus on key concepts, processes, and knowledge areas that are critical to project management in the academic environment.

So there'll be collaborative learning, group discussions, practical exercises.

And so if you're kind of preparing to earn one of these credentials and to sit for the exam, the study club is really meant to offer you the resources and support you need with other higher ed people.

So you're learning the concepts in our own kind of like culture of how they might be applied.

So that's something else that I decided to offer, just in case people are kind of interested in doing a deeper dive there.

So I do want to also talk about what each of these products include in terms of kind of what you get in the course structure and some of the different kind of takeaways.

One of the things that I really want to point out is each of these courses have multiple live two hour sessions with me facilitating conversation.

So I think that I was thinking through a number of different ways to structure these particular courses.

And what I really landed on was this involves a lot of examples from different people's professional experience.

It does require, I think, discussion and question asking and talking through a lot of these concepts that can be a little bit sticky.

So I did design these courses to be live facilitated courses with me and there are seven live two hour sessions for each of the courses.

So they are staggered throughout the year.

So if you decide that you want to take more than one, that means that you're not going to have to take them at the same time.

So just for your awareness.

Each of the courses also includes a training guide that I have drafted and I chose individual content for each course based on the audience that's going to be in that course and the kinds of things that I really think each audience needs to know.

Now, I have played the role of all of these different things.

I've been an executive sponsor.

I've been a team lead.

I've been a member of a team who is running projects.

I've done individual projects and I've been someone who coaches people who do projects as well.

So I have really thought carefully about what each of these audiences might need from the content around project management.

So there is a training guide that is different for every single one of these courses and it is a print training guide.

I cannot help myself with designing print training guides.

I just think they're so fun and it's, it's nice to have something tangible that you're kind of working through.

So I did this for my coach training program.

I have a print guide and for these courses, I have a print training guide as well.

Now, at least in this first year, one of the things I want to pilot is also sending supplemental books that I think really round out the curriculum of each of these courses.

And there's different books for each courses that I've chosen specifically based on the content.

And at least for this first year, I'm going to provide those books for people who enter into the courses.

So it'll be part of like the fee that you're paying for each one.

And that is something that I just felt strongly about in terms of really trying to have a value add of, you know, I'm providing my own content through the training guides, but I also want you to have a chance to kind of read what other people are saying about project management as well.

So I've chosen, you know, two to three books for each of these courses.

I think one of them has maybe one book, but they're all different.

So if you choose to take more than one course, you're going to end up with a little bit of a library around project management, which would be kind of fun.

Similar to some of my other programs.

Another thing that you get when you're coming into these courses is lifetime access to prolific, which is my online community around meaningful productivity.

And we will have a subgroup specifically for people who are going through the project management by design courses so that you can be connecting with people at other institutions and another roles and be talking about project management more specifically.

And then the last thing is that in a couple of these courses, I am including coaching sessions.

I think that it's important for people to have a chance to really talk one on one and to be coached around some of their challenges that they might be having or questions that they might be having.

And so that's something that I'm including in some of the cases as well.

Now, I did want to talk a little bit about the pricing range for these courses, just because you may already be thinking like, okay, so how much is this going to cost me?

So there is a range.

Some of them have different costs depending on what is included.

So for the project management by design course for individuals, this course is going to be 1497 per person or three monthly payments of $550.

So it's about $1,500 for the seven sessions.

And that includes the training manual, the supplemental books, the lifetime access to prolific, you know, all of that is included there.

For the leaders course, this course is going to be 1797 or three monthly payments of $650.

This is also one of the courses that includes some of the coaching sessions because I do feel like leaders would really benefit from that in particular.

And so I decided to include that in that particular course and I kind of priced it appropriately because you get a couple of sessions.

And I should mention in the individual project management by design, the one I just talked about for 1497, I am including one coaching session and that as well.

For the teams course, I am charging 1497 per person, three monthly payments of $550.

I'm also going to offer a team-based pricing model.

If you send five people, you can do that for $6,000.

So it's a little bit of a discount.

And that one right now does not include any kind of coaching, but open to kind of talking about that.

If it's something that you were to think is significant or needed for your team.

And then for the project management by design for coaches, this is 1997 per person or three monthly payments of $650.

And that is kind of the roughly the same price of the other courses of that size and scope that are in the coach training program.

So it's kind of aligned around that pricing.

The PMP study club, if this is something that's of interest to you is $997 per person or two monthly payments of $550.

Now, again, all of this is listed on the website for this suite of training.

So I'm going to link that in the show notes.

The other way to get there is if you go to drkatylinder.com/pm for project management, that's the website for this.

It'll be linked in the show notes as well.

The pricing and the dates and the learning objectives and what you get and all of that is listed out on the website.

So you can always come and take a look there.

Now, the last thing I wanted to do, and I know this is turning into kind of a long episode, but there's just so much content to share is that I wanted to answer some frequently asked questions that I think people might have about this particular training.

So the first one I've talked about a little bit, which is if you're considering taking more than one training, how much content overlap can you expect across the courses?

Now, this is something that I wanted to be really intentional about because I knew that people wore a lot of hats when it comes to project management.

And so I would say there's maybe a max of like 10% overlap in the courses.

And it's usually around fundamental project management topics that like everybody kind of needs to know in order to be effective. 90% or more of each of the courses is unique to that curriculum and audience.

And this is something that I was very, very, very intentional about when I was doing the course design and structuring.

So the other thing that I would imagine some people might ask is if this isn't the best time for you to do this, because each of these courses is going to be offered just once throughout 2025, will I offer this beyond 2025?

And my answer to that is kind of the answer I have for anything that I start in my business, which is, you know, it depends on client demand.

And it depends on, you know, if there is a lot of interest in this kind of thing, would I offer it again?

That said, this is like one of those projects, like I said, that it has been like, I've been dying to create this for years.

So I would expect that this will probably be offered beyond 2025 if you want to make a plan for that.

Okay, now some people ask me about coach training and other things, because it's always offered on the weekends.

Do I plan to offer any of the trainings on weekdays?

And I just want to clarify that no, because I work full time, as you all know, this has got to be on the week, the weekends.

So the primary dates for all of these trainings is actually on Sundays, which I know if you're trying to bring a team or you're trying to do this for work, it may not be ideal, but this is just kind of how I have to fit it into my schedule right now.

So I appreciate your understanding of that.

The format for the training, which might be of interest to you is it is going to be held in zoom.

The trainings also will all include a course site that house like the session replays and any supplementary materials.

And I use a course platform called teachery.

And then of course, if you come into my prolific online community, that is located on the Mighty Networks platform.

So that's a little bit about the platforms that I'll be using the core sessions themselves.

If you're curious about just like, what will they be like, there are going to be synchronous core sessions that are two hours long.

And you can expect this to be kind of an active learning environment.

There will be group discussions, small group breakouts, activities, opportunities for reflection and sharing and plenty of time for processing the course materials and asking questions.

I can also imagine maybe including things like role plays or case studies, other forms of active learning, every core session is going to be recorded.

And then it'll be posted to the core site if anybody needs to see it later.

I also would expect that some people might say, can I consider offering a training just for a cohort from your institution, depending on kind of who you're wanting to include and why.

And to that I would just say, let's chat about that.

I do have limited time outside of my job and other schedules.

But I do would like to see what that might look like for you.

So feel free to reach out to me directly if that's a question that you have.

Okay, I also wanted to offer immediately because I expect some people will say I'm interested in more than one course.

Can I get a discount if I purchase more than one course?

And the answer is yes.

If you indicate you want to purchase more than one course through the enrollment form, I will offer you a 10% discount on your overall purchase price.

But you should tell me kind of upfront that that's what you're trying to do.

So I can allow for you to do that.

I also expect that some people might ask if there's any kind of group discount from your institution.

Right now, the only group discount is for the design, the project management by design for teams course.

When you send five people as a team through the course, if you want to inquire about other group discounts, just feel free to reach out to me directly.

I'm happy to chat with you about that.

If you are interested in one-on-one coaching on project management, do I offer that?

Of course I do.

And I will link to my coaching services and packages in the show notes if that is a question that you are interested in.

One of the things that I think people might want to know is do these courses count for PMI's education hour requirements if you do want to pursue a credential.

You're required to do a certain amount of hours to get either, there's a couple different credentials that are part of PMI's credentialing process.

One of them requires 23 hours of training and one requires 35 hours of training.

So if you combine a couple of these courses, I've kind of laid out in the FAQ on the suite of trainings page what are all the different hours that the courses are in terms of seat time.

And so you can kind of add them up in different ways to get what you might need for the training that you would need for PMI.

So this is something that, yes, I have tried to build this in.

If you were trying to get training specifically for that exam, yes, that should be able to count.

Now there are also, if you already have something from PMI and you're interested in kind of doing this as a deeper dive, some people might ask if these courses can count toward professional development units that you also need to kind of re-up your PMI certification.

So there are several topics in each course that would count toward PDUs.

And I'm actually planning to map this so that people can know exactly how many PDUs count for different parts of what is called the PMI talent triangle, which has three different areas that these things count for.

So more to come on that, but just know that that is something I have in mind for people who are already in need of trying to get their additional kind of continuing ed units for PMI.

Now I know that's a lot of information to share about this particular set of trainings.

They start as early as January, 2025, and I really cannot wait to dive in.

I think this is going to be super fun.

I welcome your additional questions about this new offering that I have.

As always, you can email me directly at hello@drkatylinder.com.

I always love to hear from you, and I hope you can really hear the excitement in my voice that this is something that has been such a long time coming.

It feels so aligned with the things that I care about and the kinds of things that I want to help people learn more about.

And I'm just really excited to see who might be interested in joining me in 2025 to do a deeper dive on project management.

Thanks so much for listening.

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