



## Case Study

# PM Solutions/PM College



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### ROI

- Reduce curriculum design/customization time by 30-40%
- Facilitate standardization of course development methodology
- Shorten curriculum development cycle

### Company Profile

PM College was established in 1999 as the training arm of project management consultancy PM Solutions, a management consulting, training, and research firm dedicated to optimizing business performance through project management initiatives. PM College provides organizations with the competencies needed to effectively manage programs, projects, and teams to improve bottom line performance. Clients include Microsoft®, New Jersey Department of Transportation (NJDOT), and SAP. PM College is recognized as a global charter Registered Education Provider (REP) by the Project Management Institute (PMI®).

### Curriculum Planning/Solution Development

**A leading project management organization uses Mindjet® MindManager® to plan, develop and deliver customized curriculum and solutions.**

PM College, the training arm of PM Solutions, provides project management training and professional development programs to Global 2000 corporations. In a crowded field, the college needs to differentiate itself from the competition by responding quickly, comprehensively, and creatively to corporate requests for training programs. The college’s vice president and dean, Jimmie West, PhD., PMP, says Mindjet MindManager has helped his organization stand out from the crowd.

West says the greatest benefit PM College has realized from Mindjet MindManager is the new found ability to develop a standardized course development process. The college’s visual map-based process helps it quickly capture and present a very clear picture of how it will meet client training needs.

“MindManager has shortened design time dramatically,” West says. “From my perspective, it has probably cut 30-40% off just in the design part. When we do a course proposal, MindManager shortens the amount of time it takes us to do customization by about the same amount: 30-40%. The resulting visual maps then present the proposed course in a way the client can quickly grasp.”

### Ensuring project success by mapping the details

IDr. West notes that Mindjet MindManager maps are particularly well suited for teaching project management practices to corporate clients. “One of things we emphasize to project managers is the need to take time at the start of the project to apply lessons learned from previous projects. MindManager provides an excellent way to combine this kind of unstructured thinking with existing information from other projects.”

Mindjet MindManager then helps PM College staff demonstrate the value of maintaining two perspectives critical to project success: a high-level overview and immediate access to details.

### Developing and communicating curricula

Creating a curriculum proposal is essentially a project. As such, PM College uses Mindjet MindManager to manage the process. PM College curriculum development manager Meagan O’Donnell says that the staff previously used Word documents or tables to create proposals. But Mindjet MindManager’s map interface has proved to be much more user friendly. “The map shows what we are capable of. Most of our competitors give the client either so much information that it’s difficult to figure out just what the class would look like – or proposals that are so simplistic the client can’t tell what they’d get.

“Most training organizations will say they can create a class to meet the client’s objectives. What MindManager maps enable us to do is show our clients what the class would actually look like. It’s a real differentiator.”

### Building a road map of the course

O’Donnell says Mindjet MindManager saves her a significant amount of time on each project. “On average it takes from two to eight hours to develop a course outline – depending on the complexity of the topic. MindManager lets me do it in about half the time. It helps me to see the information visually. It gives me a picture of the entire course at once. I can see how each topic relates to the next, what is going to be similar about each module – and what is missing from the course outline.”

## Challenge

Differentiate PM College from the competition by enabling it to efficiently capture customer requirements, clearly communicate draft courses with the appropriate level of detail, and then quickly develop on-target curriculum.

## Solution

Mindjet MindManager's visual interface enables PM College to create compelling course descriptions that quickly and clearly communicate proposed course curriculum, speed course development, and separate the college from its competitors

## Product

Mindjet MindManager

## Key Features

- Drag and Drop interface
- Export to Microsoft® Word
- Spatial display of information

## Result

Using Mindjet MindManager, the staff at PM College is able to quickly create customized curriculum, deliver exactly what the customer needs, and manage solution sales and delivery.

## Mindjet Corporation

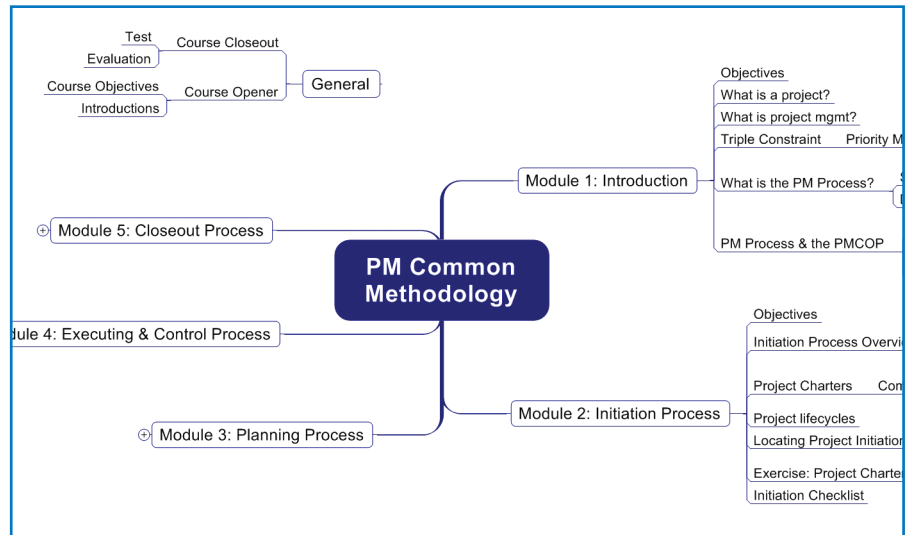
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When PM College wins a training contract, O'Donnell says, she can refer back to the initial Mindjet MindManager map. "The map I initially created for the proposal becomes a living document that we then use to design the class. It's a real time saver because we've already gotten the first step by the time the customer walks in the door. PM College can hit the ground running to get it finalized and start developing the content. The customer knows sooner what they are going to get – and we are able to roll out the course faster."

## Boosting creative, collaborative thinking

PM Solutions' and PM College's director of business development, Kurt Foehl, finds Mindjet MindManager an excellent way to manage his existing client relationships, develop new opportunities, and present new solutions to his clients and prospects. "I use MindManager to both organize my work and to present consulting and training solutions to my clients," Foehl says. "MindManager maps have helped me approach work in a totally different way – enabling me to be more efficient and focused in my daily activities."

"MindManager improves our ability to think strategically and creatively about our work," Dr. West says. "People really respond when we work with them using MindManager. The maps are so intuitively simple that most of our clients and our students immediately see the advantage of using them for learning and in project settings. We also see a great deal of value in MindManager as a collaboration tool. The map interface creates more energy, drawing people into the group process, helping them to first think nonlinearly, then to add structure to the process to turn ideas into action."



Using Mindjet MindManager to manage complex information

To find out how other leading organizations have benefited from Mindjet MindManager, visit [www.mindjet.com/casestudies](http://www.mindjet.com/casestudies).