



Project  
Management

 **APMG** International

An introduction to the **Project Canvas**

Project Management framework, course and certification

# Introduction

- ❑ In a world where more and more value is driven by change and projects, it's crucial that project professionals have access to guidance that is simple to understand, adapt and apply.
- ❑ Keeping project management siloed and out of view of the rest of the organization is potentially disastrous. Many organizations are seeking approaches that can be understood by the whole organization.
- ❑ For project professionals at the beginning of their careers, and those for whom project management is not a core activity, established project management methods and frameworks can be challenging to understand fully and apply effectively.
- ❑ Project Canvas is the perfect solution for individuals starting out on their project management careers, whilst also offering a simple and effective framework to add to the seasoned project professional's toolkit.

Introducing

# PROJECT CANVAS

# PROJECT CANVAS

## The Project Revolution



<b>WHY</b>	<b>Rationale &amp; Business Case</b> What are the expected Benefits? 	<b>WHO</b>	<b>Executive Sponsor</b> Who is accountable for the success of the project? 	<b>Governance</b> Who is responsible for what? 
	<b>Purpose &amp; Passion</b> "Why" are we doing the project? 			
<b>WHAT, HOW &amp; WHEN</b>	<b>Scope</b> What will the project produce and deliver? 	<b>Risk Management</b> Have the key risk been identified? Do we have a plan B? 	<b>Human Resources</b> What skills do we need? How are we going to keep the team motivated? 	
	<b>Time</b> When will the project be completed? 		<b>Stakeholders</b> Are key and impacted parties supporting the project? 	
	<b>Cost</b> How much will the project cost? How many resources do we need? 		<b>Procurement</b> How are we going to manage the external contributors? 	<b>Change Management</b> How are we going to engage the stakeholders and remove barriers to change? 
	<b>Quality</b> How do we ensure meeting the quality standards? 			
<b>WHERE</b>	<b>Project Driven Organization</b> <b>Culture, Structure, Priorities, Competencies</b> Has our organization and culture been adapted to succeed in a project driven world? 			

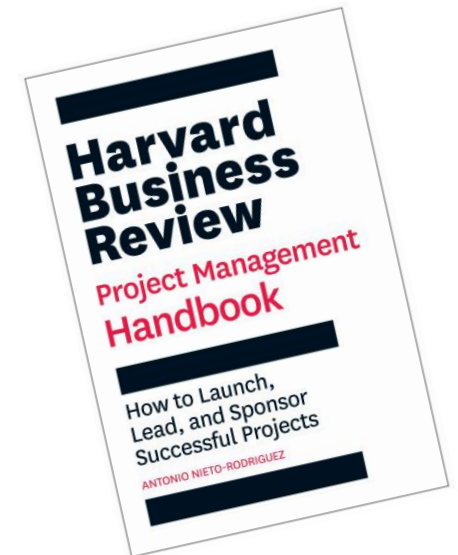
# Project Canvas: key features

- ❑ **A simple, proven framework** to learn how to apply project management fundamentals to increase stakeholder engagement and project success.
- ❑ Composed of **four domains** (Why, Who, What/How/When, Where) and **fourteen building blocks**.
- ❑ Provides a unique opportunity for project managers, experienced and beginners, as well as senior executives to start applying a method that is simple, universal and proven, and will lead to better outcomes in their organization.
- ❑ Not intended to refute the established methods of project management. On the contrary, the canvas should make them more universally applicable. It works with traditional, hybrid, and agile project management methodologies.
- ❑ Easy to adapt and apply, even for new and inexperienced professionals

# The creator

Project Canvas was developed by **Antonio Nieto-Rodriguez**.

- ❑ Influential and leading figure in the world of project management
- ❑ Experienced consultant, trainer and executive coach
- ❑ Author of popular project management publications including the Harvard Business Review Project Management Handbook
- ❑ Project Management Institute (PMI) Fellow and past Chair
- ❑ Recognized by [Thinkers50](#) with the prestigious award “Ideas into Practice”
- ❑ Ranked #4 in the [Global Gurus](#) Top 30 list
- ❑ Mind behind the ‘Project Economy’ concept
- ❑ Founder of Projects & Co and Co-Founder of the Strategy Implementation Institute
- ❑ Follow Antonio: [LinkedIn](#), [Newsletter](#) & [Website](#)







## COURSE & CERTIFICATION



# FREE LINKEDIN LEARNING COURSE

- ❑ **Free, 1-hour course** available via LinkedIn Learning for project professionals (and others with an interest or role in projects)
- ❑ Participants will discover the fundamentals of the **Project Canvas** and start applying it to their projects.
- ❑ Delivered by project management experts specially trained to provide an impactful learning experience.
- ❑ Very popular course with **over 10,000 learners** and 320 reviewers rating it **4.7 out of 5**.
- ❑ Endorsed by the Project Management Institute (PMI). Successful learners can claim professional development units (PDUs).
- ❑ [Click here for more information and to enroll](#)





# WHO IS IT FOR?

The framework, training course and certification are perfect for:

- ❑ New and experienced project management professionals
- ❑ Particularly beneficial for inexperienced project professionals and those for whom project management is a secondary or part-time activity
- ❑ Others wanting to grasp the fundamentals of good project management
- ❑ Anyone seeking a simple, proven framework for project management success

# BENEFITS & LEARNING OUTCOMES

- ❑ A powerful visual tool to help manage your projects and teams more effectively.
- ❑ Explore the key elements of a project, the rationale for the project economy, and the main challenges and opportunities that project management can bring to you and your organization.
- ❑ Learn about the two primary purposes behind the Project Canvas, then how to identify the four domains of the framework, along with the fourteen building blocks that compose them.
- ❑ Find out how to define the who, why, what, when, and how of projects, so you can stay focused on what really matters and be more successful at leading and managing them.



# OPTIONAL CERTIFICATION

- ❑ Course participants can now complete an official APMG examination to earn the **Project Canvas Practitioner** certification and claim a digital badge to showcase their achievement.
- ❑ A great addition to any other project management and agile certification.
- ❑ Online exam can be completed at any stage after completing the course. There are no pre-requisites for the course or exam. Individuals can book their exam [here](#).



# EXAM

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## PROJECT CANVAS PRACTITIONER

Style: Simple multiple-choice

No. of Questions: 40

Duration: 40 minutes

Pass Mark: 28/40 (70%)

Pre-requisites: None





SUCCESSFUL CANDIDATES

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# #ShareYourSuccess

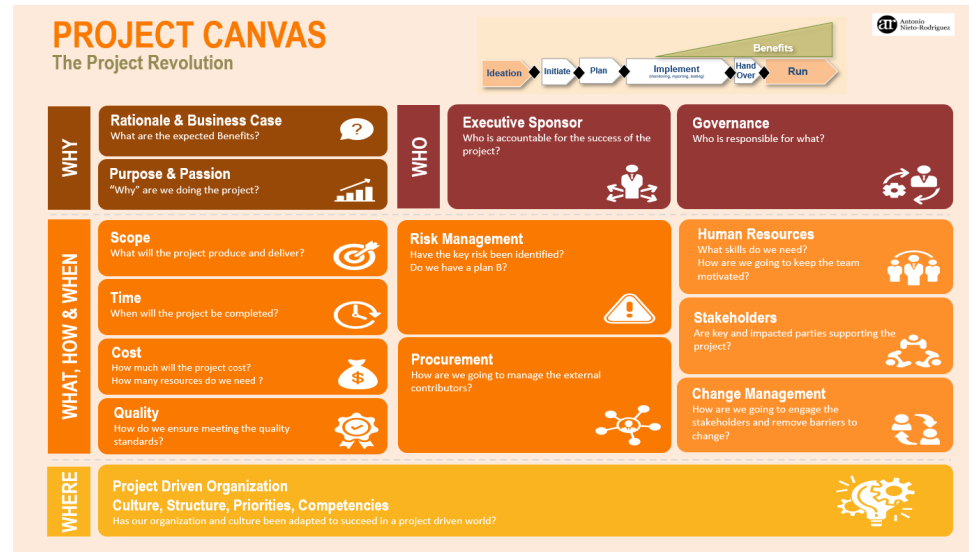
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WITH A DIGITAL BADGE





# FIND OUT MORE.....



[apmg-international.com/product/project-canvas-practitioner](https://apmg-international.com/product/project-canvas-practitioner)