

Project Stakeholder Alignment Through Successful BEAM Implementation

Learn how to successfully implement the Business Engineering Alignment Meeting (BEAM) to achieve project stakeholder alignment.

COURSE SUMMARY/DESCRIPTION

Stakeholder misalignment is a common failure mode for capital projects according to Independent Project Analysis (IPA) research. The widely accepted industry Best Practice used to address project stakeholder misalignment is the Business Engineering Alignment Meeting (BEAM)—a meeting with all key project stakeholders during Front-End Loading (FEL) 1 or early FEL 2. When applied effectively, a BEAM helps to clearly define the business problem/opportunity and establish the boundary conditions for the project team’s solutions. This course shares the qualities of a successful BEAM, the key roles and functions that must participate, and the right time in the project lifecycle to conduct the BEAM. At the conclusion of the course, participants will be able to develop an action plan for successful BEAM application.

WHO SHOULD ATTEND?

This course is intended for capital project business sponsors, project managers, and individuals who have been assigned the BEAM facilitator role. Other key stakeholders in the success of a company’s capital projects—including operations, maintenance, and business representatives—should also attend.

TOPICS COVERED

Setting the Stage	Introduction and Motivation BEAM: What and Why
Clear Objectives	Clear Objectives: Why Are They Important? BEAM: Tool to Develop and Communicate Clear Objectives
Timing & Attendance	When Is the Right Time for a BEAM? Who Needs to Attend a BEAM?



KEY BENEFITS

Discover the BEAM’s purpose, why it was created, and the intended output from the exercise

Recognize when a BEAM should be conducted in the project lifecycle and the negative effects of doing a BEAM at the wrong time

Understand which functions should participate in the BEAM, and the characteristics of key roles (including the facilitator)

Learn the qualities of a successful BEAM

Develop an individual action plan for successful BEAM application

REQUEST INFO

Australia

+61 3 9458 7300

Brazil

+55 41 3028 9028

Netherlands

+31 70 335 0707

Singapore

+65 6567 2201

United Kingdom

+44 118 920 7800

United States

+1 703 729 8300

Email

ipainstitute@ipaglobal.com

www.ipaglobal.com

Facilitation	Preparing to Facilitate a BEAM The Facilitator's Role and Responsibility During a BEAM
Conclusion	Action Planning and Course Wrap-Up

FORMAT AND STRUCTURE

This course features interactive class exercises and discussions, and can be delivered online or in-person.

COURSE BACKGROUND

All course instruction, presentations, and supplementary course materials are rooted in IPA's decades of experience evaluating project and project systems and conducting quantitative research into capital project issues and trends. IPA maintains a proprietary database with information on thousands of projects on which to base its analyses and studies.

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