



# Collaborative Consulting Gains New Business through Project Management Education

## Boston University Corporate Education Center delivers PMP® certification preparation and other custom courses.

**Collaborative Consulting selected Boston University Corporate Education Center for its:**

- **Diverse training programs**
- **Strong project management curriculum**
- **Program consistency**
- **Reputation as a long-term, reliable provider of high-quality corporate training programs**
- **Flexible approach to customer needs**

Collaborative Consulting knew that having more project managers obtain PMP® certification would be crucial to obtain future business because more customers were asking for certified project managers. The company determined that a complete training program would help employees obtain certification and learn other critical professional development skills. After a multi-provider search, Collaborative Consulting selected Boston University Corporate Education Center for its broad range of programs and expertise in project management and other critical (“soft”) skills necessary to meet corporate training initiatives. The initial training courses boosted Collaborative’s PMP® certification rate to more than 50 percent.

### Consulting Firm Aligns Business with Technology

Collaborative Consulting is one of the country’s most dynamic professional services firm. It provides companies in several industries — consumer products, retail, financial services, healthcare and pharmaceutical — with expert counsel and proven methods to improve business processes and the bottom line. This Boston-based firm specializes in optimizing the business and technology capabilities of its clients, leading to high levels of customer satisfaction, market share growth, and increased profitability.

One unique capability that distinguishes Collaborative Consulting from other consulting firms is the special know-how it lends to clients in professional project management. In addition to having certified project managers within the consulting company to manage its own projects, these highly skilled individuals work with Collaborative Consulting clients, helping them improve their own project management capabilities. Many of Collaborative Consulting’s 250 employees serve as project managers for clients, facilitating on-time, on-budget completion of successful programs for these customers. Others mentor client project managers, helping them with their own development and achievements, and providing the client company with a stronger project management foundation. Still others facilitate the establishment and operation of project management offices within client companies, setting a new standard for project management at the client.

“Our own projects are accomplished with efficiency and ease,” explained Steve Salisbury, Director and Practice Area Leader, Project Management, for Collaborative Consulting. “We want to make sure our clients’ programs run as smoothly; and we want to continually improve project management processes, both here and for our customers.”



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—Steve Salisbury,  
Director and Practice Area  
Leader, Project Management

## Need for More Certified Project Managers

Collaborative Consulting recognized the business value of having more of its project managers certified as Project Management Professionals (PMP®) by the Project Management Institute (PMI®). More than a quarter million individuals have obtained this internationally-recognized professional credential that is considered essential for business results.

“Our clients began requesting project managers who were PMP® certified, and we foresaw a time when this would be a mandatory requirement,” explained Salisbury. “At the time, only about a third of our project managers were PMP® certified and we didn’t want to be competing in the marketplace at a disadvantage.”

Collaborative Consulting set out to develop an education program to help its project managers gain this very valuable training and improve the firm’s ability to land new business. At the same time, the company wanted to help its already certified staff with the means to obtain additional professional development units (PDUs) in order to maintain their certification. Finally, Collaborative wanted an education program that would also address skills like leadership, communications, management, and facilitation, to add to the knowledge of its staff.

Before developing a training program, there was no corporate option offered to employees; staff members took online or public classroom courses from a variety of sources. The company wanted to change this approach, by working with a single provider for all of its training needs to insure consistency for employees and to provide a growth path for less experienced staff.

Because the range of experience for Collaborative Consulting project managers ranged from five to twenty five or more years, the staff required different levels of training. They needed a program that could work for all stages of development and knowledge, and wanted to be able to teach its newest project managers how to be proper leaders and managers, and help them move up in their careers. For the more experienced staff, it was important to provide them with opportunities to hone their skills in a more formal setting and be more exposed to best practices.

## Training Partners With Quality Programs Sought

With a clear vision for the type of program it wanted, Collaborative Consulting set out to identify a training partner. From individuals at the company who had previously taken some project management classes at Boston University Corporate Education Center, the firm knew of the high quality of the courses and instructors. Collaborative Consulting undertook an evaluation of multiple providers to identify the best fit with its needs.

One concern Collaborative Consulting developed through this review process was about the emphasis that many training companies put on pass rates for the certification test, seemingly at the expense of actually teaching new skills. And, many of them could only offer PMP® certification courses, not the broader range of training that Collaborative Consulting sought. In contrast, the capabilities of Boston University Corporate Education Center stood out as more encompassing, according to Salisbury, through its broader business education in addition to project management preparation.

In the end, Collaborative Consulting selected Boston University Corporate Education Center for its diverse training programs, strong project management curriculum and program, consistency and reputation as a long-term, reliable provider of high quality corporate training programs, and a flexible approach to customer needs. During the evaluation period, the Collaborative Consulting staff learned first-hand from one of its own customers — a large financial services company in Boston — about its successful partnership with Boston University Corporate Education Center.

# Boston University Corporate Education Center Delivers Custom Programs

“This single provider approach with a highly respected, very capable training partner offers more to us and our employees than other alternatives and other providers,” noted Salisbury.

For the PMP® certification preparation, Collaborative Consulting and Boston University Corporate Education Center worked together to plan two training classes. Each person took a benchmark exam before the courses were developed, to demonstrate the specific knowledge needs. The approach to the curriculum was then customized to focus on what was most important, and the classes were split for people with different levels of knowledge.

In addition to this customization, Boston University Corporate Education Center offered the courses over two weeks, in a three-day session and a two-day session, with classes held on Saturdays. The weekend schedule made it easier for project managers who were currently engaged in client projects to maintain their workflow and not disrupt client activities for an extended time.

Through the PMP® preparation courses, individual students gained an understanding of *A Guide to the Project Management Body of Knowledge (PMBOK Guide®)* that is applied universally, and awareness of the common terms and language that facilitates communication within the firm and with clients.

Course evaluations showed just how much the students gained from the courses. The instructors were credited with being very helpful to students and extremely credible because of their real-world experience that they brought to the classroom.

With four other practice areas beyond project management, Collaborative Consulting has already initiated Business Analyst training with Boston University Corporate Education Center, and has started to deliver a quarterly program of courses focusing on soft skills, beginning with Communications.

## Collaborative Consulting Meets Goals for PMP® Certification

The training has boosted the certification level for project managers at Collaborative Consulting from just about 30 percent to more than 50 percent and the company plans to reach 75 percent soon. This is helping the company respond to potential customers who use PMP® certification as one of their decision criteria for selecting a consulting partner. With this improved ability to qualify for new business, they are positioned to more easily achieve revenue goals.

In addition, the soft skills training is helping differentiate the Collaborative Consulting staff as more well-rounded people who can sell business to a client, then lead the project.

Finally, this training program is helping Collaborative Consulting recruit and retain talented individuals. By investing in their training and professional development, the firm is strengthening connections and building relationships to keep skilled employees long term.

“We have definitely received good value from Boston University Corporate Education Center. We are quite pleased that we have this relationship with an institution of this high caliber. Their breadth and depth of course offerings, high quality of instruction and course material, and customized delivery and instruction have served our needs well,” explained Salisbury. “We have met our original goals to prepare our staff for PMP® certification and help others maintain certification, and the course offerings are broad enough to help with our other training needs.”



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## About Boston University Corporate Education Center's Programs

Boston University Corporate Education Center, the nation's premier provider of corporate training, offers fully customized employee training programs and services that deliver positive cost-benefits to any organization.

Boston University Corporate Education Center will customize its training curriculum to meet a company's development needs and deliver it whenever and wherever it is convenient for the organization.

To find out more about Boston University Corporate Education Center's learning solutions, call 1 800 BU-TRAIN (288-7246) to speak to a knowledgeable corporate account executive about receiving a free analysis of your company's training needs.

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