

BD-CMM Workshops Offered at Conference

Howard Nutt

Once again this year, attendees at the Annual Conference will be able to take advantage of pre-conference training on the Capability Maturity Model® for Business Development (BD-CMM). However, this year, attendees will be able to choose between a basic workshop and a more advanced workshop on BD metrics.

The Business Development Institute International (BD-Institute) is offering two one-day workshops on Tuesday, May 27th at the Westin Mission Hills Resort & Spa in Rancho Mirage, CA. These two offerings are “Orientation to BD-CMM Concepts and Implementation” and “Metrics to Manage BD Performance.”

The “Orientation to BD-CMM Concepts and Implementation” workshop builds initial competence on the BD-CMM and how to interpret and apply it to a user company. Attendees will acquire:

- Fundamental knowledge of the BD-CMM and experience in working with its structure, the organization of its key practices, and its strategy to grow from one maturity level to the next
- Basic understanding of the prac-

tices that comprise the BD-CMM, how they support goals at each maturity level, and what impact they can have in a given BD organization

- Initial grounding in how to determine maturity levels, how appraisals are performed, and how an organization can plan and institutionalize improvements.

The “Metrics to Manage BD Performance” workshop is based on the outcomes of the BD-Institute 2007 Research Forum on Metrics for BD Excellence. It includes many of the insights gained from that project. Attendees will acquire:

- Introduction to various types of metrics, how measurement fits within the BD-CMM, and how a capability-based metrics program differs from simply having metrics
- Detailed understanding of how trailing, leading, and in-process measurements can be used within a broader approach to managing BD performance and capability
- Experience in working with metrics within various Key Process Areas of the BD-CMM and in strategizing how to apply these and other metrics to their own organization for both managing and improving their BD processes.

Basic information on these pre-conference workshops is provided in your conference brochure and on the

BD-Institute Website

To learn more about the BD-Institute, visit them at www.bd-institute.org. Information includes descriptions of programs, events, services, and access to the public version of the BD-CMM.

Website, www.apmp.org/2008-Conference-Schedule/ca-164.aspx. For more detailed information and to register, please use the appropriate link for the specific workshop on the BD-Institute Website, www.bd-institute.org/conferences.html. Hurry, last year’s workshop filled up fast! ■

The BD-Institute’s new workshop on BD metrics is being offered for the first time at this year’s conference. For more information about participation and costs, contact the BD-Institute:

+1-602-502-5100 (Phone)
info@bd-institute.org (Email)