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# Mastering Digital Project Management

## For Digital Agency Teams

Shift your team's mindset from delivering projects to  
delivering business outcomes for your agency.

**dpm** SCHOOL



# What Is **Mastering Digital Project Management?**

In a nutshell, it's a hyperdrive for transforming the way your teams lead projects in a digital context. Step through real-world scenarios, get hands-on practice, and discuss specific tactics with expert instructors.



# The Core

An online, fully self-paced  
program of practical training.

**12+**

hours of learning that adapts  
to fit your team's schedule

**50+**

templates and samples your  
team can download and edit

**27+**

snackable modules covering  
the full project life cycle

## **7 Learning Arcs**

- Approximately 2 hours of material per arc
- Watch, listen, or read on-demand
- Pause and come back to it anytime

## **7 Expert Discussions**

- 1-hour pre-recorded video conversations
- Watch or listen in as our DPM Experts share their approach and trade secrets for navigating common project management challenges

## **Scenario-Based Assignments**

- Put theory into practice with situational assignments taken from real projects



# Why Customize?

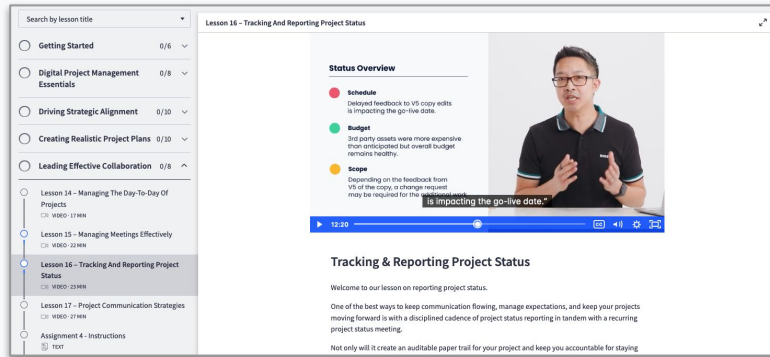
Our tailored programs are designed to surface best practices, spark process improvements, and drive alignment across your team so your projects play a leading role in achieving your organizational goals.

For the latest updates  
about our custom  
training, please visit us at:

**[dpmschool.com](https://dpmschool.com)**

## WHY CUSTOMIZE?

# A Private Cohort Focused On Specific, Actionable Learning



## Benefits

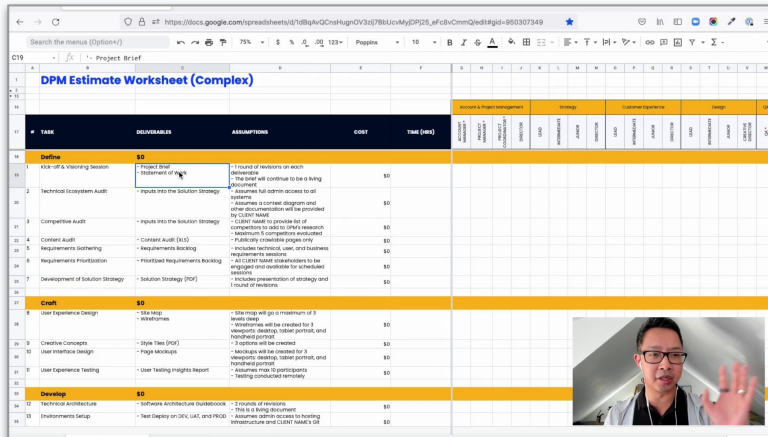
- A safe and private learning environment just for you and your team
- A flexible schedule that accommodates your team's bandwidth
- Focused learning that uses your actual projects to deliver learnings that stick

## Outcomes

- Learnings that are aligned to — and immediately practicable within — the team's current projects
- A shared, team-wide understanding of project management best practices
- Comradery and consistency in the team's approach to delivering projects

## WHY CUSTOMIZE?

# Facilitated Group Coaching That Goes Deep



Task	Deliverables	Assumptions	Cost	Time (Date)
<b>Define</b>				
1 Kick-off & Visioning Session	Project Brief	1 hour of workshop on which information is shared to be a living document	\$0	
2 Technical Deep-dive Audit	Inputs into the Solution Strategy	Assumes full access to all systems Assumes a context diagram and other documentation will be provided by CLIENT team	\$0	
3 Competitive Audit	Inputs into the Solution Strategy	CLIENT team to provide list of competitors to allow for PMA research	\$0	
4 Content Audit (SIC)	Requirements Gathering	Includes technical, user, and business requirements gathering	\$0	
5 Requirements Gathering	Requirements Prioritization	Includes presentation of strategy and findings of research	\$0	
6 Requirements Prioritization	Solution Strategy (SIS)		\$0	
7 Development of Solution Strategy			\$0	
<b>Craft</b>				
8 User Experience Design	Site Map	Site map will go in maximum of 3 iterations, will be created for 3 scenarios, desktop, tablet, and smartphone	\$0	
9 Creative Concepts	Style Tiles (SIC)	3 options will be created for 3 scenarios, desktop, tablet, and smartphone	\$0	
10 User Interface Design	Page Mockups	3 options will be created for 3 scenarios, desktop, tablet, and smartphone	\$0	
11 User Experience Testing	User Testing Insights Report	Testing conducted remotely	\$0	
<b>Develop</b>				
12 Technical Architecture	Software Architecture Document	1 hour of workshop	\$0	
13 Development Setup	Test Deploy on DEV, UAT, and PROD	This is a living document Assumes which involves building infrastructure and CLIENT NAME'S DB	\$0	

## Benefits

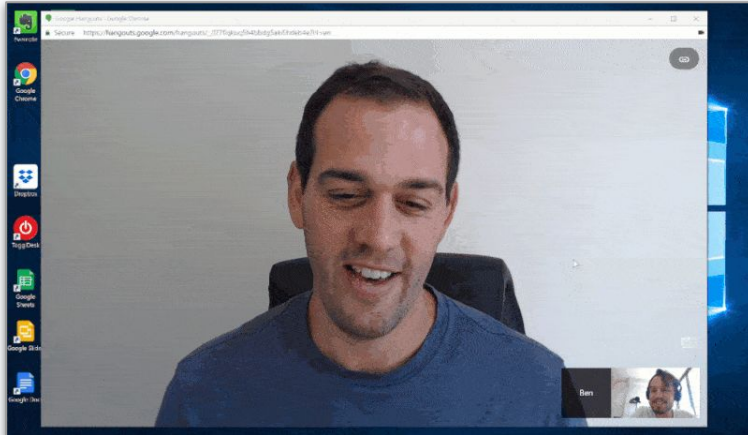
- Weekly facilitator-led coaching sessions
- The ability to ask your instructor anything at any time
- A tailored curriculum that focuses on your agency's goals

## What You'll Get

- Increased team confidence in using techniques and artefacts in their projects
- Focused, relevant conversations that get to the heart of challenges and opportunities within your organization
- Heightened instinct, judgment, and leadership skills from your team through hands-on, scenario-based practice

## WHY CUSTOMIZE?

# Outcomes Aligned To Your Goals Through Guided Workshops



## Benefits

- An instructor-led kickoff workshop to explore your learning goals
- A mid-way check-in to assess progress towards those goals
- An end-of-program roadmapping session for putting improvements into action

## What You'll Get


- Clear learning goals and a North Star vision for your ideal digital delivery process
- An actionable roadmap of recommendations for your next process improvements
- A team that is bought in to the innovation process and their role within it





# Skills

Develop the hard skills, soft skills, and personality traits your team needs to lead complex digital projects effectively.



## **Knowledge Of Project Management Methodologies**

Get your team fluent in the most common project management methodologies including Waterfall, Scrum Agile, and Kanban — and which are the best fit for different projects.

## **Project Planning**

Have your team learn to architect their projects to deliver on strategic objectives within cost and time constraints. Get them savvy in task scheduling, resource management, and various estimation techniques.

## **Time & Task Management**

Optimize the way your team prioritizes and brings order to chaos by staying on top of all the moving parts. Create champions of efficiency and healthy productivity across your agency.

## **Communication & Interpersonal Skills**

Get your team buttoned up on what they need to communicate, what documentation they need to create, and when. Get them proficient in managing client expectations, costs, timeline, scope, and the contract.

## **Risk Management & Problem Solving Skills**

Give your team master on how to identify, evaluate, and mitigate against project snafus, and how to get back on track when things don't go to plan. Build your agency tool kit for exploring solutions to complex challenges.

## **Leadership Skills**

Get your project leads comfortable cultivating high-performance teams, navigating ambiguity, and delivering results. Have them make a plan for how they'll continue to grow as leaders known for driving outcomes.



# Meet Your Instructors





## **Galen Low**

I'm Galen Low, co-founder of The DPM School, and your lead instructor.

For over 15 years, I've been blurring the lines between project delivery and business development in boutique digital agencies as well as large consultancies.

My speciality has been delivering human-centered digital transformation in government, healthcare, transit, and retail.

### **Galen Low**

Co-Founder of The DPM School



## **Ben Aston**

I'm Ben Aston, a digital project manager and founder of The Digital Project Manager.

I've been in the industry for more than 15 years working at top digital agencies including Dare, Wunderman, Lowe, and DDB. I've been fortunate enough to work across a wide range of great clients including Volkswagen, Honda, Exxon, Unilever, and Sony. I'm a Certified Scrum Master, PRINCE2 Practitioner, and founder of The Digital Project Manager.

## **Ben Aston**

Founder at The Digital Project Manager



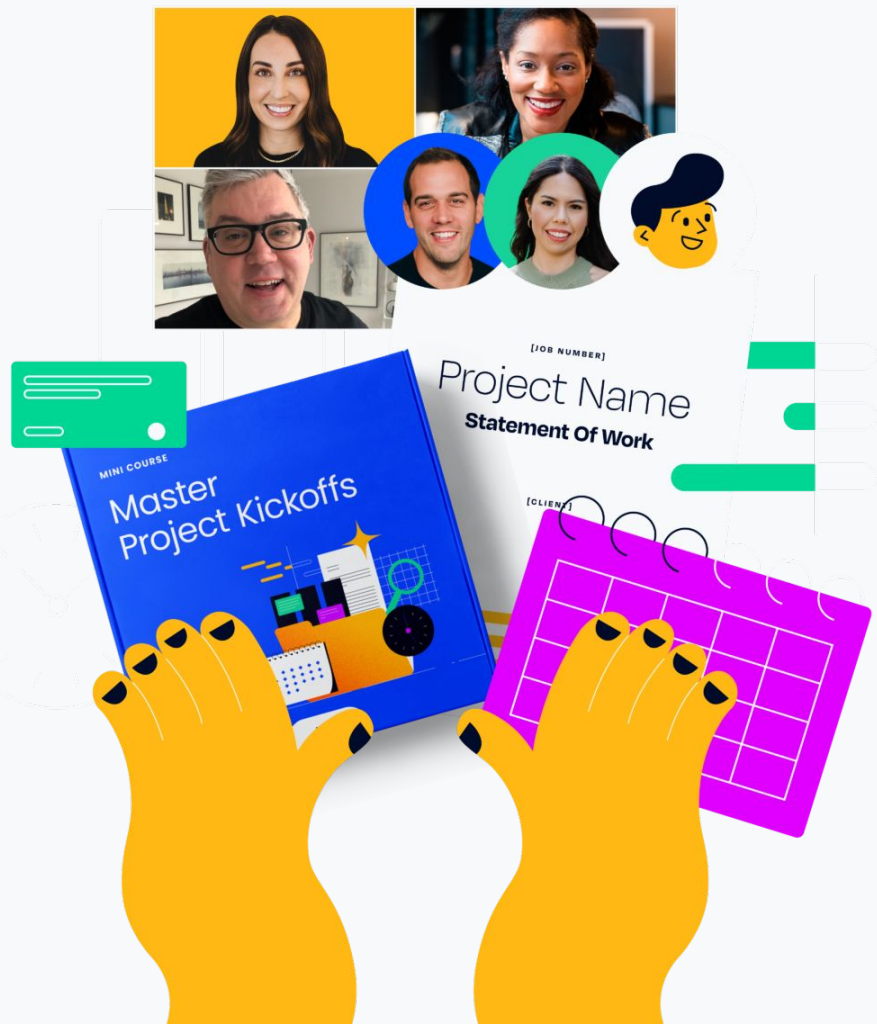
# Pricing

Please reach out to us for an exact quote  
for your team!



# Who Even Are We?





# We're The Biggest, Baddest Collective Of Digital Project Managers.

- We've been providing project management guidance and training for the Digital Wild West since 2011.
- We believe in throwing out the textbook and creating the playbook for an ever-shifting digital landscape.
- We have provided training to digital teams within organizations including Siemens, Microsoft, Adobe, Oracle, and Sony Music.

**Our knowledge is fueled and  
vetted by a global community of  
over 20,000 delivery specialists  
actively working in digital.**

# How We Work



## Discover & Ideate

Every organization is different. We use design thinking to get to the heart of your challenges.



## Teach & Inspire

Our training uses a combination of theory and practice with a focus on real-world applications.



## Collaborate

We use working sessions with your team to create an action plan for improving the way you deliver digital projects.



## Sustain

Afterwards, we do regular pulse checks to support your as you implement your learnings.

# Who We've Helped Train

Everyone from big agencies  
and organizations to nimble startups  
and nonprofits.

SAATCHI & SAATCHI  
WELLNESS

McCANN

evans HUNT

MEDIA  
MONKS

Microsoft

Adobe

CATERPILLAR®

D  
DOW JONES

SIEMENS

SONY MUSIC

ORACLE®

TRINITY  
WESTERN  
UNIVERSITY



# We're Globally Trusted

Being a PMI Authorized Training Partner means our program has been vetted by one of the foremost global authorities in project management.

**dpm** SCHOOL

[dpmschool.com](https://dpmschool.com)