

2020

September 30<sup>th</sup>  
to October 3<sup>rd</sup>

10 Speakers | Up to 12 PDU's



# Professional Development Virtual Week

Wednesday, September 30<sup>th</sup> | 5:45 to 8:00 PM

Opening Keynote: 2-hour event day

## Compassionship™ Boost your effectiveness with Compassionate Leadership

Compassionship™ is a leadership model that uses compassion and takes an integrated focus and approach to four elements - **Self, Mission, Effectiveness, People**. It influences the way we work and interact by taking a balanced approach to your people, your mission, your effectiveness, your bigger impact and yourself.



Gwen is passionate about making a positive difference in the world

and sees change as an opportunity for authentic excellence and growth. An innovative results-oriented leader, facilitator, and coach, she is motivated to inspire others for transformative change through compassion, courage, trust, awareness, and accountability.

Gwen has a global reputation for highly effective coaching, leadership and transformational change using a simple equation "**People + Process + Compassion = Excellent Outcomes**".

Gwen builds strong relationships and adds value and authenticity through her work, whilst delivering positive outcomes. She loves helping leaders to expand their skills, awareness, confidence, and conscious effectiveness.



CONSULTING COACHING CHANGE



INTELLIGENT  
DISOBEDIENCE  
LEADERSHIP

## Bob McGannon

Bob has worked on three continents, managing teams as small as nine and as large as 460 people. He believes in the creation of processes that enable the best outcomes, for both people and the business.

However, he also is a passionate advocate for engaging in "intelligent disobedience;" understanding when processes and business standards will not produce the desired outcomes, and bending, breaking, or deriving new rules, when possible, to maximize results.

Friday, October 2<sup>nd</sup> | 9:00 to 10:00 AM

Breakout Session

## The Energy of Thought: Performing better under pressure

Get comfortable with uncertainty and perform better under pressure. Penny shares strategies for self-awareness, resilience, perseverance, and strategies for success in any circumstance.

Saturday, October 3<sup>rd</sup> | 10:30 AM to noon

## Stop the Tug of War with Time:

Focusology: Create Actionable Insights to increase productivity

- Apply lessons from this PDD

- Regain focus, reset priorities, and change your relationship with time.
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- Learn Penny's high-performance focus framework and rate yourself on the 10 drivers of productivity that impact mindset, strategy and sustainability
- Activate gatekeepers, immediate and actionable strategies to protect your priorities and avoid distractions.
- Create action plans for your professional development week content
- Walk away with actionable insights on how to apply your newly learned skills to increase your productivity



## Penny Zenker

Penny Zenker is an international speaker, business strategy coach, and best-selling author. Penny founded, developed, and sold her first multi-million dollar business while living in Zurich, Switzerland.

Later at the world's 4th largest Market Research company, she managed business unit turnarounds and was a Tony Robbins business coach helping entrepreneurs around the world to double their businesses.

Her clients tell her, her gift is cutting through the clutter and helping them focus on the most important and relevant areas to sustainably grow their businesses.

Penny's high-energy and interactive keynote presentations and workshops inspire and challenge you to think more strategically, to be more emotionally intelligent, and inspire personal leadership.

Penny's expertise focuses on strategic thinking, leadership, problem-solving, communication, and productivity. She has coached hundreds of successful business leaders and entrepreneurs in leadership roles, relationships, and building culture. and conscious effectiveness.

SPEAKERS

REGISTER NOW!

PMI CVC members \$25 | Non-members \$50

2020

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10 Speakers | Up to 12 PDU's



# Professional Development **Virtual Week**

## SPEAKERS

Thursday  
**October 1<sup>st</sup>**

**5:45 to 7:00 PM**



**Lisa Rothstein**

**Visual Notetaking:**  
A Doodle is worth 900 words

**7:15 to 8:15 PM**



**Bob McGannon**

**Intelligent Disobedience:**  
A Rulebook for Breaking  
the Rules and Im

Friday  
**October 2<sup>nd</sup>**

**10:30 to 11:30 AM**



**Chris Gordon**  
PMP, SHRM-SCP, CGFM

**There and Back Again:**  
Curating the Commonwealth's  
Most Expensive IT Project

**1:00 to 2:00 PM**



**Carl Pritchard**  
PMP, PMI-RMP

**Third-Question Risk -**  
Risk in an Agile Environment

**2:30 to 3:30 PM**



**Amy J. Armstrong**  
Ph.D., C.R.C.

**Authentic Leadership**  
Facilitating Positive Power  
& Performance

Saturday  
**October 3<sup>rd</sup>**

**9:00 to 10:15 AM**



**Greg Githens**

**Bouncing Forward**  
with Strategic Thinking

Wednesday  
September 30<sup>th</sup>



Project Management Institute  
Central Virginia

Opening Keynote: 2-hour event

5:45 to 8:00 PM

Speaker:	Gwen Pinnington and Bob McGannon
Seminar Title:	<i>Compassionship™</i> Boost your effectiveness with Compassion Based Leadership
Seminar Description:	<p><i>Compassionship™</i> is a leadership framework and practice that uses compassion and leverages the interdependence of four elements - <b>Self, Mission, Effectiveness, People</b>. It influences the way we work and interact by taking a balanced approach to your people, your mission, your effectiveness, your bigger impact and yourself.</p> <p>Compassionship™ is:</p> <ul style="list-style-type: none"> <li>➤ A framework and practice for leading people with <b>head and heart intelligence</b>.</li> <li>➤ An approach for <b>delivering effective change</b> and outcomes.</li> <li>➤ An integrated way of <b>being and doing</b> for excellence and resilience in a fast and changing world.</li> <li>➤ An approach to increasing interdependence and effectiveness whilst working with paradox.</li> <li>➤ About leading from a place of compassion and connection instead of fear and ego.</li> <li>➤ Strong and courageous and facilitates taking action that reduces toxicity and struggle whilst increasing well-being and results.</li> </ul>



Gwen  
PINNINGTON  
CONSULTING & COACHING

Gwen is passionate about making a positive difference in the world and sees change as an opportunity for authentic excellence and growth. An innovative results-oriented leader, facilitator, and coach, she is motivated to inspire others for bold transformation through compassion, courage, trust, awareness, and accountability. Gwen has a global reputation for highly effective coaching, leadership and transformational change using a simple equation "People + Process + Compassion = Excellent Outcomes". Gwen builds strong relationships and adds value and authenticity through her work, whilst delivering positive outcomes. She loves helping leaders to expand their skills, awareness, confidence, and conscious effectiveness.

BOB MCGANNON

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INTELLIGENT  
DISOBEDIENCE  
LEADERSHIP

Thursday,  
October 1<sup>st</sup>

## Breakout Speaking Event

Speaker:	Lisa Rothstein Chief Creative Officer Drawing Out Your Genius
Seminar Title:	<b>Visual Notetaking: A Doodle is worth 900 words</b>
Seminar Description:	<p>In today's increasingly complex, digital, data-driven and now virtual &amp; remote world, the ability to engage, communicate and collaborate visually -- from napkin sketches to online whiteboards -- is a uniquely human superpower that can bridge many gaps, physical, interpersonal, and cognitive.</p> <p>In this workshop, you'll learn how to use the language of simple drawings to:</p> <ul style="list-style-type: none"> <li>➤ explain and simplify complex ideas and processes</li> <li>➤ captivate and engage any audience, in-person or virtual</li> <li>➤ Engaging "idea boards" at your next retreat or seminar will             <ul style="list-style-type: none"> <li>✓ foster collaboration,</li> <li>✓ create mutual understanding and respect in teams, and</li> <li>✓ help gain consensus, buy-in and commitment to action</li> </ul> </li> </ul> <p>If a picture is worth 1000 words, even if you think you can't draw your way out of a wet paper bag, surely a doodle is worth....</p>

Event Schedule:  
Thursday,  
October 1<sup>st</sup>  
5:45 – 7 PM

CLARITY THROUGH CREATIVITY



**Speaker Bio:**

Lisa Rothstein is a creative catalyst for companies that need to build breakthrough thinking into their innovation approaches. She honed her cross-cultural storytelling and presentation skills over 25 years as an international creative executive in top ad agencies. As a visual practitioner and presenter, she has worked with Merck, the LPGA, the San Diego County Bar Association, and multiple technology and cybersecurity companies on initiatives in vision and strategy, Diversity and Inclusion, and training in visual communication. She is a certified Design Sprint Facilitator and a professional cartoonist whose work appears in The New Yorker Magazine.

**PDU ALLOCATION:** 1 PDU Technical

Thursday,  
October 1<sup>st</sup>



Project Management Institute  
Central Virginia

Breakout Speaking Event

7 to 8:15 PM

Speaker:	Bob McGannon and Gwen Pennington
Seminar Title:	<b>Intelligent Disobedience: A Rulebook for Breaking the Rules and Improving Your Performance</b>
Seminar Description:	<p>This is not about randomly being disobedient and breaking the rules. Intelligent disobedience values improved business performance over compliance with the rules when conditions permit. From this session, Bob and Gwen will provide valuable insights into:</p> <ul style="list-style-type: none"> <li>➤ Increasing your business success</li> <li>➤ Examining methods for proposing potentially unpopular directions or opinions</li> <li>➤ Deciding when you should leverage common sense over common processes</li> <li>➤ Coaching and supporting your staff to capitalize on the principles of intelligent disobedience</li> </ul> <p>Bob and Gwen will share real-life experiences from successful leaders with the themes of human psychology, ethics, decision making, delegation, and communicating upwards and downwards. This presentation discusses an approach to help project managers and other leaders survive and thrive in a complex, uncertain, ambiguous, and fast-changing world.</p>

BOB MCGANNON



**INTELLIGENT  
DISOBEDIENCE  
LEADERSHIP**

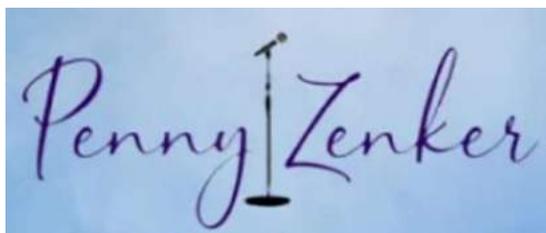
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**PDU ALLOCATION:** 1 PDU Leadership



Speaker:	<b>Penny Zenker</b>
	<b>Friday, October 2<sup>nd</sup> 9:00 to 10:15 AM Breakout Session</b>
Breakout Title:	<b>The Energy of Thought: <i>Performing Better Under Pressure</i></b>
Breakout Description:	➤ Get comfortable with uncertainty and perform better under pressure. Penny shares strategies for self-awareness, resilience, perseverance, and strategies for success in any circumstance.

Penny Zenker is an international speaker, business strategy coach, and best-selling author. Penny founded, developed, and sold her first multi-million dollar business while living in Zurich, Switzerland. Later at the world's 4th largest Market Research company, she managed business unit turnarounds and was a Tony Robbins business coach helping entrepreneurs around the world to double their businesses.

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Friday,  
October 2<sup>nd</sup>

## Breakout Speaking Event

Speaker:	<b>Chris Gordon, PMP, SHRM-SCP, CGFM</b> Deputy for Finance & Technology/Chief Financial Officer Virginia Department of Medical Assistance Services
Seminar Title:	<b>There and Back Again: Curating the Commonwealth’s Most Expensive IT Project</b>
Seminar Description:	<p>Project Management at the State Level</p> <p>How would you like to oversee Virginia most expensive Information Technology project to date?</p> <p>Participants In this breakout session, Chris will explain Virginia’s Medicaid Enterprise System:</p> <ul style="list-style-type: none"> <li>➤ Understand project management within federal and state oversight</li> <li>➤ Learn about federal financial participation and its role in IT project planning</li> <li>➤ Understand the critical role of stakeholder risk management</li> </ul>
<p><b>Event Schedule:</b></p> <p>Friday October 2<sup>nd</sup> 10:30 – 11:30 AM</p>	

**Speaker Bio:** **Chris Gordon**

Mr. Gordon is an experienced government executive with 19-year history of working in state and local government administration. MBA skilled in Operations and Project Management, Strategic Planning, Government Finance, Procurement, and Human Resources.



In his current role as Deputy for Finance & Technology, he manages Virginia Medicaid funds and data exceeding \$16 billion, accounting for nearly 25% of the Commonwealth's annual budget. Six divisions provide support to enable 1.6 million Virginians access to healthcare: budget, fiscal, procurement and contract management, provider reimbursement, federal reporting, and information management. His teams provide internal support to Virginia Medicaid and collaborate with sister Health and Human Resource agencies to provide wrap-around services: Department of Social Services, Department of Behavioral Health and Developmental Services, Department of Health, and many others.

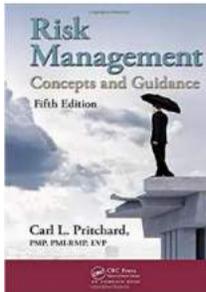
Friday,  
October 2<sup>nd</sup>



Project Management Institute®  
Central Virginia

## Breakout Speaking Event

Speaker:	<b>Carl Pritchard, PMP, PMI-RMP</b>
Seminar Title:	<b>Third-Question Risk - Risk in an Agile Environment</b>
Seminar Description:	<p>As risk managers, we should love the morning scrum of Agile management practices. In particular, we love the third question. For those of you who don't do Agile, there are supposed to be three questions asked of every team member at a morning meeting (called a scrum).</p> <ul style="list-style-type: none"> <li>➤ <i>What did you do yesterday?</i></li> <li>➤ <i>What are you doing today?</i></li> <li>➤ <i>What's standing in your way?</i></li> </ul>  <p>It's the third question that gets to the heart of risk management, and something that we should be leveraging big-time if we're going to be serious about risk management practice. Specifically, we need to ensure that we have a common understanding about how we're using that information appropriately.</p> <p>Carl Pritchard, PMI-RMP, takes us on an engaging journey through the joy of Agile risk management and the vital nature of the daily scrum in changing our risk perspectives</p> <p>Upon completion, participants will be able to</p> <ul style="list-style-type: none"> <li>➤ Identify ways to leverage the daily scrum for risk purposes (whether they're Agile or not)</li> <li>➤ Establish risk tolerances as a vital component of their risk practice</li> <li>➤ Create approaches to turn risk into a day-to-day affair</li> </ul>



**Event Schedule:**  
Friday,  
October 2<sup>nd</sup>  
1– 2:00 PM

### CARL PRITCHARD



**Speaker Bio:**

Carl Pritchard is the principal and founder of Pritchard Management Associates. He is recognized lecturer, author, researcher, and [instructor](#). As a lecturer he is considered a leading authority on risk and communications management and presents on a variety of management topics, ranging from project essentials to the complexities of network diagramming and team motivation. As an author and researcher, he has [published articles](#) on project management language, advances in risk management, and on the challenges of training on the Internet. His work as an instructor has taken him around the world, training with some of the leading international training organizations, as well as for private clients and the Project Management Institute®. He is the U.S. Correspondent for the U.K. project management journal, [Project Manager Today](#).

Friday,  
October 2<sup>nd</sup>

### Breakout Speaking Event

Speaker:	<b>Amy J. Armstrong, Ph.D., C.R.C.</b> Associate Dean Faculty Development & Research at Virginia Commonwealth University
Seminar Title:	<b>Authentic Leadership: Facilitating Positive Power &amp; Performance</b>
Seminar Description:	<p>What comes to your mind when you think of an Authentic Leader?</p> <p>Drawing from positive organizational development, this session will explore how we can become Authentic Leaders by leveraging our values, strengths, and relationships to create positive power and elevated performance.</p> <p>Intentionally becoming our best as leaders, we can make a difference in the world toward positive and sustainable change.</p>

Event Schedule:  
Friday, October 2<sup>nd</sup>  
2:30 – 3 :30PM



Dr. Amy Armstrong



**Speaker Bio:**

Amy J. Armstrong is chair and associate professor in the Department of Rehabilitation Counseling at Virginia Commonwealth University. She also serves as Associate Dean of Faculty Development for the VCU College of Health Professions. She has extensive experience providing national personnel training on a variety of topics. Armstrong has held community agency positions including both direct service and management at the local, regional and national levels. Her interests include the employment of individuals with significant disabilities, community re-integration of veterans, resilience, wellbeing/positive psychology, and appreciative leadership. She received an M.A. in Rehabilitation Counseling from Michigan State University and a Ph.D. in Education from VCU. She also has The Appreciative Inquiry Certificate of Positive Business and Societal Change from the Weatherhead School of Management, Case Western Reserve University. Amy loves to read, travel, eat good food and spend time with her family and dog, Callie.

Saturday,  
October 3

## Breakout Speaking Event

Speaker:	Greg Githens
Seminar Title:	Bouncing Forward with Strategic Thinking
Seminar Description:	<p>In these turbulent days, we're hearing a lot about resilience and <i>bouncing back</i> from adversity.</p> <p>A better idea is to <i>bounce forward</i>. This decade will present many new opportunities and capturing them requires a different way of thinking.</p> <p>This seminar will show you valuable strategic thinking insights and the mechanisms of personal and business pivots. Strategic thinking is a rare and valuable competency for individuals.</p> <p>You can leverage those insights to increase your leadership and influence in the organization, or even to pivot your career.</p> <p><b>Learning Objectives:</b> This seminar will enhance your understanding and use of</p> <ul style="list-style-type: none"><li>➤ Strategic thinking microskills such as storytelling, reframing, and anticipation</li><li>➤ The emotional roller coaster: avoiding chaos and bouncing forward</li><li>➤ The application of "experimentalist leadership"</li></ul>

**Event  
Schedule:**

Saturday,  
October 3<sup>rd</sup>

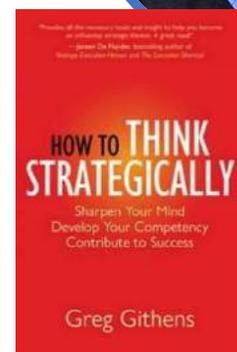
9 – 10:15 AM

### Speaker Bio:

Greg Githens, PMP is well known project management thought leader. He is a popular SeminarsWorld instructor, frequent keynote speaker, and contributor to *PMNetwork Magazine*.

He is the author of *How to Think Strategically. Sharpen Your Mind. Develop Your Competency. Contribute to Success.*

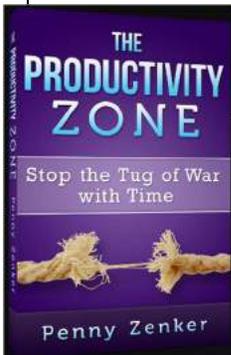
Greg is an Executive and Leadership Coach with Catalyst & Cadre, LLC.  
[www.StrategicThinkingCoach.com](http://www.StrategicThinkingCoach.com)



**PDU ALLOCATION:** 1 PDU Strategic & Business Management



Speaker:	Penny Zenker
<b>Saturday, October 3<sup>rd</sup> 10:30 AM to noon</b>	
Closing Keynote:	<b>Stop the Tug of War with Time: Focusology: Eliminating Distractions to Increase Productivity</b>
Seminar Description:	<ul style="list-style-type: none"> <li>➤ Regain focus, reset priorities, and change your relationship with time.</li> <li>➤ Learn Penny’s high-performance focus framework and rate yourself on the 10 drivers of productivity that impact mindset, strategy and sustainability</li> <li>➤ Activate gatekeepers, immediate and actionable strategies to protect your priorities and avoid distractions.</li> <li>➤ Create action plans for your professional development week content</li> <li>➤ Walk away with actionable insights on how to apply your newly learned skills to increase your productivity</li> </ul>



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