

## TRANSCRIPT for Agency PM 101: Module 0

### Intro to the PM Training

If you work at an agency and you hate project management, you are in the right place. Hi, I'm Karl Sakas, agency consultant and former agency project manager. In this PM 101 course, I'll share advice to make your life easier, especially if you were, what I would call a deputize project manager, someone who is doing PM on top of your other responsibilities. And if you're an experienced PM, we've got some tips for you as well.

In this intro, I'll share what to expect coming up in the course and how to help you get the best results from what is to come. But first let's consider why is project management so painful yet vital? Well, PM is messy. PM involves humans and so there's drama, and there are challenges. That makes PM tough. PM is also exhausting. Project management often doesn't get the respect it deserves and so you can feel underappreciated at times. Yet, in spite of all of the challenges, project management is vital to your agency's success and your agency's future.

Indeed, it's hard to run a profitable sustainable agency without good project management to get the work shipped. And in this course, we'll help you improve things. And that's true whether your agency does project management through dedicated project managers, that's all they do, they are professional PMs or deputize PMs, where a PM is one of many things on the list of things you have to do today.

If we were to distill project management into just three sentences, kind of the summary preview here are those three sentences. First, project management, PM, is about turning chaos into order over and over and over again, chaos into order. Chaos will never go away. Good news is you're on the team to help fix things. Number two, project management is both art and science. There are certain rules and guidelines to follow but you still need to use your intuition, use your experience to make better choices along the way. And in the PM 101 course, you'll get tips, frameworks, shortcuts, and more, and you'll also hear some stories from my own experience, some things I learned the hard way that I'm sharing so you can learn it the easy way.

And number three, when you take time to plan for the expected, you will have time to improvise the unexpected. There's a lot that we can expect, and in this course, I have a number of worksheets and templates and other tools to help as a shortcut to help you deal with some of the expected issues. And I'll also have advice to help you deal with the unexpected so you can handle what to do next.

Speaking of what to expect, well, here is what to expect here in the PM 101 on demand course. If this is your first time doing project management, the course will help you know what you don't know. And then you can go back, review things again, dig deeper and improve things. If you have some project management experience, look for the quick tips along the way, things to help you get better results quickly maybe even later today. If you are an experienced PM, you aren't the primary focus for this particular training, but it's a good refresher and you'll get some tips to optimize things, including tips that I wish I had learned before becoming an agency project manager.

And if you're an agency owner and you're a deputized PM, you're doing project management on top of running the agency and everything else you're doing, this PM 101 course will be especially helpful as you work to delegate project management to your team. It's always easier to delegate if you understand what the team is doing. You don't necessarily need to know every single detail, but the more informed you are in this case about project management, the better you can delegate PM to your team.

I've organized the course into five modules. You can complete them on a self-paced basis whether all at once or going through them over time. Here's what's coming up. Module one is all about quick wins, things you can apply immediately at your agency. Module two is about core concepts to help you calm the chaos. Module three is frameworks, frameworks that cover what it means to be a PM to help you make better decisions along the way. Module four is about

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roles and structure at your agency. And module five is about helping you apply this at your agency, because coming from an agency operations background, as a PM, director of client services, a director of operations, and now an agency consultant, it's not enough to know what to do, you need to turn that into action. And I have some tools to help you make that happen at your agency.

Now, how to use the course? Well, that's up to you, it depends on your goals. Here are a few options to consider and how to get help if you run into any technical issues along the way. If you are a step-by-step methodical kind of person, follow the lessons through in order. You can click the continue button in Teachable and you can move forward to the next lesson, the next module, the next resource. Just look for the continue button and that'll take you forward in order.

If you are looking to delegate project management, in that case, I'd recommend zip through the course and then plan to go back for topics that are particularly of interest from a delegation perspective. If you're a learn by doing kind of person, a kinesthetic learner, I'd recommend that you pause to use the worksheets along the way, try out the worksheets, read the additional resources, rather than trying to complete everything in one setting, you want to take some time to work through things to cement what you've learned.

If you're in a hurry, got a solution for you as well. Skip around, click along the side on the things that are most of interest to you. You can even, as you watch the videos, you can go into the settings, you can actually speed up the videos to watch them faster so you can get through them more quickly. And you know what? If you want to go even faster for each of the videos, you can access a transcript and you can read that along as well.

If you run into any technical issues along the way, please reach out email [support@sakasandcompany.com](mailto:support@sakasandcompany.com), that reaches me and the team and we'll get back to you to help sort out whatever you might be running into. So reach out [support@sakasandcompany.com](mailto:support@sakasandcompany.com). Well, coming up, as we complete module zero, is module, one quick wins helping you find those quick wins and get additional results, get things done faster at your agency.

But first, here in Teachable, go ahead and click continue. You'll have a brief self assessment to help you sort out where you are today at your PM journey. And then click continue again, it's an opportunity to introduce yourself and meet the other students in this on demand course. Karl Sakas here, I look forward to seeing you in module one. Click, continue to move ahead.