

The logo for Silicon Valley Transit Consultants (SVTC) features the letters 'SVTC' in a bold, green, sans-serif font.

Silicon Valley Transit Consultants

1742 North First Street, Suite 400

San José, California 95112



SVTC & VTA INVITE YOU TO A FREE ONLINE **MENTOR PROTEGE' WORKSHOP SERIES**

ZOOM WORKSHOP TOPIC #6

*How Small Firms Integrate
with Mega Projects:
Alignment and Alliances*

Noon Thursday, Sept 9, 2021

Presenter: Jeff Conrad, Luster National

This program is an integral part of VTA's BART Phase II Project and is designed to help local, small and diversity-owned firms increase their capabilities to successfully compete for Government contracts.



CLICK HERE TO REGISTER

MINORITY
BUSINESS
CONSORTIUM
SILICON VALLEY

The logo for the Valley Transportation Authority (VTA) features the letters 'VTA' in a stylized blue font.
Valley
Transportation
Authority
Solutions that move you

The logo for Luster National, Inc. features the word "LUSTER" in a bold, italicized, gold-colored serif font. The text is centered within a white oval that has a thick black border. The background of the entire slide is a faded, grayscale image of a modern train station platform with tracks, overhead power lines, and a person standing in the distance. A large yellow curved shape is positioned at the top right of the slide.

LUSTER

How Smaller Firms Integrate with Mega Projects: Organizational Alignment and Alliances

Presented by
Jeff Conrad, Professional Development Manager
Luster National, Inc.

About Jeff Conrad and Luster National, Inc.

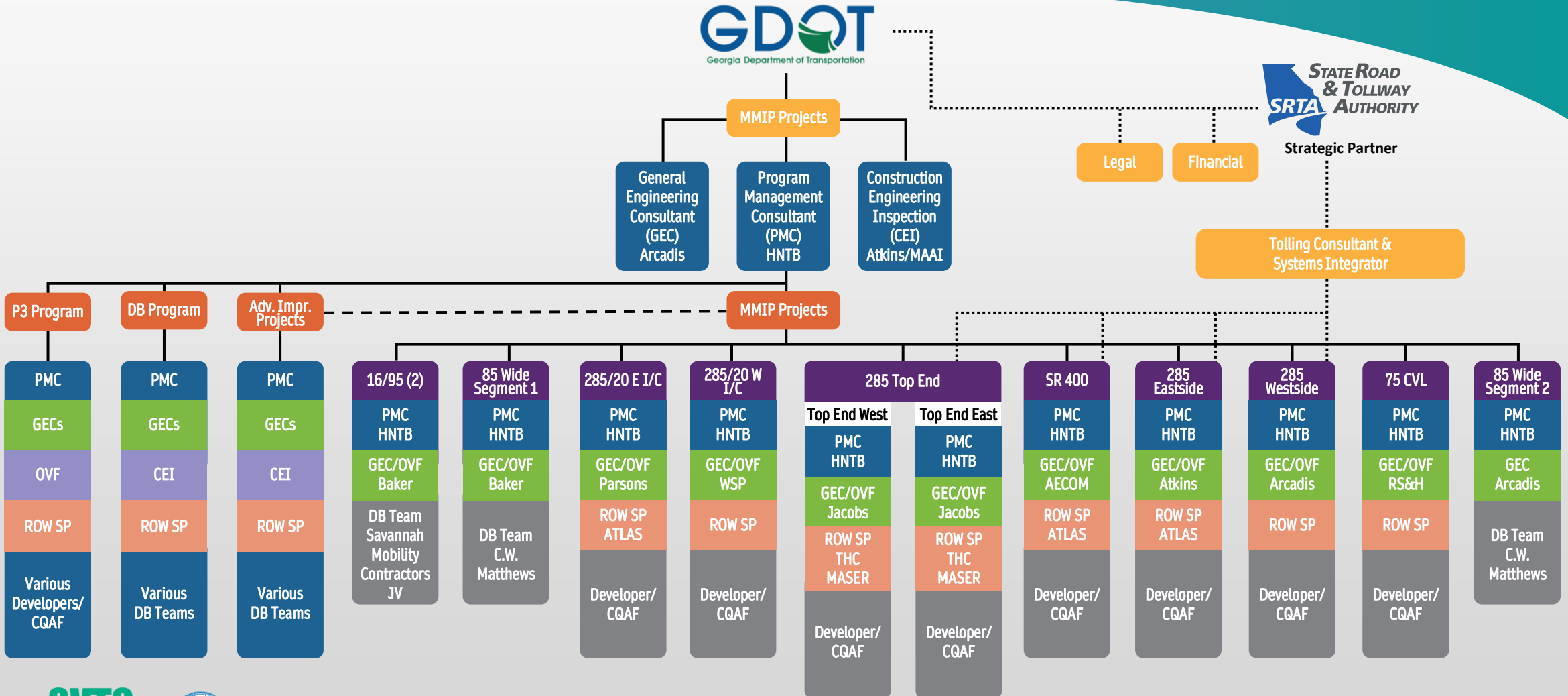


Jeff Conrad is the Professional Development Manager for the Major Mobility Investment Program (MMIP) in Georgia

- Lessons Learned from the East Coast
- The Importance of Strategic Alliances and Organizational Alignment
- How to Build Different Kinds of Strategic Alliances



Complex Programs Produce Complex Relationships



Mega-Projects are Mega-Complex



Megaproject

- According to the Oxford Handbook of Megaproject Management, "Megaprojects are large-scale, complex ventures that typically cost \$1 billion or more, take many years to develop and build, involve multiple public and private stakeholders, are transformational, and impact millions of people".

-Wikipedia

“Chaos Pilots”



“Chaos Pilots are people who can creatively lead a project through uncertainty. They have the ability to create structure within chaos and take actions. Leaders that are chaos pilots are able to drive a team forward on a project even as the environment around them fluctuates.”

- Furr, Nel, Ramsøy, Harvard Business Review Article

If Your Innovation Effort Isn't Working, Look at Who's on the Team

by Nathan Furr, Kyle Nel, and Thomas Zoëga Ramsøy

November 09, 2018



Andy Roberts/Getty Images

Lessons Learned



“What do GAO’s high-level conclusions, based on two decades of research and analysis, tell us about the nature of [Mega] Project failure?”

...Simply put, project failure is a people problem.”

- *“The Hard Stuff is ‘easy’...
the Soft Stuff is Difficult”*



Developing Organizational Alliances



- Best Practices
- Brand
- Sales
- Reputation
- Value Add
- Situational Awareness

Maintaining Organizational Alliances



- Co-Location
 - A note on COVID...
- Mutual Trust
- Right Tools
- Right Procedures
- Partnering and Chartering



Developing Personal Alliances



- Reputation
- Symbiotic Relationships
- Humility
- Emotional Intelligence

Developing Personal Alliances



- Emotional Intelligence Training and Focus
- Soft Skills Focus
- NASA Paper and other Foundational Documents
- Emotional Bank Accounts

“One of the key concepts that keeps bubbling to the surface is trust. It is the basic emotional state that can make or break entire project teams and associated outcomes.”

- Sabine Hoover, FMI Article



Questions & Answers



Point of Contact



Jeff Conrad
Professional Development Manager
Luster National, Inc.

E-mail: jconrad@luster.com

SVTC
Silicon Valley Transit Consultants
1742 North First Street, Suite 400
San José, California 95112

HOSTED BY SVTC AND VTA
MENTOR PROTEGE' WORKSHOP #6

To Register with VTA or
to apply for Certification go to:
<https://www.vta.org/business-center>

Next Mentor Protege Workshop #7 Oct 14
Topic: Federal Funding: How to Follow the Monday
Register at <https://tinyurl.com/MPWorkshop7>

Next Bay Area Diversity Business Forum
Economic Resource Summit
9-Noon September 14

10-week Program Management Course
Tuesdays 6-9pm Sept 14 thru Nov 16
<https://www.constructionresourcecenter.org/>

Valley Transportation Authority
Solutions that move you

MINORITY BUSINESS CONSORTIUM



Silicon Valley Transit Consultants
1742 North First Street, Suite 400
San José, California 95112

HOSTED BY SVTC AND VTA

MENTOR PROTEGE' WORKSHOP #6

To Register with VTA or
to apply for Certification go to:
<https://www.vta.org/business-center>

Next Mentor Protege Workshop #7 Oct 14
Topic: Federal Funding: How to Follow the Monday
Register at <https://tinyurl.com/MPWorkshop7>

Next Bay Area Diversity Business Forum
Economic Resource Summit
9-Noon September 14

10-week Program Management Course
Tuesdays 6-9pm Sept 14 thru Nov 16
<https://www.constructionresourcecenter.org/>

