The Ultimate Field Guide To Digital Program Management

The Ultimate Field Guide to Digital Program Management by Olivier Blanchard

★★★★★   5 out of 5

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Digital program management is the process of planning, executing, and controlling digital projects and programs. It involves a wide range of activities, from defining project scope and objectives to managing budgets and timelines, tracking progress, and ensuring quality.

In today's rapidly changing business environment, digital program management is essential for organizations that want to succeed. Digital technologies are transforming every aspect of business, from marketing and sales to customer service and product development. To keep pace with these changes, organizations need to be able to effectively manage digital projects and programs.

This field guide will provide you with everything you need to know about digital program management, from the basics to advanced techniques. Whether you're a beginner or an experienced professional, you'll find valuable insights and practical tips in this guide.

Chapter 1: The Basics of Digital Program Management

In this chapter, we'll cover the basics of digital program management, including:

* What is digital program management? * Why is digital program management important? * The different roles and responsibilities of a digital program manager * The different phases of a digital program * The different tools and techniques used in digital program management

Chapter 2: Planning a Digital Program

In this chapter, we'll discuss how to plan a digital program, including:

* Defining the project scope and objectives * Developing a project plan * Identifying and managing risks * Estimating the budget and timeline * Selecting the right team

Chapter 3: Executing a Digital Program

In this chapter, we'll discuss how to execute a digital program, including:

* Launching the project * Managing the project team * Tracking progress * Ensuring quality * Managing change

Chapter 4: Controlling a Digital Program

In this chapter, we'll discuss how to control a digital program, including:

* Monitoring the project * Reporting on progress * Managing risks * Closing the project

Chapter 5: Advanced Techniques for Digital Program Management

In this chapter, we'll discuss advanced techniques for digital program management, including:

* Agile project management * Scrum * Kanban * Waterfall

Digital program management is a complex and challenging field, but it is also essential for organizations that want to succeed in the digital age. This field guide has provided you with everything you need to know to get started with digital program management. Now it's up to you to put these principles into practice and lead your organization to success.

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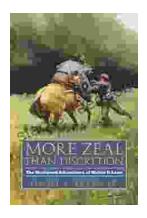
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