

### ABSTRACT AND BIOGRAPHY

#### **Demanding Projects: Two Brains Are Better Than One**

Do you work on demanding projects? Do your projects stretch the abilities of your organization? If you work on projects in a complex, accelerated or ambiguous environment, you need both sides of your brain to work together toward project success. While conventional project management works well with the left brain, “stretch” projects require us to lean heavily on the creative problem-solving abilities and emotional energy resident in the right brain. This presentation will offer the principles of Right-Brain Project Management. You will become acquainted with the powerful tools you can apply immediately on your projects to unleash motivation and creativity – enabling you to adapt and overcome the inevitable obstacles on stretch projects. You’ll discover why “two brains are better than one” and gain the critical edge you need to master project demands!

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Dr. Michael Aucoin, PE, PMP is an internationally recognized leader in innovative approaches to the challenges of the high velocity workplace. He is the founder of Leading Edge Management, LLC, and provides training and consulting in project management and engineering management, drawing upon his extensive experience in diverse technology projects. He is the author of the books, *Right-Brain Project Management*, and, *From Engineer to Manager: Mastering the Transition*.

Projects he has worked on have been recognized with the R&D 100 Award and the Outstanding Engineering Achievement Award. He is a Registered Professional Engineer in Texas, and he has earned the Project Management Professional certification. Dr. Aucoin has served on the Board of Governors of the IEEE Engineering Management Society and also served as their Vice President of Education. He has previously worked on a project with the NASA Marshall Space Flight Center and served as a member of the B-241 Mishap Investigation Board with the NASA Johnson Space Center.