



Digital Project Management Foundations

A three-month remote digital project management course that turns good PMs into exceptional ones

louderthanten.com
hello@louderthanten.com
[@louderthanten](https://twitter.com/louderthanten)

Are you ready to design the future?

This industry, an industry which wields the tools of communication, technology, and creativity, has the power to spread ideas, change minds, and shift the perceptions of what is normal and what is radical.

But instead of painting a picture for the generations ahead of us, we get shackled by the pressures of financial insecurity, client influence, risk, and a fluctuating economy.

After decades of industry standards designed for another time and another economy, we have locked ourselves inside a pressure cooker. Go faster, be cheaper, work harder. Burn out.

What could our workplace look like if we were to transform it in a way that served our people and the planet in a healthier, more sustainable way?

As a leader of projects, you hold tremendous amounts of untapped power. You are the heart of this world-bending transformation.

We will train you how to wield it.

Digital Project Management Foundations is designed to teach PMs how to tighten processes, improve cash flow, and support happier, more efficient teams.

93%

of companies recoup course fees within 3 months

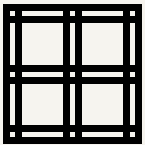
200+

students at digital agencies, departments, and product teams taught

100%

designed for our industry, by our industry

Louder Than Ten can help your project managers:



Design better processes

Create predictable environments for creativity, flexibility and experimentation.



Improve relationships

Build stronger alignment and set meaningful boundaries and expectations with stakeholders.



Increase project profitability

Use intelligent risk analysis, predictive planning, scoping, scheduling, and capacity management to smooth out cash flow and increase margins

A training format that actually delivers

Up to **8 people**
per cohort

9 modules
designed for digital

Access to **300+**
resources

Weekly **3-hour**
remote training
sessions

The Louder
Than Ten **Slack**
community

Weekly **labs &**
support

11 sessions
delivered over video
conference

3-month course

33 hours of training +
22 hours of lab support

Perfect for

Project Managers
Design & Development Leads
Freelancers
Small agency owners
Agency teams
Product teams

“Louder Than Ten’s Digital Project Management Foundations course had a huge impact on my professional growth as a PM, and as a result, on our company as a whole. Our projects are running more smoothly and profitably, and our clients are noticing. I’m grateful to be a part of such a collaborative community. Kudos to LT10 for all they’re doing to grow and support leaders in our industry.”

Andrea Hester
Director of Operations at Clearfire Inc.

“This is such an awesome course. I keep telling people about how great it is to have training that is so specific to the type of work I do every day. If I took a normal project management course, I would have to translate concepts and do extra work to understand how they apply to digital projects. All that work is done for me so I can just focus on making real changes quickly. It’s so great!”

Laura Salter
Project Manager
Kick Point



Good Work ✓

CANALES & CO
BRAND BUILDERS

/Archive



HCMA
Architecture
+ Design

friendly
DESIGN.CO

**THE
SCENERY**



catapult 71

3 steps to a confident project leader

How we make sure your project manager learns the right thing the right way.

1. Teach

Teach them the fundamentals of digital project management in the agency world from our 500+ pages of curriculum and supporting resources.

2. Synthesize

Students demonstrate their knowledge and solidify concepts with collaborative assignments and in-class exercises relevant to their actual working environments.

3. Apply

With the support of their trainer, fellow cohort members, and the Louder Than Ten community, students have a safe, supportive space to apply the concepts they learn at work.

Tailored to you

Our programs are designed for this industry and customized for your organization. Students not only learn best practices, but also how to apply them.

Keep your people happy.

A love of learning is a commitment to continuous self-improvement and a commitment to your organization. Learners create evolving processes which means you retain a happier, healthier team.

It's your community

It's a lonely world out there for project leaders, and it can be difficult and downright demoralizing to navigate tough projects and processes in isolation. Our community is critical for support, sharing ideas, and improving our workplaces.

Make a smarter investment

Investing in your existing people will cost you less than hiring and paying someone who comes with more experience. And it costs less than hiring the wrong person or losing a senior to boredom. Invest in people itching to refine their craft.

Build the talent pool

There are limited senior leaders available and it's difficult for juniors to get their foot in the door. When you train someone with complementary skills and different work experience, you end up with the best talent and increase the size of your pool.

Make diversity happen

Diversity isn't a checkmark. It's a commitment and it starts with action. Be a leader in the industry and don't just talk about it. Give different people power.

Upon completion, students will have a comprehensive understanding of the core pieces of the digital project lifecycle. They'll have the capabilities to build a library of refined templates, processes, and workshops they can implement immediately at work.

| | Learning objectives | Outcomes |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Module 1</div> <div>Sales and project intake</div> <div>The sales & vetting process for stakeholders and projects.</div> | <ul style="list-style-type: none">• Evaluating client success and project fit• Identifying red flags on incoming projects• How to smooth out project sales to setup• Brief analysis | <ul style="list-style-type: none">• Documenting the sales and vetting cycle• Know how to build a 'client alignment matrix' for evaluating client fit• Practice managing tough conversations during the sales process |
| <div>Module 2</div> <div>Stakeholder onboarding and setup</div> <div>How to transition a project from intake or sales to project start, onboard your stakeholders, and organize your team.</div> | <ul style="list-style-type: none">• Setting the pace and tone of projects• How to onboard internal and external stakeholders successfully• Project team roles and functions | <ul style="list-style-type: none">• Know how to create a stakeholder onboarding checklist• Know how to write an initial welcome email to new project stakeholders |
| <div>Module 3</div> <div>Discovery, research & communication plans</div> <div>How to lead an amazing kickoff, facilitate good research, and assemble a solid communication plan.</div> | <ul style="list-style-type: none">• How to sell a paid discovery• How to run a great project kickoff• The role and function of research and how to support it• The key to writing a solid communication plan | <ul style="list-style-type: none">• Know how to write a discovery checklist• Know how to make a communication plan• Know how to document project assumptions |

| | Learning objectives | Outcomes |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Module 4</div> <div>Intro to project scoping</div> <div>How to define, simplify, and control the requirements that make up your project.</div> | <ul style="list-style-type: none">• The importance and function of scope• Agile, Waterfall, and Hybrid scoping methods• How to capture solid technical requirements | <ul style="list-style-type: none">• Scoping exercise: Renovate your kitchen• Tiny Bio scoping simulation• Choosing project plan format |
| <div>Module 5</div> <div>Agile, Kanban, and Hybrid approaches</div> <div>How flexible planning and iterative development drive your project forward.</div> | <ul style="list-style-type: none">• Epics, user stories, sprints, and positioning in Agile• How and when to blend the best of Waterfall and Agile into Hybrid• How to limit works in progress with Kanban• How to avoid common methodology pitfalls | <ul style="list-style-type: none">• Refined user stories for Tiny Bio's projects• Know how to write better tasks |
| <div>Module 6</div> <div>Estimating projects</div> <div>How to apply smart estimates and useful ranges in project management.</div> | <ul style="list-style-type: none">• The power of using top-down and bottom-up estimating techniques• How to hack time-based estimation• How to avoid the pitfalls of poor estimation | <ul style="list-style-type: none">• Planning poker practice• Double-blind estimates for Tiny Bio projects |
| <div>Module 7</div> <div>Project scheduling</div> <div>Intuitive schedules, time boxing, calendars, and deadlines.</div> | <ul style="list-style-type: none">• How Gantt charts, calendars, and milestones can drive a project forward or stall it out• How to use your scope and stakeholder needs to build in proper buffers and reviews• How time boxing can help you manage project profitability | <ul style="list-style-type: none">• Know how to build a useful Gantt chart for both Waterfall and Agile managed practice projects• Practice tough conversations around managing timelines and resetting expectations• Know how to evaluate and adjust better schedules |

| | Learning objectives | Outcomes |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Module 8</div> <div>Resourcing and capacity management</div> <div>How to plan for the right people, doing the right amount of work, at the right times.</div> | <ul style="list-style-type: none">• How to allocate, plan, and buffer resources, materials, and equipment for your projects• How to assess stakeholder and contractor availability and involvement• How to set up optimal capacity across multiple project teams | <ul style="list-style-type: none">• Resourcing and capacity plan for Tiny Bio• Know how to evaluate resourcing and capacity on your own projects |
| <div>Module 9</div> <div>Maintenance and future phases</div> <div>The process and agreements required for long-term relationships.</div> | <ul style="list-style-type: none">• How to cultivate positive long term partnerships• How to plan for an effective launch• How to set up a successful maintenance plan and future phases• How to build in proper testing and proper quality assurance | <ul style="list-style-type: none">• Maintenance or future phase plan for Tiny Bio• Template for maintenance agreements |

Course structure

Weekly 3-hour remote video sessions with your trainer and classmates
(day and time dependent on cohort)

Weekly labs and Ask-Me-Anythings
Wednesdays from 10:00am-11:00am PT

Required materials

Computer with webcam and a microphone

Broadband internet connection
(25Mbps+ recommended)

Google account
(used for some exercises and resources)

Prerequisites

You work at a digital marketing, design, or development agency (you serve clients)
Your organization is open to change

Graduation requirements

Attend at least 9 classes
Complete all assignments

Evaluation

Self assessment
Successful completion

Tuition

\$3990
Paid on acceptance of application.
Payment plans available.



Certificate upon completion
Digital Project Management
Foundations Certificate



Rachel Gertz

Co-founder, Trainer, and Consultant

Sustainable teams start with incredible project leads

Rachel Gertz is Co-founder and Digital PM Trainer at Louder Than Ten. She trains apprentices in digital project management so they can work full time while learning to keep their companies happy, healthy, and ready for the future. Rachel loves to support the digital PM community and speak at events around the world that elevate the technology industry. She's the current director of the Vancouver Digital Project Managers group.

A little background

I am a trained teacher and have been teaching folks who manage digital projects in the US, Canada, and overseas through Louder Than Ten since 2014. I train digital project managers, account managers, producers, and team leads to hone their critical thinking and strategic approaches so they can support more profitable and healthy projects, while helping them define better communication and operational processes, resetting stakeholder expectations, and providing a framework for better estimating, scoping, and reporting workflows — project leads learn while they work.

Helping projects and people

I've been training project leads, freelancers, and companies while providing workshops in project management, process, and digital strategy since 2012. Before that, I was a remote and in-house digital PM and business developer for several boutique agencies in Canada and the US including our own studio since good old 2009. I've also been writing content since I had fingers and a spinal cord. Content strategy and UX anchors everything I do. I've also got a love for and appreciation for operations and financials — especially teaching apprentices how their organizations make and lose money so they can support its profitability and sustainability. I believe that project management is a skill as much as it is a role. Everyone benefits from learning the ropes.

Speaking and training

In addition to designing and running the apprenticeship, I also speak and do workshops at local and international events, I ran the Vancouver DPM meetup and DPM Slack group since 2013. My love of learning and unconventional approach is rooted in my English/Education degree, my passion for systems thinking and problem-based learning, and several years of program management experience working with both kids and adults in literacy, healthcare, and suicide prevention.

Recent speaking events

- DPM Summit, Memphis (Keynote)
- Ground Control, London
- Design & Content Conference, Vancouver
- Vancouver Design Week, Vancouver
- DPM Summit, Philadelphia
- DPM Summit, Austin
- Trade School, Vancouver
- Pecha Kucha, Calgary

Recent workshops

- Static to signal workshop, dotAll, Montreal
- Bridging the Gap Between Sales & Project Management, Kickass PM
- Words & pixels, Vancouver
- Soap! Krakow
- Giant Conference, Charleston
- Every Day DPM workshop, Vancouver
- DPM Summit, Philadelphia



Abby Fretz

Trainer and consultant

Adaptable processes for adaptable PMs

I teach digital project management to project leads and their digital teams. I work with folks to help them create a framework for adaptable processes that work for their teams, projects, and their own PM practices.

Training and teaching is in my blood

I'm a trainer at Louder Than Ten where I've been teaching and supporting keen apprentices who are learning the art and science of project management since 2018.

It started with maps: geospatial software design

My story begins in 2005 at a geospatial software design company where I dove head first into the world of Agile product management. In 2012, after five years of Agile practice, I was thrilled to run digital projects and teams while working at several Philadelphia-based digital agencies. My love of teaching grew as I began teaching and mentoring in the field with GirlDevelopIt, lecturing at several continuing education programs at local universities, leading workshops for professional meetup groups, and most recently, consulting for digital agencies. I'm in love with learning and excited that I get to be a lifelong student as well as a teacher.

Communities mean everything

When I joined Happy Cog in 2013, I continued to speak and publish my work. Happy Cog's involvement in the Digital PM Summit events (a first-of-its-kind conference series specifically for Digital PMs) introduced me to an increasingly active, international community of passionate DPMs. I'm dedicated to nurturing a community that supports one another, shares resources, and continues to revolutionize our respective industries.

I sure like bees

I'm also a 'beek' — short for beekeeper: keeping bees in the city has given me the opportunity to learn from some of the most incredible project managers and teams in nature. Beekeeping makes me a better observer and a more patient human, and I understand effective team systems a whole heck of a lot more after spending so much time with these amazing communities of insects. They've also given me a ton of great project analogies and bee puns to pollinate virtually any conversation.

Recent speaking events

- Manage Digital, Minneapolis

Recent workshops

- DPM Summit, Memphis



Ready to become a confident project leader?

Email us at hello@louderthanten.com

Contact information

Louder Than Ten Workers' Cooperative

#515, 119 W Pender St.
Vancouver, BC V6B 1S5
Canada

p. +1 (844) 204-0004

e. hello@louderthanten.com

w. louderthanten.com