

# Project Stakeholder Alignment Through Successful BEAM Implementation

Learn how to successfully implement the Business Engineering Alignment Meeting (BEAM) to achieve project stakeholder alignment.

## COURSE SUMMARY

Stakeholder misalignment is a common failure mode for capital projects according to Independent Project Analysis (IPA) research. The widely accepted industry Best Practice used to address project stakeholder misalignment is the Business Engineering Alignment Meeting (BEAM)—a meeting with all key project stakeholders during Front-End Loading (FEL) 1 or early FEL 2.

When applied effectively, a BEAM helps to clearly define the business problem/opportunity and establish the boundary conditions for the project team's solutions. This online training course shares the qualities of a successful BEAM, the key roles and functions that must participate, and the right time in the project lifecycle to conduct the BEAM. At the conclusion of the course, participants will be able to develop an action plan for successful BEAM application.

## FORMAT AND STRUCTURE

This is an online, instructor-led course delivered via WebEx Training Center in one 3-hour session (see below for available dates and times). The course presented live with interactive class exercises and discussions. The topics covered are listed on the next page.

## AVAILABLE DATES & TIMES

Dates	Times	Language	Fee	Click to Register
April 22, 2025	9 a.m. to 12 p.m. (U.S. Eastern Time)	English	\$300USD	<a href="#">REGISTER</a>
May 21, 2025	9 a.m. to 12 p.m. (East South America Time)	Portuguese	\$300USD	<a href="#">REGISTER</a>
June 17, 2025	9 a.m. to 12 p.m. (U.S. Eastern Time)	English	\$300USD	<a href="#">REGISTER</a>
December 4, 2025	10 a.m. to 1 p.m. (East South America Time)	Spanish	\$300USD	<a href="#">REGISTER</a>

**EARN 3 PDUs**

**Discover** the BEAM's purpose, why it was created, and the intended output from the exercise

**Recognize** when a BEAM should be conducted in the project lifecycle and the negative effects of doing a BEAM at the wrong time

**Understand** which functions should participate in the BEAM, and the characteristics of key roles (including the facilitator)

**Learn** the qualities of a successful BEAM

**Develop** an individual action plan for successful BEAM application

## QUESTIONS?

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## COURSE TOPICS

<b>Setting the Stage</b>	Introduction and Motivation BEAM: What and Why
<b>Clear Objectives</b>	Clear Objectives: Why Are They Important? BEAM: Tool to Develop and Communicate Clear Objectives
<b>Timing &amp; Attendance</b>	When Is the Right Time for a BEAM? Who Needs to Attend a BEAM?
<b>Facilitation</b>	Preparing to Facilitate a BEAM The Facilitator's Role and Responsibility During a BEAM
<b>Conclusion</b>	Action Planning and Course Wrap-Up

## WHO SHOULD ATTEND?

This course is intended for capital project business sponsors, project managers, and individuals who have been assigned the BEAM facilitator role. Other key stakeholders in the success of a company's capital projects, including operations, maintenance, and business representatives, should also attend.

## COURSE BACKGROUND

All course instruction, presentations, and supplementary course materials are rooted in IPA's decades of experience evaluating project and project systems and conducting quantitative research into capital project issues and trends. IPA maintains a proprietary database with information on thousands of projects on which to base its analyses and studies.

**Why the IPA Institute?** The IPA Institute is the training and education division of Independent Project Analysis (IPA), the world's leading advisory firm on capital projects. Our courses equip industry leaders and capital project practitioners with Best Practices for projects, portfolio, and project system management/delivery. All course instruction, presentations, and supplementary course materials are rooted in IPA's unparalleled capital project knowledge. 2025 © Independent Project Analysis, Inc. *Excellence Through Measurement®*