

The Digital Project Playbook™

Day 1 Program Overview
Hybrid Delivery + GenAI for Modern Digital Outcomes

Dr. Tony Prensa

TP Global Business Consulting

Program Overview

The Digital Project Playbook™ is a premium executive masterclass designed to equip leaders with the execution architecture required to deliver modern digital initiatives successfully. In an era defined by AI acceleration, hybrid delivery models, and governance complexity, this program provides a structured framework for transforming digital ambition into measurable enterprise value.

Day 1 focuses on redesigning execution logic. Participants will learn how to integrate hybrid delivery structures with Generative AI enablement while strengthening governance discipline and value realization mechanisms.

Learning Objectives

Participants will:

- Understand why hybrid delivery is now the default enterprise execution model.
- Identify structural gaps in AI-enabled transformation initiatives.
- Integrate Generative AI into project execution responsibly and strategically.
- Strengthen governance architecture for digital initiatives.
- Design outcome-based measurement frameworks tied to enterprise value.
- Build a customized Digital Project Playbook™ for their organization.

Who Should Attend

- PMO Leaders and Transformation Executives
- CIOs and IT Directors
- Digital Strategy Leaders
- Senior Project and Program Managers
- Enterprise Architects and Governance Leaders

Module 1: The Execution Crisis in the AI Era

Participants explore why digital initiatives stall despite increased AI investments. The discussion highlights the gap between innovation ambition and governance maturity, introducing the concept of execution architecture redesign.

Module 2: Hybrid Delivery as Orchestration Intelligence

Hybrid delivery is reframed as orchestration intelligence rather than methodological compromise. Participants examine how predictive governance checkpoints and agile innovation cycles coexist within a coordinated execution structure.

Interactive Workshop: Hybrid Initiative Mapping Exercise.

Module 3: Generative AI as an Execution Multiplier

This module explores how GenAI enhances requirements development, risk identification, scenario modeling, and stakeholder communications, emphasizing human-in-the-loop oversight.

Interactive Lab: Identifying AI Augmentation Points.

Module 4: Governance Architecture & Risk Intelligence

Participants evaluate ethical guardrails, decision rights clarity, data governance alignment, and initiative termination criteria to strengthen transformation discipline.

Module 5: The Digital Project Playbook™ Lifecycle Framework

Participants are introduced to the lifecycle model: Strategic Value Intent, Hybrid Orchestration Design, GenAI Integration Points, Governance Guardrails, and Value Realization Metrics.

Module 6: Value Realization & Decision Velocity

Focus shifts from activity tracking to measurable outcomes. Participants define outcome-based KPIs, identify decision bottlenecks, and explore mechanisms to compress insight-to-action cycles.

Capstone Workshop: Build Your Digital Project Playbook™

Participants design a customized Digital Project Playbook™ for a selected initiative, defining strategic value intent, hybrid orchestration structure, AI integration opportunities, governance guardrails, and outcome measurement metrics.

Participant Deliverables

- Hybrid Initiative Mapping Worksheet
- AI Augmentation Checklist
- Governance Gap Assessment Template
- Digital Project Playbook™ Canvas
- Executive Reflection Guide

Strategic Value of the Program

Day 1 equips leaders with an execution redesign mindset. Participants gain an architectural perspective on transformation that strengthens alignment, governance, decision-making speed, and measurable enterprise value.

Closing Statement

The difference between experimentation and transformation is architecture. The Digital Project Playbook™ enables organizations to move beyond digital activity toward structured, sustainable, value-driven execution.