



Product Development: From Conception to Execution

Project Management

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Agenda

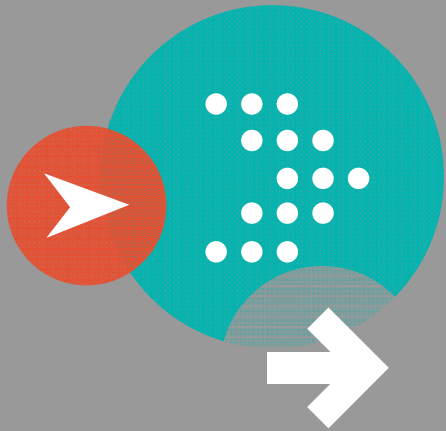
Value of project
management

Universe of what a
project manager does

4 essential practices

UBI projects





Value of project management

The value of project management

- Project Management Institute chartered a research program
- 3 years of field work and analysis (2005-2008)
- \$2.5M spent
- 21 research teams (volunteer, global)
- 440 interview transcripts
- 60 case reports
- 65 organizations all over the world, from 15 employees to over 100,000
- All sectors and business models

The value of project management

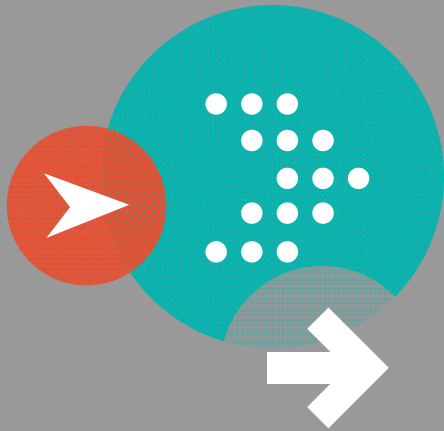
Improvements

- Customer Retention
- Increased market share
- Attainment of strategic objectives
- Staff retention
- Improved corporate culture
- Improved reputation
- Revenue increases
- Reduced write offs and rework
- Improved competitiveness
- Improved regulatory compliance
- More effective human resources

The value of project management

ROI

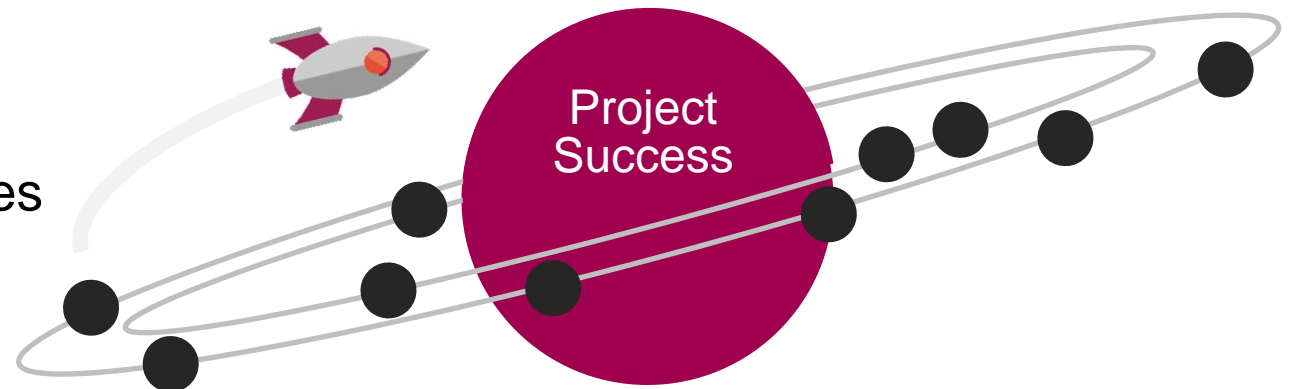




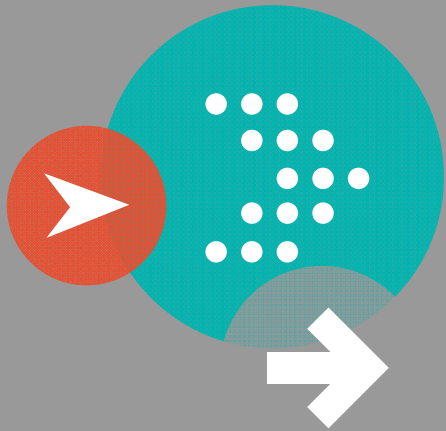
Universe of what a project manager does

The universe of what a project manager does fits into 10 areas

1. Scope
2. Time
3. Cost
4. Quality
5. Human Resources
6. Communication
7. Risk
8. Procurement
9. Stakeholder
10. Integration



You don't need the deep toolbox of a professional Project Manager to make a difference on your projects!



Four essential practices

1. The problem with estimating and how to solve it

- The problem with estimating is that people are not good at it.
- In a perfect world, how long will it take?
- If everything goes wrong, how long will it take?
- Realistically, how long will it take?

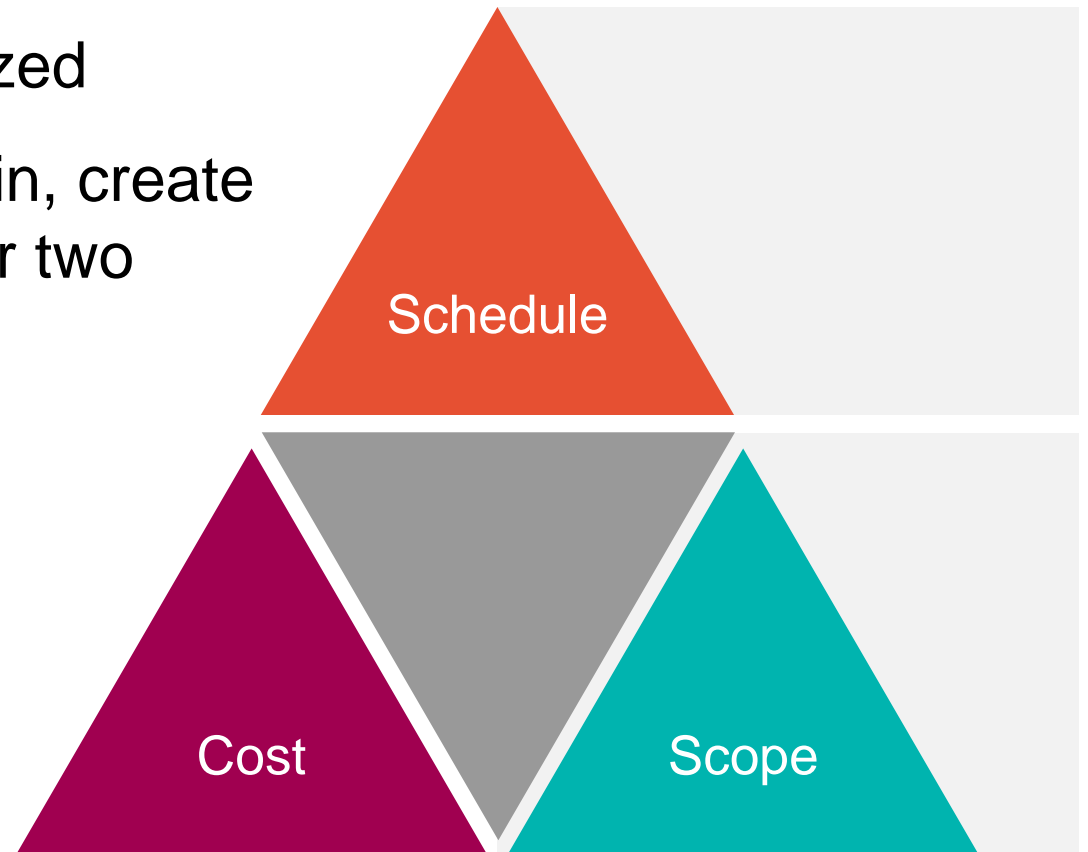


PERT formula
 $(O + 4R + P) / 6$

WARNING! *Results may be horrifying.*

2. The triple constraint and why it is your friend

- Let the project sponsor pick
- Only one can be maximized
- If moving one causes pain, create relief by moving the other two
- It's okay to think outside the triangle for big wins



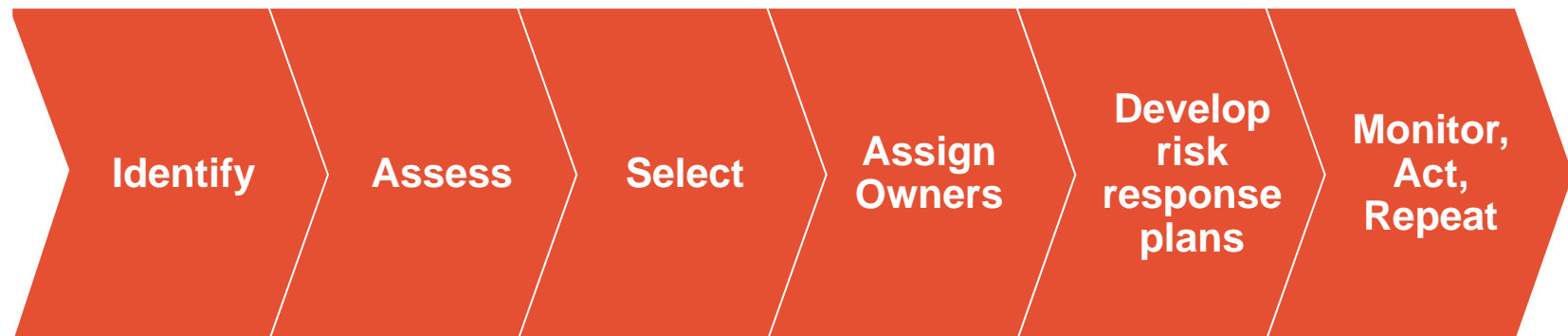
3. Managing risk will increase confidence and create positive outcomes



Risk statement is important

- As a result of (1. **cause**), (2. **risk**) may occur, resulting in (3. **effect**).

The process:



4. Stakeholder management is your ticket to success

What is project success?

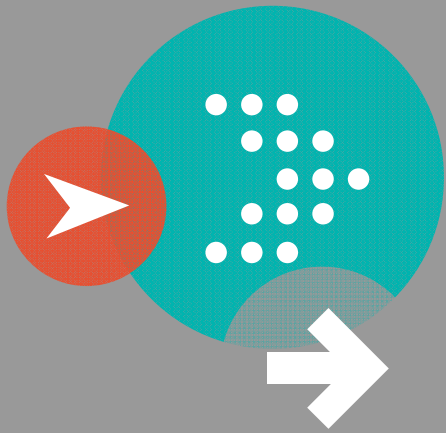
Success

Stakeholder

~~Beauty~~ is in the eye of the ~~beholder~~

The process:

- ↓ Identify stakeholders
- ↓ Conduct stakeholder meetings
- ↓ Identify agendas, issues, conflicts, needs
- ↓ Assess levels of power, influence, interest, and current placement (awareness, understanding, buy-in, commitment)
- ↓ Determine desired placement
- ↓ Develop your communication plan
- ↓ Execute plan; make adjustments



Summary

Summary

- Project management is a profession but you don't need a deep toolkit to make your projects better.
- Project Management delivers value.
- 4 essential practices you have learned today:
 - PERT formula
 - Triple Constraint
 - Risk management
 - Stakeholder management

