Project Management and **Innovation**; Are these Two Approaches Synonymous?

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What We Will Talk About

- Rules of Conduct
- Define Project Management
- What Industry Expects
- Project Management Model
- Personal Examples*
- Factors Impacting Success or Failure
- Profile for Effective PM
- Conclusion

Rules Of Engagement

- Participate in the discussion

- Video Example #1

- Video Example #2

- Have Fun!

Defining Project Management

- "They are organized, passionate and goal-oriented who understand what projects have in common, and their strategic role in how organizations succeed, learn and change." - **PMI**

- "Project managers have the responsibility of the planning, procurement and execution of a project, in any domain of engineering."   -**Wikipedia**

- "A project manager is the person responsible for leading a project from its inception to execution. This includes planning, execution and managing the people, resources and scope of the project." -**Technopedia**

Industry Members Polled

Project Management- Industry Says

Key Activities	Willing to Accept Delays	Expect PM's to Innovate
Utilize the company's template for execution; Process drive; methodical (Cost / Production/Schedule)	NO	No, (Cost / Production/Schedule)
Communicate across all stakeholders; bring up challenges/issues; communicate effectively; deliver a quality product on time	NO	Yes, create value inside the program for the customer.
Deep understanding of the project; responsible for team; schedule and communicating with the customer and the team.	NO	Yes, focusing on how to deliver better; no for new technology.
Coordinate and manage all aspects of the project; staffing, sub-contractors; profit and loss (Cost / Production/Schedule)	NO	No, heads down focusing on delivering on time.
Be able to speak and write well; good interpersonal skills; be a leader, different from being a manager; deliver	YES	Yes, innovate and prepare for the recompete from day 1. Deliver distinguishing value inside the program.
Mange team; manage project; train the team and customer; meet all client expectations; stay in project scope; deliver within schedule and budget.	NO	No, only focus is getting the project done.
We did away with project managers due to lack of senior leadership support. Created chaos across business units.	NO	No, business units must accomplish within existing resources; affects each P&L account.

Project Management Model
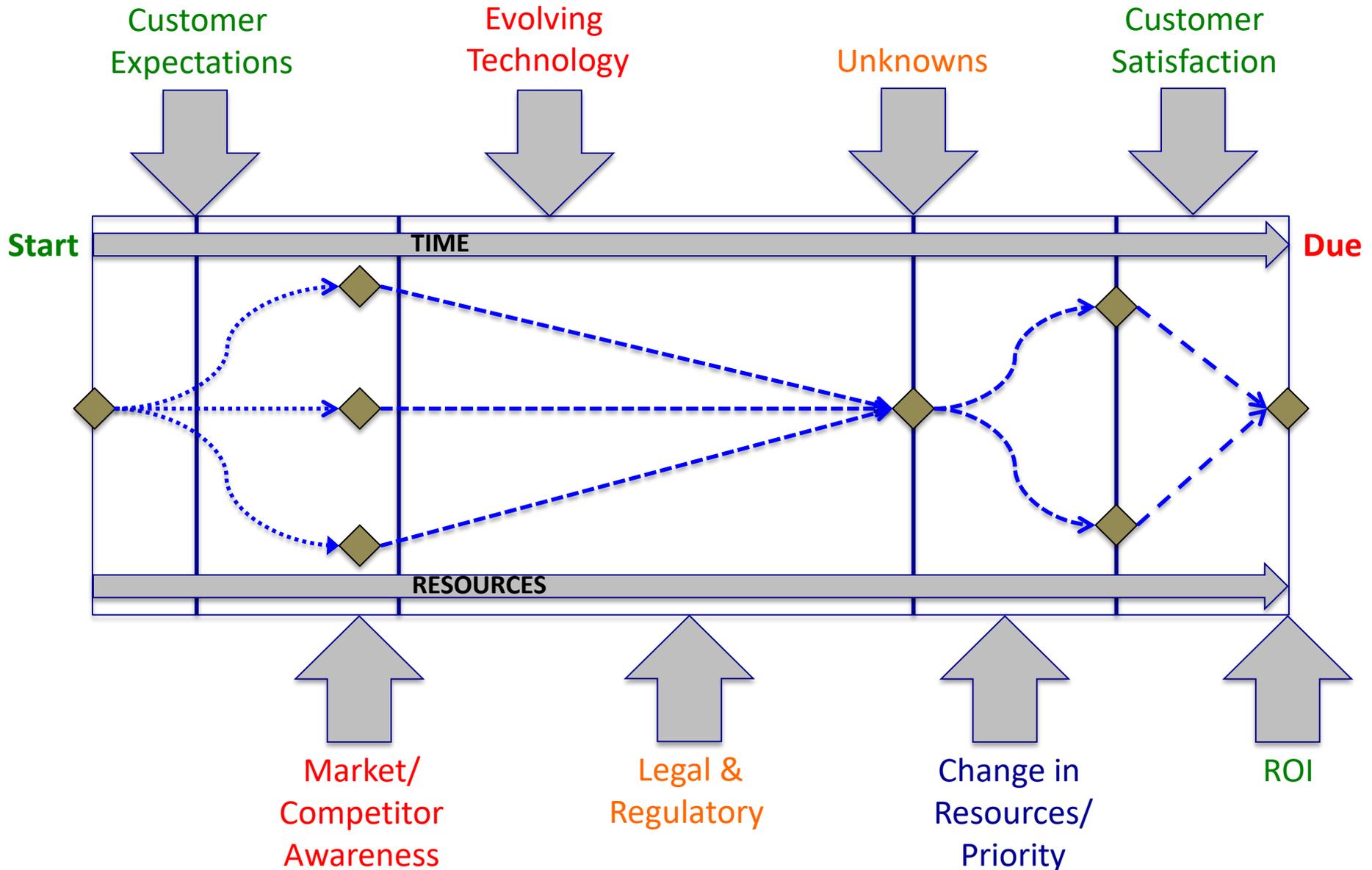
Personal Examples

- Shrink Project - Pillsbury Green Giant

- Work in Process (WIP) - Amazon.com

- Inventory Cost Reduction - Bluelight.com

- Pick / Put Project - Target

- Contractor Management and Tracking - DOD

Factors for Success or Failure
Industry / Personal

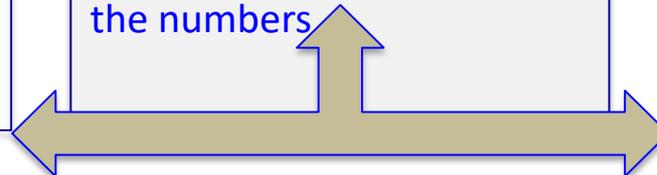| Success	Failure
Include all stakeholder in developing plans.	Did not have a good plan that others could understand.
Develop and achievable plan that which meets delivery requirements.	Did not take into account regulatory issues and ran into a major problem in the end.
Find the correct people to ensure you can meet.	Acted as "just a vendor"; not a partner in helping solve problems.
Communicate with your customer often to get feedback and keeping them abreast of progress/issues.	Did not have the correct team in place; hired team based on how well they get along.
Understand the project and how it ties to the larger mission; communicate that to your team.	Did not have good metrics; did not understand budget and therefore ran out of money.
Understand numbers and metrics well. Employ tools to recognize when are doing well or going off track early.	Failed to communicate with the customer early in the project to validate the product met their expectations.
Distinguish the value you are delivering over and above the requirements.	Not a good leader; high turnover.
Be a good leader and manager.	Micro-managed others, made all decisions on direction.
Define the "So What" for your team and customer.	Accepted change in scope from customer which consumed resources and schedule; did not deliver.

Project Manager – Success Profile

"The Mechanic"

-Understands Company focus and project outcome

-Good at the understanding & monitoring the details

-Likes structure and defined processes

-Metrics and schedule driven

-Relates well to customers

-Documents everything

-Milestones and check points

-Good manager of cost, production, and schedule

"The Unicorn"

-Capable of leading and managing

-Develops self and others; adopts best practices

-Positive leader who motivates team & others

-Trusts their instinct when a decision needs to be made

-Persistent in their approach; reinforce success.

-Know how to change /adapt quickly

-Understands delivery and the numbers

"The Strategist"

-Entrepreneurial vision; it is a direction, not a goal

-Develops others to manage Directional activities

-Communicates well with all audiences, but may not understand the details

-Anticipates shifts in the technology / marketplace

-Sells benefits of adoption or change before it exists

-Knows competitors well; Communicates advantage

-Leader of people

Closing Thoughts

- Use the "Rule of Three" in describing your project or objective… "easier, simpler, better".

- Experience is key, whether it's yours or others, just make sure you listen.

- Operationalize your message

- Reinforce success and avoid failures.

- The more (+) and (-) experiences you have running projects, the more valuable you become.

What is Your Value Proposition?

Changing the way people shop…

Changing the way people ride…

Changing the way people book rooms…

Changing the way companies find and retain talent…

"The best entrepreneurs always have been and always will be problem solvers."
Richard Branson