

Project Management: Initiation and Launch

Overview: Many projects are doomed before they ever get started. A barrage of half-baked ideas, conflicting sponsor priorities and hidden agendas are combined with a tendency to prematurely lock in on solutions, dates and dollars to leave project managers in unwinnable positions.

Outcomes: Participants in *Project Management: Initiation and Launch* will return to work with a framework for setting the foundation for a successful project and formal Project Definition techniques for reaching clarity and commitment on critical project elements.

The Project Definition is an informal contract among the project stakeholders which defines the purpose and boundaries of a given effort, determines what constitutes a meaningful and effective solution, improves communication and coordination of all stakeholders and minimizes risk.

When properly constructed and applied, a project definition minimizes project failures from the following causes:

1. Ill-Defined Scope
2. Lack of Solid Business Support
3. Resistant Customers
4. Lost Sponsorship
5. Confusion over Customer Needs and Strategies

Outline:

Project Management Foundations	Project Definition	Reaching Agreement on Priorities
<p>A framework including strategies, techniques and tools for reaching success on projects of moderate to high complexity and risk.</p> <ul style="list-style-type: none"> • Why Projects Fail and Flail • Role of the Project Manager • Project Organization and Clarifying Key Roles • 4 Key Elements of Any Project • A Project vs. an Illusion • Project Management – A Framework for Success 	<p>Create a foundation and vision for success by reaching consensus on the business outcomes, scope and guiding principles of the project.</p> <ul style="list-style-type: none"> • Clarifying the Real Objectives • Moving from Solution-Driven to Outcomes-Driven • Aligning with Strategic Goals • Outcomes vs. Outputs • The Importance of Establishing Values as Project Ground Rules • Personal vs. Project Principles 	<p>Tools for getting everyone on the same page and writing that page down to ensure ongoing executive ownership and support.</p> <ul style="list-style-type: none"> • Setting the Focus and Priorities • Identifying Risks & Constraints • False Assumptions and Candidate Solutions • Dealing with People & Politics • Enabling Informed Decisions on Organization Resources • Securing Lasting Commitment

Duration: Three Days