

Project Management: Concepts, Purpose, and Examples



- Project management: applying skills to deliver unique, temporary results



- Projects drive change; operations sustain the business



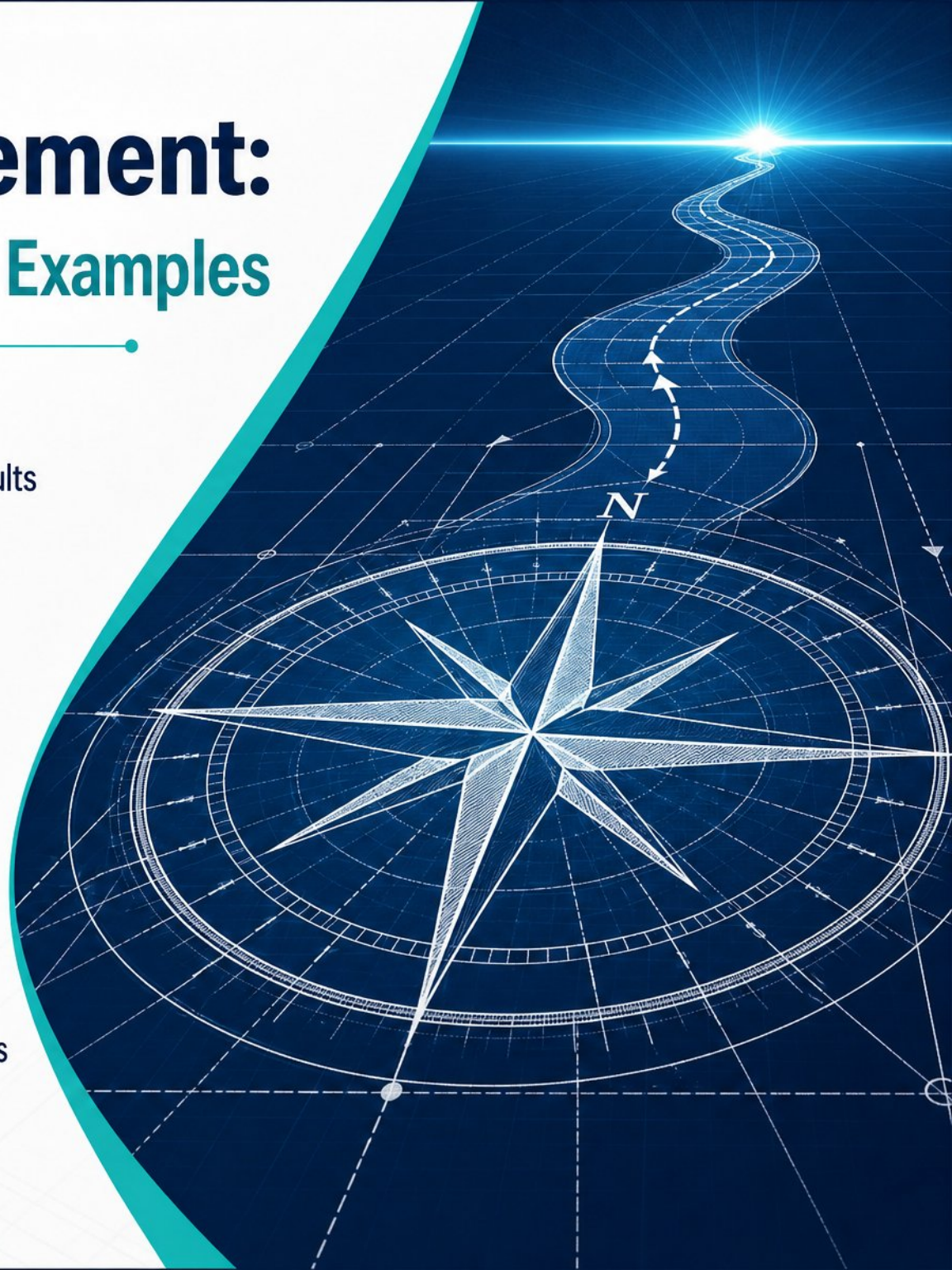
- Core purpose: deliver value worth the effort and expense



- PMI research: 48% succeed, 12% fail; proper alignment triples success



- Today's journey: core concepts → strategic purpose → real-world scenarios



What Exactly Is a Project?



- A temporary effort to create a unique result or outcome



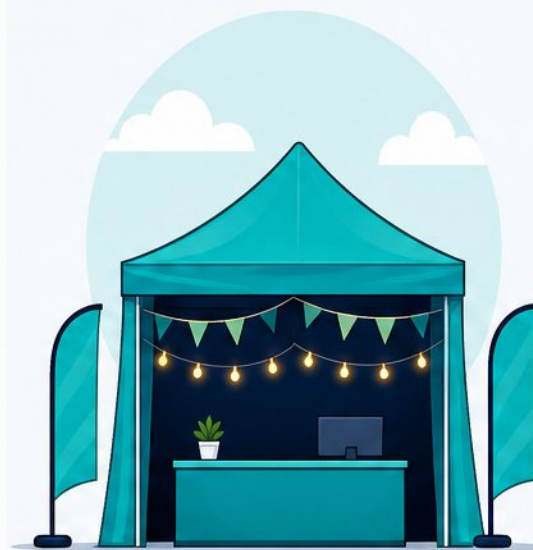
- Distinct from ongoing operations and routine daily tasks



- Defined by the triple constraint: scope, time, and cost



- Examples: website launch, office relocation, conference planning



Temporary Project



Ongoing Operation

Why Project Management Matters



- Turn strategy into concrete results that deliver measurable value



- Control scope creep and reduce risk through structured oversight



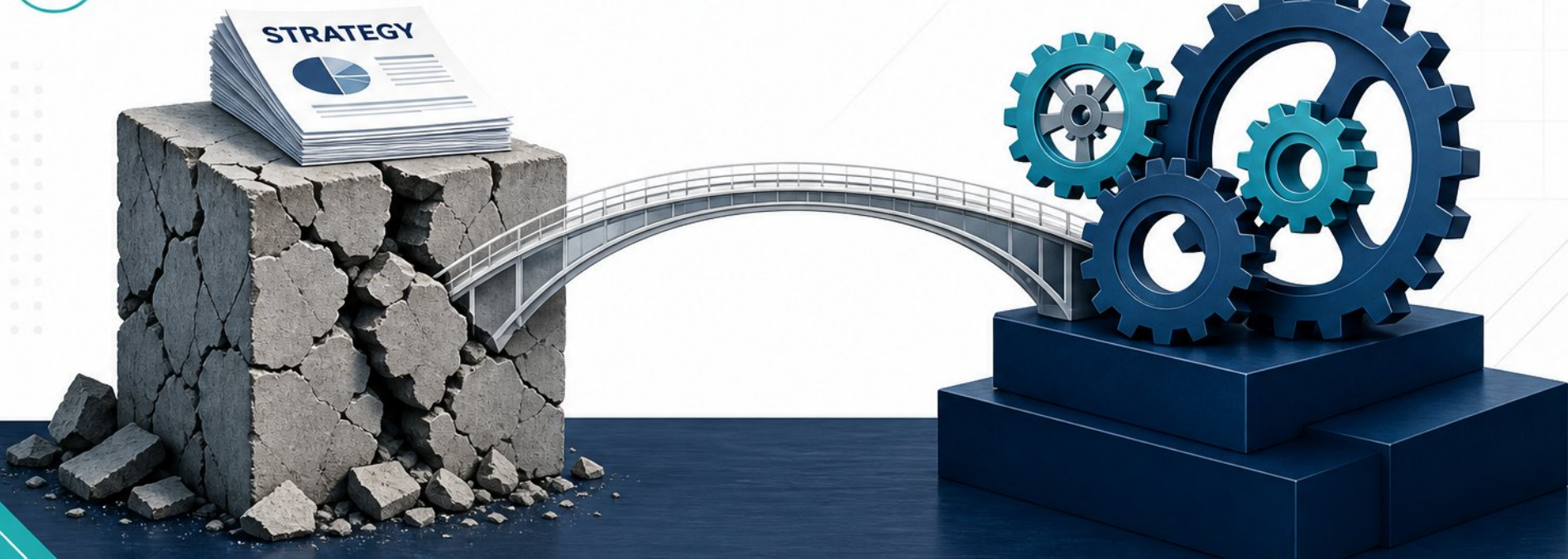
- Align teams and resources to stop siloed, duplicate work



- Case in point: poor PM = 30% of projects fail to deliver ROI



- Navigate rising complexity: 97% of pros managed a complex project last year



Redefining Project Success:

Beyond Time, Scope, and Budget



- Modern success: delivering value worth the effort and expense



- Net Project Success Score (NPSS) measures stakeholder-perceived value



- Global NPSS is only 36-37; 48% succeed, 12% fail outright



- M.O.R.E. framework triples success when all four elements are applied



- Traditional metrics (time, budget, scope) alone miss true outcomes



Core Concepts: The Project Lifecycle



The Triple Constraint and Its Evolution



- Scope defines what is included—and what is not



- Schedule maps key milestones and the final deadline



- Budget covers all costs, including contingency reserves



- Quality, resources, and risks directly affect the core three



- Changing one factor always forces trade-offs in the others



Key Roles and Responsibilities



PROJECT SPONSOR



PROJECT MANAGER



TEAM MEMBERS



STAKEHOLDERS

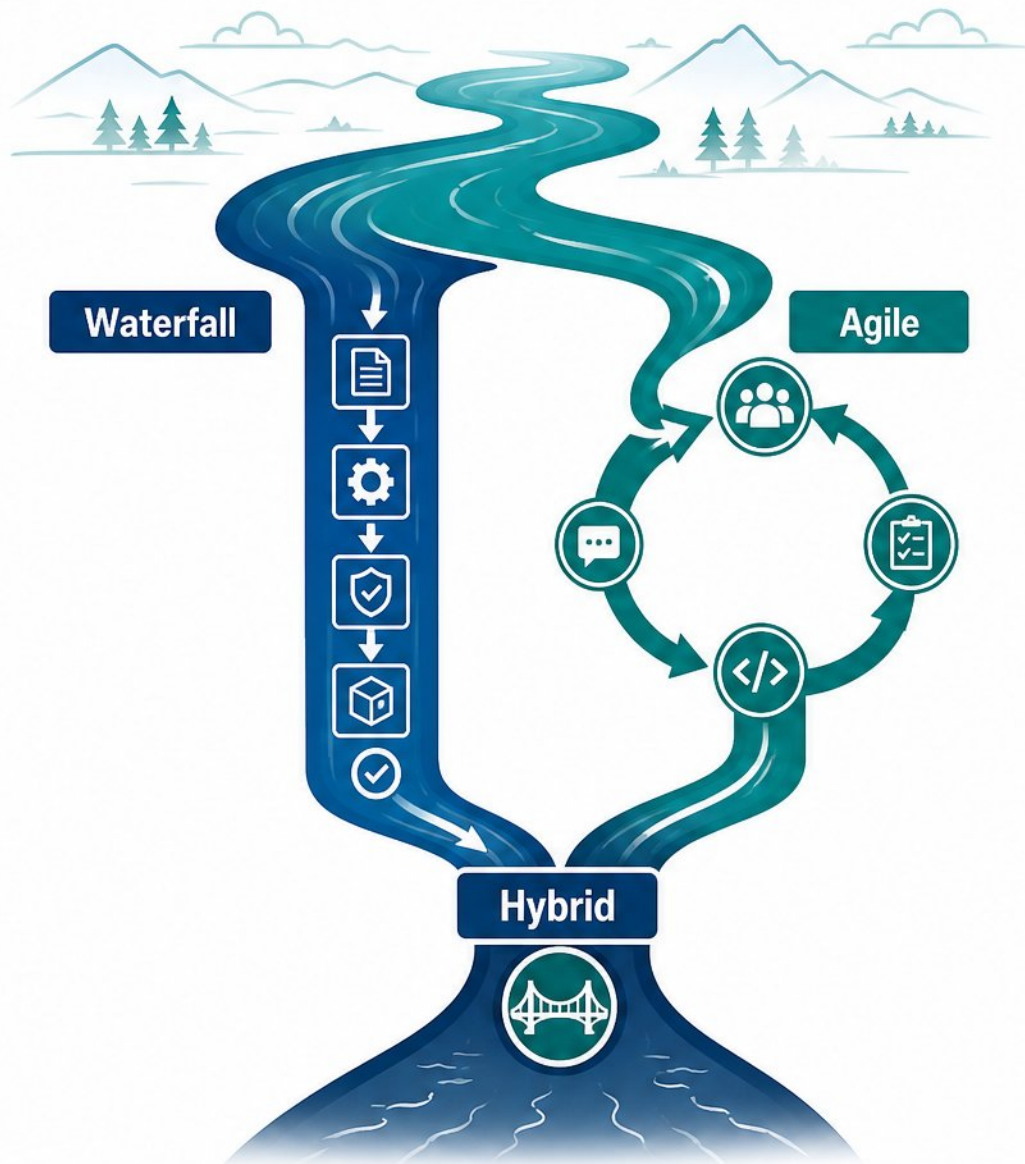
- – Project sponsor champions the vision and secures resources
- – Project manager plans, tracks, and removes blockers daily
- – Team members execute tasks and contribute expertise
- – Stakeholders influence or are impacted by project outcomes
- – RACI clarifies who is Responsible, Accountable, Consulted, and Informed

RACI: ROLES EXPLAINED

R		Responsible The doer; completes the work.
A		Accountable The decision-maker; owns the outcome.
C		Consulted Provides input and expertise.
I		Informed Kept up to date on progress.



Popular Methodologies: Waterfall, Agile, and Hybrid



- **Waterfall:** Sequential phases for stable requirements and strict compliance



- **Agile:** Iterative sprints (Scrum) or flow (Kanban) for evolving needs



- **Hybrid:** Combines Agile delivery with Waterfall governance—now used in ~60–70% of large projects



- Match method to requirement stability, regulation, and cost of late change

Real-World Examples Across Industries



- **Marketing launch:** phased timeline with content and channel milestones



- **Product rollout:** fixed budget requiring vendor quotes and risk buffers



- **Process improvement:** internal scope with heavy change management focus



- **Common patterns:** clear goals, visible progress, and proactive communication

KANBAN BOARD

TO DO	IN PROGRESS	DONE

COUNTDOWN TIMER



BUDGET OVERVIEW



VENDOR QUOTES



Common Pitfalls and How to Avoid Them



- Unclear objectives and uncontrolled scope changes cause rework



- Poor communication leads to stakeholder disengagement and drift



- Inadequate risk planning and over-optimistic timelines invite failure



- Run fewer projects, define scope early, and engage sponsors actively



Navigating Complexity and Building Business Acumen



- 97% of pros managed complex projects; ~1/3 of these fail, nearly double the overall rate



- High performers are 5x more likely to succeed by focusing on outcomes and alignment



- Only 18% show high business acumen, yet they meet business goals 5% more often



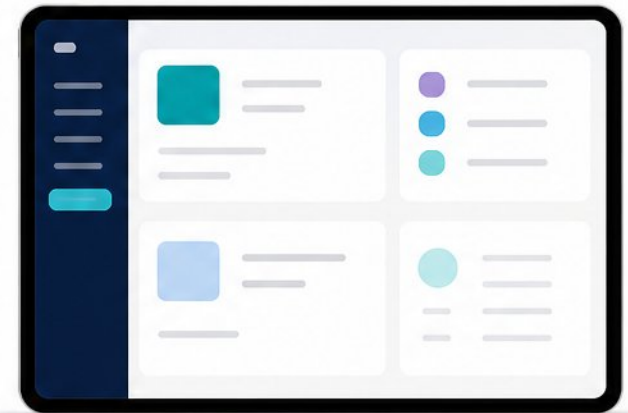
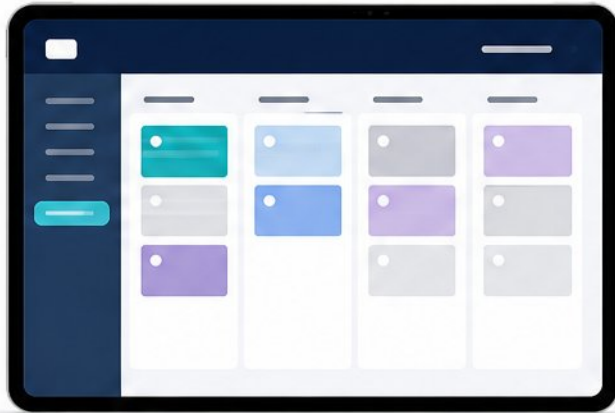
- Top differentiators: strategic alignment, financial literacy, and proactive risk management



- Practical strategies: frequent plan reviews, scenario planning, and canceling low-value work early



Recommended Tools and Templates for Beginners



- Trello: visual Kanban for absolute beginners, free plan supports small teams



- Asana: structured workflows and task records for growing teams



- ClickUp: feature-rich all-in-one with the most generous free tier



- Start with a project charter, risk log, and communication plan template



- Match tool to team: consider size, project type, and budget first

Your First Steps in Project Management



- Define clear outcomes before any detailed planning



- Start with a small personal or team mini-project



- Build momentum by delivering visible value early



- Explore CAPM or Google PM Certificate for structured learning



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