Project management 101 *by Zavanak*

1. WHAT IS A PROJECT?

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1.1 Strategy and projects

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Big changes are affecting all organisations

Different user needs and preferences

Increasingly complex products and systems

Shortened life cycles

Availability of better equipment

Game changing inventions

Globalisation

Outsourcing, off-shoring, re-shoring & friend-shoring

Climate change

Demands to save resources

Major political and economic upheavals

Laws that require new organisations and systems

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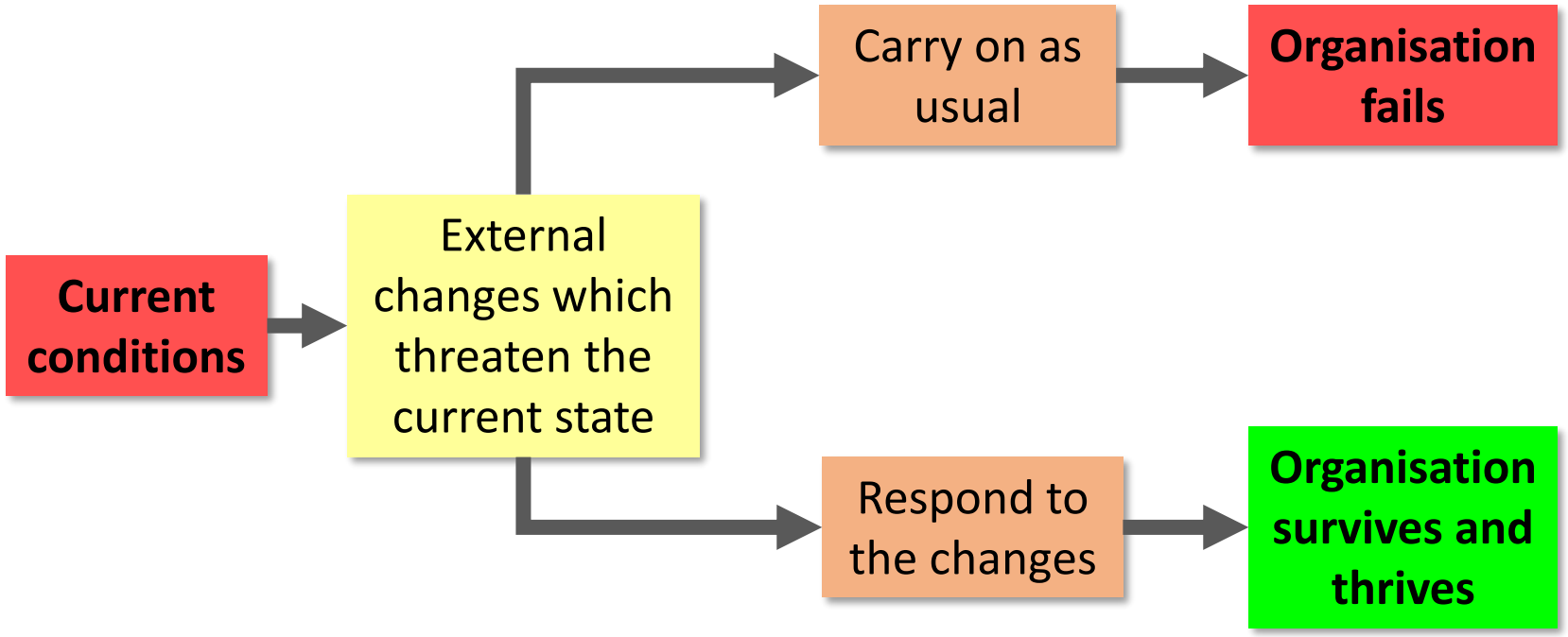
Failing to change may be fatal



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We have to chart a course through change

Vision What the organisation aspires to become

More descriptive than precise. Open-ended timescale.

About values and guiding beliefs as well as achievements

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We have to chart a course through change

Vision What the organisation aspires to become

More descriptive than precise. Open-ended timescale.

Mission What are our goals for the near future?

Big picture but clear, ambitious and achievable. Defined timescale.

Driven by the values and ambitions of the vision

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Strategy How are we going to achieve those goals and pursue the vision?

Specific actions with measurable results which contribute to reaching the goals, in line with the vision.

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Arriving at the strategy

Scenario planning

Imagining possible future conditions and the strategies to succeed in them

Utility firm

Generating options

Using a rational and logical approach to derive plausible strategies to optimise performance based on data and intelligence

Mining company

Radical refocusing

Shifting the organisation away from its traditional focus to one necessary for new circumstances

IT hardware manufacturer

Value proposition building

Creating a new value chain to serve specific users or customers with something novel

Business start-up

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Two concepts of ‘strategy’ can make things confusing

Vision What the organisation aspires to become

More descriptive than precise. Open-ended timescale.

1

Strategy

Mission What are our goals for the near future?

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Strategy How are we going to achieve those goals and pursue the vision?

2 *Specific actions with measurable results which contribute to reaching the goals, in line with the vision.*

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Koach-lynx

Vision What the organisation aspires to become

To be the most popular, most admired and most valuable provider of inter-city coach services in the nation.

Mission What are our goals for the near future?

Secure market share leadership within five years. Create a travel experience that leads the industry in ease of booking, on-board comfort and punctuality. Provide the best place to work in the travel industry. Achieve the most efficient possible use of staff, resources and energy in operating the business.

Strategy How are we going to achieve them and pursue the vision?

Undertake activities that contribute to realising the mission in the most effective and cost-efficient way. Use internal resources whenever possible.

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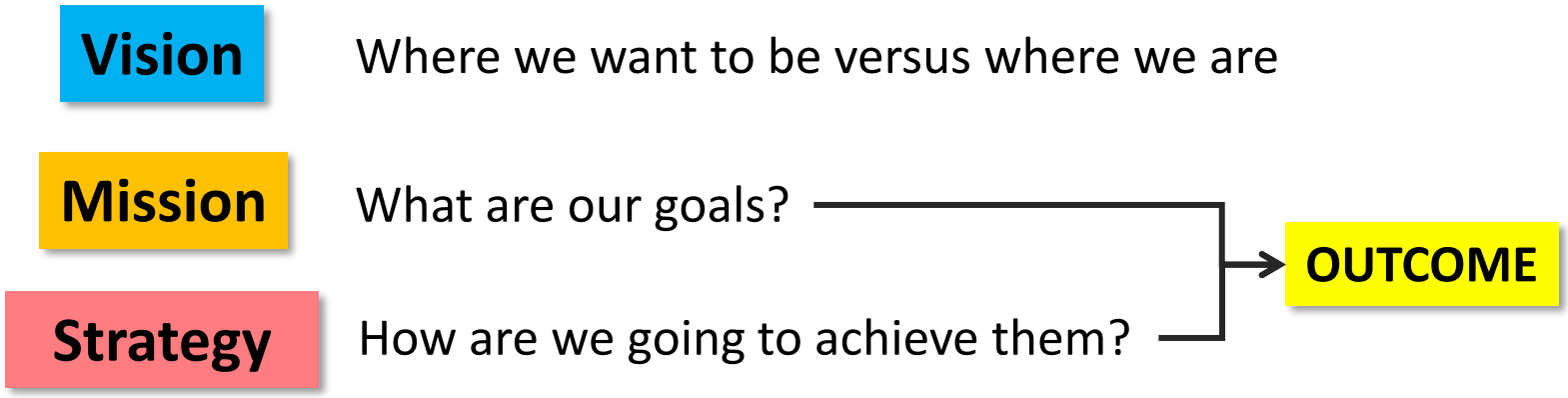
Achieving the outcome



The **OUTCOME** is the positive change in the performance of the organisation we are seeking - our **desired future state**. The outcome should help propel the organisation towards achieving its MISSION.

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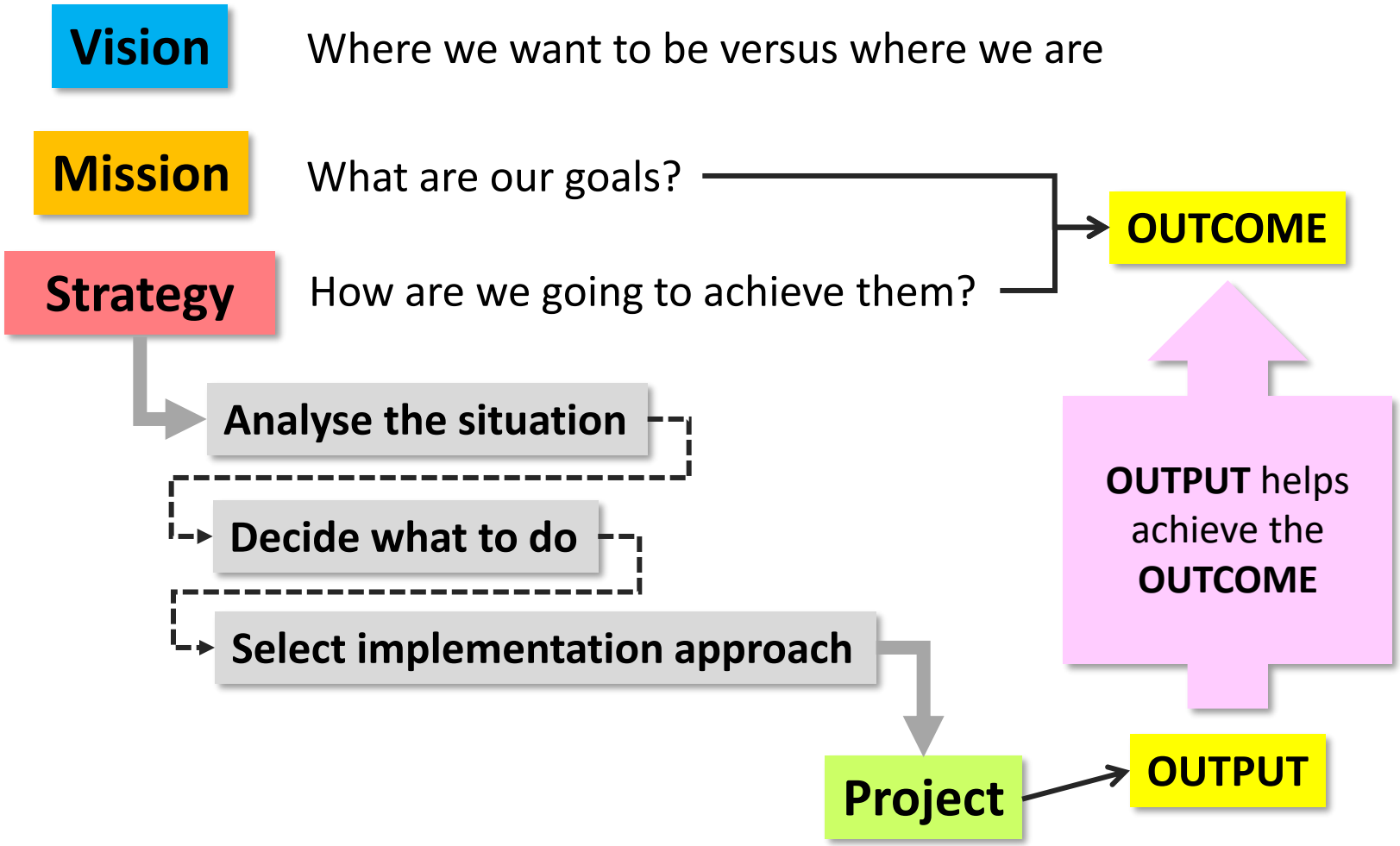
Output enables outcome



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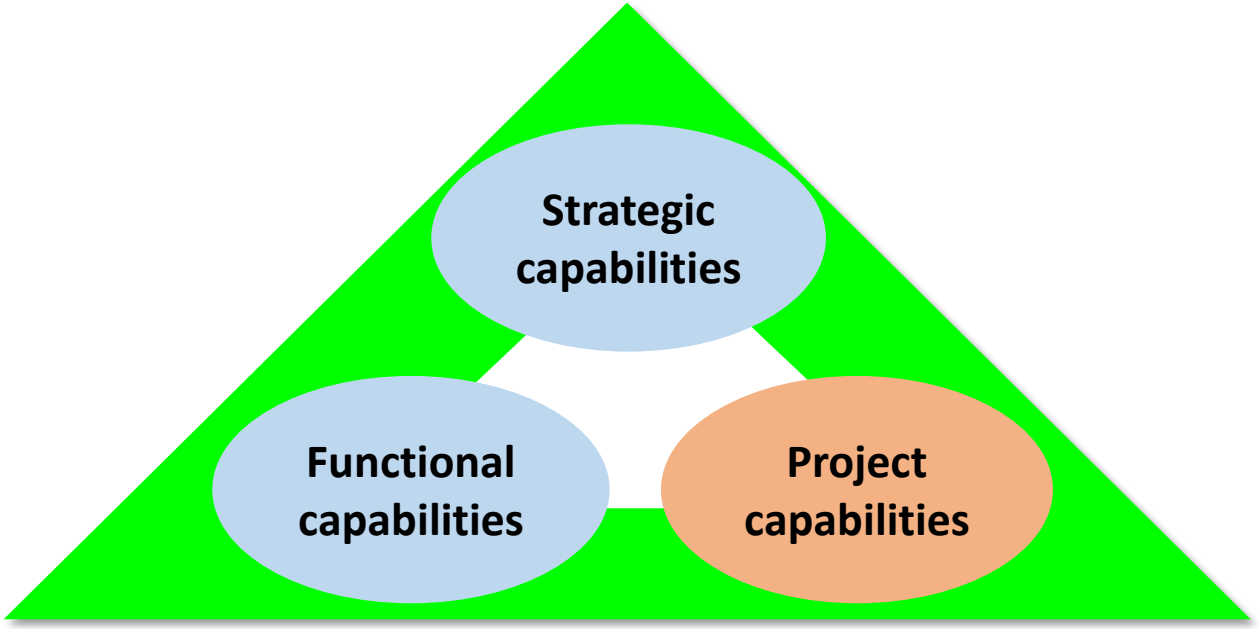
Projects are at the heart of modern organisation



"The project is the wave of the future in global business."

Jeffrey Pinto & O P Kharbanda (1995)

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