

Project Management Trends

Leading Change into the Future

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FINAL

Session Objectives

- Understand PM **trends** and PM **skill requirements**.
- Lead the way by being an **agent for change**.
- Enhance **your brand**.

PM Trends

1. Agile and Lean processes are overtaking Waterfall
2. Social media will become the norm
3. Increased efficiencies in processes and technology
4. PM's are becoming independent consultants
5. Virtual & independent teams will be more prevalent
6. PM and BA Roles are converging

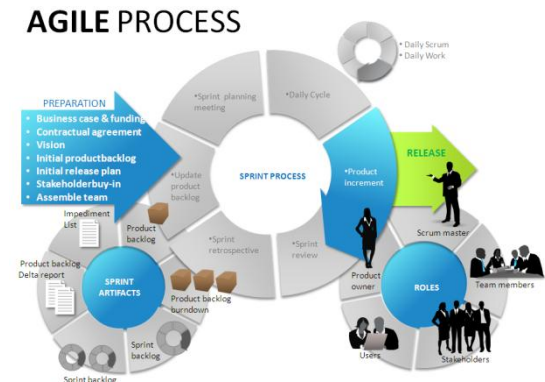
Trend 1: Agile and Lean Processes

Business Challenge

- Executives are required to do more with less, increase predictability, and produce valuable customer deliverables quicker.

Enterprise Response

- Larger companies have a mandate to go to Scrum, but they're not adding the engineering practices, and they're not getting training, so they're having trouble.



Trend 1: Agile and Lean Processes

How You Can Lead the Way

- Invest in Agile/Lean process and practices through research and/or training.
- Be the leader that takes the risk and starts the Agile process.
- Communicate process to all project team members including the Product Owner and Project Sponsor.

Trend 2: Social Media

Business Challenge

- Increase capability to communicate effectively using multiple social networking engines.
- Stay in compliance with legal and regulatory policy guidelines.

Enterprise Response

- Set corporate social media policies. Require internal compliance training.
- Set communication expectations and boundaries.



Trend 2: Social Media

How You Can Lead the Way

- Research social media tool options and capabilities. Understand advantages and disadvantages of each one.
- Secure sponsorship to use any non-enterprise standard communication tool (e.g. blogging).
- Train your team and set clear expectations before team begins using any communication tool.
- Utilize the right tool options for your organization.

Trend 3: Efficiencies in Processes and Technology

Business Challenge

- Are we doing things as efficiently as possible?
- How can we improve the utilization of people, process, and technology?

Enterprise Response

Search for PMs that have a broad range of technology and process improvement experience.



Trend 3: Efficiencies in Processes and Technology

How You Can Lead the Way

- Understand business processes well enough to apply “Lean Thinking” to them, making them more efficient and effective for quicker results.
- Build a marketable range of technology and process improvement skills and experiences.

Trend 4: Independent Consulting (IC)

Business Challenge

- Not enough budget to replace lost headcount.

Enterprise Response

- Hire ICs for the length of a specific project or to complete the projects started by previous staff that were let go in 2009.



Trend 4: Independent Consulting (IC)

How You Can Lead the Way

- Understand enterprise “working culture” and organizations.
- Deliver valuable results.
- Build trusted relationships.

Trend 5: Virtual and Independent Teams

Business Challenge

- It is difficult to find all required skills in one place.
- Do not have funds or capacity to retain all resources in one location.

Enterprise Response

- Leverage skills needed for projects wherever the skills reside.
- Build a “greener company footprint”.
- Project teams assemble, execute, and disappear.

Trend 5: Virtual and Independent Teams

How You Can Lead the Way

- Build strong interpersonal, leadership, and cross-cultural communication (soft) skills.
- Set clear communication and “behavior” expectations with team members.
- Set clear expectations specific to tangible reporting, documentation standards, storage, and ongoing knowledge transfer.



Trend 6: PM & BA Roles Converging

Business Challenge

- The need for efficiency and doing more with less.

Enterprise Response

- Continue to move PM professionals from the role of PM to Release, Scrum, or Product Management.

How You Can Lead the Way

- Understand business, market, and technology needs.
- Be the business and development team liaison.
- Increase your focus on people and thought leadership.
- Increase your training and research.
- Manage the inherent two–role conflict.

Change: Lead, Follow, or Get Out of the Way!

Lead

- PMs often lead the organization through change (Change Management).
- Process improvement, automation or reengineering.
- Represent the direction of project sponsors and business executives.
- Create a vision and action plan.
- Can be an Agent for change, eg: Lean or Agile.

Change: Lead, Follow, or Get Out of the Way!

Follow

- Anticipate change.
- Identify change trends.
- Acknowledge changes and address them head on.
- Take action.

**SOMETIMES
IT IS OK
TO BE A
*Follow***

Change: Lead, Follow, or Get Out of the Way!

Get Out of the Way

- Delegate
- Trust in your team
- Rely on your team



Your Brand

“You already have a brand, whether you know it or not. What you need is a clear brand management strategy.” Source: Blaise James, Gallup global brand strategist

Less than 2 Minutes

The time it takes most people to form an opinion about another individual

Months or Years

The time it takes to change someone’s opinion of you

Your professional brand should be more than an elevator speech, self-help jargon, or a couple of positive corporate buzzwords....

What Companies Are Looking for in a PM

- ✓ **Visionary Leaders**
- ✓ **Leaders Willing to Take Risks and be Accountable**
- ✓ **Successful Experience using Agile / Lean Processes**
- ✓ **Virtual Team Experience**
- ✓ **Multi-Skilled in Process and Technology**
- ✓ Functional Domain Expertise
- ✓ Intellectual Capability
- ✓ Operational Knowledge
- ✓ Ability to Influence without Authority
- ✓ Strong Interpersonal Skills
- ✓ Problem Solving Skills
- ✓ Knowledge of Best Practices and Processes
- ✓ Project Management Success

Be Proactive in Defining Your Brand

1. Write down your mission statement and develop a plan.
2. Pull together your own mentor team
Seek out honest and helpful feedback on your performance, growth, and value.
3. Define your professional image, message, and next steps.
4. Continue adapting your skills to improve your performance.

Your Future is Within Your Control!

Responsible Brand Management

No matter what you're doing today, there are four things that can get you going in the right direction!

1. Be a visionary leader willing to take risks and be held accountable
2. Be exceptional at something that has real value
3. Be a great teammate and supportive colleague, including acquaintances
4. Deliver pragmatic solutions.

Be Bold, Take Risks!

Questions and Answers

