

Project Management – The Power of the Profession

The challenges of today's economic environment, the fast-paced changes in technology, and the need for organizations to embrace the initiatives that support sustainability have driven many leaders to focus their attention on the benefits of a well-organized and executed project management methodology. This presentation addresses the connection between project management, strategic thinking, innovation, and adaptive leadership, ***the essential ingredients for organizational success.***

Architecting the Future Through Project Management

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Frank P. Saladis PMP

The Value of Project Management can be seen in any skyline...











Jeff Clay
Clayhaus Photography

...or during the
execution
of a new project

****The right mix of
planning,
monitoring, and
controlling can
make the difference in
completing a project on
time, on budget, and with
high-quality results.***



Named one of the 7 Wonders of the Modern world by the American Society Of Civil Engineers, The Empire State Building is considered a landmark in architectural design and engineering

Recently the target of a \$550 million sustainability retrofit project



Project Management is the Future



Project Management Builds on Imagination



China Builds 15 Story Hotel in 6 Days





Idea + Project Management = Endless Possibilities



The New Trends in Business

Flexibility

Innovation

Aesthetic flair

Cost effectiveness

Long-term value

Intense competition

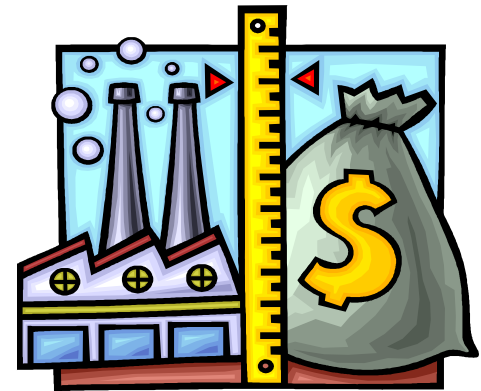


Creativity is becoming the new business currency! Project Managers thrive on innovation

The Goals of Project Management

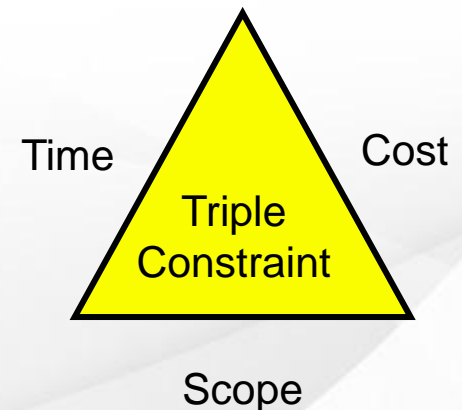
Strategic Level

- To Sustain / Build / Enhance business
- To increase market share
- To prepare for disaster recovery and business continuity
- Improve performance and reduce cost



Project Level

- On time
- Within budget
- According to scope and specifications
- With high quality
- To meet customer requirements and achieve customer satisfaction
- To provide the **desired** deliverables



The Project Manager's Environment

- Tourism / Entertainment
- Construction
 - Residential
 - Business
 - Entertainment
 - Government
- Bio Climatic Architecture
- Education
- Technology
- Public / Social / Political
- Reconstruction/ Extensions
- Renewable energy



Source: Royal Institute of British Architects

CHANGE

Change – It's Your Choice

It is not necessary to change.

Survival is not mandatory.

~W. Edwards Deming

When you are through changing, you are through.

~Bruce Barton

Drivers of Change in 2011 and 2012

1. Recession / rippling economic conditions
2. Consumer preferences
3. Energy costs
4. Tax policies
5. Reverse innovation
6. Non-traditional competitors
7. Extended enterprise risks
8. Exponential growth in technology
9. Long-term sustainability strategy

The Project Manager and Leadership

- An agent of Change
 - Sells it
 - Causes it
- Focuses on success through value metrics
- Provides clear direction
- Builds and motivates a supportive team
- Takes risks
- Embraces new tools and techniques
 - Social media for project management



Project Manager Value Attitudes

- **The Professional** – truthful, ethical fair, principles
- **The Financial** – managing cost, financial value
- **The Aesthetic** – quality and customer satisfaction
- **The Social** – team building, relationships
- **The Political** – influencing, managing conflict
- **The Leader** – sets and example, creates confidence, motivates, builds loyalty

What Project Managers are Telling Us

The Key Competencies of a Project Manager

1. Communications Skills-verbal, written, text
2. Leadership Skills
3. Organizing Skills-planning, time management
4. Interpersonal Skills
5. Negotiating Skills-Diplomacy and mediating
6. *Team Building Skills*
7. *Technical Skills*

***Emphasis on
professionalism
in planning and execution***

Powering Up

Project management is the key to making a better world!

- A business necessity
- It is about preparing for managing change
- *It requires adaptive leadership*



Plan a Winning Strategy

The most dangerous person in the corporate environment is the highly enthusiastic incompetent. He's running faster in the wrong direction, doing horribly counterproductive things with winning enthusiasm.

– Jay Kurtz, management consultant



The Future: A Formula for Success

**Creativity + Innovation + Leadership =
Project Manager**

**Project Manager + Business Strategy =
The Future**



A leader's job is to look into the future
and to see the organization not
as it is, but as it can become.



Artists, Architects, **and** Project Management

*We are architecting the future
through project management.*

*“Begin with the end in
mind.”*

– Stephen R. Covey

Encourage Entrepreneurship



Beyond the Power of the Profession

Project management is a key element of strategic planning and business success but ...

It's the Power of the Professional...

that will produce authentic value

A Call to Action

- Today's worldwide economic situation is a call to action for all project managers!
- The skills of the professional project manager can and should be used by organizations to manage and resolve issues and re-establish a strategy for a sustainable future



The world of tomorrow needs the leadership of the project manager

Project Management Continues to Evolve

*"What got you here, won't get
you there."*

- Marshall Goldsmith & Mark Reiter

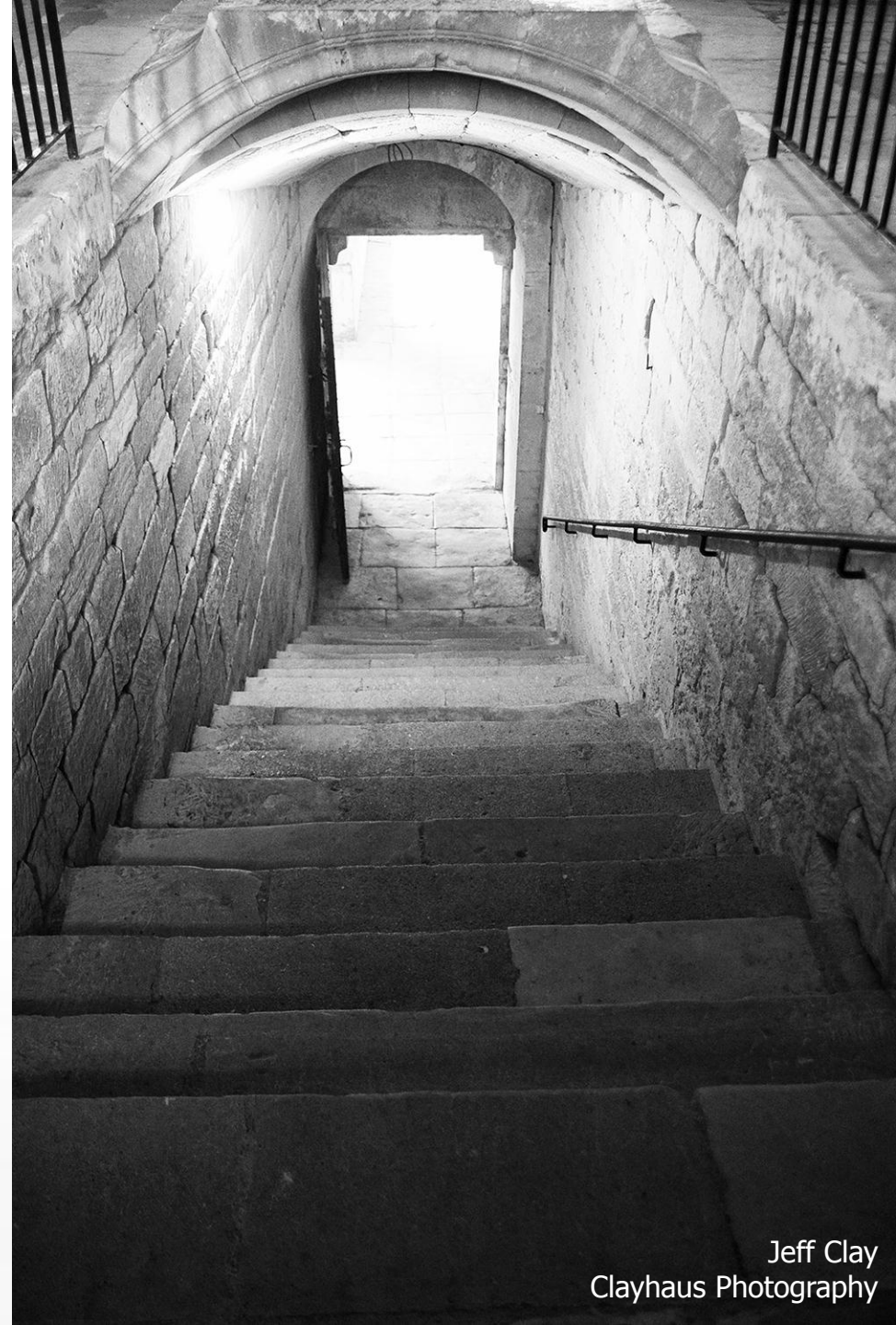
*Gen X and Gen Y
Project Management:
New Tools, New Look,
New Attitude*



Move Forward into the Future

*"We keep moving forward,
opening up new doors and
doing new things, because
we're curious...
and curiosity keeps leading
us down new paths."*

- Walt Disney



How do we meet the challenges?

Change your primary success factors: Define success from the customer and the business viewpoint.

- Creating value is the goal
- On Time, Within Budget, On Scope (these are OK but...)
 - Safety, Quality, Fitness for use
 - Team and employee satisfaction
- Ensure that projects connect with organizational goals and provide sustained value

The Project Manager

- P** – Professionalism at all times
- R** – Respect for all stakeholders
- O** – Ownership of project management deliverables
- J** – Judicial decision maker
- E** – Excellence in execution
- C** – Communicator
- T** – Team player and team builder



The Project Manager

M – Motivator

A – Action oriented

N – Negotiator

A – Available

G – Genuine commitment

E – Energetic and empowering

R – Responsible for success



Engage!

The Future is waiting!



Frank P. Saladis PMP
Frank.Saladis@iil.com

