

PROJECT MANAGEMENT

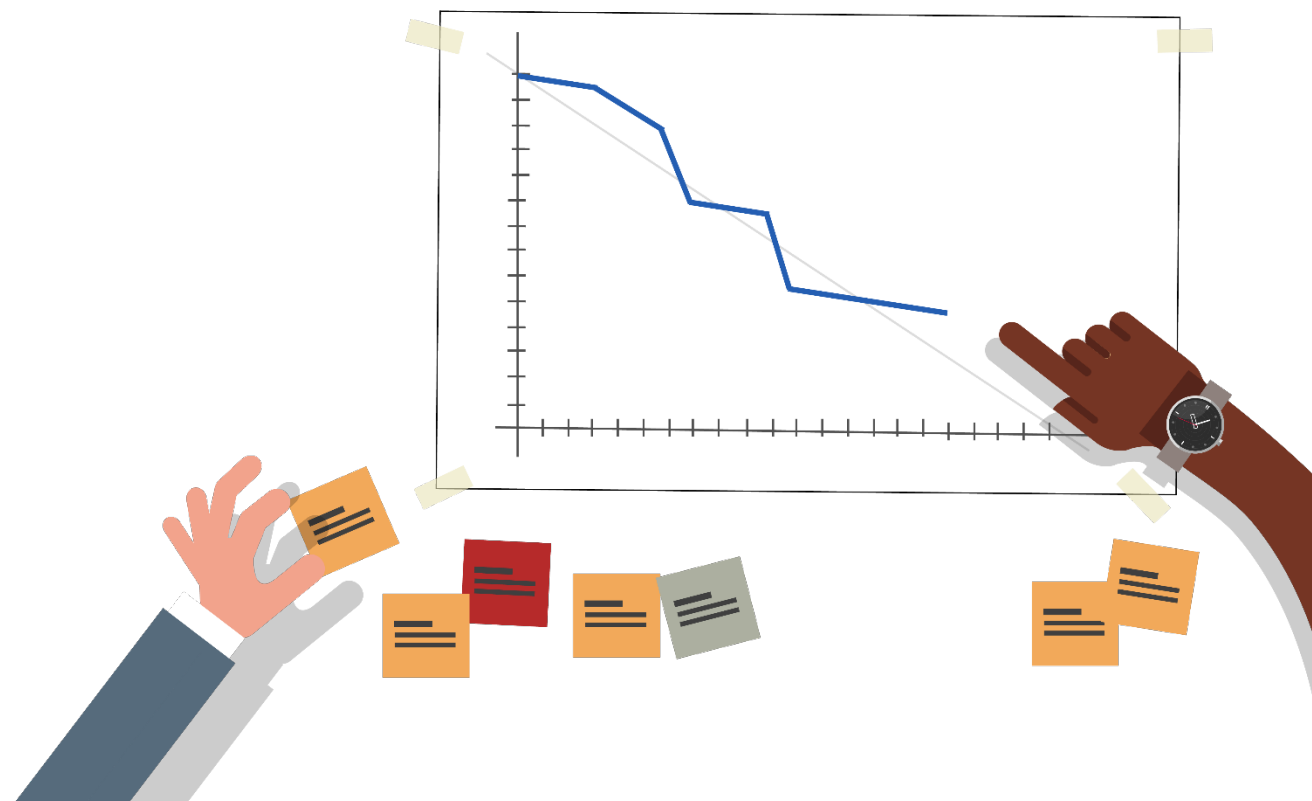
Short introduction

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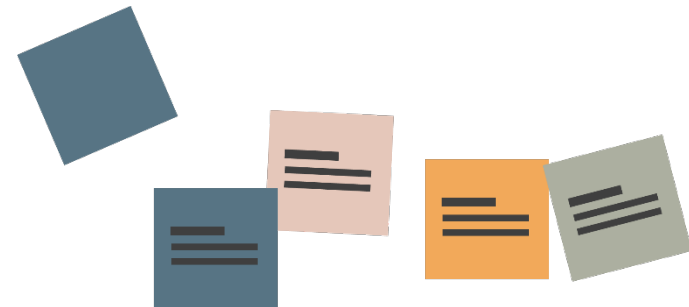
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WHAT IS PROJECT MANAGEMENT?

Overview

- Many networks were founded as projects, are projects, finance themselves through projects or carry out projects themselves.
- Project management is therefore a crucial competence for many networks.
- Project management describes the targeted planning, monitoring, control and completion of projects.
- This also requires considering the expectations of the stakeholders, costs, and time constraints.
- The responsibility lies with the project manager.



WHY IS PROJECT MANAGEMENT USEFUL?

Advantages

- Project management ensures the quality of the project.
- Project management tools increase the efficiency of the team.
- Clearly defined goals and responsibilities save time and costs.
- Problems and risks are recognised and averted in good time.
- Clear, organised plans reduce stress and strengthen the team.
- The successful implementation of projects ensures a positive image and good reputation.
- Responsibilities are clearly defined.



HOW DO I MANAGE A PROJECT?

Dos & Don'ts

DO:

- Structure and assign tasks clearly for all
- Develop creative solutions
- Formulate milestones
- Compare target/actual regularly
- Tolerate mistakes and reward successes
- Have a sympathetic ear
- Give (and accept!) feedback
- Set smart goals (see Coordination & Leadership)

DON'T:

- Sit out problems
- Take criticism personally
- Ignore interpersonal conflicts
- Distribute tasks unfairly
- Reject responsibility
- Make non-transparent decisions
- Stubbornly stick to plans
- Plan with unrealistic time and work expectations



HOW DOES A PROJECT WORK?

Short overview

1. Planning and initiation

- Define exact objectives to enable realistic planning.
- The project goal can result, for example, from the design of a project assignment or from the project assignment itself.
- A project plan serves as orientation (e.g., for later: What costs were incurred and what were planned?).
- In order to weigh up previous risks, a SWOT analysis (see Tools) can be useful.

2. Project launch

- Hold a kick-off meeting (facilitated workshop with all project participants).

HOW DOES A PROJECT WORK?

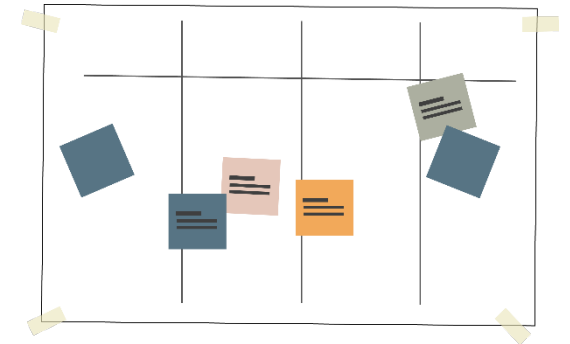
Short overview

3. Project implementation, monitoring and control

- Clear definition of responsibilities and task packages.
- Regular control of deadlines, progress of content and costs (project management tools such as Monday can be helpful).
- Comparison of desired (target) and current project status (actual status).
- In case of deviation from plan, investigate reasons and initiate corrective measures.

4. Project completion

- Preparation of a project completion report.
- Documentation and securing of experience values (lessons learned) for the next project.



THE FOLLOWING TOOLS CAN SUPPORT YOU:

- **Target Development**

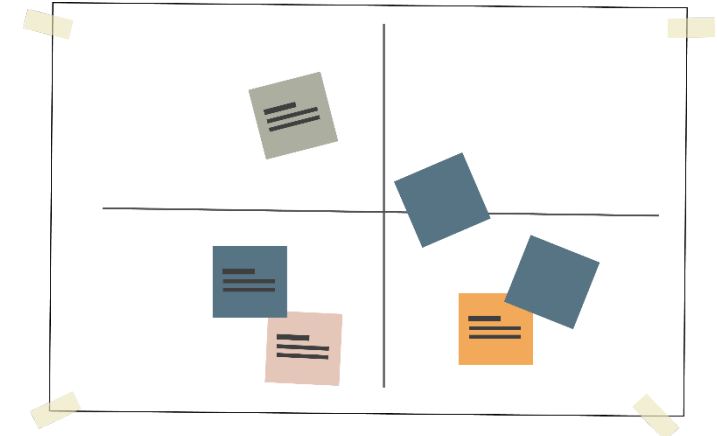
This tool provides guidance and ensures that goals are precise and well formulated.

- **Mintzberg Strategy Bridge**

A strategy is a bridge between the present and the desired future. To build such a bridge, you need to see things from different perspectives. This tool supports you in doing so.

- **SWOT-Analysis**

The SWOT analysis makes it possible to work out the first steps of strategic planning.



THE FOLLOWING TOOLS CAN SUPPORT YOU:

- **Trend-Impact-Analysis**

With the Trend-Impact-Analysis, possible project courses are played through and analysed to develop response strategies to these scenarios.

- **Monday**

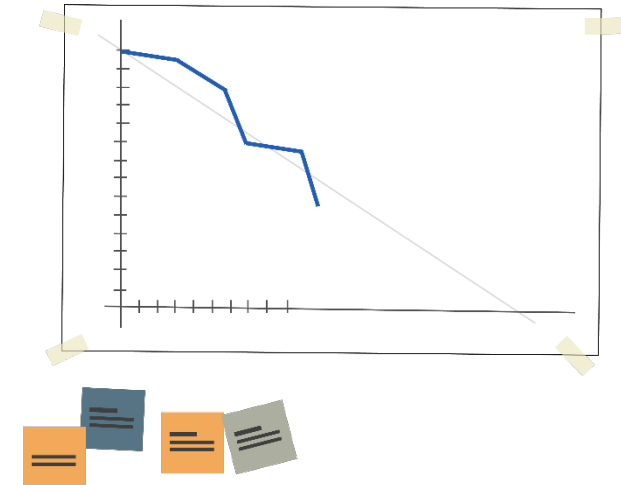
A Simple and intuitive project management tool for collaboration in networks.

- **Zero Base Budgeting**

The basic idea of Zero Base Budgeting is to justify any planned steps with the help of cost-benefit analyses starting from zero. In this way, unnecessary cost items can be identified and optimised.

- **Burndown Chart**

A Burndown Chart graphically shows how much work remains to be done in the time left. This ratio represents a line chart.



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