

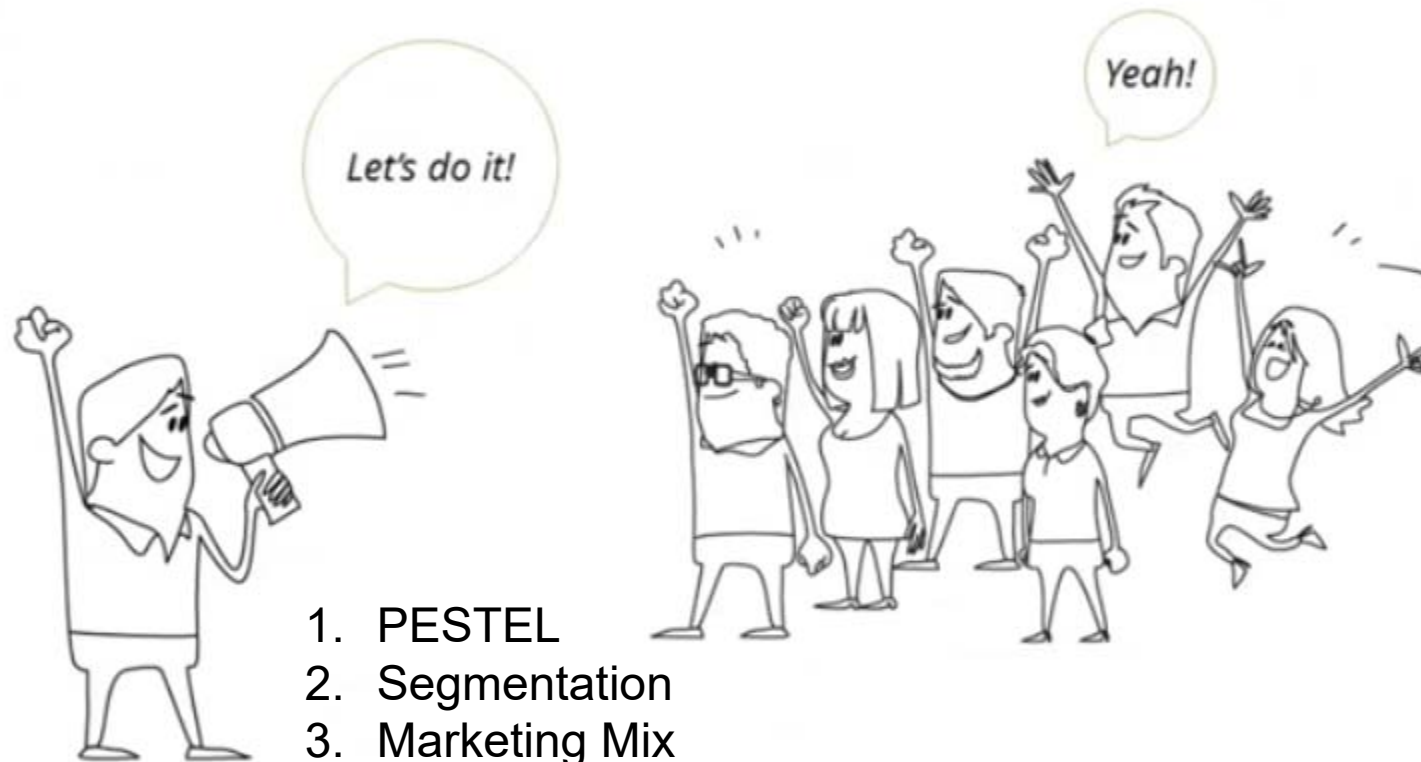


International Business Development by Xavier Delcourt

The Project Plan



Now for a story...of a project



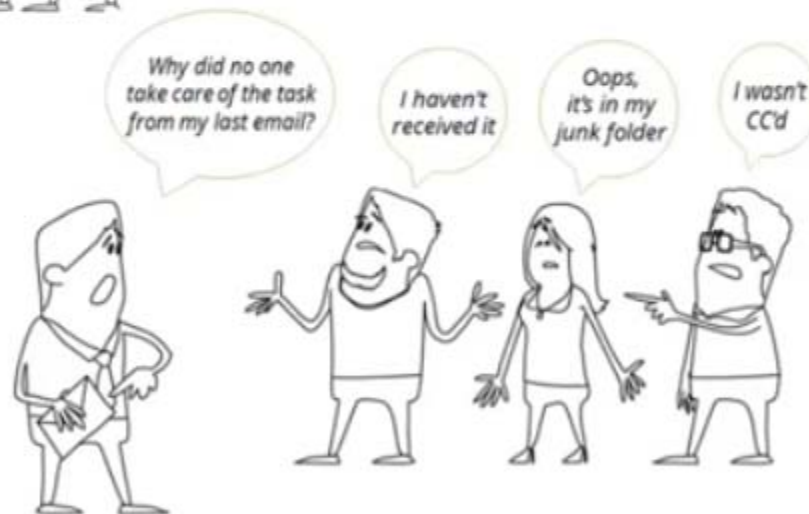
1. PESTEL
2. Segmentation
3. Marketing Mix
4. Forecast
5. GoNoGo

...One week later:

Poor visibility into work progress



Tasks and deadlines lost in emails



How does the story end?

How it is:

D-DAY



6/20

How does the story change?

How it is with project planning



19/20



The Project Plan

$6 * 50k€ * 3 / 12 = 75.000€$

Why?

- *Before you start working on a project involving many diverse resources, you need to **set-up a project plan** described in detail in a project document. A project document should be written for any type of project, involving limited resources or many and complex resources. This will guarantee a good outcome of your project, a perfect teamwork and a maximum usage of the available resources.*
- *A project document will be used also to **report** about the progress of your project **to your management**. A project document is not static but rather dynamic. It will evolve during the continuation of your project. Therefore, you need to track version numbers of your document, and communicate the changes to the complete team.*
- ***How you keep track** is less important, a Word doc, an Excel sheet, a professional project management software, Google Calendar, ... keeping the information updated and making sure all resources involved are in the loop.*

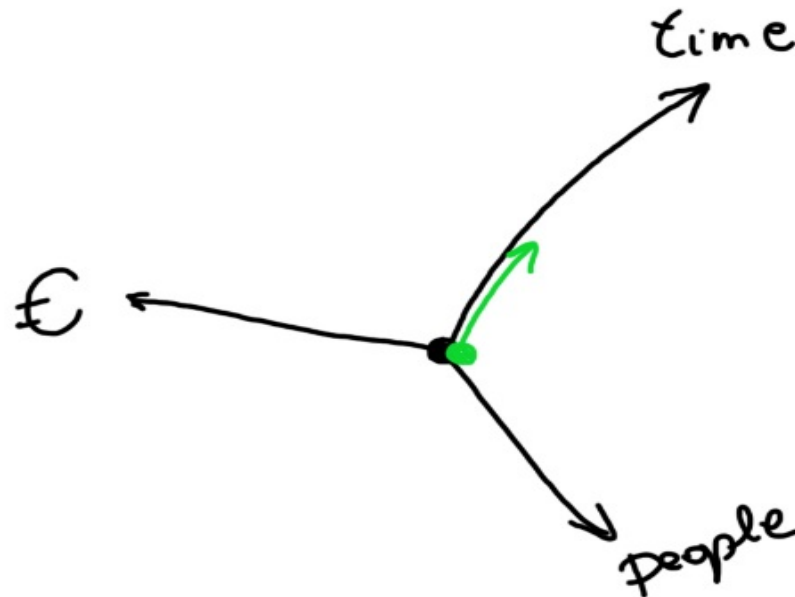


The Project Plan

Resources

- It is about using the combination of resources as well as possible, managing project resources will help you to obtain the best return on investment.
- It is about detecting if some tasks will not be delivered on time and how you can reallocate your resources.

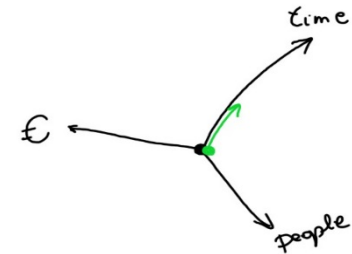
- People
- Time
- Infrastructure
- Budget





The Project Plan

Resources



- **People** can be members of your team, but also participants that are just helping out with some tasks. You should make an overview of all participants in this project and define their task(s) or action(s) clearly.
- **Time** is something that you can't really change, unfortunately. But, you have to plan all resources (people, infrastructure ...) on a timeline. Think about how much time is needed to prepare a task, how much time to really execute the task and how much time to finalize the task. Take some realistic margin for mistakes and delays.
- If you have a team of 5 not working smoothly with 50 hours available to work on a project, maybe 100 hours will be used to work on the project, instead of using the full 250 hours. So, you need to plan your work, and most important, report timely to all actors.



The Project Plan



People/Owners

- Define the participants of your team, both internal and external.



People 1



People 2



People 3

Tel., e-mail, ...





The Project Plan



Actions/Tasks

- **Tasks** are “small” or “big” parts of a project that have to be executed by members of the team or by external participants. Every task is OWNED by one physical person. The task can be executed by different people at a time in a team of course. But, only ONE participant in the project can be OWNER of a task. The OWNER is responsible for good delivery (deliver action/tasks as described in the project plan, on a timely basis). The OWNER can redistribute parts of the tasks or the complete task to other people (internal or external) but keeps the final responsibility (OWNERSHIP, Accountability).

ppt





The Project Plan



Infrastructure

- Every task or action will need some infrastructure (and probably budget, in a real situation) to come to a good end. The OWNER of the task will have to define what he/she needs to deliver the task. Infrastructure can be a meeting room, a computer, internet access, transportation, telephone access, copier or printer, parking space for visitors, or any hardware or software needed. An example is the owner of the final presentation should plan ahead and make sure the room is reserved, there is a working projector, hand-outs, samples of your product, flip chart, ... and that everybody is invited.



ppt





The Project Plan



Milestones

- You have to define a timeline including milestones. Milestones are important/major moments during the evolution of your project. If your project takes about 6 weeks to deliver, you'll probably have 4 milestones. Examples of milestones are "first final document ready", "first presentation document ready", "first rehearsal of the presentation as a team", "presentation day". Depending on the project situation at one milestone, you'll have to take decisions and maybe reroute some actions/tasks in a different direction.



ppt





The Project Plan



Back Planning

- Planning all the tasks on a timeline can be done by using the “**back planning**” technique. You start planning from P-day (presentation day), back to today. Once every task is planned, it will be clear if you have to speed up the process, involve external resources or simplify the tasks for instance. By the way, does the project end at presentation day?

Without Back Planning



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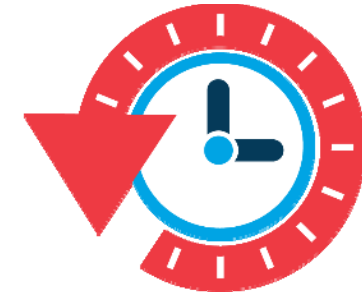
report



rehearsal



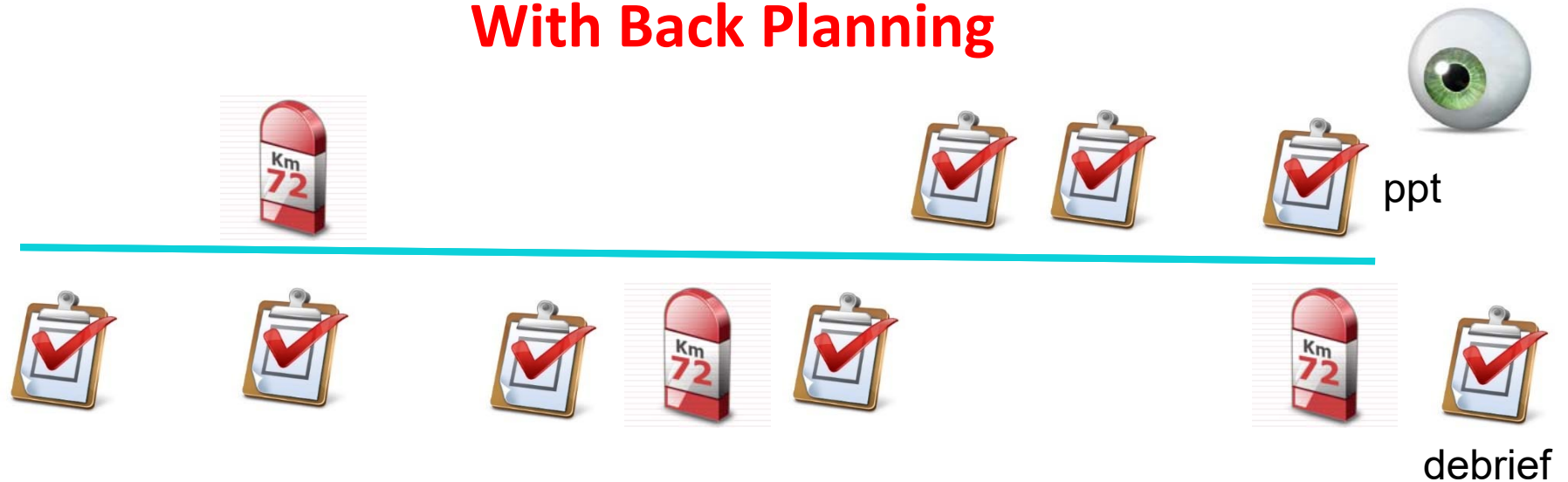
The Project Plan



Back Planning

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- By the way, does the project end at presentation day?

With Back Planning





The Project Plan



Dependencies

- Some tasks can be developed without dependencies from other task(s) or other members of the team. Some other tasks need to rely on the delivery of another task in the process. So, you have a “dependency of tasks” in your project. Defining these dependencies when defining tasks are very important!
- If the OWNER of the project document (yes, the project document is also a tasks in your project) sees that a task is “slipping” in time, and that another task is dependant of this “slipping” task, he/she can raise a red flag and inform the OWNERS.



objectives



research



report



ppt



The Project Plan



Traffic Manager

- In every team, you'll need to define a **traffic manager** (e.g. the marketing assistant). This member of the team is the OWNER of the project document. This member of the project will make sure all information gets to the participants, this is the central communication hub, so that all information is up to date, information is backed up.
- The traffic manager will communicate with management (read your coaches).





The Project Plan

Your Project document

- You start with defining the members of the project (people, intern and extern), your teachers are also members, in this case your managers.
- Then you define the scope of the project: where does this project starts, where does it end?
- You define the different tasks/actions.
- You define the “back planning”.
- You define an OWNER for every task/action.
- Define the dependencies.
- Define the milestones.
- You check if all tasks can be performed within the available time, if not, you redefine tasks, owners, ...
- Example: refer to the sample project document.



The Project Plan

Your Project document

- We want to hear from you, we want updates, give us a good feeling about your team. Send at least 1 update of your project document per week.
- Change the project document file name, with version or date.
- If only minor changes, add an update report to your project document.
- Sometimes it is better to spend less time in content creation and more time in communicating with your management team and your team.
- If your management/client doesn't hear about you, they think you are not working. **Write it as if your team members can be replaced on the spot.**
- Updates of your project document only via the "assignment" link on:
 - www.hifive.be/assignment
 - Login: student
 - Password: student



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