INCEPTUM

ACTION PLAN
Head of the Projects Department

Candidate: Ahmed Ben Maghzouz

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Introduction

INCEPTUM Junior Entreprise has grown into one of the most dynamic and respected student-run organizations in Tunisia. Its journey has been shaped by passionate individuals who believed in collaboration, creativity, and constant progress.

I joined INCEPTUM through the Marketing Department, where I learned to tell stories, craft strategies, and highlight the value of what we do. That experience gave me a unique perspective on how each department contributes to the bigger picture — and how projects, in particular, are the foundation of our impact.

This is what motivates me today to take on a new challenge: I'm officially applying to become Head of the Projects Department. I'm ready to carry the lessons I've learned in marketing into project management — with a focus on clear execution, internal motivation, and stronger follow-through.

This action plan reflects my vision for a more organized, collaborative, and efficient project department — one that delivers with purpose, empowers its members, and contributes directly to the growth of INCEPTUM as a whole.

Introduction

▶ About Me

About me

Ahmed Ben Maghzouz
20yo
 3rd YEAR ESPRIT STUDENT
Member of Marketing Department

Oc Warrior

▶ **Current Status**

Projects

3 External Project
4 Internal Project

- Use of a structured project management methodology
- Availability of project tracking tools
- A resource allocation tool to assign tasks effectively
- A system for evaluating and tracking member skills over time

Members

In beginning of the mandate
13 members : 5 seniors , 7 juniors
Right Now:
10 remaining

Training

- **Github**
- **Wordpress**

► **Vision & Missions**

Vision & Missions

1.Vision

My vision for the Projects Department is to make it a reliable, structured, and empowering environment that delivers high-quality projects while helping members grow both technically and personally. I aim to transform the department into a space where project delivery is consistent, timely, and focused on client satisfaction. Every member should understand their role clearly and feel responsible for the success of the team. By standardizing tools and methods, we can reduce confusion, improve performance, and create smoother workflows. I also want to foster a culture of innovation through internal product development and technical challenges that keep members engaged and continuously learning. Ultimately, the Projects Department should become a key contributor to the image and growth of INCEPTUM as a professional, organized, and trusted Junior Entreprise.

Vision & Missions

2. Missions

To realize this vision, the core missions of the Projects Department under my leadership will be:

1. Project Delivery Excellence
   - Ensure every project is delivered on time, within scope, and at a quality that meets or exceeds client expectations
2. Team Empowerment
   - Provide training, mentorship, and technical support to all members to help them grow and take ownership of their tasks
3. Standardization & Organization
   - Establish clear procedures, templates, and internal tools to reduce miscommunication and create operational stability
4. Internal & External Collaboration
   - Maintain strong alignment with the Quality, Commercial, and Marketing departments to ensure end-to-end project success
5. Client Satisfaction & Follow-up
   - Build long-term client relationships by ensuring clear communication, collecting feedback, and identifying new opportunities
6. Knowledge Sharing & Continuity
   - Promote documentation, archiving, and team handovers to preserve know-how and avoid repetition of past mistakes

▶ Values

Values

The core values that will guide my work as Head of the Projects Department are commitment, collaboration, continuous learning, and accountability. I believe that when each member feels responsible, supported, and motivated, the team delivers better results. By fostering a culture of transparency, mutual respect, and excellence, we can build a strong, reliable department where everyone grows — and every project reflects the best of INCEPTUM.

Excellence

Teamwork

Integrity

Engagement

▶SWOT Analysis

S
strength

- Well-structured archiving and documentation practices
- Members with diverse technical knowledge across multiple technologies
- High levels of engagement and motivation within project teams
- Solid internal culture built on teamwork and shared learning

W
weakness

- Shortages in team availability during peak academic periods
- Risk of member exhaustion without proper workload distribution
- Sensitivity to sudden changes in project scope or team composition

O
opportunities

- Growing demand for affordable MVPs from startups
- Possibility to reactivate a network of former clients for new projects
- Improve visibility by showcasing completed projects

T
threats

- Time conflicts due to heavy academic schedules
- Strong external competition from other student organizations or freelancers
- Potential loss of client trust if deadlines or quality standards slip

▶ Objectives & Strategies

Objectives & Strategies

1.Objectives

1 Introduce internal tools for better task management and tracking

2 Design a new documentation flow for projects

3 Launch and manage an internal development project

4 Update and maintain internal tools regularly

Objectives & Strategies

2.Strategies

1.Introduce internal tools for better task management and tracking

Strategy 1.1: Deploy a standardized task management platform
We will introduce a dedicated platform for task assignment, progress tracking, deadline setting, and team communication. The platform options currently under consideration include Trello (visual and flexible for small teams), ClickUp (rich in features, including docs, timeline, and time tracking), and Notion (highly customizable and document-friendly).
The chosen platform will serve as the official workspace for all active projects and will include:

- Task lists with clear ownership and due dates
- Labels and statuses for project phases (to-do, in progress, testing, delivered)
- A calendar or timeline view for project managers
- Sections for comments, attachments, and internal documentation
- We will run a short onboarding session for all members to ensure proper adoption and usage.

Strategy 1.2: Assign a "Tool Lead" per project from senior members
Each project team will have a designated Tool Lead, chosen from senior or experienced members who have previously handled projects or shown strong organizational skills.
This person will:

- Maintain the project board daily
- Ensure task status is updated before weekly reviews
- Alert the project lead of blockers or delays
- Help juniors navigate the tool and use it properly
- Having this point of contact guarantees consistency in tracking and avoids clutter or neglect in the system.

Objectives & Strategies

Strategy 1.3:   Introduce weekly checkpoint reviews
 Every project will follow a weekly checkpoint system where the tool board is reviewed collaboratively. These checkpoints will act as short, focused alignment meetings (15–20 minutes) with the full project team.
 The purpose is to:
- Review task statuses and check what's behind schedule
- Identify blockers and assign quick fixes or escalate to department lead
- Realign on short-term priorities and reassign if needed
- Encourage accountability and improve communication
- This checkpoint system ensures that problems are caught early, reducing the risk of last-minute panic or delivery delays.

Strategy 1.4:   Build project dashboards for department-wide visibility
 We will design simple dashboards using built-in tools (like Trello Power-Ups, ClickUp views, or even Notion tables) to provide a real-time overview of all active projects.
 The dashboard will allow the Head of Projects to monitor:
- Project progress and status (On Track / Delayed / Delivered)
- Task distribution and team workload
- Upcoming deadlines
- This visibility will not only help in prioritization but also increase transparency across the department and support decision-making for resource reallocation.

Objectives & Strategies

2.Strategies

2.Design a new documentation flow for projects

Strategy 2.1: Utilize and adapt existing templates to build a standardized documentation flow
Instead of starting from scratch, we will leverage the templates and structures already used in previous mandates and adapt them into a unified flow that every project team must follow.

Strategy 2.2: Train members on documentation flow early after recruitment
As part of the onboarding process, the documentation workflow will be introduced as a core responsibility for every project member — not just team leads.
This will be handled as a first priority right after recruitment, with a dedicated workshop explaining:
- Why documentation matters (impact on quality and handover)
- How to use the templates effectively
- Best practices for writing clean, useful technical notes
- By establishing these habits from the start, we ensure that new members understand the expectations and integrate documentation into their daily work naturally.

Strategy 2.3: Assign a documentation lead per project — ideally a senior member
Each project team will include a "documentation lead", a role typically assigned to a senior member or someone with experience in writing and organization.
Their responsibilities will be to:
- Ensure each phase of the documentation is completed properly
- Review files for completeness and clarity
- Support juniors in following the process correctly
- Archive the final version in the shared department space
- Having a specific person accountable for documentation ensures consistency across projects and prevents last-minute document writing or missing files during delivery.

Objectives & Strategies

2.Strategies

3.Launch and manage internal development projects

Strategy 3.1: Develop a digital voting platform for elections and AGE
This tool will modernize how we run internal elections and assemblies, replacing paper forms or manual vote counting. The app will include:
- Secure login for verified members only
- Anonymous voting with real-time counting
- Session-based configuration for AGE or elections
- Result export for transparency and record-keeping
- The goal is to deliver this platform before the next voting session, and it will be reusable for future mandates. The project team will include frontend/backend developers and be supervised by a senior lead.

Strategy 3.2: Build a project tracking and feedback web application
This tool is designed to improve project visibility and communication between clients, project leads, and internal teams. The core features will include:
- Dashboard view for tracking project phases, progress, and deadlines
- Client access to monitor their project in real time
- Feedback form system that clients and team leads can use to report issues or give suggestions
- Status updates with notification or alert systems for pending tasks
- The tool will be tested on real projects before full deployment. It will also serve as an internal model for productized service delivery and may be presented as part of INCEPTUM's portfolio.

Objectives & Strategies

2.Strategies

4.Update and maintain internal tools regularly

Strategy 4.1: Rework the official INCEPTUM website
 The current website needs a modern, clearer, and more user-friendly redesign that reflects our identity and the quality of our work. The idea is to completely redo the website, with a focus on:
- Clear structure (Who we are, Our services, Portfolio, Join us)
- Mobile responsiveness and performance
- Highlighting key departments and past projects
- Integrating a basic blog or update section to share activity
- This will be treated as an internal project, involving developers, designers, and marketing to ensure a well-branded and functional result.

Strategy 4.2: Maintain and improve INCEPTIFLOW and internal tools
 INCEPTIFLOW, as an internal tool or platform, needs regular maintenance, updates, and possibly feature improvements. A small technical team will be assigned to:
- Monitor bugs or feedback from users
- Add or refine features as needed (e.g., dashboards, forms, user roles)
- Document changes to ensure smooth handover and sustainability
- Additionally, other tools such as the project portfolio and shared marketing kits (e.g., design templates, presentations, case studies) will be reviewed regularly in collaboration with the Marketing Department to keep them consistent and ready to use.

▶ KPIs

KPIs

1. Project Delivery KPIs

Number of completed projects
Target: At least 5–7 projects delivered (internal + external) during the mandate

On-time delivery rate
Target: 80% of projects delivered within planned deadlines

Client satisfaction rate (based on post-project surveys)
Target: ≥ 90% satisfaction (timing, quality, communication)

2. Internal Process KPIs

Documentation compliance rate
Target: 100% of projects follow the new documentation flow

Task tracking adoption rate
Target: 100% active projects use the internal tracking platform

3. Member Engagement KPIs

Active project participation rate
Target: 85% of members actively engaged in at least one project

TimeLine

July August September

- Preparation of New Project Management Tools
- Portfolio Maintenance (IT / Marketing)
- Preliminary Study for the Official Website

October November December

- Official Website Maintenance
- Design and Launch of the First Internal Projects
- Recruitment in Collaboration with the HR Manager

January February March

- Documentation session for team members
- Finalization of the first internal project
- Launch of the second internal project

April May

- Finalization of the second internal project
- Preparation for the final audit and handover to the new manager