

PROJECT MANAGEMENT

FOR IT PROFESSIONALS



wedo.
delivering experience

wedo.

delivering experience

wedo

ventures

VENTURE
STUDIO

FEMALE SHED
BUSINESS NETWORK

BUSINESS CONSULTING



Our mission is to empower your business with the perfect blend of knowledge and practical expertise to drive success



Established at the end of 2020 with the idea of reviving the strategic mindset of business



Working only with industry professionals adds real-world expertise as well as practical tools and solutions for achieving goals for all of Wedo's services



EDUCATIONAL SERVICES



- customized training services
- consultancy and business development
- strategy
- learning & development department outsource
- strategic sessions & facilitation
- business planning
- mentorship and coaching
- digital transformation
- IT consulting and cybersecurity
- human resources optimization
- financial advisory and risk management
- market research and analysis
- educational program development
- corporate governance & boards establishment



HELLO, I'M REBIN SAAED



REBIN SAEED
Project Coordinator at wedo

- Over 5 years of hands-on experience with national and international companies & organizations in KRI and Iraq
- Passionate and driven Project Coordinator dedicated to empowering aspiring youth
- Mission: To guide youth in launching and growing their businesses and careers in the region and beyond

TODAY WE GONNA TALK ABOUT

- What is Project Management?
- Importance of Project Management
- Project Management Plan
- Building Blocks of Projects
- Project Management Phases
- Project Management Constraints (Iron Triangle)
- Activity: Project Planning Challenge



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PROJECT DISASTER STORY SWAP:
share a funny or frustrating story of a
project that went wrong



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A background image showing the silhouettes of several business people in an office environment. They are standing near large windows that look out onto a city skyline. Some are looking towards the camera, while others are in profile.

WHAT IS PROJECT MANAGEMENT?



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Project management is the use of specific knowledge, skills, tools, and techniques to deliver something of value to people.

The art of turning chaos into awesome!



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WHY PROJECT MANAGEMENT IS IMPORTANT

- 1** Manage and implement the work in a better quality in terms of budget and time
- 2** Creates a common understanding and flow among the teams and stakeholders
- 3** Determine all the details of the work, allocate the necessary budget, the duration and scope of the project
- 4** Identify risks and challenges to our work and projects
- 5** Monitor and control the progress of the project



THE BUILDING BLOCKS OF AWESOME PROJECTS

Resources
(Money, Tools,
People)

Team
(People)

Timeline
(Calendar)

Goal
(Target)



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GAME-CHANGING PROJECTS: EXAMPLES OF PM IN ACTION!

- Market research & competitive analysis
- Marketing & sales campaign management
- Building a sales funnel
- Customer onboarding & retention
- Team management & resource allocation
- Budget management & financial tracking
- Risk management & mitigation
- Fundraising & investor relations
- Event planning
- Software development
- Organizational change initiatives
- Quality improvement projects



PROJECT MANAGEMENT STAGES/PHASES

Stage 1



Project
Initiation

Stage 2



Project
Planning

Stage 3



Project
Execution

Stage 4



Project Monitoring
& Controlling

Stage 5



Project
Closure

Stage 1



Project Initiation

- Define the project's **purpose, scope, and objectives**
- Identify **key stakeholders**
- Create **project charter**

Stage 2



Project Planning

- Create a **project plan**
- Create a **work breakdown structure**
- Develop a **risk management strategy**

**PM
PROCESS**

Stage 3



Project Execution

- **Start working** on the project plan
- Build **workflows**, **assign tasks** to team members
- Keep everyone **in the loop**

Stage 4



Project Monitoring & Controlling

- Do regular **reviews**
- **Monitor progress** against KPIs
- **Apply changes** when needed

Stage 5



Project Closure

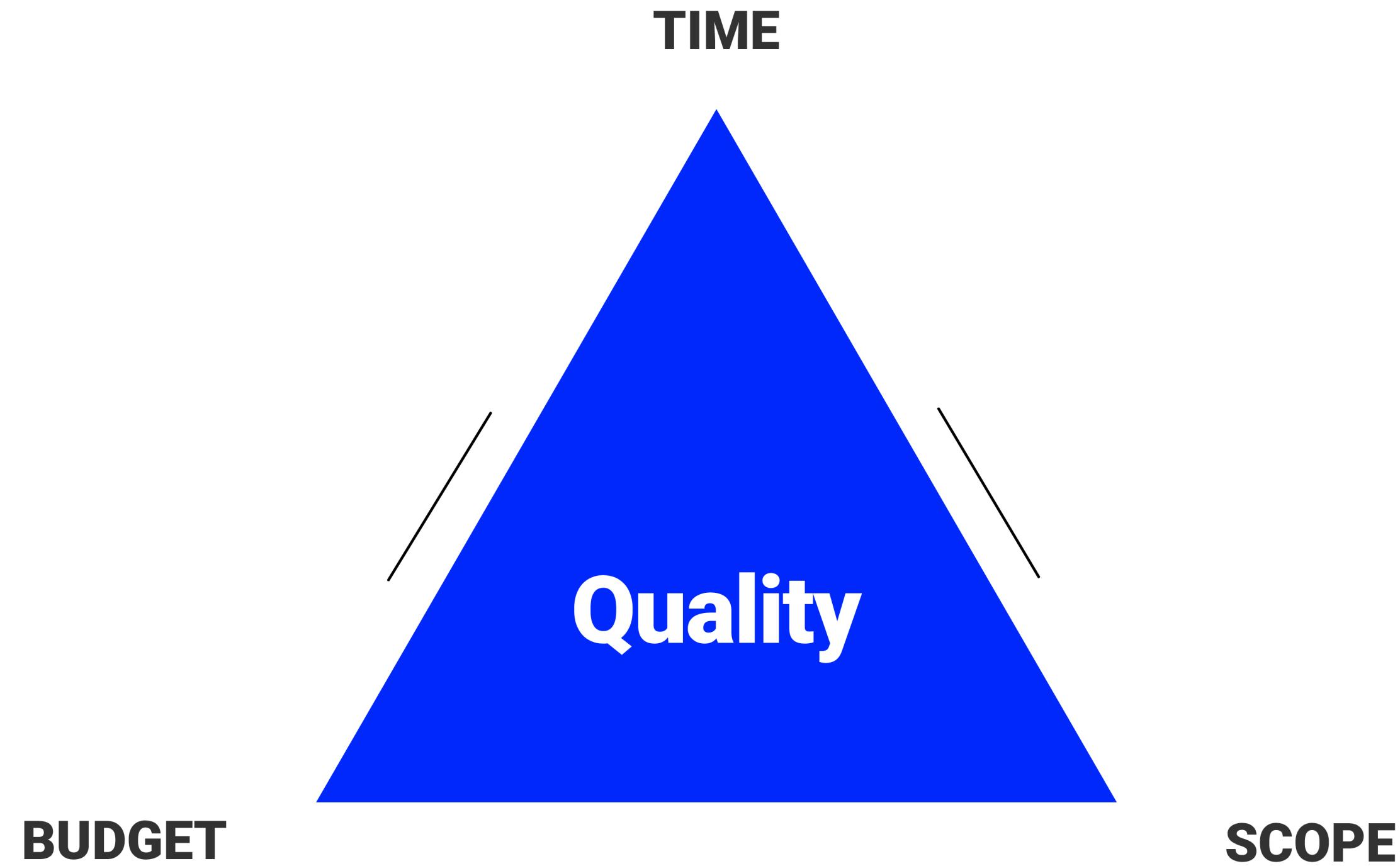
- Complete all **project deliverables**
- Discuss **failures and successes**
- Document **lessons learned**

**PM
PROCESS**

PM CONSTRAINT TRIANGLE



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ACTIVITY: PROJECT PLANNING CHALLENGE

from idea to reality

- You will be working in group of 3-5 people
- Your group will get a project scenario
- Use flip chart to outline the steps you would take in each phase of the project management cycle: Initiation, Planning, Execution, Monitoring & Controlling, Closing
- Brainstorming as a group



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Scenario 1: Developing an AI-Powered Chatbot

Project Goal: Develop an AI-powered chatbot to provide 24/7 customer support for a tech company.

Scenario 2: Implementing a New IT Infrastructure

Project Goal: Upgrade the IT infrastructure of a large corporation to improve efficiency and security.

Scenario 3: Launching a New AI Product

Project Goal: Bring a new AI product to market, including product development, marketing, and sales.

Scenario 4: Migrating Data to a Cloud Platform

Project Goal: Migrate a company's data from on-premises servers to a cloud-based platform.

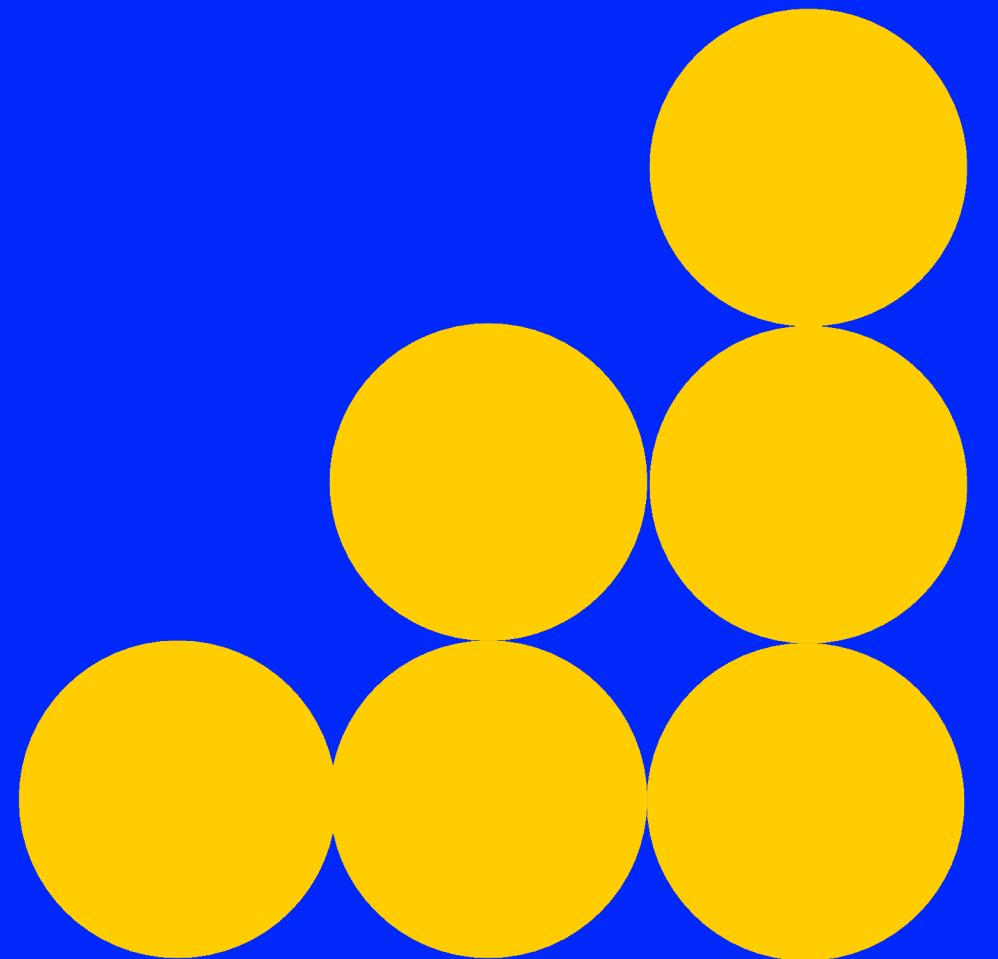
Scenario 5: Developing a Machine Learning Model for Predictive Analytics

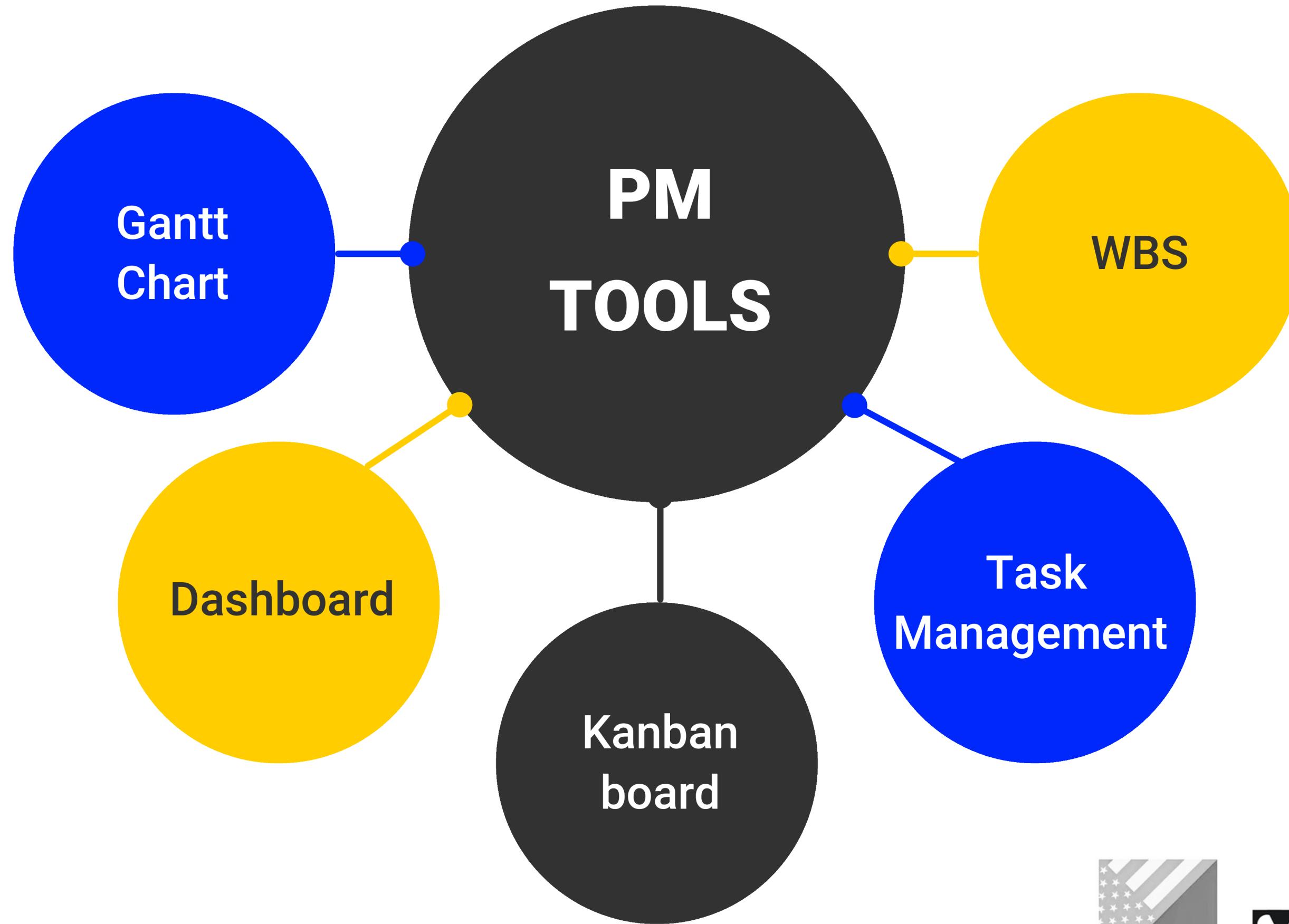
Project Goal: Develop a machine learning model to predict future trends and patterns in a specific industry.



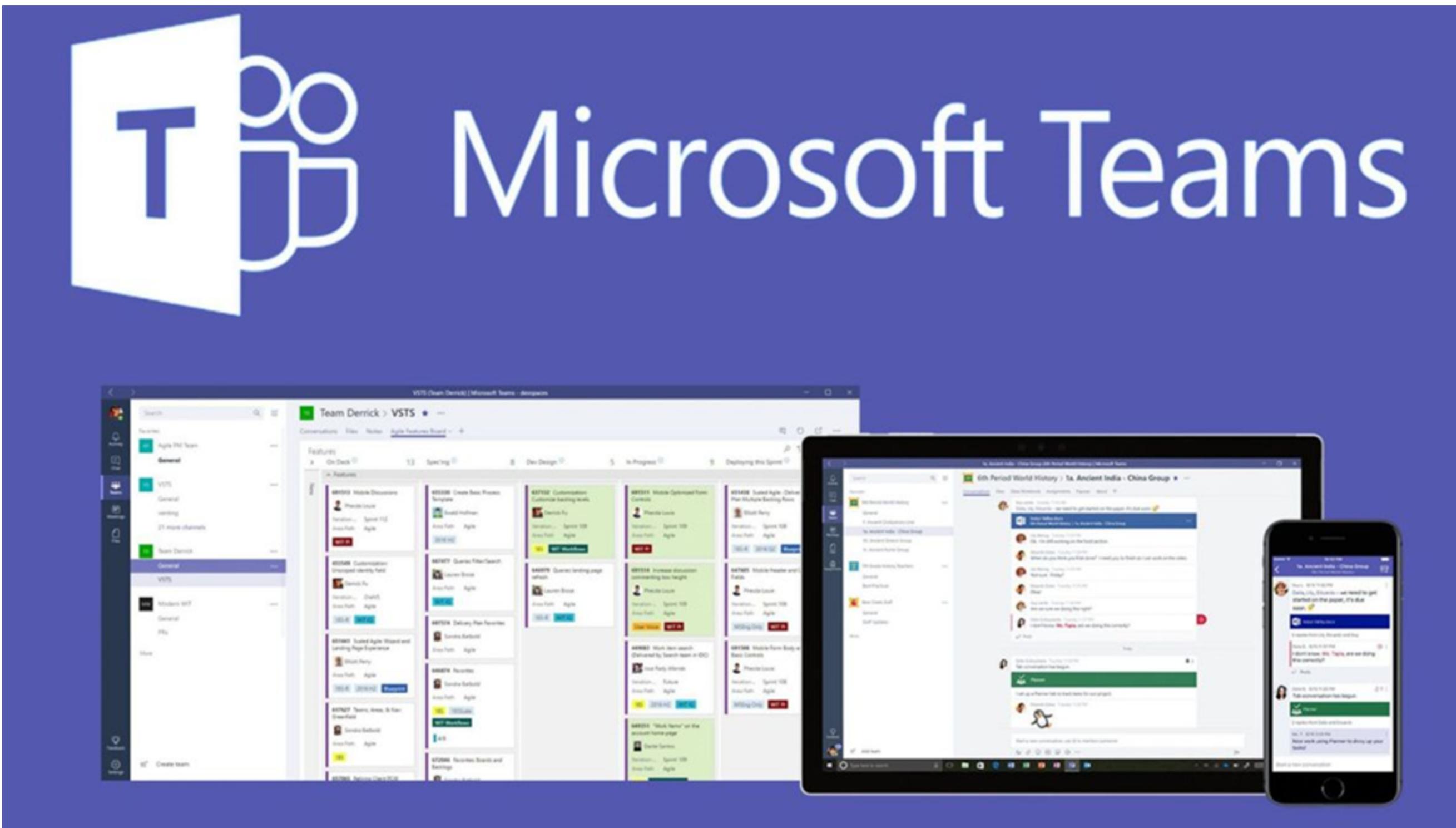
PROGRAMS FOR EFFECTIVE PROJECT MANAGEMENT

- MS project management
- MS Excel
- Online project management apps (Wrike, Trello, Project manager, Monday, Smartsheet, Jira)





PROJECT MANAGEMENT TOOLS - MS TEAMS



PROJECT MANAGEMENT TOOLS - MS TEAMS

The screenshot shows the Microsoft Teams Planner interface for the 'Marketing' team within the 'Northwind Traders' organization. The interface is divided into three columns: 'To do', 'In Progress', and 'Complete'. Each column has a '+' button to add new tasks.

To do:

- Select photo shoot location (Due 10/28)
- Get Gordon to send out final catalogue copy to approve
- Send out approved copy to localization firm (Due 10/10)

In Progress:

- Approve PO for photographer (Due 10/14)
- Hand off brief for shoot locations (Due 10/19)

Complete:

- Select-spring-materials-for-tents (Completed by Babek Shammas on 09/26)
- Finalize-the-spring-color-swatch-collections (Completed by Alisa Gallagher on 10/11)
- Finalize-the-final-spring-product-range (Completed by Annette Gamble on 10/11)

Left Sidebar (Favorites):

- Northwind Traders
- General
- Customer Accounts
- Development
- Marketing** (selected)
- Social Media
- Website
- 32 more channels
- Designers
- General
- Fourth Coffee
- General
- Fun stuff
- Marketing** (under Fun stuff)
- Weekly Specials
- 4 more channels

Bottom Left:

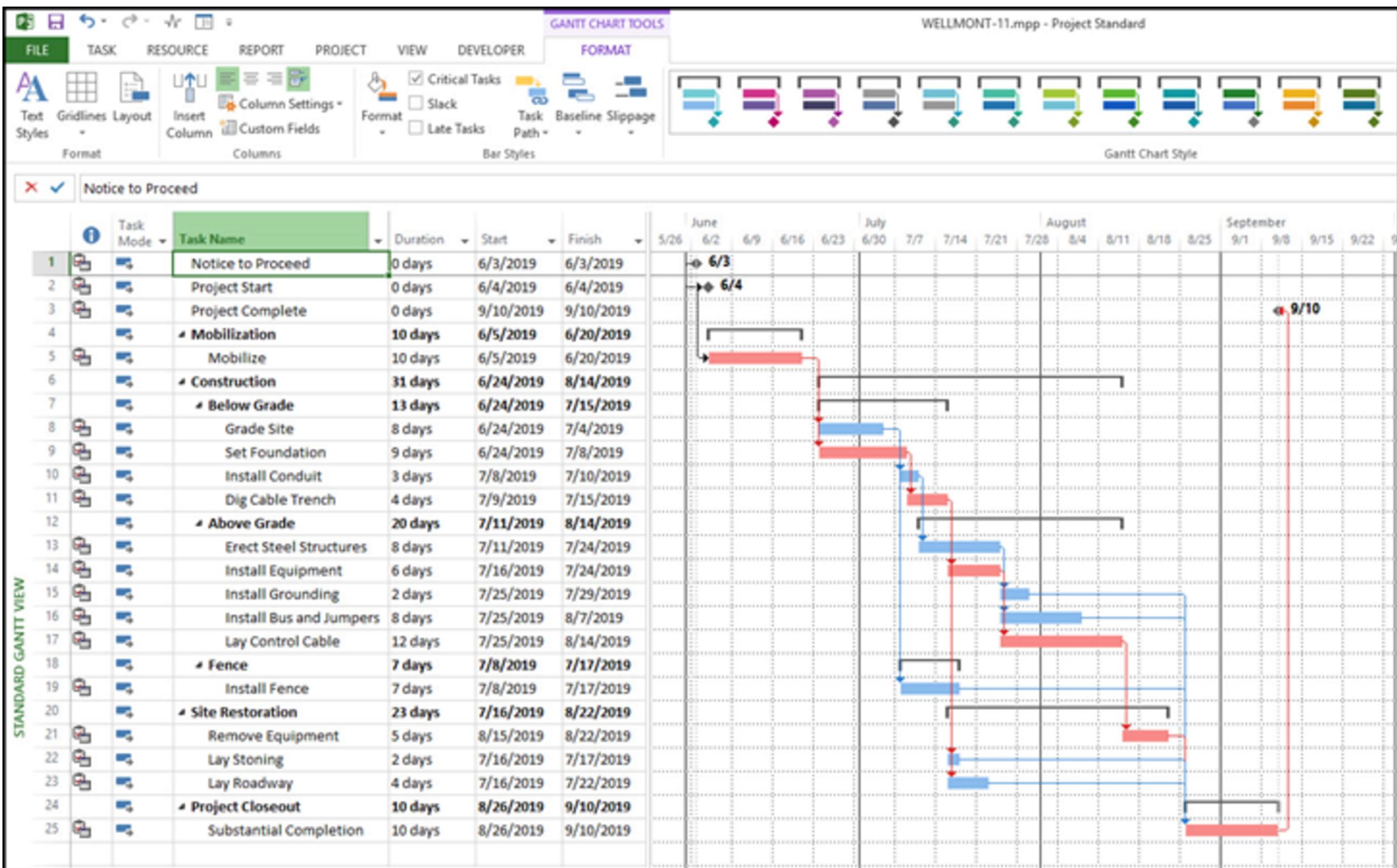
- Create a team
- Feedback
- Settings

PROJECT MANAGEMENT TOOLS - TRELLO

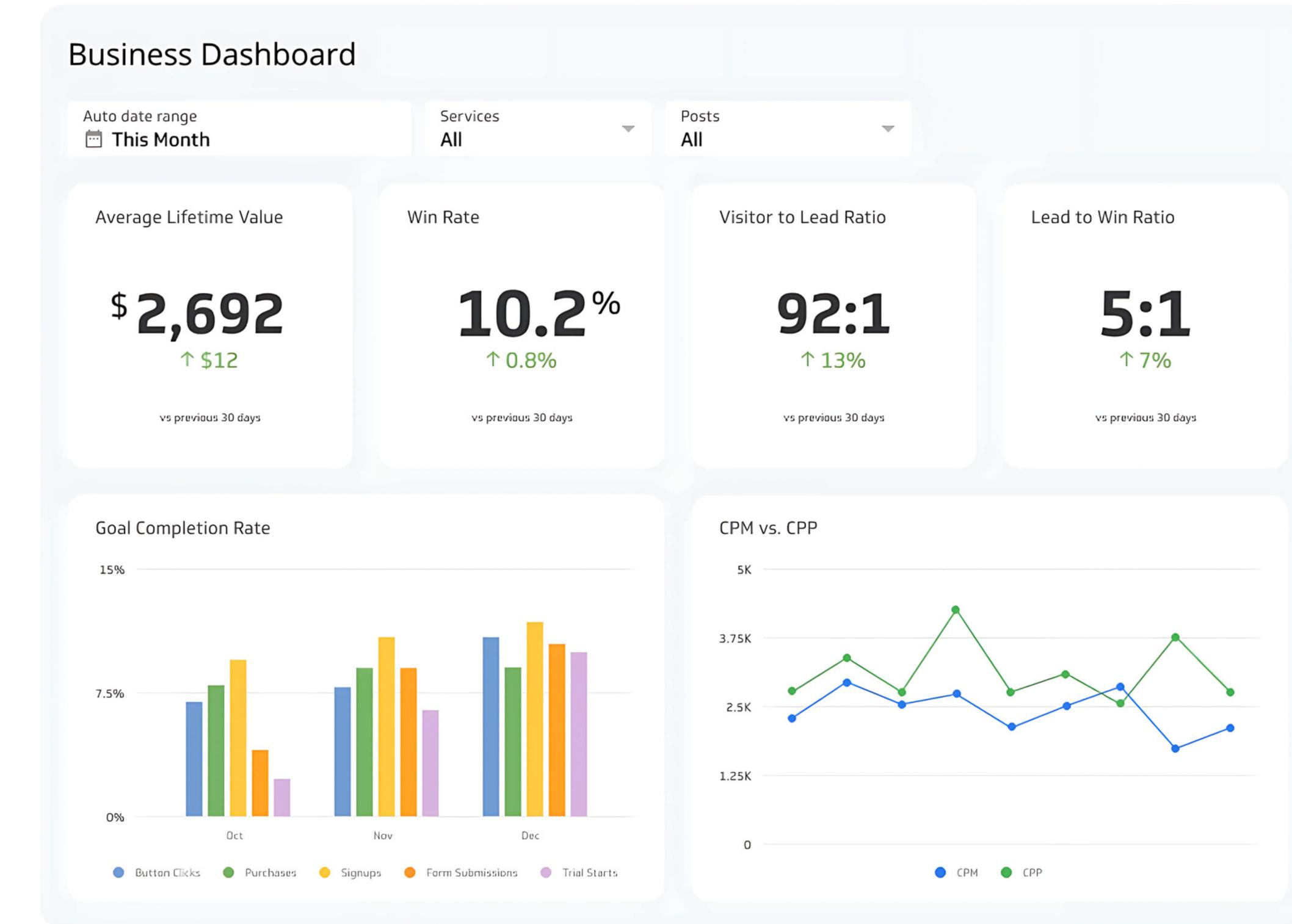
The image shows a Trello board titled "nave". The board is organized into five columns: "To Do", "Research", "In Progress", "Review", and "Completed". Each column contains several cards with tasks and their details.

- To Do:**
 - Create offer notification email
 - Compile video animation alongside blog articles
 - Structure editorial calendar
- Research:**
 - Check all internal URLs work in blog archive (due Feb 26)
 - Create e-mail newsletter for blog subscribers
 - Launch podcast
 - Prepare onboarding materials for new UI designers
- In Progress:**
 - Offer notification email
 - Email to last week's conference attendees (due Feb 20)
 - Update social media content
 - Brainstorm & suggest 10x blog post ideas
 - Research weekly blog post and suggest images (due 3/3)
- Review:**
 - Create 5x FB ads
 - Sharpen copy across homepage
 - Create infographics for weekly blog post (due Feb 12)
 - Snapchat Story on upcoming post
 - Prompt comments on blog posts
- Completed:**
 - Redesign About Us page (due Feb 10)
 - Redesign logo
 - Update iOS app
 - Source images for blog post
 - Create logo for Medium

PROJECT MANAGEMENT TOOLS - MS PROJECT



PROJECT MANAGEMENT TOOLS - DASHBOARD



PROJECT MANAGEMENT TOOLS - GANTT CHART

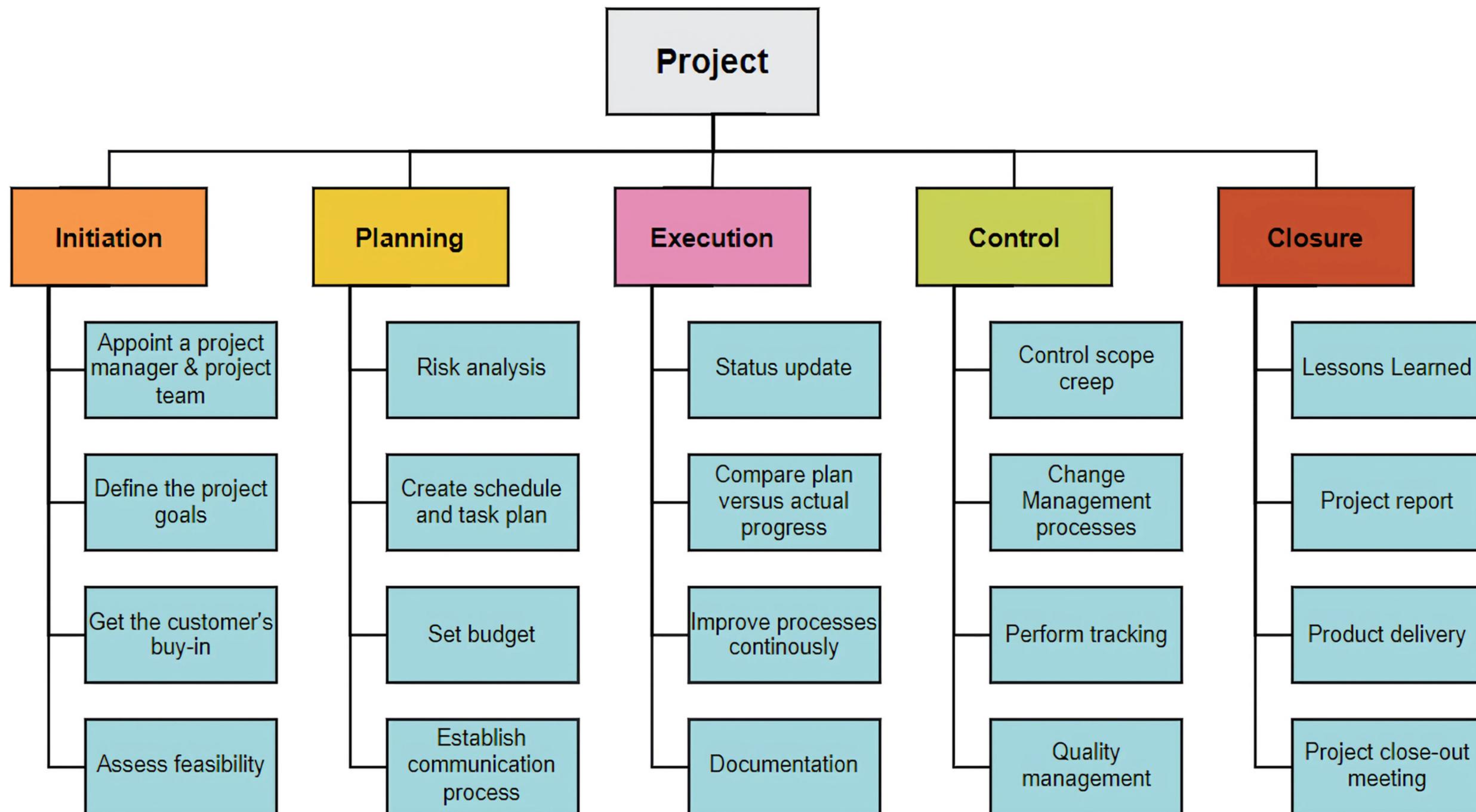
GANTT CHART EXAMPLE – PRODUCT DEVELOPMENT FOR NEW PRODUCT

TEAM MEMBER NAME	ROLE	TODAY'S DATE						
MONTH START	WEEK	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5		
		01/0000	02/0000	03/0000	04/0000	05/0000		
ACTIVITY								
PRODUCT DEVELOPMENT PLAN FOR PRODUCT X								
Develop prototype		■■■■■						
Create detailed design			■■■■■					
Study potential market			■■■■■	■■■■■				
Develop marketing strategy				■■■■■	■■■■■			
Set up materials acquisition					■■■■■			
Set up production facility						■■■■■		
Produce initial product						■■■■■		
Market product						■■■■■		
Evaluate initial consumer reaction to product and marketing						■■■■■		
Make changes based on evaluation of product and marketing						■■■■■		
Produce adapted product with any adjusted marketing						■■■■■		

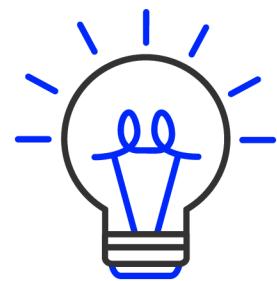
PROJECT MANAGEMENT TOOLS - KANBAN

Alerts	To do	Scheduled		In progress 2 / 2	Monitoring	▼
		This week	Today 1 / 8			
+ 9 archived tasks + add task	+ add task	+ add task	+ add task	+ add task	+ add task	+ add task
<p>Your new backlinks 2020-04-30</p> <p>New leads from BCDO.com</p> <p>New message for bd.monk@co.mpany</p> <p>New message for ar.sven@co.mpany</p> <p>New messages for jane.vlf@co.mpany</p> <p>Moz alert 2020-04-15</p>	<p>Test new image compressing solutions</p> <p>Edit "About us" page</p> <p>Fix issues with payment processing on page 4758</p> <p>⚠ 434 Test the Cycle Time script changes</p>	<p>Deliver promo codes to resellers</p> <p>Speak to Mike about our collaboration</p> <p>Update disavow file</p> <p>Order a gift for Jake</p> <p>Plan Mark & Jake's annual review meetings</p>	<p>Hire a cleaning service for the Manchester office</p>	<p>PR</p> <p>Assigned to Pekka Roisisto</p> <p>Estimated time 2:0</p>	<p>PS</p> <p>Assigned to Petra Smith</p> <p>German page fix text on page 4022</p>	<p>Discuss increasing page view strategies with Petra</p> <p>Deactivate promo codes</p> <p>Call M.Barness about plans for May</p>

PROJECT MANAGEMENT TOOLS - WBS

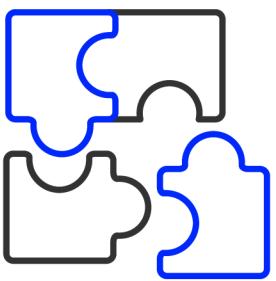


PROJECTS TYPES



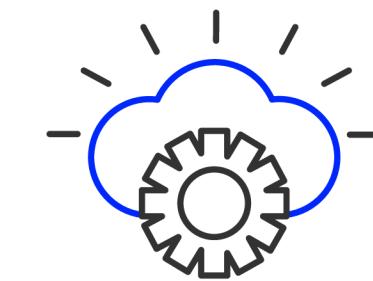
Size & complexity

Projects can range from small, well-defined tasks to large, intricate undertakings. The complexity of a project influences the level of planning and resource allocation required.



Duration

Projects can be short-term sprints or long-term marathons. The duration of a project impacts the management approach and the need for course correction as circumstances evolve.



Objectives

Projects can be driven by various goals – creating a product, solving a problem, or delivering a service. Clearly defined objectives guide the project scope and determine success metrics.

PROJECT MANAGEMENT MODELS

01

Waterfall

Waterfall project management methodology for critical and major enterprise level projects

02

Agile/Scrum

Agile/scrum methodology for small-mid size projects or projects that require phase-based launch

03

Hybrid

Depending on the nature of the project. This applies to major critical and enterprise level projects that require rapid launching

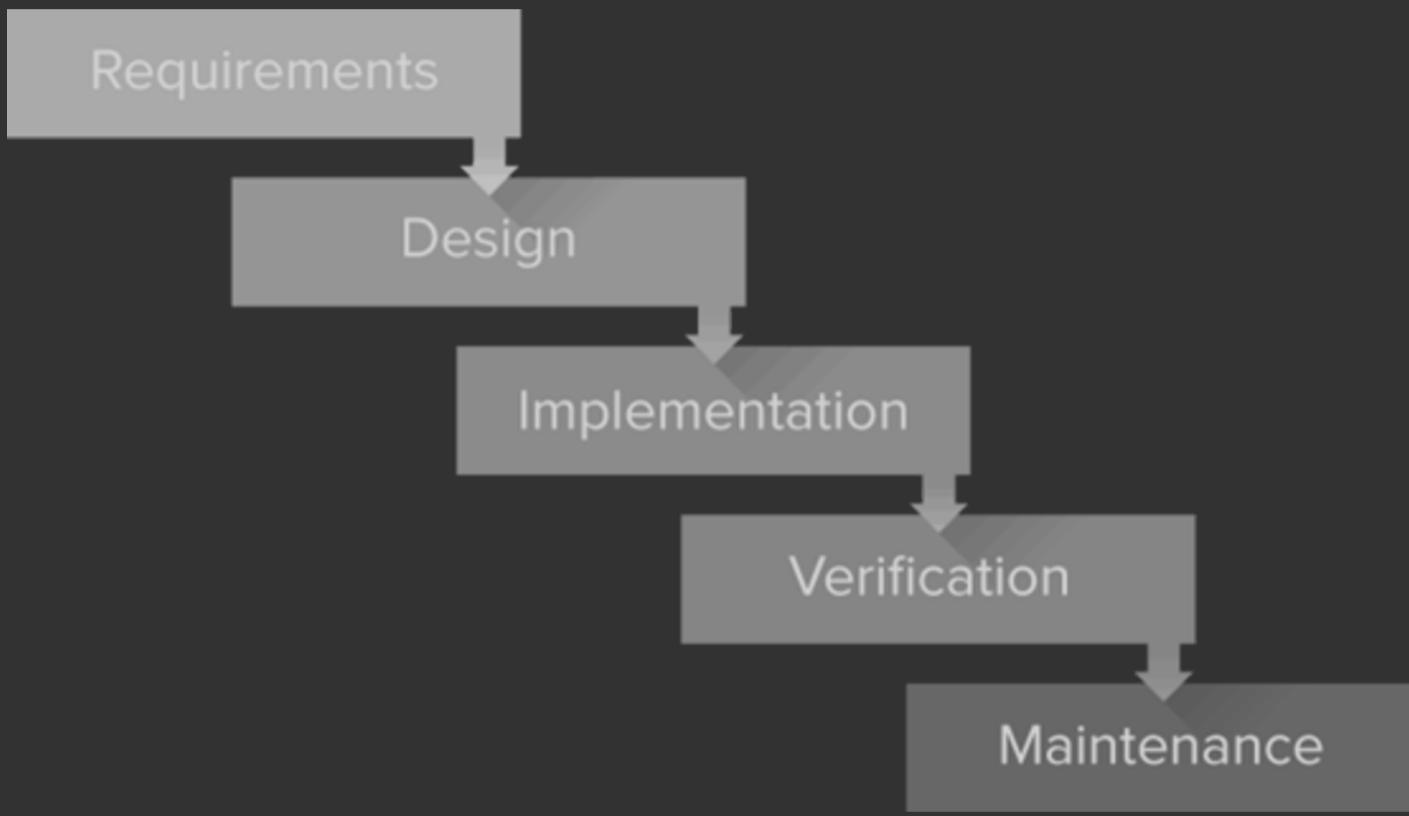
04

P3.express

P3.express is a minimalist, practical project management system



PM MODELS



Waterfall model

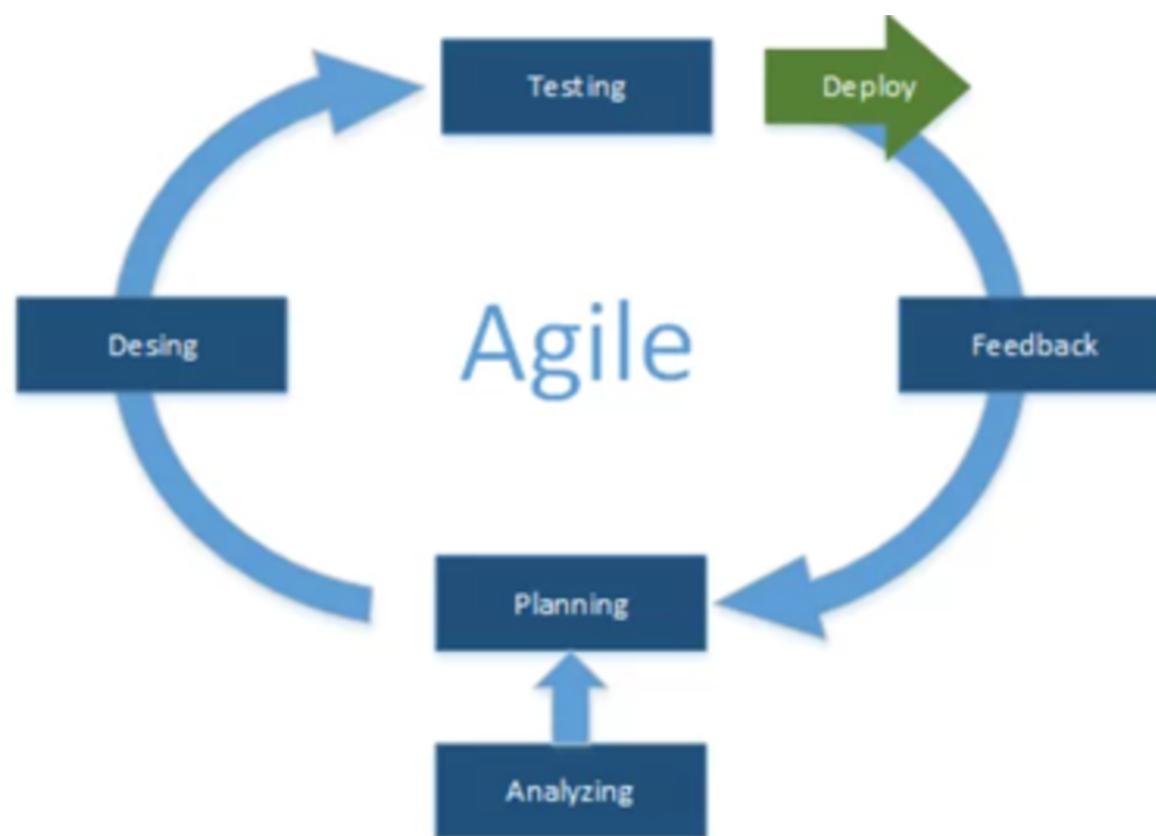
The project is implemented step by step in several different stages. It sets up a big, comprehensive plan and you implement it in a linear fashion one after another, hoping that no changes are made to the plan

- Used for projects that are very standard or large
- High-risk projects where risks and mistakes are not expected
- It takes more time
- It requires good team



PM MODELS

Agile/Scrum model



dividing the tasks into phases. There will be constant coordination among teams and continuous improvement at every stage. At each stage, teams conduct planning, implementation and evaluation processes. Continuous coordination is very important, both with team members and project owners.

- Used for medium and small projects
- Projects that go to market in stages and complete things
- Teams and participants are in constant communication



PM MODELS



P3.express

- P3.express uses a cyclical system to make the activities simpler and more regular.
- There are monthly, weekly, and daily cycles, each of which focused on one aspect of managerial activities.
- In addition to the cycles, there's a project initiation activity group run at the beginning, and a project closure group at the end.
- Finally, there's a post-project management group: a cycle run after the project is finished, to evaluate the benefits



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**When you see or use a new product or
a cool update from a company, what
kind of PM model do you imagine is
behind it?**

PROVIDE EXAMPLES



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ACTIVITY: PM MODEL SELECTION

- You will be working in group of 3-5 people
- Your group will get a project scenario
- Each group will discuss the project scenario and consider the following factors:

Project scope: Is it well-defined or evolving?

Project size and complexity: Is it large and complex or smaller and simpler?

Project requirements: Are they clearly defined or subject to change?

Project timeline: Is it flexible or fixed?

Project resources: Are they readily available or need to be acquired?

- Choose the project management model you believe is most effective for the assigned scenario & present



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Scenario 1: Developing a Natural Language Processing (NLP) Model

Project Goals: Develop a highly accurate NLP model for sentiment analysis of customer reviews.

Key Considerations:

- Large dataset of customer reviews
- Iterative model development and refinement
- Continuous evaluation and improvement

Scenario 2: Building a Computer Vision System

Project Goals: Create a computer vision system to identify defects in manufactured products.

Key Considerations:

- Extensive data collection and labeling
- Real-time image processing and analysis
- Integration with existing production systems

Scenario 3: Developing a Predictive Analytics Model

Project Goals: Build a predictive model to forecast future sales trends.

Key Considerations:

- Data cleaning and preprocessing
- Feature engineering and selection
- Model training and evaluation
- Regular model retraining and updates

Scenario 4: Building a Reinforcement Learning Agent

Project Goals: Train a reinforcement learning agent to play a complex strategy game.

Key Considerations:

- Designing a suitable reward function
- Implementing efficient exploration and exploitation strategies
- Hyperparameter tuning and optimization



PROJECT MANAGEMENT DILEMMA ACTIVITY

- We will be presenting a series of "Would You Rather?" scenarios related to project management for startups in Iraq and the KRI
- You have to consider the potential benefits and drawbacks of each option within the context of the Iraqi and KRI market
- We are starting with the first round where we are choosing what to do and then moving to the next scenario, where we should make the next decision
- While making any decision we should discuss why is it better
- After each round, we have a group discussion to share key takeaways and decision-making rationale from each of you



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Round 1: You've secured funding for a new AI project.

- Option A: Focus on a large-scale, ambitious project that could revolutionize the industry, but requires significant resources and expertise.
- Option B: Start with a smaller, more manageable project to gain experience and build a strong foundation for future growth.

Round 2: You need to assemble a talented team.

- Option A: Prioritize hiring experienced professionals from international tech companies, even if it's costly.
- Option B: Invest in training and developing local talent, building a strong local team.

Round 3: You need to select the right technology stack.

- Option A: Adopt the latest, cutting-edge AI technologies, even if they have potential risks and uncertainties.
- Option B: Opt for more established, reliable technologies that are proven to work.

Round 5: You're ready to launch your product.

- Option A: Target the global market immediately, aiming for rapid growth and international recognition.
- Option B: Focus on the local market first, building a strong customer base and understanding local needs.

Round 4: You need to build a robust data strategy.

- Option A: Prioritize data quality and security, even if it slows down project timelines.
- Option B: Focus on data quantity and speed, taking calculated risks with data quality and security.



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A special thanks to our partners,
American Corner Erbil and **Ovanya**,
for their contribution in making this
bootcamp happen



Thank You

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