

## Project Creation Factors

In Figure 1-2, Project Initiation Context, from the *PMBOK® Guide*, we discussed the four reasons projects are initiated.

Now, study this table, which provides more detail about each of the factors or triggers that will drive the need for a new project.

Specific Factor	Examples of Specific Factors	Meet Regulatory, Legal, or Social Requirements	Satisfy Stakeholder Requests or Needs	Create, Improve, or Fix Products, Processes, or Services	Implement or Change Business or Technological Strategies
New technology	An electronics firm authorizes a new project to develop a faster, cheaper, and smaller laptop based on advances in computer memory and electronics technology			X	X
Competitive forces	Lower pricing on products by a competitor results in the need to lower production costs to remain competitive				X
Material issues	A municipal bridge developed cracks in some support members resulting in a project to fix the problems	X		X	
Political changes	A newly elected official instigating project funding changes to a current project				X
Market demand	A car company authorizes a project to build more fuel-efficient cars in response to gasoline shortages		X	X	X
Economic changes	An economic downturn results in a change in the priorities for a current project				X
Customer request	An electric utility authorizes a project to build a substation to serve a new industrial park		X	X	
Stakeholder demands	A stakeholder requires that a new output be produced by the organization		X		
Legal requirement	A chemical manufacturer authorizes a project to establish guidelines for the proper handling of a new toxic material	X			
Business process improvements	An organization implements a project resulting from a Lean Six Sigma value stream mapping exercise			X	
Strategic opportunity or business need	A training company authorizes a project to create a new course to increase its revenues			X	X
Social need	A nongovernmental organization in a developing country authorizes a project to provide potable water systems, latrines, and sanitation education to communities suffering from high rates of infectious diseases		X		
Environmental considerations	A public company authorizes a project to create a new service for electric car sharing to reduce pollution			X	X

<sup>1</sup>Table 1-1. Examples of Factors that lead to the Creation of a Project

Think about the projects you've worked on or are currently working on. Were any of them driven by the factors described in this table?

<sup>1</sup>Project Management Institute, *A Guide to the Project Management Body of Knowledge, (PMBOK® Guide)* – Sixth Edition, Project Management Institute Inc., 2017, Table 1-1, Page 9.