

# SHOULD WE UNDER PROMISE OR OVER DELIVER?

Delivering exactly what was promised is more effective than under-promising or over-delivering, as it ensures realistic expectations and sustainable outcomes. Over-delivering may impress initially but can lead to unrealistic future expectations and team burnout



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### Affiliations

project managers, stakeholders, development teams, and end users, all of whom are impacted by how project scope and delivery are managed.

## INTRODUCTION

- The concept of "Under Promise & Over Deliver" emphasizes setting realistic expectations and exceeding them to cultivate trust and satisfaction.
- This approach enhances relationships and boosts one's reputation for reliability in both personal and professional contexts.
- By embracing this principle, we can achieve remarkable outcomes in project management, client engagements, and personal goals.

## METHODOLOGY

- Evaluate resources, capabilities, and timelines before making commitments.
- Execute tasks with a focus on quality and efficiency, aiming to complete ahead of schedule or with added value.

## OBJECTIVE

- setting realistic expectations and then exceeding them to enhance customer satisfaction and build trust. By delivering more than promised, businesses can foster loyalty and strengthen their reputation.

### Case Studies:

- Successful Under-Promising
- Issues with Over-Delivering

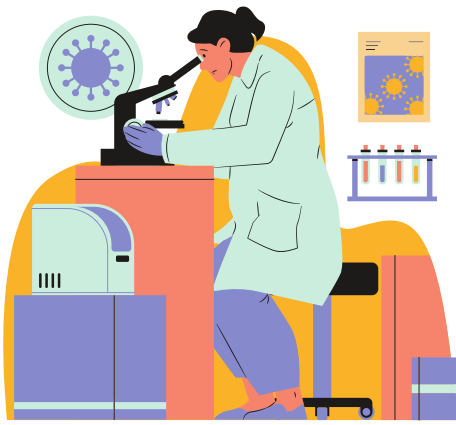
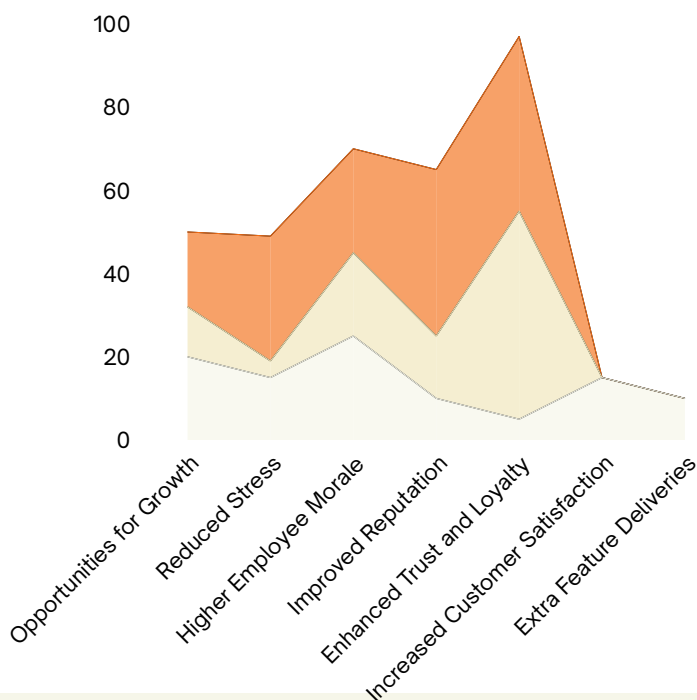
## RESULTS

- Opportunities for Growth: Positive client relationships and feedback can lead to new projects, collaborations, and expansion opportunities.
- Higher Employee Morale: Team members feel motivated when they can exceed expectations, leading to greater job satisfaction and productivity.

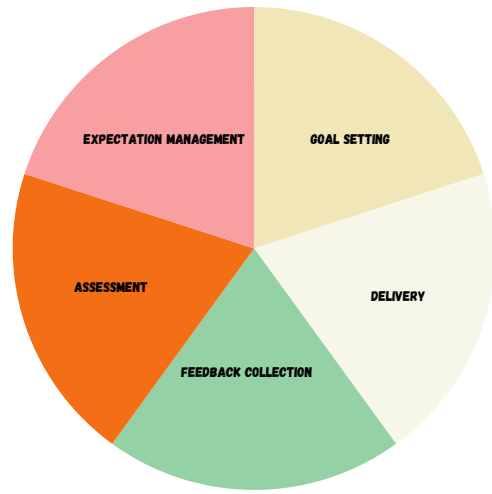


## ANALYSIS

- Expectation Management: The phrase emphasizes the importance of setting realistic expectations. This is foundational in building trust.
- Trust and Satisfaction: It connects the approach directly to cultivating trust and satisfaction, which are critical elements in any relationship.
- Broader Application: By mentioning project management, client engagements, and personal goals, the introduction illustrates the versatility of the principle across various contexts.



promise, deliver and communicate



"Key Steps in the 'Under Promise & Over Deliver' Methodology"

## CONCLUSION

While under-promising and over-delivering may generate short-term excitement, delivering exactly what you promised ensures sustainability, trust, and reliability. It creates a balanced approach that protects the team while satisfying stakeholders consistently.

## REFERENCES

- Kalan Guiley

