A

**Adoption:** Refers to how the customer uses and adapts a product or service without any issues

**Asana:** A work management platform that helps teams plan and coordinate their work; useful for building project plans, assigning tasks, automating workflows, tracking progress, and communicating with stakeholders

B

**Benchmark:** A point of reference

**Benefits:** Expected gains of a project

**Budget:** An estimate of the amount of money a project will cost to complete

**Business case:** The reason for initiating a project

C

**Collaboration tools:** Tools used to quickly and efficiently check in with team members on questions, comments, and other topics related to a project

**Conditional formatting:** A feature that adds automatic color coding to cells in a spreadsheet

**Cost-benefit analysis:** The process of adding up the expected value of a project—the benefits—and comparing them to the dollar costs

**Customers:** The people who will get some value from a successfully-landed project

D

**Data validation:** A feature that adds dropdown lists to cells in a spreadsheet

**Deliverable:** A tangible outcome from a project; what gets produced or presented at the end of a task, event, or process

**Docs:** A digital word processing application

E

**Engagement:** Refers to how often or meaningful customer interaction and participation is over time

F

**Function**: A feature that generates formulas which can be used to manipulate data and perform calculations in a spreadsheet

G

**Gantt chart:** A horizontal bar chart that illustrates a project’s tasks, with clear breakdowns of who’s responsible for the work and when those tasks are due

H

**Header**: The top cell or cells in a column in a spreadsheet

I

**Influence:** Measures how much power a stakeholder has and how much the stakeholder’s actions affect the project outcome

**Initiation:** The first phase within the project life cycle, followed by planning, executing, and closing

**In-scope:** Tasks that are included in the project plan and contribute to the project’s goal

**Intangible benefits**: Gains that are not measurable or quantifiable, such as customer or employee satisfaction or brand recognition

**Intangible costs**: A cost that cannot easily be quantified, such as loss of employee morale or brand damage.

**Interest:** Refers to how much the needs of the stakeholder will be affected by project outcomes

K

**Key results:** The part of an OKR that describes measurable outcomes that objectively define when the objective has been met

**Key stakeholders:** The people with the highest amount of influence on and interest in a project; also called "key players"

L

**Land:** To measure the success of a project using the success criteria established at the outset of the project

**Launch:** To deliver the final result of a project to the client or user

M

**Materials:** Items needed to help get the project done

**Metrics:** Data used to measure something, like numbers or figures

O

**Objective:** The part of an OKR that defines what needs to be achieved and describes a desired outcome

**Objectives and key results (OKRs):** A combination of a goal and a metric to determine a measurable outcome

**Out-of-scope:** Tasks that are not included in the project plan and don’t contribute to the project’s goal

P

**Pivot table:** A basic analysis tool used to summarize data and show the relationships between data points, making it easier to understand the information contained in a spreadsheet

**Power grid:** A two-by-two grid used for conducting a stakeholder analysis; shows stakeholder interest in the project versus their influence over the project

**Primary stakeholders:** People who will benefit directly from a project’s success

**Productivity tools:** Tools used to manage project tasks, including word processing software, spreadsheets, and presentations

**Project charter:** A document that clearly defines the key details of a project

**Project goal:** The desired outcome of a project

**Project manager:** The person who plans, organizes, and oversees the whole project

**Project proposal:** Documentation written at the beginning of a project; kicks off the initiation phase by influencing and persuading the company to move forward with the project

**Project sponsor:** The person who’s accountable for the project and who ensures the project delivers the agreed-upon business benefits

R

**RACI chart:** A visual that helps to define roles and responsibilities for individuals or teams to ensure work gets done efficiently; lists who is "responsible," "accountable," "consulted," and "informed" for project tasks

**Return on investment (ROI)**: A metric used to calculate the return on an investment relative to its cost.

**Resources:** The budget, people, materials, and other items needed for a project

S

**Scheduling and work management software:** Tools used for assigning tasks to multiple teammates and for tracking and visualizing progress; most useful for bigger projects with a larger number of tasks and a bigger team of people to manage

**Scope:** The boundaries of a project; an agreed-upon understanding as to what is included or excluded from a project

**Scope creep:** Changes, growth, and uncontrolled factors that affect a project’s scope at any point after the project begins

**Scope management:** Understanding and negotiating how changes will be evaluated, accepted, and performed

**Silo:** A situation in which the knowledge and responsibility for a task falls on one person

**Secondary stakeholders:** People who are indirectly impacted by a project’s success

**Slides:** Google’s digital presentation application

**SMART goals:** A method to evaluate goals; states that goals should be "specific," "measurable," "attainable," "relevant," and "time-bound"

**Spreadsheet:** A tool used for organizing, transforming, visualizing, and manipulating information; useful for a wide range of tasks, such as creating timelines, building charts, managing budgets, and tracking tasks

**Stakes:** The important parts of a business, situation, or project that might be at risk if something goes wrong

**Stakeholders:** Anyone involved in the project who has a vested interest in the project’s success

**Stakeholder analysis:** A visual representation of all the stakeholders that illustrates which stakeholders are taking on which responsibilities; also called “stakeholder mapping”

**Stakeholder buy-in:** The process of involving stakeholders in decision-making to hopefully reach a broader consensus on the organization's future

**Steering committee:** The most senior decision-making body on any project; they have the authority to make changes to the budget and approve updates to the timeline or scope

**Success criteria:** The standards that measure how successful a project was in reaching its goals

T

**Team members:** The people doing the day-to-day work and making the project happen

**Tools:** Aids that make it easier for a project manager or team to manage resources and organize work

**Triple constraint:** The combination of the three most significant restrictions of any project: scope, time, and cost.