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T-ESP-ADD ON - 10 REASONS WHY PROJECT MANAGEMENT IS SO IMPORTANT?

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10 reasons why Project management is so important?

Why is project management important?
"Can't we just brief the team doing the work and manage them ourselves? It'll be loads cheaper."
On paper, project management looks like an unnecessary tax and overhead as project managers don't really deliver anything and often get in the way of what they want the team to do!
If all that's true, why does project management matter?

Running projects without good project management is a false economy. It's often thought to be an unnecessary burden on the budget, and there's no doubt it can be expensive – as much as 20% of the overall project budget.
But can you afford to not have project management?

01. Strategic Alignment

Project management is important because it ensures the right product is delivered and deliver real value against the business opportunity.

02. Leadership

Leadership allows and enables team members to do their best work. Project management provides leadership and vision, motivation, removing roadblocks, coaching, and inspiring the team to do their best work.

03. Clear Focus & Objectives

It ensures there's a proper plan for executing on strategic goals.

04. Realistic Project Planning

Project management is important because it ensures proper expectations are set around what can be delivered, by when, and for how much.

05. Quality Control

Projects are also usually under enormous pressure to be completed. Without a dedicated project manager, tasks are underestimated, schedules tightened, and processes rushed.

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The result is bad quality output because there's no quality management in place.
Dedicated project management ensures that not only does a project have the time and resources to deliver but also that the output is quality tested at every stage.

06. Risk Management

Risk management is critical to project success.
The temptation is just to sweep them under the carpet, never talk about them to the client, and hope for the best.
Projects never go to plan, and how we deal with change and adapt our project management plan is a key to delivering projects successfully.

07. Orderly Process

Reactivity – as opposed to proactivity – can often cause projects to go into survival mode. This is when teams fracture, tasks duplicate, and planning becomes reactive creating inefficiency and frustration in the team.
Proper planning and process can make a massive difference as the team knows who's doing what, when, and how.
Project management ensures the right people do the right things, at the right time – it ensures proper project management process is followed throughout the project life cycle.

08. Continuous Oversight

Good project managers will regularly generate easily digestible progress or status reports as part of their stakeholder management.
Those data are invaluable not only for tracking progress but helps clients gain the trust of other stakeholders in their organization, giving them easy oversight of a project's progress.

09. Subject Matter Expertise

Project managers have the necessary skills to be the hub of communication on a project, ensuring that as the project flows between different teams and phases of work, nothing gets forgotten about or overlooked.
Good Project management prevents the creatives ignore the limitations of technology or the developers forget the creative vision of the project. It brings everyone together forcing the right compromises to make the project a success.

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10. Managing and Learning from Success and Failure

It's important to not make the same mistakes twice.
Project managers use retrospectives, lessons learned, or post-project reviews to consider what went well, what didn't go so well, and what should be done differently for the next project.

Conclusion

Without project management, teams and clients are exposed to chaotic management, unclear objectives, a lack of resources, unrealistic planning, high-risk, poor-quality project deliverables, projects going over budget and delivered late.
Project management enabled team ensures the right stuff is delivered; stuff that delivers real return on investment, and that makes happy clients.