

# Google Project Management Certificate

## Course 2 - Project Initiation Study Notes

Prepared for Coursera Google Project Management Professional Certificate

Generated on July 24, 2025

### Contents

<b>1</b>	<b>Module 1: Fundamentals of Project Initiation</b>	<b>2</b>
1.1	Key Concepts . . . . .	2
1.2	Study Tips . . . . .	2
<b>2</b>	<b>Module 2: Stakeholder Management</b>	<b>3</b>
2.1	Key Concepts . . . . .	3
2.2	Study Tips . . . . .	3
<b>3</b>	<b>Module 3: Tools and Templates</b>	<b>4</b>
3.1	Key Concepts . . . . .	4
3.2	Study Tips . . . . .	4
<b>4</b>	<b>General Study Tips for Course 2</b>	<b>5</b>
<b>5</b>	<b>Additional Notes</b>	<b>6</b>

# 1 Module 1: Fundamentals of Project Initiation

## 1.1 Key Concepts

- **Project Goals and Objectives:**

- Goals define the overarching purpose of the project, while objectives are specific, measurable outcomes.
- Use SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to craft clear objectives.
- Example: For a website launch, a goal is to enhance online presence; an objective is to increase website traffic by 20% within three months.

- **Deliverables and Scope:**

- Deliverables are tangible outputs (e.g., a completed report, software feature).
- Scope defines what is included and excluded in the project to prevent scope creep.
- Tools like a scope statement or project charter clarify deliverables and boundaries.

- **Success Criteria:**

- Metrics to evaluate project success, such as meeting deadlines, staying within budget, or achieving stakeholder satisfaction.
- Align success criteria with organizational goals and stakeholder expectations.

- **Project Charter:**

- A formal document outlining project purpose, objectives, scope, stakeholders, and success criteria.
- Serves as a reference to align team and stakeholders throughout the project.

## 1.2 Study Tips

- **Practice SMART Objectives:**

- Write three SMART objectives for a hypothetical project (e.g., organizing a conference) to reinforce the criteria.
- Example: “Secure 10 speakers for the conference by March 1, 2026.”

- **Draft a Project Charter:**

- Use a template from the course or Google Docs to create a sample project charter, including goals, scope, and success criteria.
- Review the charter to ensure all SMART criteria are met.

- **Understand Scope:**

- Create a checklist for defining project scope, noting inclusions and exclusions.

- Practice identifying potential scope creep scenarios (e.g., adding unplanned features).
- **Engage with Examples:**
  - Review course case studies (e.g., Plant Pals) to see how goals, deliverables, and success criteria are defined in real projects.

## 2 Module 2: Stakeholder Management

### 2.1 Key Concepts

- **Stakeholder Identification:**
  - Stakeholders include anyone impacted by or influencing the project (e.g., team members, clients, sponsors).
  - Use a stakeholder register to list names, roles, and influence levels.
- **Stakeholder Analysis:**
  - Assess stakeholders power, interest, and influence using a stakeholder analysis grid (e.g., Power/Interest Grid).
  - High-power, high-interest stakeholders require close management; low-power, low-interest stakeholders need minimal monitoring.
- **RACI Chart:**
  - Defines roles: Responsible (performs task), Accountable (owns outcome), Consulted (provides input), Informed (receives updates).
  - Ensures clarity in responsibilities and reduces role ambiguity.
- **Communication Strategies:**
  - Tailor communication to stakeholder needs (e.g., frequent updates for sponsors, technical details for team members).
  - Use tools like email, meetings, or project management software (e.g., Asana) for effective communication.

### 2.2 Study Tips

- **Create a Stakeholder Register:**
  - List stakeholders for a sample project (e.g., event planning) with their roles, influence, and communication preferences.
  - Example: “CEO (sponsor, high influence, weekly updates).”
- **Practice Stakeholder Analysis:**
  - Draw a Power/Interest Grid and place stakeholders from a hypothetical project into quadrants (e.g., Manage Closely, Keep Satisfied).
  - Analyze how to prioritize communication for each group.

- **Build a RACI Chart:**
  - Create a RACI chart for a small project, assigning roles for 35 tasks.
  - Example: For a report, the writer is Responsible, the manager is Accountable, the team is Consulted, and the client is Informed.
- **Develop Communication Plans:**
  - Draft a communication plan for a stakeholder group, specifying frequency, method, and content.
  - Review course examples to ensure alignment with stakeholder needs.

## 3 Module 3: Tools and Templates

### 3.1 Key Concepts

- **Project Charter Development:**
  - A detailed document that formalizes project initiation, including objectives, scope, stakeholders, risks, and success criteria.
  - Acts as a contract between the project team and stakeholders.
- **Project Management Tools:**
  - Google Docs for drafting charters and collaborative documents.
  - Google Sheets for tracking tasks, budgets, or stakeholder registers.
  - Asana or similar tools for task assignment, progress tracking, and collaboration.
- **Setting Expectations:**
  - Clear documentation (e.g., charters, stakeholder agreements) ensures alignment on goals and responsibilities.
  - Regular updates and feedback loops prevent misunderstandings.
- **Templates:**
  - Use standardized templates for charters, stakeholder registers, and communication plans to streamline processes.
  - Customize templates to fit specific project needs while maintaining clarity.

### 3.2 Study Tips

- **Explore Tools:**
  - Set up a sample project in Asana, assigning tasks and milestones to understand its functionality.
  - Use Google Sheets to create a stakeholder register or task tracker with columns for status and deadlines.

- **Draft Templates:**
  - Download a project charter template from the course and fill it out for a hypothetical project (e.g., launching a new product).
  - Ensure the charter includes SMART objectives and clear success criteria.
- **Practice Documentation:**
  - Write a scope statement for a sample project, listing deliverables and exclusions.
  - Review the statement for clarity and completeness.
- **Simulate Stakeholder Alignment:**
  - Role-play a stakeholder meeting, presenting a draft project charter and addressing potential concerns.
  - Use course discussion forums to share and refine your approach.

## 4 General Study Tips for Course 2

- **Organize Notes:**
  - Create a dedicated folder in Google Docs or Notion for Course 2 notes, with sub-sections for each module.
  - Maintain a glossary of key terms (e.g., SMART objectives, RACI chart, scope creep) for quick reference.
- **Engage Actively:**
  - Complete all quizzes, discussion prompts, and peer-reviewed assignments to reinforce learning.
  - Participate in Coursera forums to discuss stakeholder management and tool usage with peers.
- **Practice Application:**
  - Apply concepts to a real-world scenario, such as initiating a personal project (e.g., home improvement).
  - Create a project charter and stakeholder register for this project to practice skills.
- **Time Management:**
  - Allocate 23 hours per module, aiming to complete Course 2 in 34 weeks.
  - Set deadlines for assignments and review sessions to stay on track.
- **Tool Familiarity:**
  - Experiment with Google Docs, Sheets, and Asana to create project artifacts.
  - Practice exporting data from Asana to Google Sheets for progress tracking.

## 5 Additional Notes

- **Course Context:** Course 2 focuses on initiating projects effectively, covering goal-setting, stakeholder management, and tool usage. It includes videos, readings, quizzes, and hands-on assignments (e.g., Plant Pals case study).
- **Certification Benefits:** Contributes to the Google Project Management Professional Certificate, accredited by PMI, with credits toward CAPM certification (over 100 hours total for the program).
- **Resources:** Use Coursera-provided templates (e.g., project charter, RACI chart) and explore tools like Asana for practical experience.
- **Program Cost:** \$49/month after a 7-day free trial; financial aid is available.
- **AI Integration:** Course materials may reference AI tools for tasks like stakeholder analysis or risk assessment.