Project models

Why spend time on it?

External context

Political
Economic
Social
Technical
Environmental
Legal

Internal complexity

Strategy
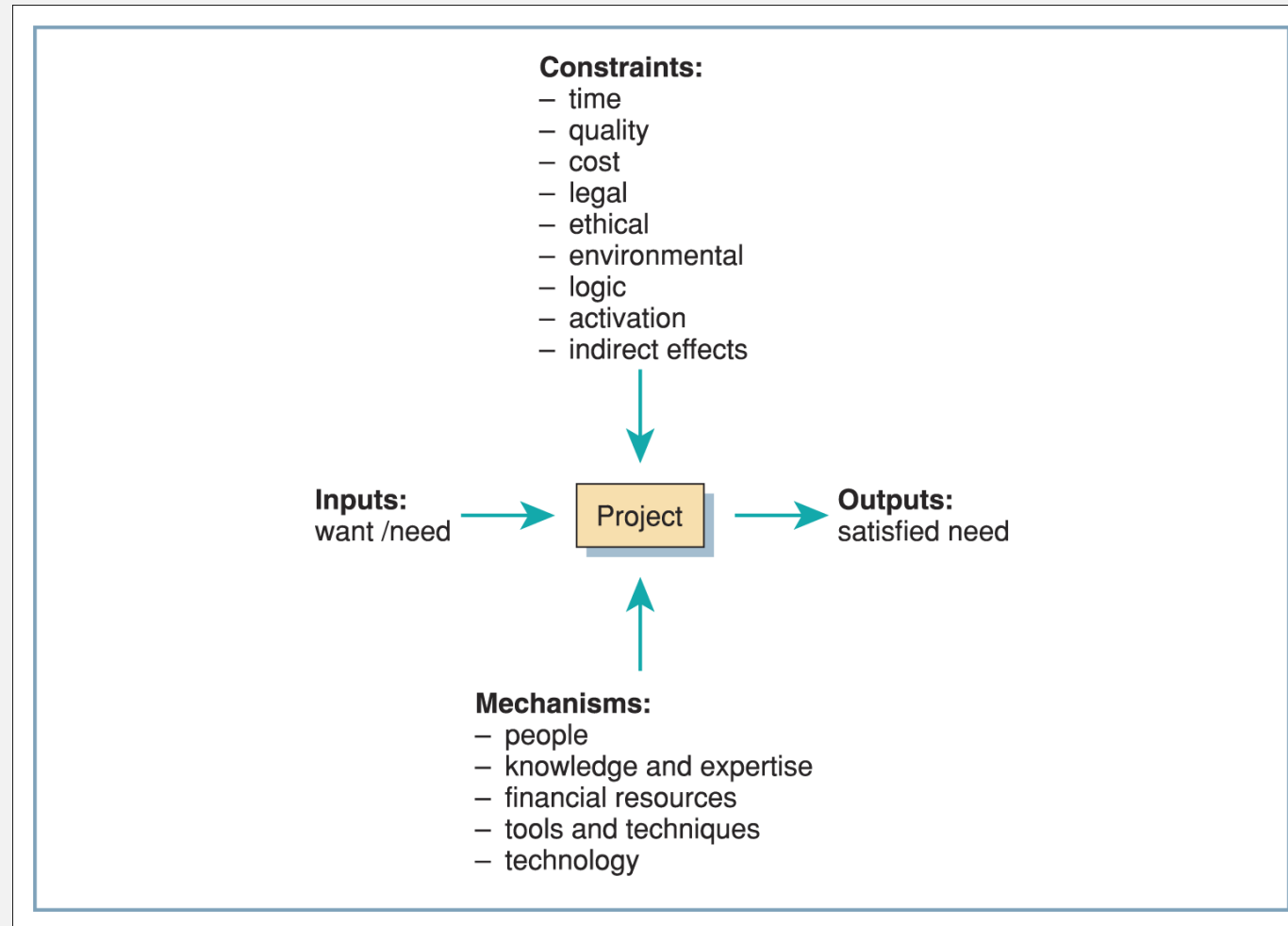
Structure

Systems

Staff

Skills

Style/culture

Stakeholders

The project as a system

Constraints:
– time
– quality
– cost
– legal
– ethical
– environmental
– logic
– activation
– indirect effects

Inputs:
want /need

Project

Outputs:
satisfied need

Mechanisms:
– people
– knowledge and expertise
– financial resources
– tools and techniques
– technology

	+	-
Internal (7S)	Strength	Weakness
External (PESTEL)	Opportunity	Threat

"I had six honest serving men,
they taught me all I knew.
Their names were What and Where and
When, and Why and How and Who."

Rudyard Kipling

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