The 12 Principles of Project Management: Project Scenario

This article will teach you how to apply each project management principle for project success in a scenario.

Introduction

Here is a scenario for your consideration. The ABC company sells products and services worldwide. It is a customer-centric company and aims to serve its customers efficiently and effectively. To achieve this, the company requires a robust IT architecture.

To improve its product offerings, ABC gathers consumer data. It sells this data to make a profit. The company recently hired Bev as a project manager to improve the data collection process, security, and storage capability.

Objectives

Bev needs to manage the following objectives:

- Increasing the company's data storage capability by 30%, which will require acquiring more hard-disk drives with extra storage capacity.

- Reducing the risk of data loss by upgrading the existing data backup systems.

- Strengthening the security system to prevent data breaches; and

- Increasing the data access speed by 20%.

Bev researches and implements the 12 principles of project management. As a result, all the objectives are achieved in the end. The project delivers on time, on budget, and with the desired results.

Are you interested to know how Bev's project management principles led to project success?

Application of principles

Application of principles to achieve project success.

Stewardship

The first principle is "being a diligent, respectful, and caring steward." This is how Bev applied this principle:

- In the initial stage of the project, to identify all internal and external stakeholders, Bev created a stakeholder register.

- She clearly defined the importance of the project, the major milestones, and the project goals to win the stakeholders' trust and support. She was inclusive in her communication.
- At the initiating stage, she outlined the project's main financial, social, and technological dimensions.

Collaborative team

The second principle is "creating a collaborative project team environment." Bev applied this principle by performing these steps:

- To define goals, assets, and obstacles, Bev developed a team charter, which enabled the project team members to establish standards for collaboration.
- She assessed the essential skill sets of team members and incorporated early training programs in the project strategy.
- She defined each team member's roles and responsibilities clearly and earned support from the stakeholders. She also built professional relationships whenever possible.

Stakeholder engagement

The third principle is "effectively engaging with stakeholders." To apply this principle:

- She analyzed the current and desired levels of commitment from all key stakeholders. She developed appropriate strategies to gain what was needed.
- The way she engaged stakeholders depended on the circumstance.She put much effort into learning about each person's goals and adapted her communication accordingly.

Value creation

The fourth principle is "focusing on value." To apply this principle:

- Bev clearly described the value and advantages of the project in the project charter and management plan.
- She clarified the project's benefits.
- She tailored "value" to individual and organizational needs, indicating different value propositions for different target groups.

Systems thinking

The fifth principle is "recognizing, evaluating, and responding to system interactions."

Here is how Bev applied this principle:

- She analyzed the project to identify strong correlations with other projects, programs, and the ABC portfolio.

- She created an influence diagram that indicated external factors that could facilitate or hinder the project's progress.

- She asked SMEs for assistance, asking them to alert her when circumstances changed.

Leadership behavior

The sixth principle is "demonstrating leadership behaviors." Here are the steps Bev took to apply this principle:

- Bev always served as a role model and did not ask the team to do anything she would never do.

- She employed situational leadership by adapting her management style to each unique circumstance or task, enabling her team members to meet their needs.

- She maintained integrity, took responsibility for her actions, and treated everyone with respect and fairness.

Tailoring

Here are the steps Bev took to apply the principle of "tailoring based on the context."

- Bev compared the project to others and understood similarities and differences from other projects.

- The company did not need regular delivery. Bev knew that the rate of change would be rapid due to the nature of the project and technological difficulties. She concluded that the project would benefit most from implementing the iterative process.

Quality

Bev also implemented the principle of "building quality into processes and deliverables."

- She created and implemented a quality management plan. The plan established quality planning, quality control, and quality assurance processes.

- All stages of the project followed these processes.

- The result was quality—simply what the customer and the stakeholders needed from the project deliverables.

Complexity navigation

Another important project management principle that Bev implemented is "navigating complexity."

- She identified and addressed every potential area of uncertainty that could negatively affect the project.

- Through collaboration and planning, she identified problems and created a well-defined decision-making system.

Risk response optimization

The tenth project management principle that Bev applied is "optimizing risk responses."

- She was aware of stakeholder risk appetite and thresholds and made accommodations accordingly.

- She collaborated with the team to identify risks and opportunities, ensuring risk owners were allocated and prepared with appropriate remedies.

Adaptability and resiliency

Bev also embraced adaptability and resiliency, the eleventh important principle of project management. Here are the steps taken by her.

- She met with key stakeholders to evaluate changing circumstances and devise solutions accordingly.

- She proactively engaged with stakeholders to absorb shocks and recover swiftly.

- Bev puts more emphasis on outcomes than outputs.

Change facilitation

Finally, she enabled change to achieve the envisioned future state. Here is how she achieved this:

- Bev developed and shared an integrated change control process with all stakeholders.

- As part of this process, she established a Change Control Board (CCB) that analyzed, reviewed, approved, or rejected changes. The CCB held weekly meetings

- She received management support that encouraged all stakeholders to support the process. She got her team members to be more accountable for results.

Conclusion

To ensure the success of any project, it is essential to apply project management principles. It is possible for organizations to deliver projects on time, within budget, and of high quality when they apply these principles. In this article, you learned how to apply each project management principle to achieve project success.