

Nine Steps For Project Success.

	Theme	Details
1	Communications	<ul style="list-style-type: none"> • Listen without interruption: what is the <i>real</i> concern? • Who are the key stakeholders? • When and how do they want to be communicated with? ’
2	The problem	<ul style="list-style-type: none"> • Explore and understand the key issues • Show understanding and empathy for the client's situation • Try the five ‘whys
3	Context	<ul style="list-style-type: none"> • What type of company is this? • Have other similar companies fixed this problem? • What are the trends and themes in the industry? • A SWOT analysis can be a good starting point.
4	Questioning for clarity	<ul style="list-style-type: none"> • Try to move to crystal clarity for the project • Don’t take responsibility for defining: do it together • What would success look like? How would it be measured? • Respect the client's individual needs
5	Don’t jump to the solution	<ul style="list-style-type: none"> • Do not be afraid to challenge assumptions • Offer alternatives • Explore innovative ideas • Crowdsource the challenge
6	Build the relationship	<ul style="list-style-type: none"> • Invest time in building a trusted relationship • Build confidence by sharing knowledge outside the project • NEVER share confidential information or criticize other clients
7	Culture	<ul style="list-style-type: none"> • Understand their cultural norms, especially those of power • Respect national, ethnic, and religious norms. • Ask explicit questions about the culture and values.
8	Build client commitment	<ul style="list-style-type: none"> • Enthusiasm is infectious and builds co-operation • Define the client commitments in terms of time, communications and resources
9	Define the project	<ul style="list-style-type: none"> • Agree on a method for progress reporting • Agree on a method for client audit requirements (e.g. timesheets) • Agree on a quality control process • Agree on expected timescales • Agree the success measures
10	Next steps	<ul style="list-style-type: none"> • Implementation is key to success • The more you can help them plan or execute this, the better • Go to the next level of detail for value: not just ‘do X’, but ‘Do X in this way, using Y, with these resources. And here are some useful readings! • Think of how you can add value and leave the client thinking WOW!