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THE COUCH

I embarked on a small house project to convert a bedroom into a TV room. Like most strategic projects I had a vision for this project. A significant success factor was buying the right couch. The scope statement was clear: cloth instead of leather for warmth, deep and long enough for me to lay out on, the right color, something I could afford and of course as comfortable as the womb. After a brief shopping stint, my final decision was for the bigger of two possible couches; a little extra room for relaxing after a long day.

Delivery day, the Friday before the final Lakers game, coincided with my cable hook-up for my new flat screen. I had already teed up my girlfriend about the pleasures of a major sporting event from the privacy of the owner’s suite. I doubt Jerry Buss had it any better and Caryn ensured me she really enjoys baseball (?) and was looking forward to the big event.

When George the delivery guy arrived he walked down the hall, sized up the door, the turn angle and whatever else the professionals in his business consider. His statement was simple, “It won’t fit!” What? You don’t understand. We have critical timing, I have a vision and Caryn will be unbelievably disappointed. With some urging George and his partner gave it a valiant try but with no success.

Here I am Mr. Project Guy, who will tell anyone that will listen, “The number one reason for project failure is poor scope.” I am one guy with a simple project but I missed a critical requirement that defined success. How does this play out for big multi-million dollar strategic projects; projects that have many stakeholders and various opinions and

If you would like more information on any of the topics discussed in this article, please contact:

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requirements which determine project failure or success. Too often we launch these significant projects with the same cavalier approach as I had; a partial vision, money in my pocket, a date to meet and a bent towards action.

Defining scope is a critical aspect of any project. At Waypoint we have put our extensive project experience to work defining the scope development portion of the Strategic Project Navigator™. Why? So you don't have to sit on lawn chairs in your new TV room or explain to a customer or board member the additional three months required for a product redesign.

If you would like an evaluation of the scope for your critical project give us a call. It is a great way to reduce risk and save time and money.
teams deliver on time.

If you have a critical project and playing in the 90% loser bracket might cost you the business, your reputation in the marketplace or a ton of money, then it is time to infuse your team with some folks that know how to win. I'll put my team of executive project leaders up against anybody in the business. If you need a win, give me a call!
