



*Good Companies – Troubled Projects*

**Newsletter**

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### Knowing How to Win

Shortly after I began skippering my first sailboat, I was taught a big lesson on the psychology of winning. I had a very novice crew and typically at the end of a regatta we found ourselves in the back of the pack. One race we managed to be the first boat around the weather mark. As exciting as this moment was, a quick look over my shoulder brought back reality. The fleet champion was barreling down, spinnaker up and coming fast. Euphoria quickly turned to panic. We were out of our neighborhood and we did not belong in the front of the pack. Within moments, we relinquished our lead. A few minutes later we submitted to a few more boats and were happy to be hanging out in the back of the fleet with our friends.

I was reminded of this story last weekend when we were racing off of Newport. The conversation turned to 'knowing how to win'. We all had our stories and can spot and empathize with the crews that don't. It happens all the time; a team will have a great Saturday only to blow it on Sunday. While boat speed, tactics and good crew work are all imperative, the confidence associated with being a winner is just as important.

Project teams are like any other competitive team. Is your team a proven winner based on past performance? Do they have the swagger and self-confidence to take the big hill, or are they happy accepting delay after delay?

For project teams, the clock is the scoreboard and winning teams know how to conquer time. Unfortunately, just like in sailboat racing, only a small percentage end up in the winner's circle. Statistically, less than 10% of all project

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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!

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