Understanding and integrating project management dynamics into Business English teaching

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What is a project?

A temporary activity designed to produce a unique product, service or result. It has a defined beginning and end in time, and therefore defined scope and resources.
What is project management?

1950s .... civil engineering

1967 IPMA

1969 PMI

1996 Prince2

Lean, Agile, SCRUM
Key concepts - 1

Project life cycle

Initiation → Planning → Execution → Monitoring and controlling → Closing

Milestone / Gateway

Milestone / Gateway

Milestone / Gateway

York Associates
Communicate professionally anywhere.
Key concepts - 3

Stakeholder analysis

[Stakeholder analysis diagram]

Keep Satisfied
Manage Closely
Monitor (Minimum Effort)
Keep Informed

Low
High
Low
High

Low Interest High

York Associates
Communicate professionally anywhere.

www.mindtools.com
How the customer explained it
How the project leader understood it
How the engineer designed it
How the programmer wrote it
How the sales person described it

How the project was documented
What operations installed
How the customer was billed
How the helpdesk supported it
What the customer really needed
International project success factors

- Awareness
- Communication
- Responsibility
- Relationships
- Direction
- Organisation
- Roles
- Support
- Performance management
- Team marketing
- Conflict management
- Synergy

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Communicate professionally anywhere.
What are the takeaways from the book?

- Understanding internationality
- Intercultural sensitivity
- Managing a kick-off meeting
  - Communicating virtually
- Managing people
  - Influencing stakeholders
- Risk analysis and problem solving
  - Setting the right goal
- Team communication
  - Communicating styles
  - Conference calling
- Dealing with conflict
  - Giving feedback
- Project marketing
  - Change management
- Handing over the project
  - Presenting final results
- Lessons learned
The difference between good and great project managers is …

… intelligent disobedience
What is our role? How can we support?

Teacher
Mentor
Facilitator
Trainer
Advisor
Counsellor
Coach
Sounding board
Consultant