



**Breakfast Roundtable South  
Minutes from Meeting of  
September 2, 2005**

**Topics chosen:**

- Selling Project Scope
- Managing Executive Staff (managing managers)
- Project Buy-In (project agreements)
- Project Life Cycle

**DISCUSSION:**

- **Managing Executive Staff**
  - Alignment with Strategic objective?
  - Progress reporting against Charter – impacts reported, request prioritization
  - Use Objective criteria:
    - Create Model
    - State Facts
  - “Just” does not understand impact (using the word ‘just’).
  - Plant a seed so it becomes their idea.
  - Plant seed – Budget? Resources? Buy-In? to get approval to release resources for the initiative.
  - Product Life Cycle – Lite Version
  - Ask: Is my organization delivering value? Should project stop?
  - ROI: Original and at other intervals to validate
  - Charter – Are projects on track?
  - OPM3 – Best Practices, educate
  - Must recognize there is a problem
  - Track issues – note some have not had an ROI.
  
- **Selling Project Scope**
  - How to keep selling the scope of the project.
  - Things to look for:
    - Charter approved?
    - Project Plan approved?
    - Resources Assigned?
  - Learn the environment in which project exists.
  - Executive staff has to promote the vision.
  - How can one market the scope?
    - What’s in it for me? With staff & resources
    - Sponsorship: needs to be very clear & direct (top-down selling)
    - Keep it visual.
    - Where is the passion? Find where it is.
  - Techniques to market:
    - Create some interactive collaboration
    - Team Building Function (Project Kick-off)



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- Check for the Business Case. Revisit it, use number to re-establish it, assess business risk
- Take it back to the sponsor
- **PLC – Project, Program, Product Life Cycle**
  - Corporate PLC – Is it inline with the various Projects within the project (Products)
  - Corporate PLC – Does not always work for each segment or piece of the project development

**Next Roundtable: October 7, 2005**