Accomplish your project goals now!

Alex Marques, PMP

July 10th, 2014

Introduction

- American & Brazilian
- Consulting Manager & Coach
  - Consulting Manager – Amdocs Inc.
  - Owner of Marques Counseling & Coaching
  - PMI Mentee Coordinator
  - 15 years experience on Organization Change Management, Project Management, Training, Mentoring and Coaching
  - Blogger at Dallas Weekly
- Experience in Finance, Business and Life Coaching
- Loves reading, sports and travel



Overview

- Reasons to have project goals
- Project goals obstacles
- Goal setting methodologies
- Goal execution strategies based on PMI methodology
- Use cases and exercises
- Q&A






Stefan Lambauer

Brazilian new year superstitions

- Rock salt in the last bath of the year
- Dress in:
  - **White** for peace
  - **Pink** for love
  - **Red** for passion
  - **Yellow** for money or prosperity
  - **Green** for hope
  - **Blue** for tranquility
- Eat only animals that move forward (fish)
- Avoid animals that move back (chicken)
- Jump 7 waves to have your dreams accomplished





January - February

March - December



Reasons to have project goals

- Accomplishment of strategic objectives
- Optimize resource usage
- Drives your team forward
- Makes your team accountable



Project goals obstacles

- Sense of security
- Fear of failure / Fear of success
- Fear of change
- Skills assessment
- Priority issues
- Interconnected goals

Strategies to optimize project goal achievement

- Resource awareness to reach a project goal
- Work with compatible project goals
- Ask for support to reach your project goal
- Minimize interruptions to reach your project goal
- Apply flexibility to be able to reach your project goal
- Develop persistence to work toward your project goal
- Review project performance regularly

Goal setting methodologies (GROW)

Stages	Main Question
Goals	What are your short and long term goals?
Reality	What is the current situation?
Options	What options and strategies maybe adopted to move towards the goal?
Way forward	Which of the options is the best for you and who is to do what, when and how?

Goal setting methodologies (STAR)

Stages	Main Question
Situation	What is the specific situation which is causing you major issues?
Target	What would you like to be different? In which timeline?
Action	Which 1st step I need to take? When?
Results / Review	What will be the results of my actions?

Goal setting methodologies (CIGAR)

Stages	Main Question
Current Situation	What are the major issues you are facing?
Ideal situation	What would be your ideal outcome to this issue?
Gap between current situation and ideal situation	What is the gap between your ideal situation and the current situation
Action planning	What are the first steps to the taken?
Review	How will you know if you have been successful?

Goal setting methodologies (SMART)

- **Specific:** Great goals are well-defined and focused.
- **Measureable:** A goal without a measurable outcome is like a sports competition without a scoreboard or scorekeeper.
- **Attainable:** Far too often, people can set goals beyond reach.
- **Relevant:** Achievable goals are based on the current conditions and realities of the current climate
- **Time-Based:** Goals and objectives just don’t get done when there's no time frame tied to the goal-setting process

Goal execution aligned with PMI methodology

Scope Management

PMBOK Knowledge Area	PMBOK Processes	Goal setting methodology
Planning	Define Scope	**S M A R T**
	Create WBS	**S M A R T**
Monitoring and Controlling	Validate Scope	**S M A R T**
	Control Scope	**S M A R T**

3 Major Questions

How can I strive to make my scope specific and relevant?	**Listen to your stakeholder**
How can I balance the scope volume with timelines?	**Ask for prioritization to your stakeholders**
How can I keep the pressure to avoid scope increase?	

Goal execution aligned with PMI methodology

Human Resource Management

PMBOK Knowledge Area	PMBOK Processes	Goal setting methodology
Executing	Acquire Project Team	**S M A R T**
	Develop Project Team	**S M A R T**
	Manage Project Team	**S M A R T**

3 Major Questions

How to mitigate failures acquiring a project member	**Empower your team in the decision**
How to avoid failures in the culture of the team?	**Hire slow and let it go quickly**
How to keep the team together?	**Keep the project goals always available to the team and work on their buy in often**

Goal execution aligned with PMI methodology

Communication Management

PMBOK Knowledge Area	PMBOK Processes	Goal setting methodology
Executing	Manage Communications	**S M A R T**
Manage and Controlling	Control Communications	**S M A R T**

3 Major Questions

What is the best approach to manage communication	**Keep it relevant and specific for each stakeholder**
What is main challenge for the project manager related to communication	**Guarantee that the information arrives in the correct time that stakeholders can act on that that information**
What is the major way to measure communication	**Work frequently on feedback with stakeholder related to content and timing**

Goal execution aligned with PMI methodology

Stakeholder Management

PMBOK Knowledge Area	PMBOK Processes	Goal setting methodology
Initiating	Identify Stakeholders	**S M A R T**
Executing	Manage Stakeholder Engagement	**S M A R T**
Manage and Controlling	Control Stakeholder Engagement	**S M A R T**

3 Major Questions

What is the best approach to identify stakeholders	**Keep it relevant and specific for each project**
What is main challenge for the project manager related to stakeholder	**Guarantee that each stakeholder are engaged in the correct time and with the most relevant information**
What is the major way to measure stakeholder	**Work frequently on feedback and focus on stakeholder matrix**

Goal management case study

PMI Mentoring Program – Mentee program strategy

Initial communication	• Focus to be specific and relevant to mentee • Work towards a time-bound communication (maximum)
Fill mentee documents	• Guarantee that mentoring plan is filled properly • Focus on PMBOK Knowledge gaps and in the GROW strategy
Execution process	• Work on time bound communication • Keep it simple and focus on the value of the program

Q&A

- What is the best advice to have a project goal accomplished?
- What is the concept of unattainable goal?
- What is the most difficult goal to be accomplished in your opinion?

Follow up exercise

- Write (1) current dream you have for your project
- Write your dream based on the SMART goal strategy
- Write an ACTION that you can do TODAY to reach this goal
- Write the date you will see your goals again (7 days)

Project Goal contract (1/3)



Marques Counseling & Coaching
"Help you to reach your goals"
Finance | Career & Business | Life

(972) 283-6175 Office/Fax
alex@mcounseling.com
www.mcounseling.com

PMI Dallas Chapter – Accomplish your project goals now!

Name: _____ Date: _____

Email: _____

Project Objective Section

Write a main project objective that you really you want to achieve till end of the year

Project Objective: _____

Project Goal contract (2/3)

GOAL Setting Section

Based on the established project objective, specify it in a way that can be achieved. Use the SMARTER approach.

Stage	Description	Your project goal
Specific	Great goals are well-defined and focused	
Measureable	A goal without a measurable outcome is like a sports competition without a scoreboard or scorekeeper	
Attainable	Far too often, people can set goals beyond reach	
Relevant	Achievable goals are based on the current conditions and realities of the current climate	
Time Based	Goals and objectives just don't get done when there's no time frame tied to the goal-setting process	
Excitement	Goals that can't move your emotions will not be executed	
Repeatable	Verify if you can use your best attributes that brought you success in the past and can bring more success in the future	

Project Goal contract (3/3)

GOAL Project Execution Section

Next step I will do TODAY: _____

Signature: _____ Date: _____

Muito obrigado e ate a proxima!
Thanks and see you soon!

Marques Counseling & Coaching

We invite you to take a closer look at what we can accomplish together. Please visit www.mcounseling.com or contact alex@mcounseling.com to learn more about our training, consulting, coaching, customized courses and other resources in order to reach your goals.

Connect with Us:

- facebook.com/mcounselingandcoaching
- @m_counseling
- https://www.linkedin.com/in/mcounseling

©2014 Marques Counseling & Coaching., All rights reserved.