PROJECT MANAGEMENT 3.0

This paper describes the Project Management 3.0 framework and how it can be used to build a common Business Driven Project Management culture.

About the author:

Rickard Romander, Founder and CEO of Greenlight Project Management Group, with more than 25 years of experience as Project Manager, PMO Manager and Management Consultant. Rickard has written this paper with support from several consultants at GreenlightPM, who have been giving ideas and feedback. The content has also been benchmarked by internet research and feedback has been received during the writing also from Greenlights most important customers, especially in the telecom, IT and financial sectors.

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PROJECT MANAGEMENT

INTRODUCTION

Do you recognize the following questions?

"We need to accelerate the launching of new solutions to our customers"

"Today new competitors and players are entering our market to compete with more traditional companies"

"Our budgets are reduced, but we still need to win more business"

"New technologies boost new channels, customer interactions and ways of doing business"

This paper describes the Project Management 3.0 (PM 3.0) framework and how it can be used to build a common **Business Driven Project Management Culture**.

An organization with a good Business Driven Project Culture can be recognized through **6 signs** and they are;

1) Business Driven Project Management,
2) Value Creation & Business Realization,
3) A Common Way of Working,
4) Clear Roles & Responsibilities,
5) Leadership & Employee Motivation
6) Continuous Learning – The Right Competence.

PURPOSE

The main purpose and message with PM 3.0 is "**Business Driven Project Management**"! – Meaning that you should ensure that everything you do is related to the business, and that you use all standards, methods, tools and concepts in the best way possible, to reach the vision and business goals established by an organization.

PM 3.0 covers all the latest project management trends, standards, concepts and ideas, like agile methods (SCRUM, Kanban …), business analysis, portfolio management, business acumen, a maturing way of handling PMOs and Programs etc. all of which have turned up on the scene over the last 10 years.

The PM 3.0 framework covers all types of projects and programs included in an organization's project portfolio, and we strive for a common Business Driven Project Culture.

The overall idea is to move away from a focus on guaranteeing the set scope, project deliverables and resource optimization, and instead strive for ensuring project outcomes that have real business impact on the bottom line, to maintain an organization's competitive advantage.

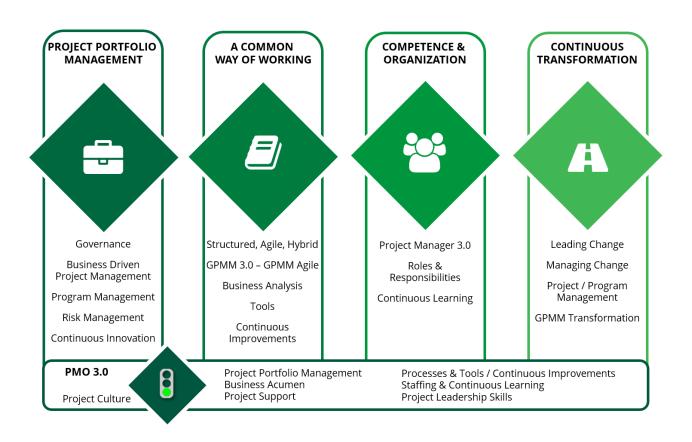Author: Rickard Romander, Greenlight Project Management Group

The Project Management 3.0 framework can also be seen as a framework for building a good Organizational Project Management.

Let's look at the vison for Project Management 3.0, a good "Business Driven Project Culture"

THE PROJECT MANAGEMENT 3.0 FRAMEWORK

The goal for most organizations should thus be to get a Business Driven Project Culture, and this whitepaper propose the Project Management 3.0 framework to get there. We recommend to use the PM 3.0 framework as an enabler or toolbox which will help you get a common Business Driven Project Culture.

The framework is built up by four blocks, and they are tied together by the PMO 3.0 Model.

The PMO (Project Management Office) should act as the driver of the organization to implement Project Management 3.0 with the goal to get a Business Driven Project Culture.
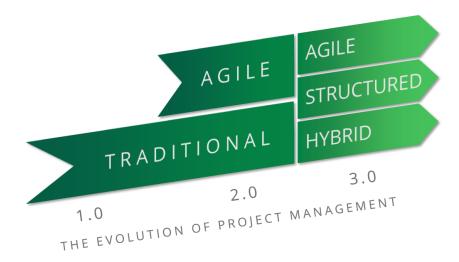
The role of the PMO (or the PMOs) is fundamental since it should ensure that the 4 blocks are implemented in the organization with the sponsorship and recognition from top management.

AN EVOLUTION

We consider this an Evolution – not a Revolution – because project management is continuously evolving and will continue to do so.

But we still think it makes sense to baseline the current situation as "3.0", and form the framework we call Project Management 3.0, which we believe should be a goal for all organizations.

We call it 3.0, because some 10 years ago the concept of Project Manager 2.0 was being used by various parties in the business, regarding that specific role, and now the time has come to establish a new baseline, with a comprehensive coverage, not limited to the Project Manager role, but of everything related to Project Management and Management by projects.

BENEFITS AND VALUE WITH PROJECT MANAGEMENT 3.0

❖ More and better Business
❖ Better Effectiveness, Productivity and overall Agility
❖ More Efficiency, thanks to a common Way of Working and Better Performance by the Individual Projects