

Managing Projects AND Day-to-Day Responsibilities

Are projects getting in the way of your day to day responsibilities? Are your day to day responsibilities getting in the way of your project deadlines? If so, you are not alone!

One of the biggest challenges facing I/T managers is managing the conflict between priorities. It's hard enough managing your daily priorities, much less mixing in project priorities. But why is it so difficult? And what can you do about it?

Let's start with WHY it's so difficult.

- Lack of **Involvement**
- Lack of **Ownership**
- Lack of **Alignment**
- Lack of **Knowledge**
- Lack of **Direction**

Lack of Involvement

- The people responsible for managing the project were not included in the planning process
- Senior management was not involved or was not seen as an endorser of the project
- The users (clients) were not included in the decision-making process
- The vendor (supplier) was not included in the requirements gathering process

Lack of Ownership

1. Owners were not identified upfront, or they were misidentified
2. Ownership was implied or assumed
3. Ownership was assigned without authority to get the job done
4. Ownership was taken without understanding the expectations or consequences
5. Owners failed to 'Own' or they were unqualified / incapable

Lack of Alignment

1. Project efforts were not aligned with day to day business responsibilities
2. Project priorities were not aligned with other project priorities

3. The Project did not take into account corresponding business processes
4. Project efforts, costs, returns were not accurately estimated
5. Project benefits were not effectively communicated

Lack of Knowledge

1. Decision-makers did not fully understand the consequences of their decision
2. The wrong people made the decision
3. The decision was made on inaccurate information
4. Decision-makers did not seek expert advice

Lack of Direction

Lack of direction is the result of any combination of issues listed above

What can you do about it? Ensure:

- The right people are **Involved**
 - Internal personnel – Management and staff (users)
 - External personnel – Vendors and Subject Matter Experts
- **Ownership** is assigned and accepted
 - Owner has equal authority with others competing for resources
 - Owner had associated risks and rewards
- Management is **Aligned**
 - Costs are understood (including opportunity costs)
 - Objectives are specified
- **Knowledge** is obtained and transferred
 - Owners, users, and support personnel are educated
 - Subject Matter Experts and vendors are used to transfer knowledge
- **Direction** is the result

Mr. Waters has over twenty-five years of business experience, twenty within information technology. He offers a unique balance of practical business and I/T experience, as well as his formal education; Bachelors Degree in MIS, MBA in eBusiness, and formal Six Sigma training.

[For more information on this topic, please contact us as Gerke and Associates – 573-875-7125](#)