

## 7 Habits of an Effective Project Manager

Using an effective methodology is important to the successful completion of a project, but the personal approach used by the Project Manager is also vitally important.

These are loosely based on the 7 habits for personal effectiveness defined by Steven Covey back in the 1970s, which are as relevant today as they were then.

### Effective Project Managers:

1. **Are Proactive.** Effective Project Managers don't wait for change to happen to them, they anticipate and act to exploit the change or mitigate the effects rather than waiting and reacting. They focus only on those things they can change or influence, and not on those they can't.
2. **Define clear goals.** All project managers define goals, but effective project managers make sure these are defined clearly and that they understand them unambiguously at every level. They make sure they don't just understand the words, but the meaning and impact of the goals and what the results should be for the business.
3. **Understand the real priorities.** Effective Project Managers spend time and effort to understand what the real business priorities are and design the plan accordingly. Is time or budget more important? Is it to deliver the goals at any cost? Is it to deliver small improvements throughout the project?
4. **Aim for a win-win.** Effective Project Managers seek not just to deliver the defined objectives at any cost, but to gain the maximum benefit to all involved. They are also realistic enough to identify where this isn't possible and, if necessary, walk away. When working with their team, they seek to reward win/win behaviour and avoid rewarding win/lose behaviour.
5. **Are adaptable.** Many projects fail because the Project Manager cannot flex their plans to account for changing business priorities. Effective project managers listen to the business, ask questions to clarify whether the changes are business driven and then agree the impact accordingly. Effective Project Managers spend time walking in the businesses shoes.
6. **Nuture their team.** Effective Project Managers seek to understand the motivation and skills of every individual in their team. They create teams that make the most of these individuals and create an atmosphere of mutual trust and understanding. They create a project team that is greater than the individuals in that team.
7. **Review and Learn.** No project is 100% perfect, so there is always something to be learned. Effective Project Managers take time at key stages and at the end of the project to review what went well and what could be improved going forward without assigning blame. They know that assigning blame kills motivation and shuts down the improvement process.

I hope you found this useful. For more ideas about how we can help you, please see overleaf or take a look at our website. We regularly blog on Twitter (@cocreative) and our website.

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## Effective Project Management Workshop

This 1 day workshop covers not just the key elements of a great Project Management strategy, but also looks at the personal effectiveness and people management skills necessary for effective Project Management. We will identify the problem areas, enable you to learn from other Project Managers and Project Sponsors and give you some basic ideas and tools to help YOUR next Project succeed. The day includes a practical scenario based exercise to help you practice and remember what you've learned.

### This includes:

- A refresher on core Project Management processes.
- An opportunity to learn what works for other Project Managers.
- An introduction to the 7 habits of an effective Project Manager.
- A better understanding of the 'people' elements.
- Practical experience of a more effective approach to Project Management.

*"It was more useful than any other PM course they had been on, including ones run in-house."*

## Project Management Support

We also offer an SME project support scheme where, for a small monthly payment, you can get as much guidance and support by email and phone as you need. This begins with an initial review of your project, followed by as much or as little support as you need.

### This includes:

- A review of your project brief, scope and risk statements.
- A friendly and experienced person to discuss any concerns.
- A sounding board for when you have to make major decisions or experience problems outside your own experience.
- Templates for all the key project documents.
- Phone coaching for all the key stages.

*"Jacqui helped HSBSG secure funding from the DTI to work as a project manager, implementing a new technology based website. I would highly recommend her for your business needs."*

**For more information:** email: [pamela.aston@cocreative.co.uk](mailto:pamela.aston@cocreative.co.uk),