



Association for Project Management

# Satisfying the Stakeholders

**Steve Wake**



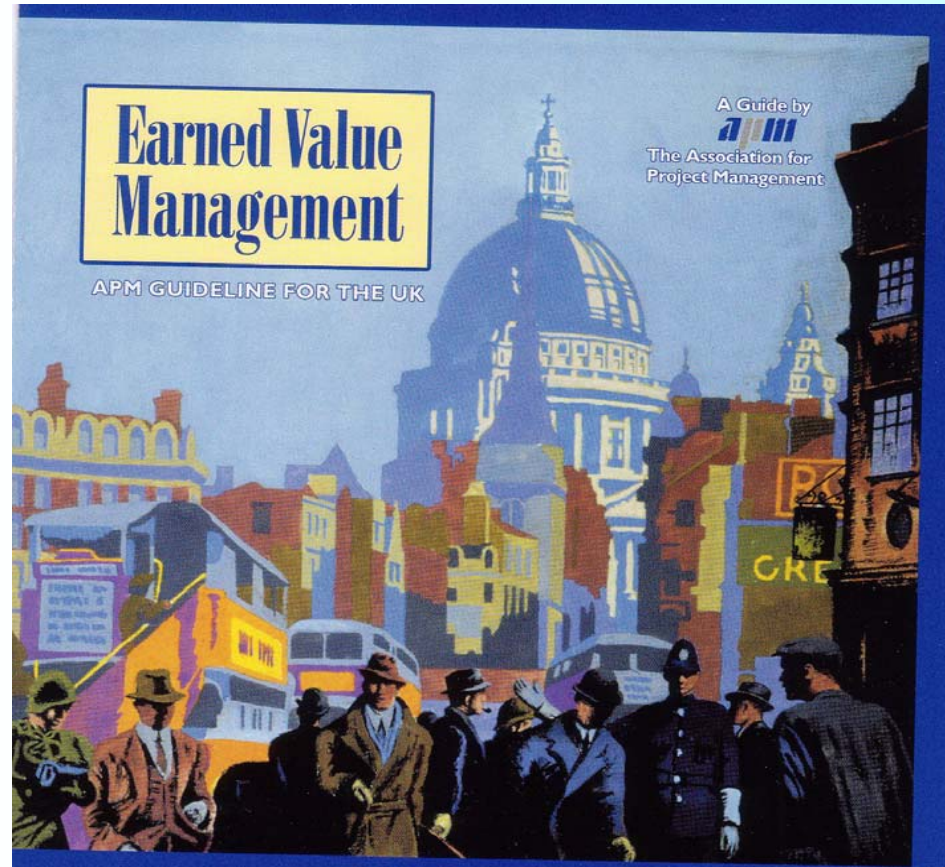
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# **A history lesson Some practical advice**



## Association for Project Management

- Earned Value SIG
- Chaired Steve Wake
- Members from many industries
- Focused on
  - EV standards and implementation
  - Education <http://www.apm.org.uk/resources/sigs/evsig.htm>





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		<p>EPMF COMMUNITY</p>
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*EV SIG*



**TRADE  
PARTNERS UK**  
[www.tradepartners.gov.uk](http://www.tradepartners.gov.uk)

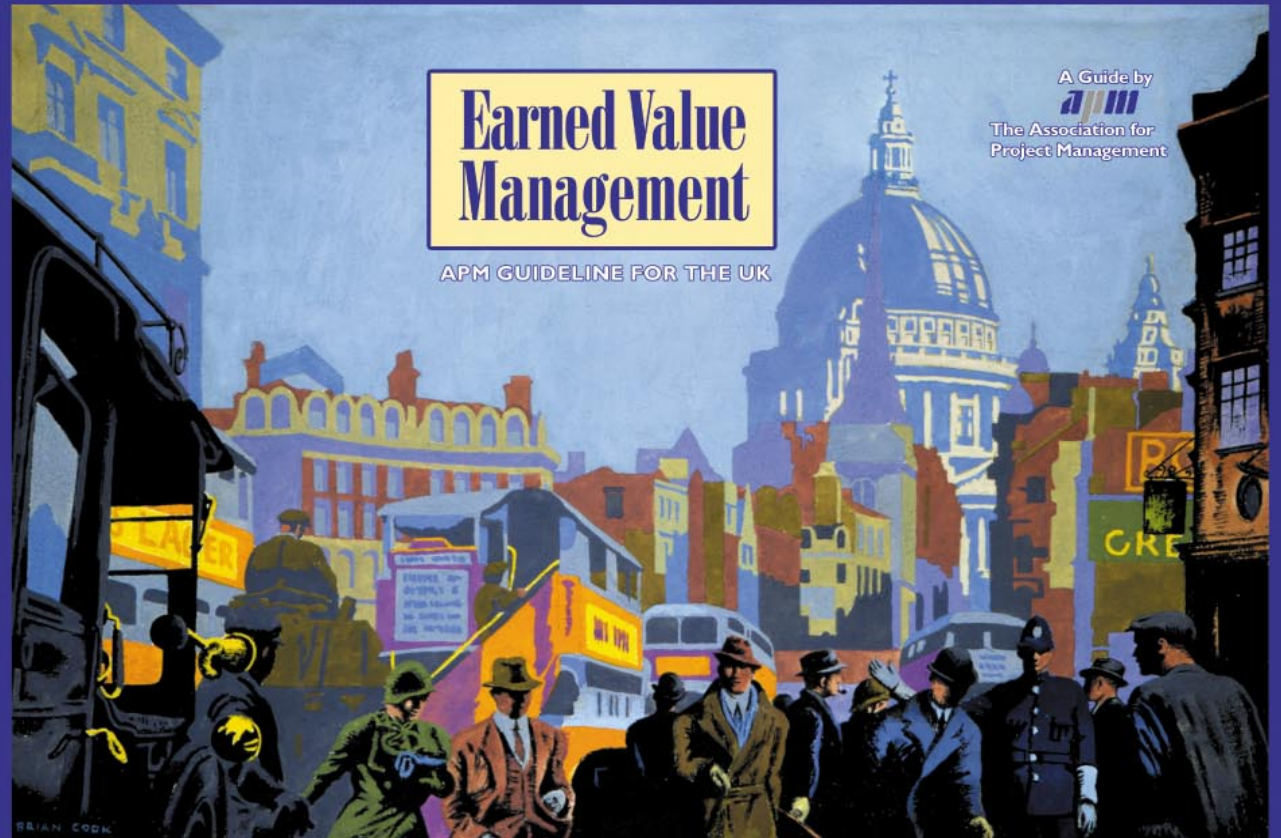
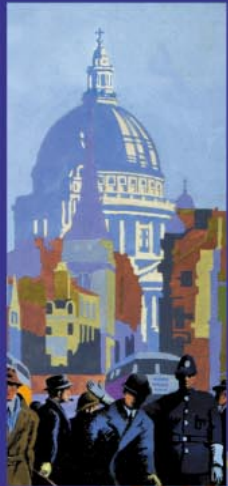


## **APM – EVA – SIG**

- **UK National guideline**
- **Integrated Baseline Review Documentation**
- **Syllabus & Examinations**
- **Implementation Guidance**
- **Generic presentations**



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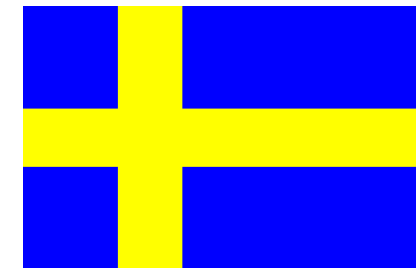
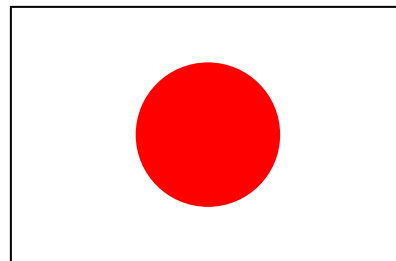
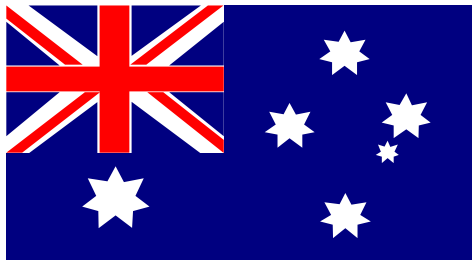
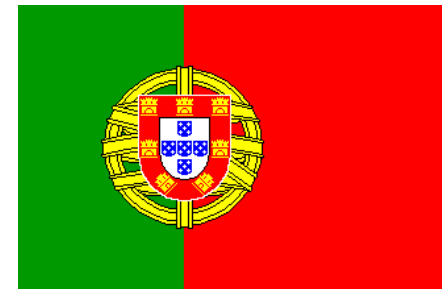
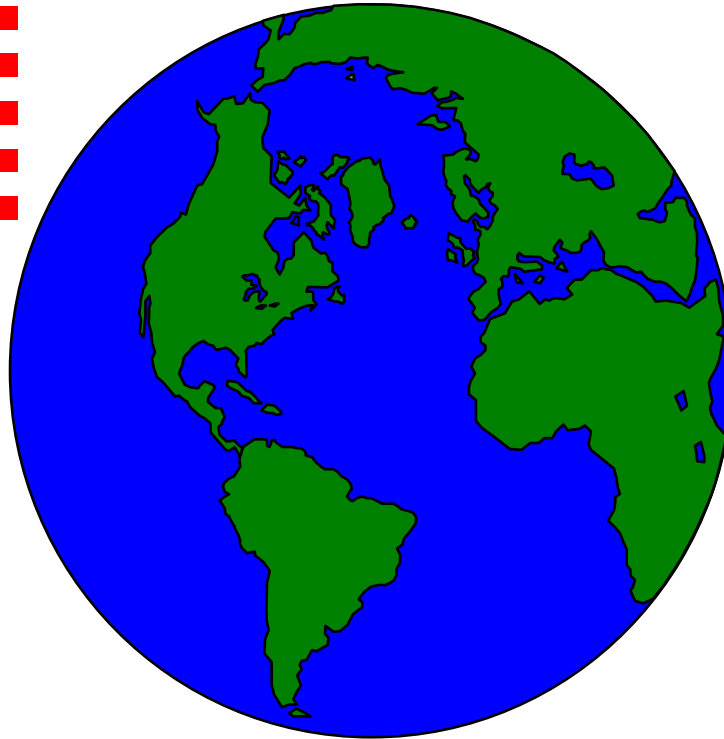
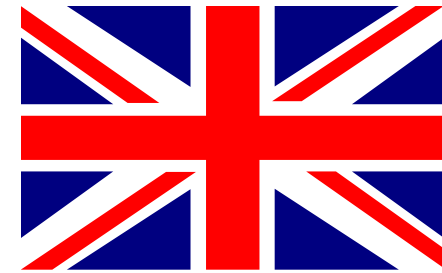
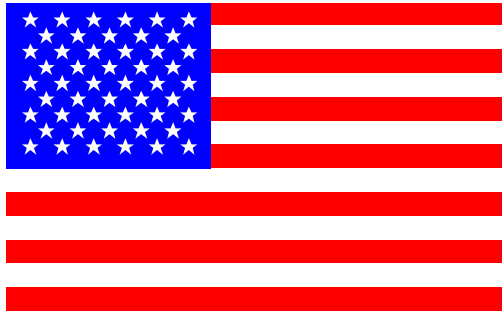


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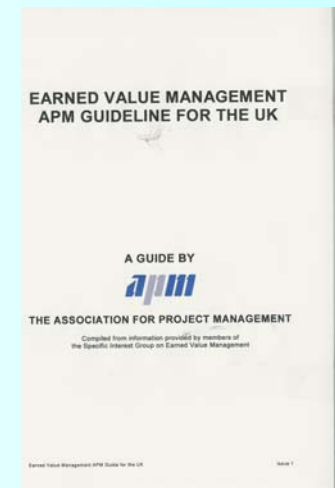
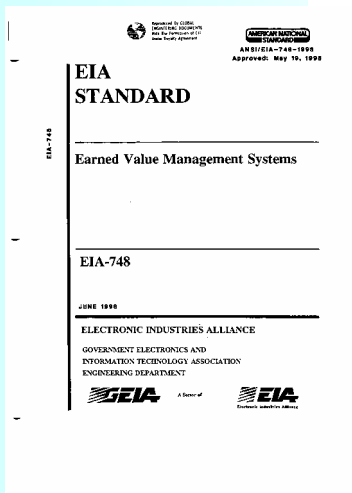




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**Two  
nations  
divided  
by a  
common  
language**





**Reciprocity**

**Have to build it ourselves**

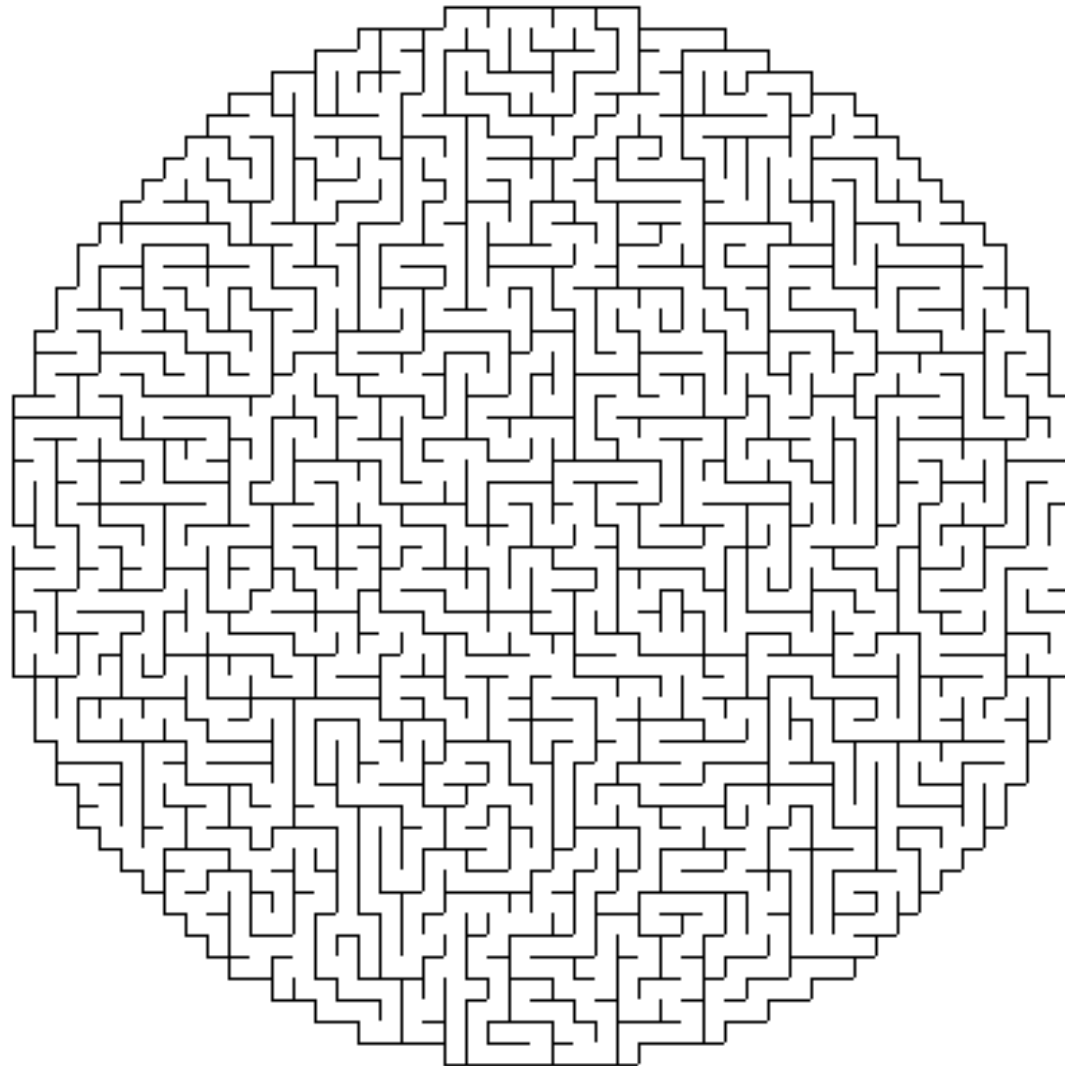
**Retain sovereignty**

**Get industry to use it**

**The paradox!**



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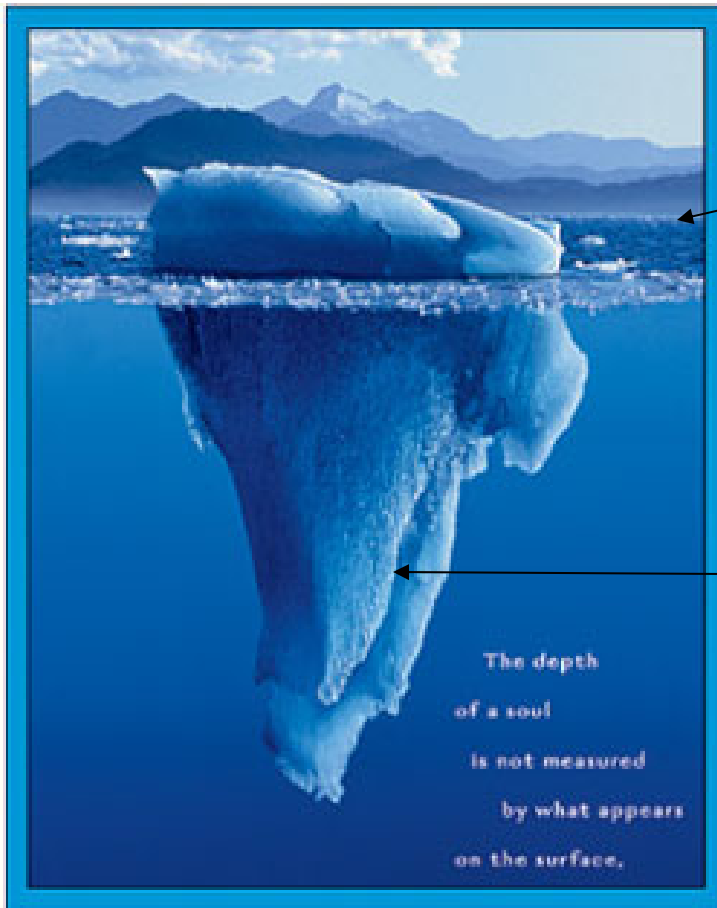
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**There's more to an iceberg than  
you can see.**

**An iceberg can sink you.**



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**Methodology**

**The other  
stuff we  
ignore at our  
peril**



**Success. What is it?**

**Cost, Schedule, quality?**



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## The Best doesn't always win







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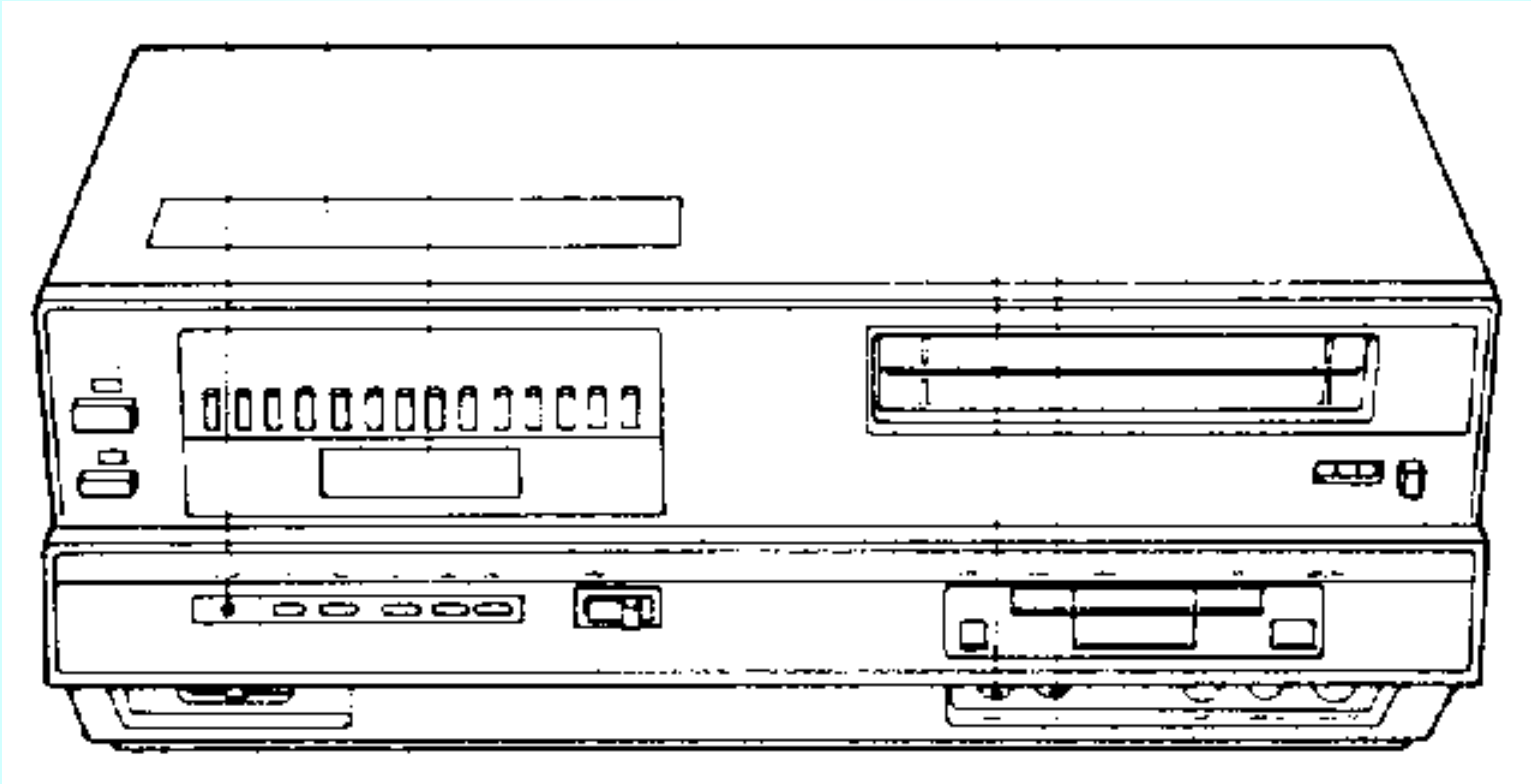
**A book is just a lump of tree  
unless you read it.**

**Good products don't always  
succeed.**





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## features at a glance

Global access to markets via  
Unicode Support

Broad platform support  
including Linux (Intel and  
S390/zSeries)



Powerful visual administration  
tools are standard

Flexible integration options  
including XML support

Lowest cost-of-ownership  
in industry

# ORACLE®







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## **Recipe for success**

**First take one set of stakeholders**

**Mix well to avoid bitterness.**

**Pound until soft.**

**Press slowly into shape.**

**Bake at a constant heat.**

**Cut into even pieces.**

**Serve with champagne and enjoy.**

**Never let it go cold or it will go stale.**

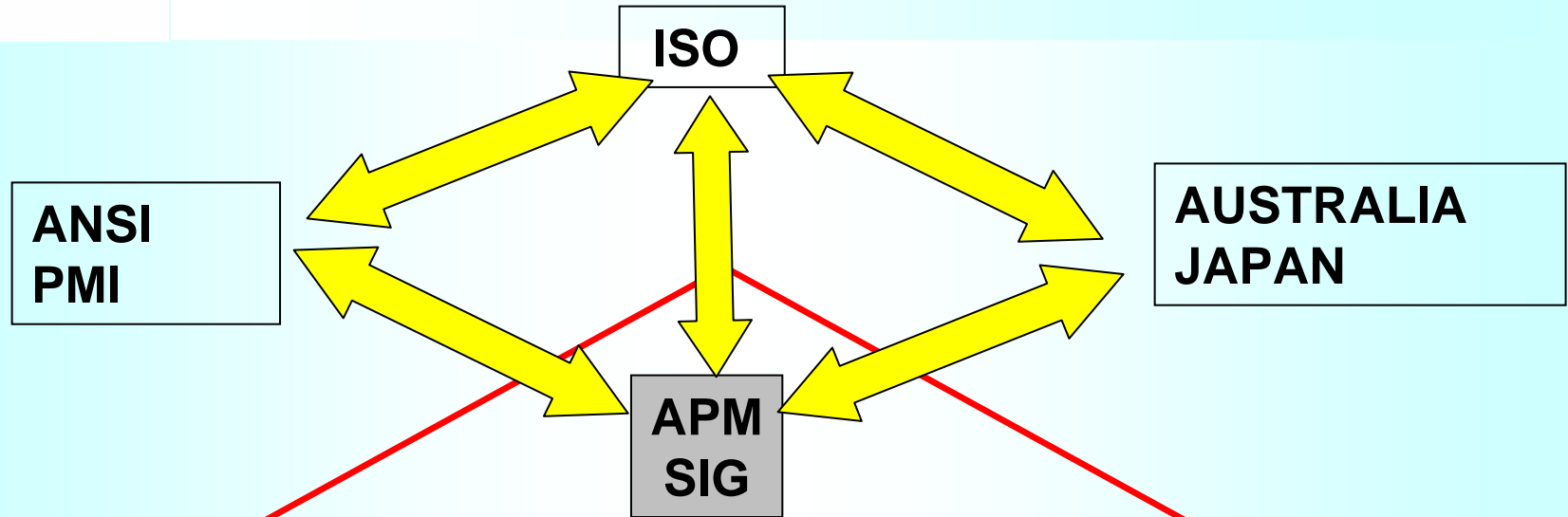


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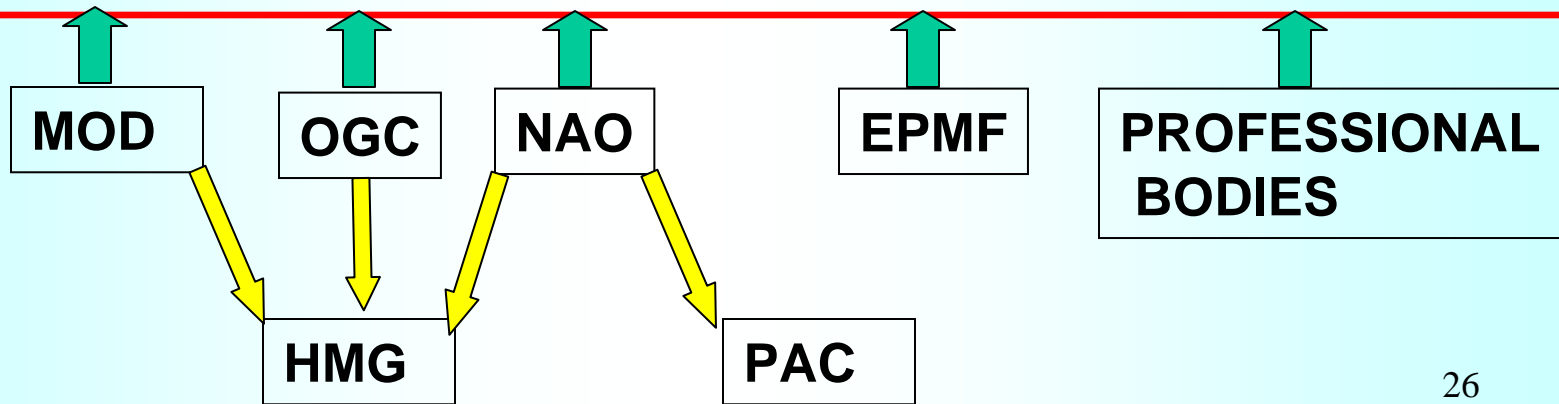




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**UK SECTORS: DEFENCE, GOVERNMENT, TRANSPORT, CONSTRUCTION, RETAIL, ENGINEERING ETC**







## THE APM SIG workgroup

- APM
- NAO
- OGC
- MOD DPA PFG
- ROYAL MILITARY COLLEGE
- WARWICK UNIVERSITY
- EDS
- IBM
- LOGICA
- BAA/TERMINAL 5
- TAYLOR WOODROW
- BAE SYSTEMS
- ROLLS-ROYCE

**APM PRODUCTS**

**WIDESPREAD  
CONSULTATION**

**COMMUNITY  
CLINICS**

**CONFERENCES**

**PRESENTATIONS**



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**Hold your friends  
close**

**Your enemies closer  
still**

**Involve!**



# Stakeholder benefits

**Job .**

**Public Good.**

**Glory.**

**Something to do.**

**Money.**

**Foreign travel.**

**Power.**

**Corporate Good.**

**Revenge.**

**Communication.**

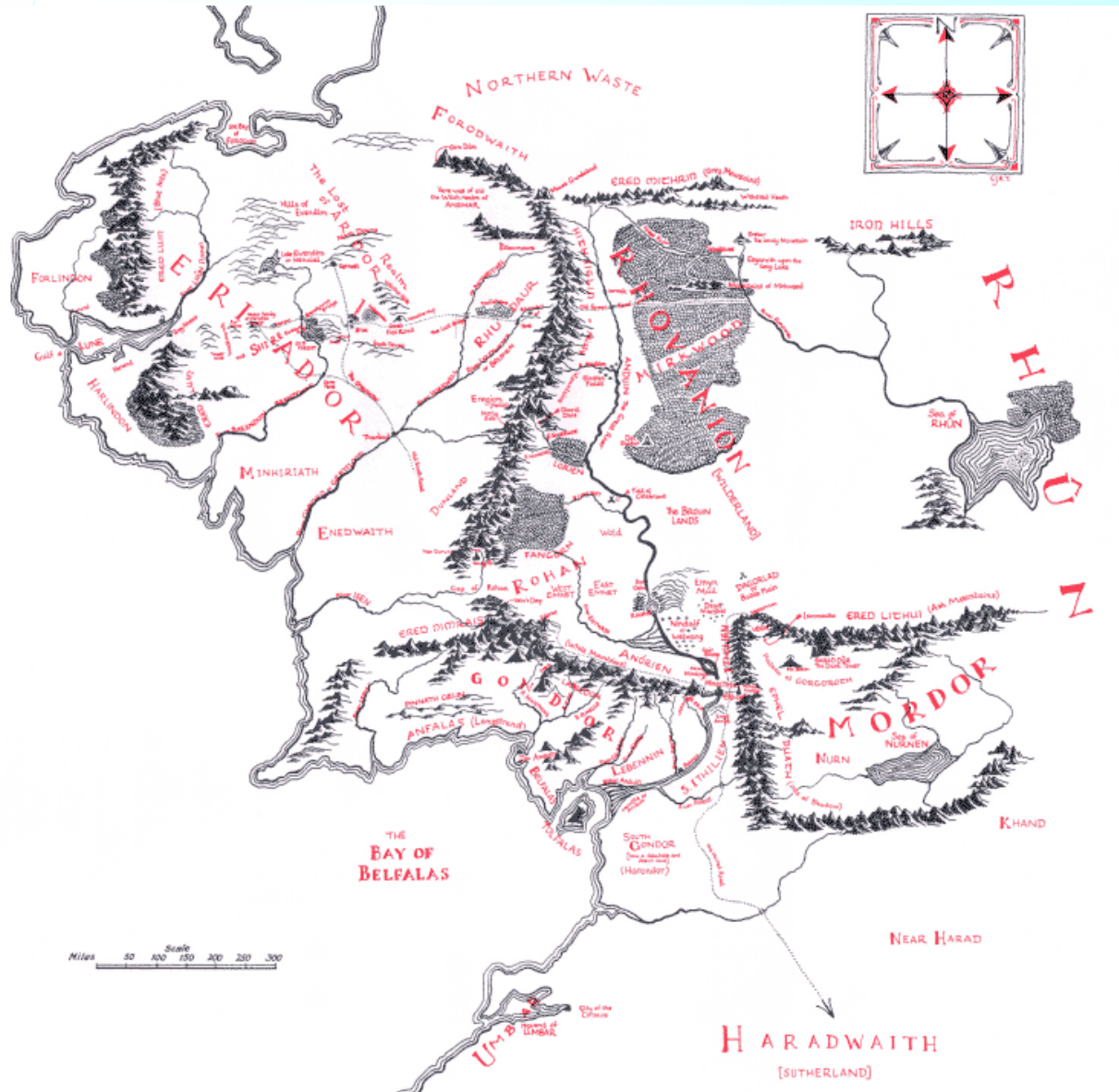


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# Show the way Lead



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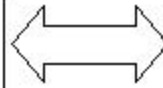




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## UK EVMS GUIDELINES

WHAT IS EARNED  
VALUE



BS6079

HOW TO EV  
MATURITY LEVEL  
ROUTEMAPS

1 2 3  
+

ISSUES/FAQS

© 2002 David Galley & Steve Wake

INTEGRATED  
BASELINE  
REVIEW  
GUIDE

EV CASE STUDY STORY

EARNED  
VALUE  
SYLLABUS

106



- Co-operation
- Support
- Work (someone has to)



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WASTWATER



**Be realistic.**

**Attempt the possible.**

**Enjoy the results.**





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## Status - January 2004

- **Guideline published May 2002**
- **Reciprocity with ANSI desired.**
- **IBR APM web May 2003**
- **Simple implementation guide-skeleton finished.**
- **Exam and syllabus in progress. Spring 2004.**
- **OGC guide in progress.**
- **Risk and EV paper in progress.**
- **Annual conference. No 9 in May 20 2004**
- **Network Rail conference Oct 2 2003.**



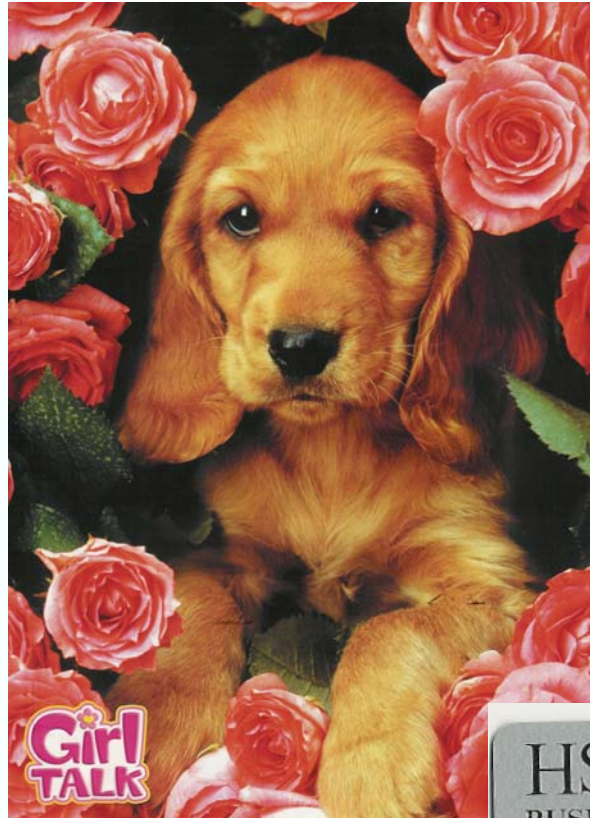


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# Getting what you want How?



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# Getting the Job Done



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I



PM



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# Love Project Management





**L eadership**

**O wnership**

**V ision**

**E xample**



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**Do the research**



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**Always listen to good  
advice...**





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# Identify the stakeholders



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**Create some vision**



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**Be determined in achieving your goals...**





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**Get some friends**



THE  
**LORD OF THE RINGS**  
THE RETURN OF THE KING  
[WWW.LORDOFTHERINGS.NET](http://WWW.LORDOFTHERINGS.NET)



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**Create a market**

**Products**

**People**







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**Think Win Win**



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**BAD LUCK AUSTRALIA & FRANCE**

**It's not the winning that counts.**

**It's taking part which is important.**



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## Again Again

**Remake**

**Refresh**

**Remodel**

**Repeat**

**Reinforce**





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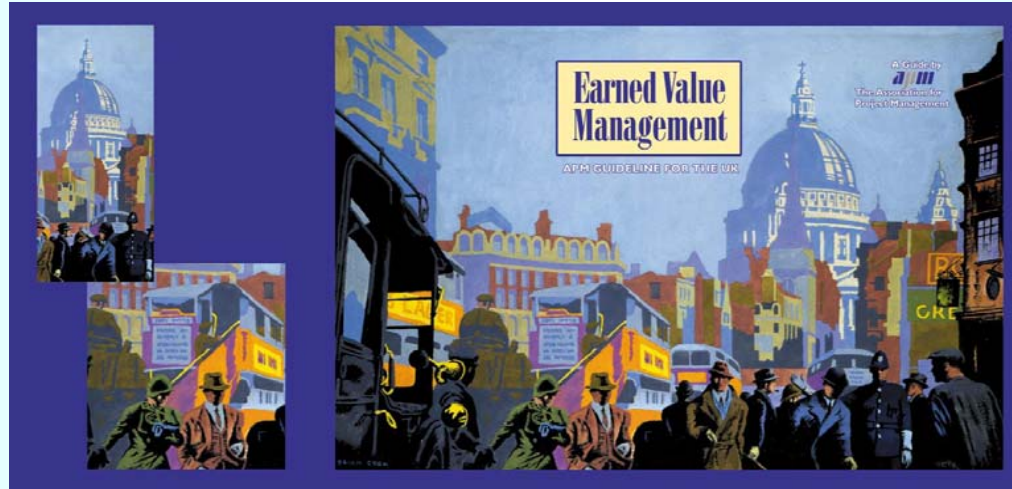
**Sell some T shirts**

**Make something**

**It gives purpose**



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**Guidelines**

**Training courses**

**Exams**

**Conferences**

**Seminars**

**Qualifications**





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**Are we still on course**

**What do we do now?**

**Look (18 months) ahead**



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**Always look at where you're going...**





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**Always be alert  
and then wait.  
Perhaps what  
you're looking  
for, will find  
you...**





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**Always be ready for any  
surprises in life...**





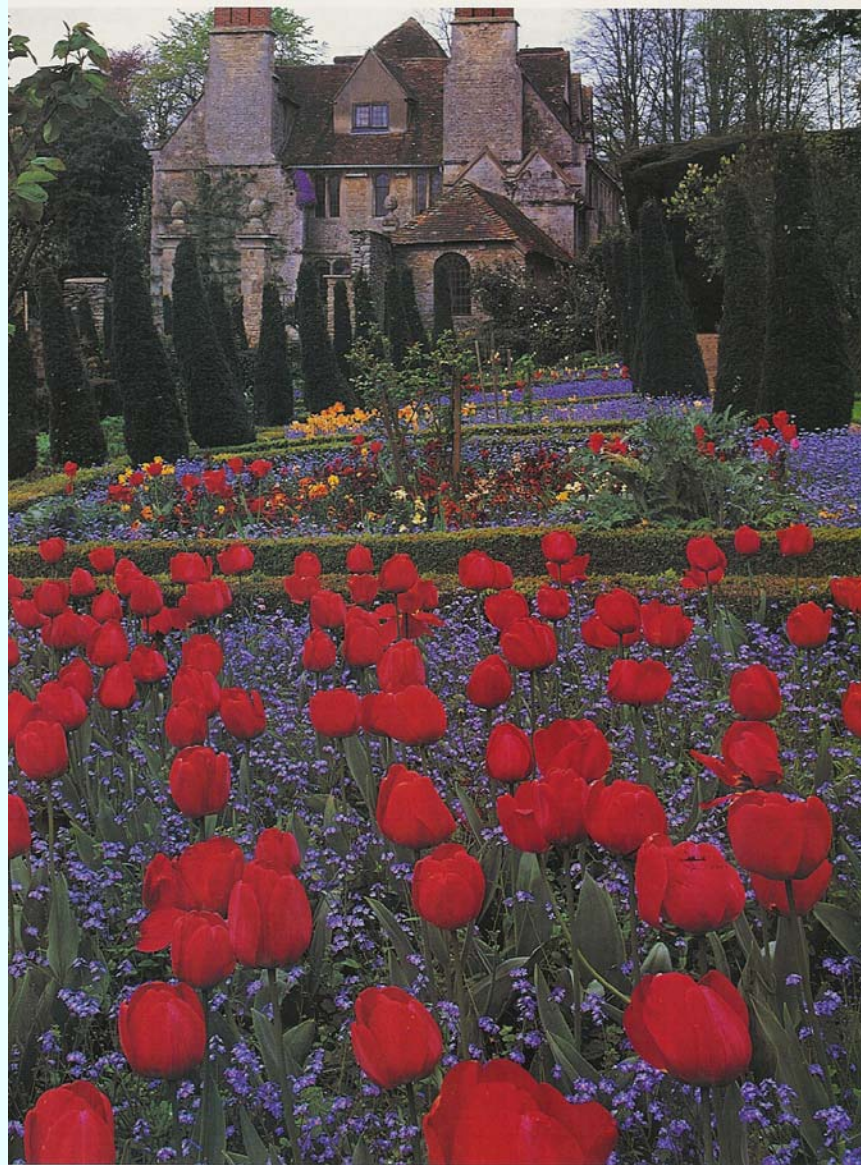
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**There's more to life than Project Management.**

**But still look for the project management in everything.**



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**Get out more!**  
**Broaden your experience**





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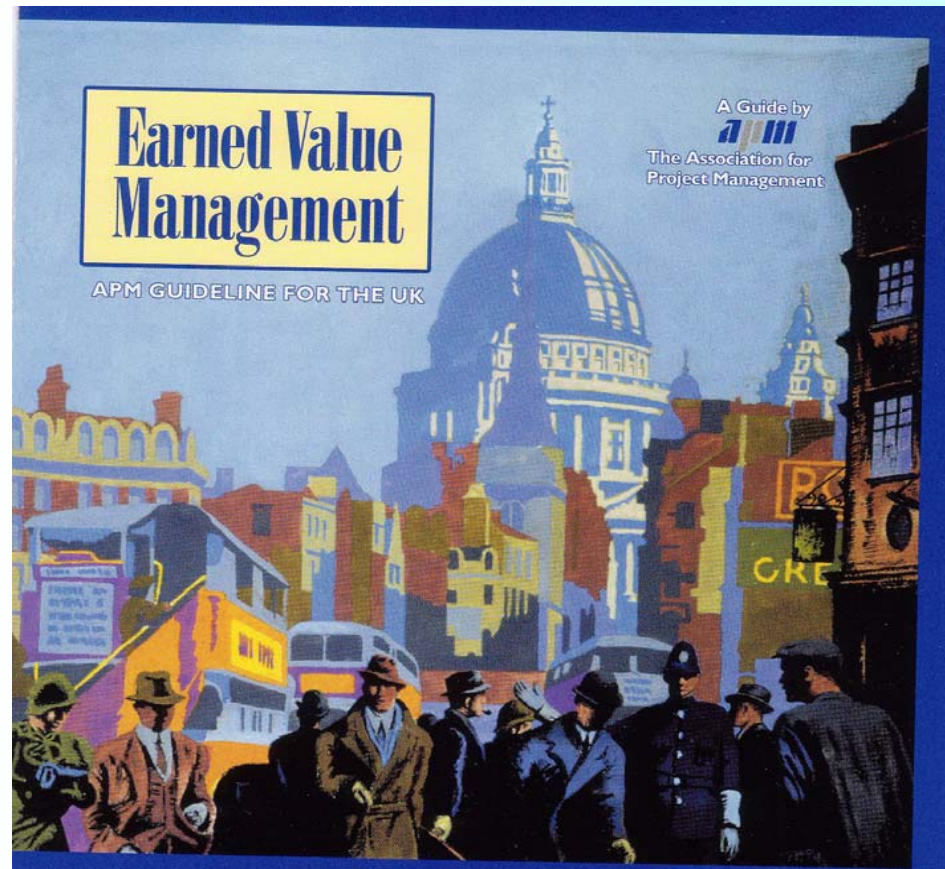
**Go and have fun in the meadows...**





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