WEEK 3 PROJECT

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**Culture in project management**

Project management involves structuring one's organization and adapting its operating rules according to the projects to be completed . Each completed task must be a step towards the goal to be achieved. Working in project mode means that the organization and its various departments must change the way they work. New methods and tools are adopted, the different phases of the projects are standardized, as are the control points, indicators and monitoring procedures. Steering a project is a real job and becoming a project manager cannot be improvised. Indeed, you must know and master the different methods and the multiple tools available in order to use them skillfully according to the projects for which you will be responsible. You must effectively manage the human, financial, and material resources available to you to achieve your goals in a timely manner.

**What is the project culture?**

The project culture is, in a way, the manual for successful projects. It allows to define the type of decisions to take, to guide the actions to be carried out, the way to communicate between the different actors and to determine the behavior and the state of mind of the members of the project team. It encompasses values, norms, symbols, and attitudes that will be embraced throughout the organization to drive projects to success .

Project culture is a powerful and decisive element in project management because it helps to catalyze the organization's strategy and helps to develop team spirit. A strong project culture will guide individual behaviors. The same person placed in different companies will act and work differently depending on the culture put in place.

“Equally important, the organizational mentality of admiring heroic rescues of projects in trouble had to be replaced with administration for doing a competent job from the beginning and time after time. The challenge was to survive during the years it would take to evolve in to a professional project management organization”(Meredith and Mantel,2014, p.127).

Researchers noted some current trends in changing the role, content and quality of business communication. According to Meredith and Mantel, “Mechanisms are built to develop to facilitate communication between PM and top management , the functional area and with the client” (Meredith and Mantel,2014, p.119). Firstly, there is a significant increase in the role of communication in modern life both in our country and abroad, both business and interpersonal. Currently, contacts between people have expanded, especially in the field of international relations. “The role of communication has significantly increased in the process of creating and providing various services” (Shor,2008). Secondly, there is a noticeable weakening of the role of direct communication in connection with the development of electronic communication systems and the virtual organization of labor. Thirdly, the socio-economic and political stratification of modern Russian society has a significant impact on the nature of communication.

**How to implement a project culture in your company?**

Setting up a project culture within your team or your company is both methodological and managerial. One need to encourage people to think in project mode and give them the keys to success. “To build a project culture, your team must be immersed in the project, know its name, objectives, language and purpose. It must adhere to vision” (Shor,2008). In addition, it is essential that employees are familiar with the principles of project management, the methodologies to be followed and the tools to use.

The basics of the project culture are:

The collaboration

Communication

Involvement and responsibility of each

Respect for everyone's work

Achievement of project objectives

Discover the 4 steps to create a project culture within your organization.

**1) Join the teams**

From the beginning of the project , define clearly and precisely your vision in order to allow the adhesion, the commitment and the loyalty of the teams as well as the various stakeholders. Determine what are the expectations and objectives to be achieved, mention the limits and risks and do not forget to specify the expected benefits of the project for all (company, teams, stakeholders): overcome competition, increase turnover , reduce costs or hardship, etc. Also specify how participation in such a project is beneficial for your employees (development of new skills, acquisition of new experiences, etc.). This is how you put the first stones of the project culture.

**2) Define the roles and the mode of piloting**

Determine the role and responsibilities of each team member and define the preferred methods for piloting the project. Train your staff in the chosen method, or even in the new roles they will take on.(Chen,2017).

**3) Foster communication and collaboration**

Project culture involves transparent and honest communication. As a project manager, you have to tell your team what you expect from them. Praise your employees when they succeed and reframe them with kindness when they are not on the right track. By conveying clear and precise instructions, you will have a successful team that effectively meets the expectations and requirements of the project sponsor. Be available to answer all questions about the project, but also about the operation in project mode. Also promote collaboration between members of the organization. To be effective and productive, employees need to work together and help each other. Project management is a discipline of collective success and collaboration is an integral part of the project culture.

**4) Use adapted tools**

Gantt chart , time sheets, project calendar, project management software, etc. Project culture requires the use of tools adapted to project management. To simplify your life, the project management software includes all the essential tools to effectively manage all types of projects. Training teams to use this software is part of the project culture.

T**o summarize**

As a project manager, one need to create a culture that the whole company will be proud of and the project culture is an essential element for the success of any project.

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