



MANAGING YOUR CAREER in PROJECT MANAGEMENT

FROM

Edward J. Fern, MS, PMP
President

Time-to-Profit

Edward J. (Ed) Fern, MSTM, PMP

...is President of Time-to-Profit, Inc, a Project Management training firm offering services in the United States and Eastern Europe. He has held director level positions with Sprint, Control Data Corporation, TRW, and Infonet Services Corporation. He earned an MS in Technology Management from Pepperdine University in 1992 and his Project Management Professional designation in 1998. Ed has served as Vice President of Professional Development of the Project Management Institute chapter in Orange County and is Sponsor of the California Inland Empire chapter of PMI. Ed has also served as a director of the Southern California chapter of the Product Development and Management Association and on the election committee of the American Society for the Advancement of Project Management. He is the author of Time-to-Profit Project Management: A Primer for Project Managers in Commercial Product Development and co-author of Six Steps to the Future: How Mass Customization Is Changing Our World, both published in English and Russian. In addition to his teaching, Ed is currently working on a third book about employment in the era of mass customization. His E-mail address is edfern@time-to-profit.com

WHY MANAGE A CAREER

- Right Sizing!
- Down Sizing!
- Layoffs!
- The Virtual Corporation!

**Loyalty and lifetime
employment are no longer
parts of our culture!**

OBJECTIVES

- Create a strategic career plan
- Choose what will make us happy
- Network effectively
- Listen to the voice of the customer
- Invest in our own growth
- Negotiate for win/win
- Apply sound project management methods to our own careers

STRATEGIC PLANNING

- Strategic Intent
- Developmental Strategies
- Organizational Strategies

STRATEGIC INTENT

- Technological Excellence – I want to be a qualified expert
- Operational Excellence – I want to offer quality and efficiency
- Customer Intimacy – I want to customize my skills to the needs of my customers

DEVELOPMENTAL STRATEGIES

- Concentrated Growth – I want to get better at what I do
- Market Development – I want to do what I do for more customers
- Product Development – I want to learn to do new things
- Innovation – I want to create new ways to deliver value

DEVELOPMENTAL STRATEGIES

- Horizontal Integration – I want to do more of what I am currently doing
- Vertical Integration – I want to learn to do what my suppliers and customers do
- Concentric Diversification – I want to learn to do things similar to what I'm already doing
- Conglomerate Diversification – I want to learn to do things unrelated to what I'm doing now.

ORGANIZATIONAL STRATEGIES

- Joint Ventures – I want to contribute opportunistically to short lived partnerships
- Strategic Alliances – I want to build lasting relationships with others who complement what I do.
- Consortia – I want to carve out my niche in a large and complex network

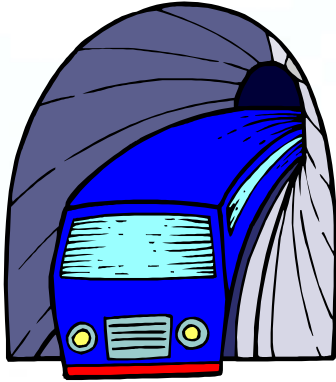
MAKING CHOICES

- Personal preferences
 - Temperament
 - Interests
- Personal and family responsibilities
 - Liberation
 - Constraints
- Life stages
 - Multiple Careers
 - Managing Change
- S.W.O.T

S.W.O.T. ANALYSIS

- **S**trengths – what are my competencies? How do they contribute to my success? How might they hinder my progress?
- **W**eaknesses – What are my deficiencies? How do they hinder me? How might they help me?
- **O**pportunities – What external changes are occurring that might create new markets for my competencies?
- **T**hreats – What external changes might erode my competitiveness?

MYOPIA



In the 1950s, President Eisenhower secured congressional approval of the Interstate highway system. Boeing launched its 707 jet passenger airplane in 1953. American railroads were **threatened** by expanding airlines and trucking companies.



NETWORKING

- Assertive
- Brief
- Consistent
- Direct
- Enthusiastic
- Focused

VOICE of the CUSTOMER

- Why do others seek your company?
- What do others ask you questions about?
- Would others criticize you to your face?
- Do you welcome praise or attention?
- Do you seek the company of others or prefer to be alone?
- Do you ask others how you might improve?
- Why do you seek the company of others?
- What is special about you?

VOICE of the CUSTOMER

- How do you measure your success?
- Do you measure your success in the same way you did last week? Last month? Last year?
- Are you improving, holding your own, or slipping?
- What separates the **special** days from all the others?
- What are you looking forward to?

INVESTING in GROWTH

- **EDUCATION** through formal classes
- **CERTIFICATION** get your PMP
- **JOINING** a new professional or social group
- **VOLUNTEERING** for extra work, either professionally or away from work
- **READING** and studying new ideas
- **ATTENDING** meetings, etc.
- **LISTENING** to what others have to say

INVESTING in GROWTH

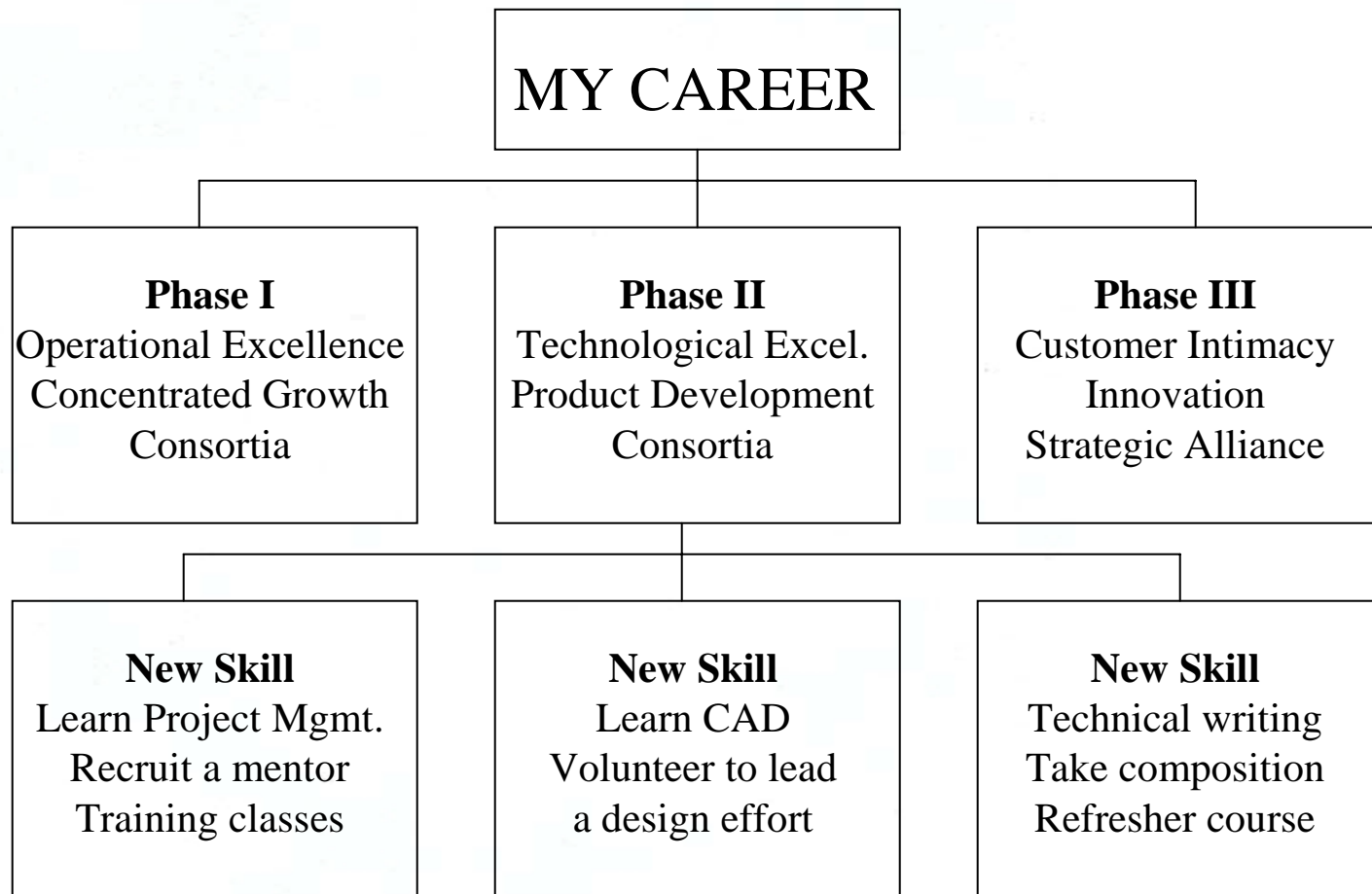
- **SERVING** a professional or social group
- **LEADING** either professionally or away from work
- **WRITING** your ideas to share with others
- **PRESENTING** at meetings, lectures, classes, etc.
- **TEACHING** others who can take over when you move on

NEGOTIATION

- Win / Lose
- Win... whatever
- Win / Win
- Lose / Lose

If your negotiations are successful, both you and your partner will want to do business again, and not just to get even!

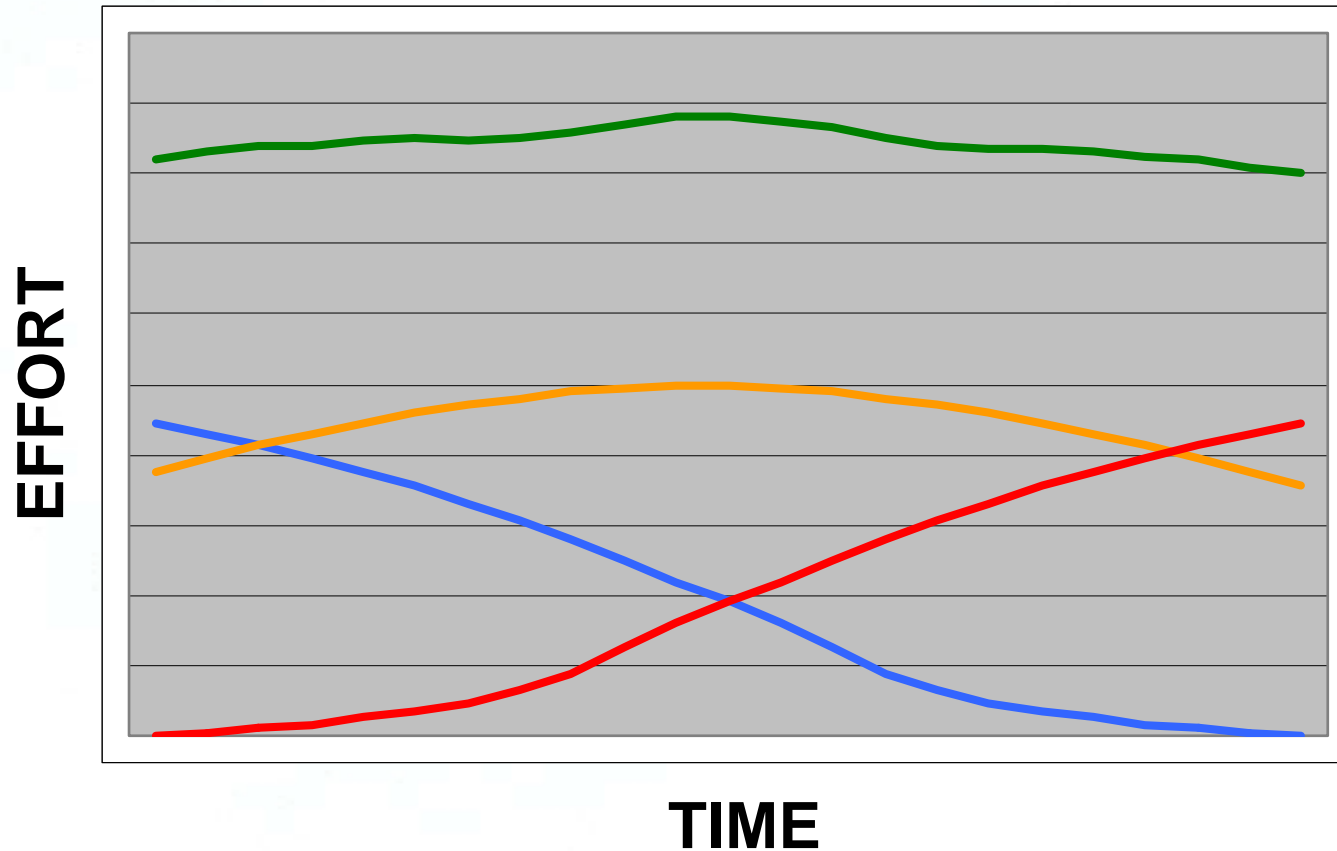
PROJECT MANAGE your CAREER



PROJECT MANAGE your CAREER

- Manage multiple, concurrent phases
 - Phase in decline
 - Sustaining phase
 - New interest phase
- Set, and keep, scope, schedule, and budget
- Build and maintain quality
- Seek opportunity, accept threat, manage risk
- Promote what you have and what you will soon have

MULTIPLE CONCURRENT PHASES



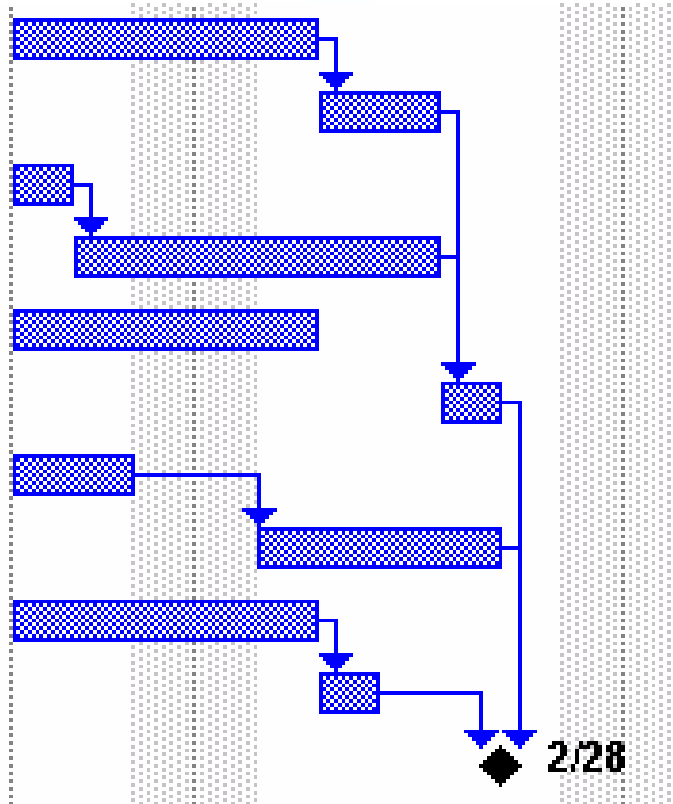
MANAGE SCOPE, TIME, AND COST

Set S.M.A.R.T. goals.

Plan the work and work the plan.

Measure your progress and revise your plan.

Refuse to fear success.



QUALITY BUILDS TRUST

- Every person you meet is a potential customer
- Build trust in the market by
 - doing good work
 - telling the truth
 - listening for feedback
 - accepting responsibility and accountability
 - trusting others

MANAGE RISK

- **IF YOU AVOID FAILURE, YOU'RE NOT TRYING HARD ENOUGH.**
 - Opportunities always bring threats. Avoiding threats often means avoiding opportunities.
 - Failures provide our best lessons, they are the easiest to remember.
 - There is a difference between failing and being a failure.



THANK YOU!