

Projects

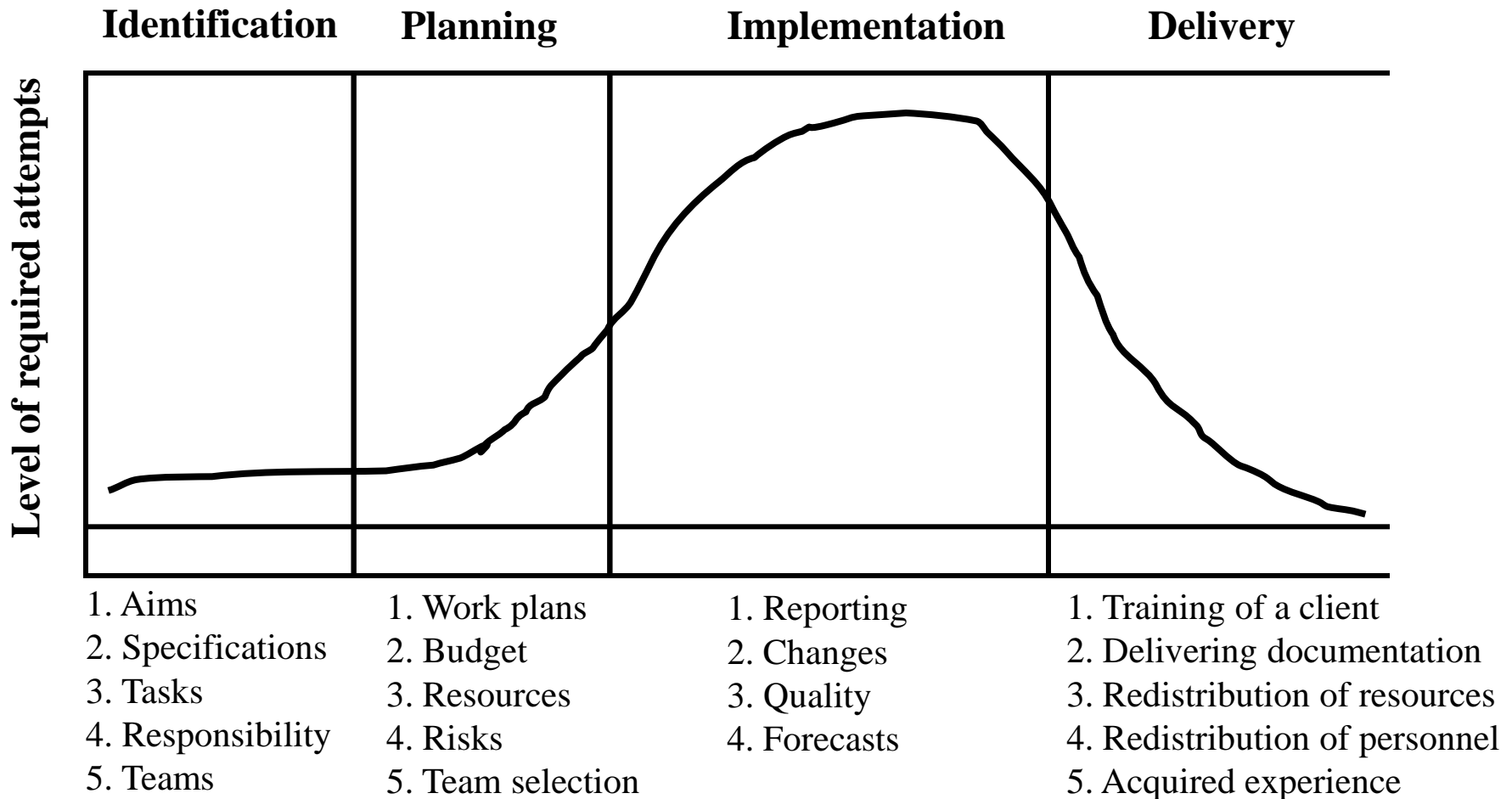
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The concept of the project

- A project is usually defined as a unique, one-time work effort with a defined start and a defined end, the objectives of which are defined in advanced by those who provide finances (or invested interests) and are to be achieved by the use of finite and limited resources.
- Projects are temporary work limited by time, resources and requirement.

(according to McGhee, McAliney, 2007)

Project cycle in a classical approach



PEST analysis

- **P**olitical factors
- **E**conomical factors
- **S**ocial factors
- **T**echnological factors

SWOT

- **S**trengths
- **W**eaknesses
- **O**pportunities
- **T**hreats

Identification and stakeholders analysis



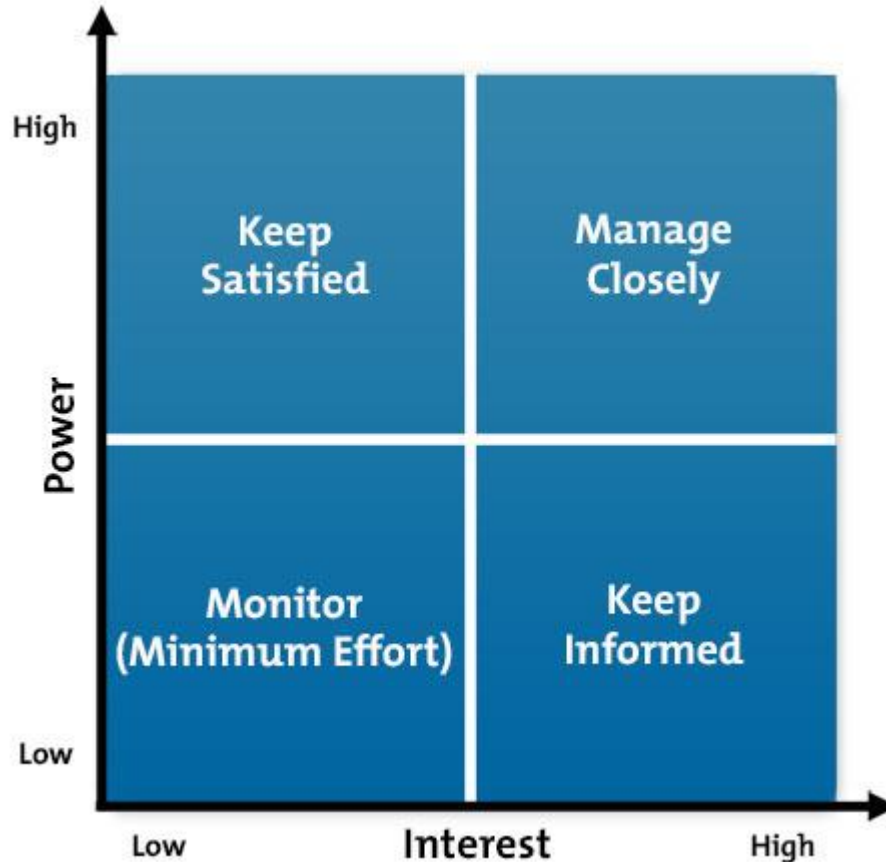
The first step - identification

- a) **Analysis of stakeholders.** While performing a stakeholders' analysis, we identify interests and problems/needs.
- b) **Identification of the key problems.**
- c) **A problem tree development.** Developing the hierarchy between the key problem, causes and outcomes.
- d) **Reformulation of problems into project tasks.** Project tasks should lead to a positive outcome/change of the situation.

Stakeholders analysis

- *Stakeholder management is critical to the success of every project in every organization I have ever worked with. By engaging the right people in the right way in your project, you can make a big difference to its success... and to your career.*– Rachel Thompson, Mind Tools.

Stakeholders analysis



High power, interested people: these are the people you must fully engage and make the greatest efforts to satisfy.

High power, less interested people: put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.

Low power, interested people: keep these people adequately informed, and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project.

Low power, less interested people: again, monitor these people, but do not bore them with excessive communication.