

Projects from Hell



Basic Instincts

Session Overview



- The Opportunity
- The Reality
- Flight or Fight?
- Our Outcome
- Learning from the Experience

The Opportunity

Company Profile: Synthetic oil company that markets products through multi-level marketing (think Amway).



The Opportunity

Employee Profile:

- First job out of college
- Internship at PBS



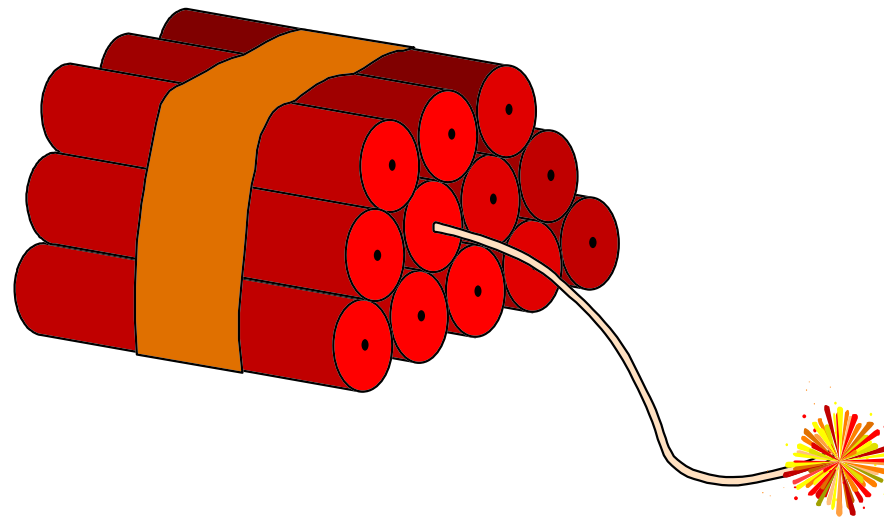
The Opportunity



Produce a video promoting a synthetic lubrication product for use on farms.

The Reality

- No Goal
- Hours of unscripted footage
- Delusions of Grandeur
- No Budget



Flight or Fight

Determine whether the job can be done to a satisfactory outcome.



Is the Project Defined?



- Is there a stated objective?
- Are there goals? What are they?
- Is there buy in both from my immediate department management and at a higher level?

Does Goal Suit Business Plan?



- Does the goal help us meet a business objective?
- If not, why are we doing it?
- If it does, this could help with buy in and resources.

Do I Have the Skills?

- Do I have this skill set?
- If not, can I develop this skill set?



Are Resources Available?



- Do I have what I need to get the job done?
- If not, is it possible to acquire the resources?

Flight



If any answers to the questions are no, determine:

- Constraints
- Solutions to overcome constraints or alternatives

Fight

Create a plan

- Involve others
- Define goals
- Outline tasks
- Specify & ask for resources



Fight



Acknowledge your limits

- Can they be overcome through training?
- Think of alternatives & how each will impact outcome

Our Outcome



- Goal & audience
- We had to use what we had
- Thoroughly examined what we had & what we needed
- Begged, borrowed, stole what we needed

Our Outcome

Final product: 5 minute video for use at trade shows



Lessons Learned



- Stretch creativity
- Note what you could have done differently & the impact
- What can you do to avoid this next time?