Project management processes in organizations-phase 4 db 2

The paper " Project Management Processes in HLR Inc" is a telling example of a case study on management. The project involves developing a standardized customer relationship management system throughout the organization. There are many groups that will be affected by the implementation of this project. These groups are called Stakeholders. Stakeholders are defined as all those individuals who have the resources to affect or get affected by an organization's decisions or projects in this case. This paper will concentrate on groups within the organization only and will decide on which group will be affected the most by this project. It will also present ways to communicate the project objectives with this group.

In the case of HLR Inc., the list of groups that will get affected by this project include the company executives, users of information from the Standard Customer Relationship Management System, the project manager and lastly, the team working on the project. This list is in order of priority with the first one being the most affected by the project and the last one being the least.

The company executives will get affected the most by the project. People might argue otherwise, but we must understand that this group will benefit or lose the most if the project succeeds or fails. These executives will invest in the project. This investment will be in terms of time, funds, intellect and effort and all of this will be on stake and if the project does not succeed, the investment made by the company executives will be of no use. On the other hand, if the project succeeds, it will increase the efficiency of the company and will give it a competitive advantage, ultimately benefiting the company

executives.

Since it has been decided that the company executives will be affected by the project the most, there is an imperative need to communicate the project objectives to this group. The communication method and technique must be the most effective as the rest of the project will depend on how the objectives are presented. If the executives are convinced with the objectives, they will move on with the project and if they are not convinced, they will refuse to provide support for the project. The communication method that is used must involved face to face contact. Therefore, a meeting would be most suitable. In this meeting, the project objectives will be presented to the executives. The meeting would begin by an introduction which will explain the current situation of the company and how the mismanaged information is affecting the information flow within the organization. Then the team will explain to the company executives the project in detail. This will include the objectives of the project how the project team aims to go about it. The project team must prepare itself thoroughly as the presentation must be convincing and their proposals must sound credible.

Everything that will be presented by the presenter must be supported by visual aid as this will help explain the executives better and they will be able to retain a maximum amount of information. It must be detailed but care must also be taken that it does not get too prolonged and there is no information overload. For future references, the project team must document the project proposals and objectives in detail on hard copy and must provide

the company executives with them. Towards the end, company executives can be asked to give suggestions that would make the objectives more achievable.

This technique of communicating the project objectives to the company executives will be very effective as the presentation will allow two-way communication between the project team and the company executives. It will ensure that the executives understand everything and if something is vague, it may be explained to them. This interaction between the two groups is also very necessary as the company executives would need to know who they would be working with the next 18 months. The support from the company executives is very essential and for that, they need to be convinced that their investment will be worth it.

We must realize that this group will get affected by the standard customer relationship management system project the most. This is the reason they would want to know the objectives of the project in detail before the project is implemented in the company. A lot depends on the communication process or how the message is conveyed. The project may be benefiting the company but unless the company executives are assured that it will, the project will not be able to carry on with it as their support is critical.