

# Assignment 3: selling executives on project management

[Business](#)



Selling executives on project management The executive refused to pay attention to the personnel because the corporation had been performing well for approximately 20 years without the project management. Although employees anticipated project management as they perceived it as necessary for growth, the senior staff rendered them tone-deaf ears. As an alternative, the management later chose to listen to a consultant, focal goal being to ascertain how the Levon corporation could advantage from the 'project management' (Dinsmore, 2009). Additionally, they anticipated consultant to help them recognize the existing gap between Levon Corporation and the rest of the surviving businesses.

However, the executive exhibited nervousness in supporting the project management because they could lose their hegemony as result of shift in the balance of control in the cooperation, grounded under the faintness of management board of the corporation; hence they were not prepared to embrace the consultant's notions that will ruin their reputation.

As a consultant, I probably would have persuaded the executive sufficiently by escalating some of their strength such as their manner of rewarding contracts through modest bidding. Consequently, I could have given them a clear clarification of how they could benefit more in accepting project management maturity influence based upon time and cost managing.

Secondly, I could have persuaded the executive by giving them examples of flourishing corporations that have engaged in project management, and they have made substantial advancements. Through this, I could also have exhibited to them how to build a stiff competition against their competitors hence eliminating other corporation from the market (Dinsmore, 2009). This

could have frightened the senior staff to adopt the project management as they were not prepared to lose their supremacy and render them jobless as they would either accept this, or they are turned into victims.

Finally, I could have recommended the executives to attend to their subordinate's feelings since through that they could stimulate the production of Levon Corporation, hence they will be promoted due to their quality output. They will also be familiar with customers' feelings about their products and services, and this would be enough to meet the standards required by their customers and be able to contest with the available industries in the market. This can influence them sufficiently as they will apprehend how their current supremacy can be promoted more than it was to be stalled by their refusal to approve project management.

#### References

Dinsmore, P. C. (2009). *Winning in business with enterprise project management*. New York: AMACOM.