

PROJECT LAUNCH GUIDE

PART 1

PROJECT STARTUP

JOHN HIGHAM



PROJECTLAUNCHGUIDE.COM



PREAMBLE

Projects are funny animals, they come out of nowhere, people usually love them until they grow and become unwieldy at which point you try and get rid of them.

The problem is that you often can't just dispose of a project. It takes some consideration to stop a project.

So what about getting it right from the word Go and think about what we really want to achieve before we actually start. The better you are prepared the easier it will be to run your project to reach the goal you want to achieve.

That is what I suggest we do today, look at what items we need to put together, what elements we need to consider, what problems we should anticipate BEFORE actually starting spending time and money doing something we have never done before.

So, are you ready? Let's start.

John Higham



CLARIFY YOUR WHY

1

We all have a purpose in life, as an individual and as a business.

That purpose drives your every decision and defines the momentum of what you do. But can you, in a snapshot, state what your purpose is and what are the goals of the new project you want to launch?

I challenge you!



When starting a new project it is essential to confirm exactly how it will fit in your global strategy. That also applies if you are a solopreneur or generally work by yourself.

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The purpose of any project is to create a product (*or a service*) which will enable that strategy to be realised or to improve what you are doing now or even possibly how you are doing things now.

Understanding with clarity WHY you are going to spend time and money is key to succeeding your investment.

You will likely say “I know exactly what I am doing and why I am doing it. Why should I spend any time defining it?”.

There are three reasons for doing this essential exercise :

1. It is very likely that you will not be working on your project alone. It is important that you communicate **YOUR REASONS** clearly and without ambiguity to those who will help you in your project. It ensures they do the right things so that **you get the right results**.
2. Having a clear and WRITTEN statement of your REASONS is a constant reminder during the whole project of why you are spending time and money doing it. It serves you as a guide to keep you on the right track at all times.
3. Once the project has ended and you start earning a profit from the result of your project, you can now start measuring if your investment was worth its while and if you have indeed achieved the goals you were aiming for. Without this statement of REASONS you would find it difficult to measure your achievements with accuracy, especially if you could only measure them after a number of years.

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I invite you now to WRITE DOWN your goals and make them measurable in the next two boxes you will find on the next pages.

When writing your GOALS, be as clear as possible. The more precise you are the easier the results will come as it will be easier to identify which products or services will help you to achieve your goals.

Once you have done this, take each one and make it measurable.
Stick a number to it.

By doing so you will find it easier to know if you have achieved it.
Let me give you a simple example :

GOAL :

I want to sell a new web application to young entrepreneurs
which will help them to improve their reach to their audience.

BENEFIT :

The first sentence in bold is YOUR GOAL and translates in measurable terms as :
"Sell **1000** web apps within the **next 6 months** to young entrepreneurs between **30-45 years old** who have started their business within the last **2 years**."

The second sentence is a goal of your clients and they would need to state :
"I want to increase my audience by **30%** over the next **6 months**" (*as an example*).

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OK, now it's your turn.

Use the boxes on the next page to clarify your goals
and make them measurable.



*Consider what goals you want to achieve. Describe each one as clearly as possible.
This will help you throughout you project, so take your time.*

CLARIFY YOUR GOALS

*Now make each of your goals measurable.
Translate each one as a figure you can later verify.*

MEASURABLE BENEFITS

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ESTABLISH YOUR WHAT

2

To achieve those goals you must define the product which will make it attainable. It is therefore critical to be as clear and precise as to what that product needs to be. Do not underestimate this step and take care in considering what aspects will make that the perfect product for your situation.



I'll admit it, this can be a boring part but I have tricks up my sleeve to help you make it much easier.

This first step into Product planning will make sure you understand what is needed (*not to say required*) for your product to fulfil your goals.

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It will also help you explain to your partners (*staff members, assistants and external suppliers*) exactly what you expect of them.

The more clear and precise you are the better results you will get from those creating your products and the less surprises you will have when you see the result of their work for the first time.

As you describe your product try to be clear in what you mean.

It is clear for you,

but it **MUST** be clear for those who will do the work to create it.

Don't limit yourself to explaining what it looks like, also contemplate what would make it acceptable to you. In other words, what elements of your product would make you jump in the air of joy and which would annoy you so much that you would refuse to pay the invoice you were presented.

EXAMPLE FOR A WEB APPLICATION

A fast and accessible user interface to make it easier for Facebook Group admins to manage their adverts and follow the amount of leads they have generated.

The interface must have a response time of no more than 2 seconds and be available 99% of the time (no downtime) which must enable the management of at least 1000 ads and monitor a minimum of 10K generated leads.

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CONSIDER THE HOW AND WHO

3

A project is a team effort. You do not work on it alone which is why communication is so important. We will come back to that later.

By defining exactly HOW you will produce what you need and identifying WHO will do the work it will become clear how you operate in your project.



With all the best efforts in the world and whatever level of energy you have, there is only so much we can do by ourselves. Let's admit that.

It is clear that projects are a team effort.

John Higham



In an ideal world you would have the best people around you creating the best products to engage with the best clients and earn a large profit from the whole adventure.

That is not how life works and neither do projects follow that perfect and ideal path. Projects are tough because of people, because each individual involved is there for their own interests. They don't care about you, they care about what they can get out of you. I know it is a tough realisation but now it has been said and we can move to the next step which is finding ways to get the right people working with you to deliver the best possible products for your business.

First look at the kind of skills you require, will you need engineers, developers, architects, painters and decorators?

In the previous exercise you have defined the product you want to create. You can now "guess", if not clearly state, which competencies and skills are needed to produce it. The second step is to identify WHO can help you. In other words who is willing and available to do the work with/for you and at what cost.

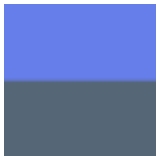
If your product is a membership site for your coaching programme for instance you could (*for example*) need a Wordpress developer, a graphic designer, a copywriter, a Facebook ads expert or someone specialised in setting up Facebook groups. You may also need someone to define, prepare and implement all your legal obligations (*with GDPR for instance and a Privacy policy or general Terms and Conditions*). All these aspects must be considered before talking to people about hiring them.

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This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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IDENTIFY WHO WILL DO IT

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WHO IS JOHN HIGHAM

John is an experienced programme and project manager and a PRINCE2® user (since 1996) who became a registered Practitioner, then an examiner and assessor for the method before becoming the first french speaking approved trainer who introduced the method in France. He is also the first project manager to become certified PRINCE2® Professional in France and Belgium.



He was the main quality reviewer for the french versions of the PRINCE2® manuals editions 2005 and 2009.

He was also an accredited Project, Programmes and Portfolio Consultant and an accredited P3M3® assessor.

(P3M3 stands for **P**ortfolio, **P**rogramme and **P**ortfolio **M**anagement **M**aturity **M**odel and is a standardised audit of an organisation).

John has been involved in projects since 1989 and has had the opportunity to manage large and complex programmes throughout the world, mainly in the internet world. John now helps businesses to implement Agnostic Agile Methods in their management systems and coaches teams on their way to certification and use of methods adapted to the needs of the organisation.

His key focus is to guide entrepreneurs to grow their business and become Leaders.

Despite his english name, John's native language is french.

He is fluent in english and dutch and gives courses in either of those three languages.

John believes that knowledge has no value unless it is correctly applied.

John Higham



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WHAT TO DO NEXT

If you have found any value in this document and if you wish to pursue your discovery of what managing projects means to you, I have made a detailed online course for you about the very first steps to take when launching a new project which I think you could enjoy.

See you there.

John Higham
BlueHAT.one

JOIN THE CLAN

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