successful projects **in your organisation**

Successful Projects in the not-for-profit sectors?

Frustrated with your organisation's ability to deliver projects successfully? Do your projects give you the benefits you expect – or do they always seem to end up running late, costing more and just not delivering what you expected?

If this sounds familiar then you are not alone - our experience indicates that this is unfortunately the familiar reality across many sectors.

> As with most successful organisational strategy – **it starts at the top**.
>
> What do senior leaders actually need to do to facilitate success?
>
> How do you decide whether to adopt a project approach or not?

Projects and operations are different – with significant implications if you don't get it right. Our directors are at the forefront of contemporary thinking around projects, and just a short time with us will help you, your senior leaders and your whole team, get behind you and deliver a step change in success for your organisation.

CEOs and Directors who we have worked with have said:

"Great!" - "An enormous amount of knowledge for the 'real world' environment" - "Excellent" - "Pitched just right" - "Extremely useful"

Information and Data - Are you exploiting your biggest asset?

Imagine what it would be like if there were only one truth
If you know about all the data that exists in your organisation
And that data is organised and controlled
And the data becomes information that is shared and owned
And the information is used and creates insight every moment of every day
That insight is the most powerful asset you have.

Would you ask your team to think about data differently from today?

What you know about your supporters and customers is your biggest strategic asset. Are you exploiting it, if not, what do you need to do?

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association for
project management
apm Corporate
Member

a better way for **Contact Relationship Management**

The Truth about CRM – Should we ban the 'C' word?

Building and managing relationships is the lifeblood of most not-for-profit organisations. Whether contacts, customers, members or stakeholders – most would agree that it's the relationship itself that really matters. A focus on the 'C' word (customers or contacts) can divert us from the very essence of what we need to do.

When we ask organisations what CRM means to them, there is often uncertainty or a pure focus on the IT and systems – possibly a reflection of the proliferation of IT 'CRM solutions' that pervade the sector.

The uncomfortable truth is often:
- Little or no perceived value for your supporters and stakeholders
- Never ending projects to implement IT systems for CRM
- Systems that staff don't use – or complain about bitterly
- Escalating costs and timescales
- Suppliers who let you down.

Is it time to think about CRM projects in a different way?
- Relationships and experience can be at the heart of what you do in the project – delivering real value
- CRM projects can complete – and do
- Staff do adopt new systems and become advocates for working in better ways
- Costs can be controlled
- Suppliers will work with you.

The difference: - being clear about your CRM strategy, being organised, getting control, knowing when you are done – project management for CRM. **The difference between failure and success.**

What would make the biggest difference to your organisation now?

- Being able to deliver successful change?
- Better CRM?
- Exploiting your biggest asset – your data?
- Getting the benefits from your projects?

How could you make it happen?

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Are you getting the benefits you need from your projects?

You will be familiar with the situation. Your organisation has a problem and you feel you know the solution – perhaps a new IT system, or re-engineering your business processes? You do the project, but it's not quite as you thought it would be – scope, costs and timescales have all increased but you still haven't got the result you thought you'd get.

Why is this so familiar? Too often organisations launch into a project without really understanding what they need to do to get the result they want, as if somehow just doing the project will ensure benefits will follow.

Benefits dependency analysis is a simple but powerful technique that you can do right at the start. It will help ensure everyone has the same understanding of what needs to be achieved – and how you will know when you've succeeded. It will enable you to identify all the components needed for a successful outcome – and to scope the right project for your organisation.

Typically achieved through two half-day facilitated workshops with your senior team – analysis and mapping of the benefits you need can set a project off to the best possible start, or bring you back on track when things aren't progressing as planned.

E AND H - Inspiring Projects for a generation