

What is a Project?

A Two-Sided Coin



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Ask your AI, “What is a project?”, and the answer can be summarized as a set of tasks that produce a desired outcome. Projects are temporary - as opposed to ongoing business as usual - with pre-defined objectives and deliverables to be produced in a period of time defined by a start and an end date.

This definition is correct, but only partially - it's only one side of the project coin. This definition is tactical only. While this definition includes objectives, the objectives of a project only open the door to the strategic nature of projects.



Projects are strategic for two reasons.

First, a project is an investment of money and time. In this light, a project is funded and committed to only after the project has been evaluated against all other potential investments. To be selected for funding, a project must generate the highest return on investment relative to all other investment opportunities.

Second, projects are strategic because they are mechanisms of change. In fact, projects are the only mechanism available to companies for moving from a current state of business to a desired state. If a company does not fund and execute projects, that company will only ever do business as usual - and it will die.

| Alignment

Alignment is the reason you want to define and communicate both the strategic context of, and the tactical approach to, projects. Creating awareness of the strategic context aligns every team towards the goals, which increases the likelihood of achieving the goals. Creating awareness of the tactical approach allows leaders to determine if the defined approach is the best approach, and to allocate resources where and when they are needed.



About Gomo

Gomo Consulting is a specialty practice focused on delivering projects for our clients in the domain of go to market (i.e., Marketing and Sales). Our project managers and business analysts augment client teams to create alignment, develop plans, execute relentlessly, and deliver impact. Our disciplined approach has led to successful projects for clients such as Microsoft, Cisco, VMware, Avaya, PayPal, Visa, MongoDB, and many others.



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