



corepartners

delivering results

# people/process development

## Key Attributes

- *Regional Newspaper –  
Number 1 in market segment*
- *First venture in project management*
- *High visibility both internally and externally*
- *Immovable deadlines*

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delivered  
project



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## people/process development

### The task

Core Developments' role was to develop a mixed team of Finance, Sales, Advertising and Support Staff with no exposure to project management to a stage where they could plan and successfully implement a complex multidiscipline project.

The team had a limited budget, many critical time-fixed milestones and close scrutiny from the main board of directors. There was some scepticism regarding the ability of the team to perform in a environment completely new to them.

### Results

Starting from scratch with a team with no knowledge or experience in project management we were able to achieve the following.

- Full project plan including Scope Definition, Stakeholder Analysis, Financial control plan, Risk Management plan, Responsibility Assignment matrix, Schedule, Gantt Charts, Timeline and Reporting Structure. This was produced in 3 days from start.
- Successful implementation of the plan, on time, to budget and meeting all stakeholder expectations.
- A core team of newly Project Management aware people who could train other people in the organisation.
- An internal award for the team and newspaper for their achievement.
- A model for Project Management for the whole organisation.

#### Core Developments' John Blackman said:

It is always very satisfying to see a team grow ever more confident in their abilities as a project progresses.

This project demonstrated perfectly the importance of method, structure, clarity of purpose and confidence that combine to create success in team-based activities.

The ability to leverage the effort of one team across the whole organisation was a huge contribution to the cost effectiveness of the exercise.

#### The Client said:

Although the Core Development team expressed every confidence that our staff would be able to achieve all that was asked of them I have to admit to some degree of scepticism.

It seemed a lot to ask of a young team with no knowledge, and very little experience of Project Management, to not only plan and implement their own project but to provide a method for the whole company.

A great outcome for all concerned.

*Managing Director,  
Regional Newspaper*