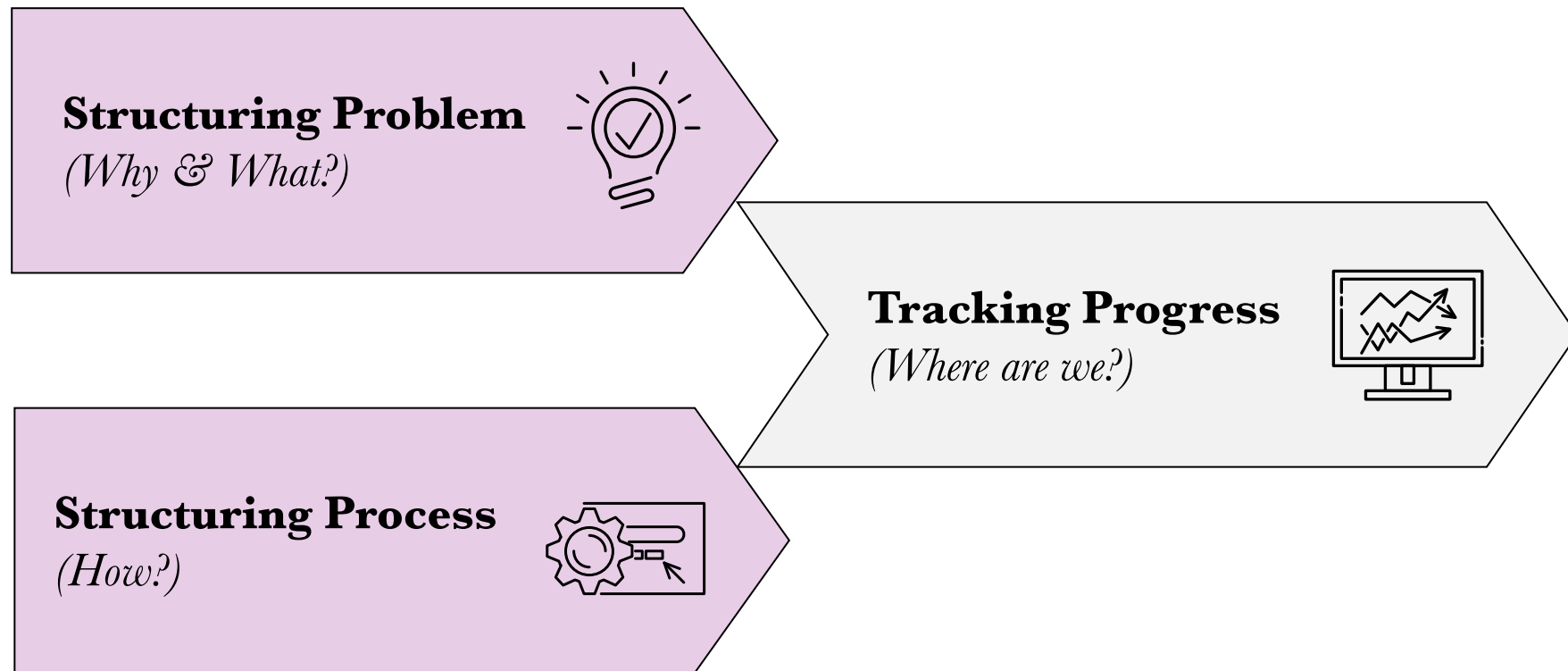




*Module 2:  
Structuring Strategic  
Projects*

# Structuring Strategic Projects Requires at least 3 components!

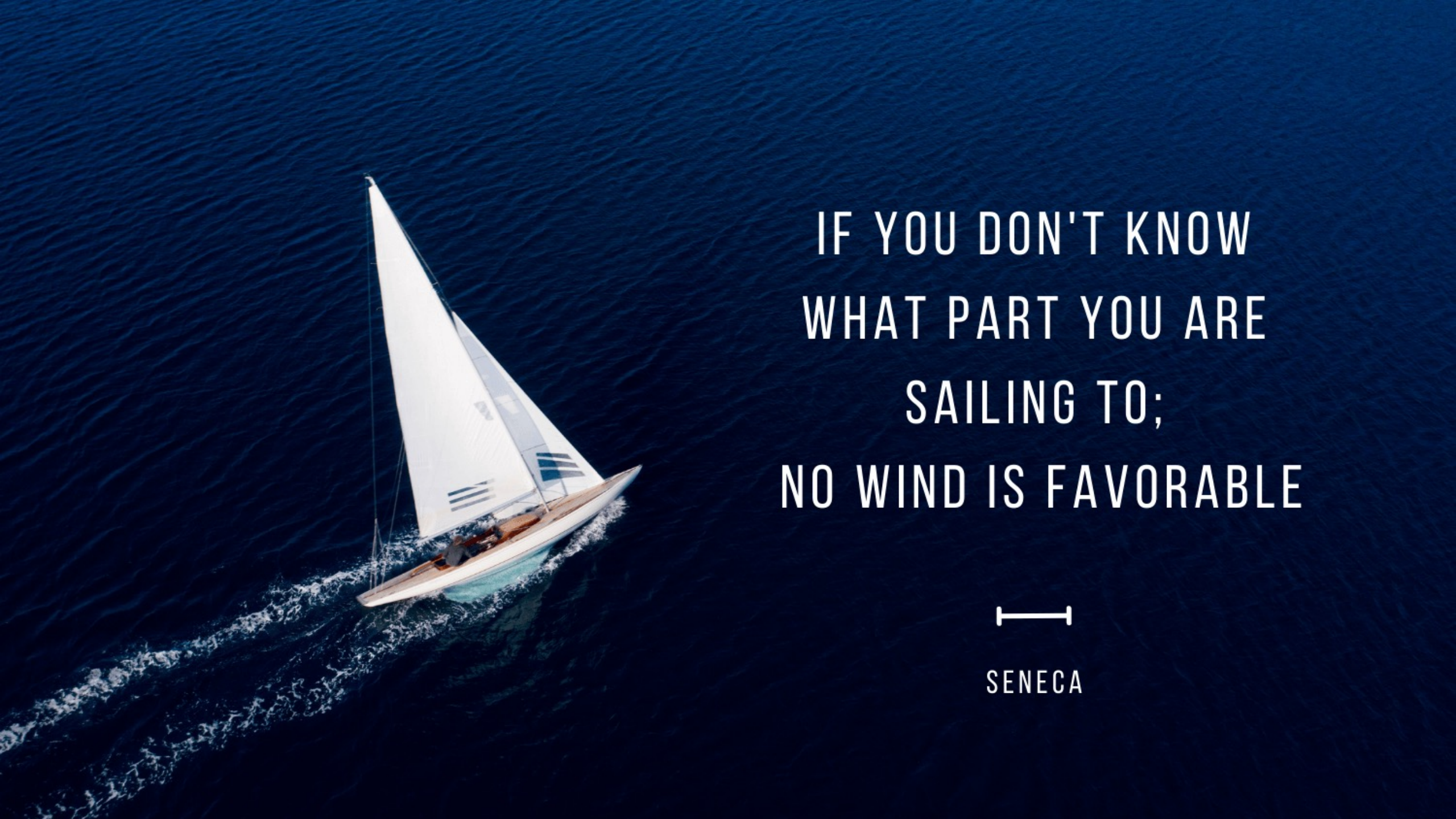


# Objectives & Agenda



- Learn to structure the problem
- Set-up the structured process to manage projects
- Identifying techniques of tracking the progress

<b>CET</b>	<b>Topics and Activities</b>
14:00 – 14:30	Check-in and Overview
<b>14:30 – 15:15</b>	<b>Structuring Problem</b>
15:15 – 16.30	Structuring Process
16:30 – 17.00	Tracking Progress
17:00 – 17:15	Closing

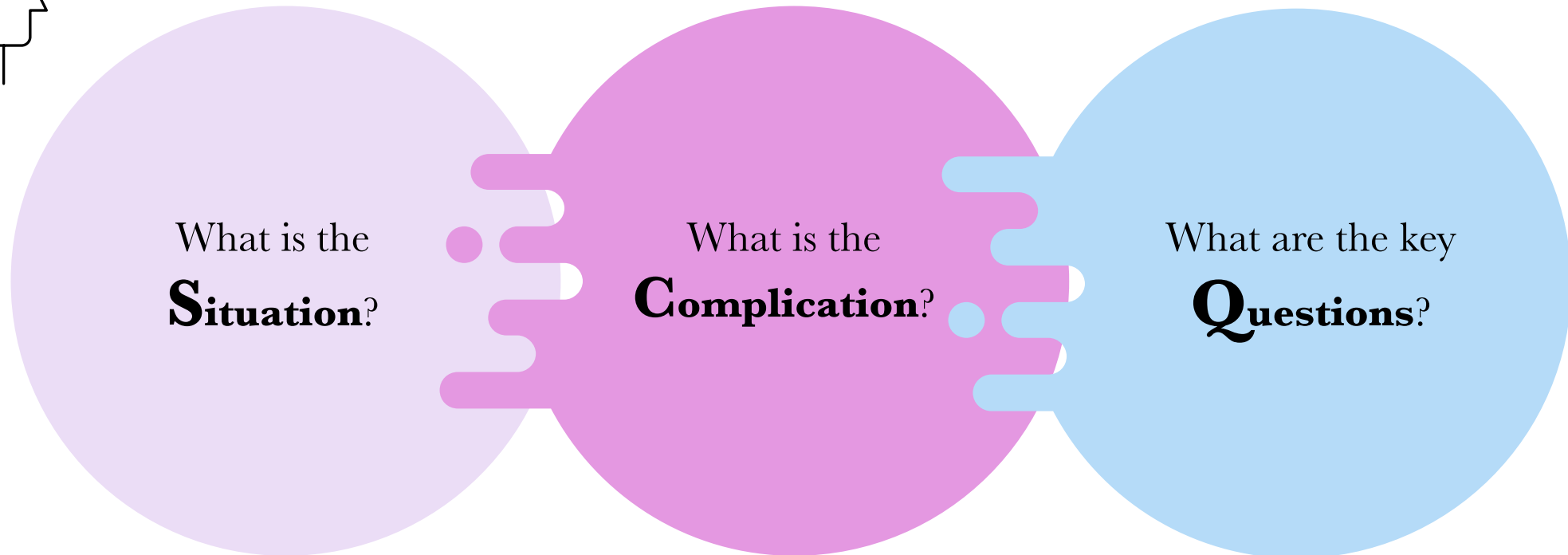
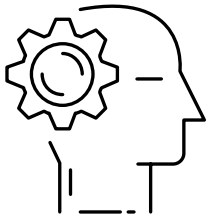
An aerial photograph of a white sailboat with a large white sail, sailing on a dark blue sea. The boat is moving from the upper left towards the lower right, leaving a white wake behind it. The water has a fine, textured surface.

IF YOU DON'T KNOW  
WHAT PART YOU ARE  
SAILING TO;  
NO WIND IS FAVORABLE

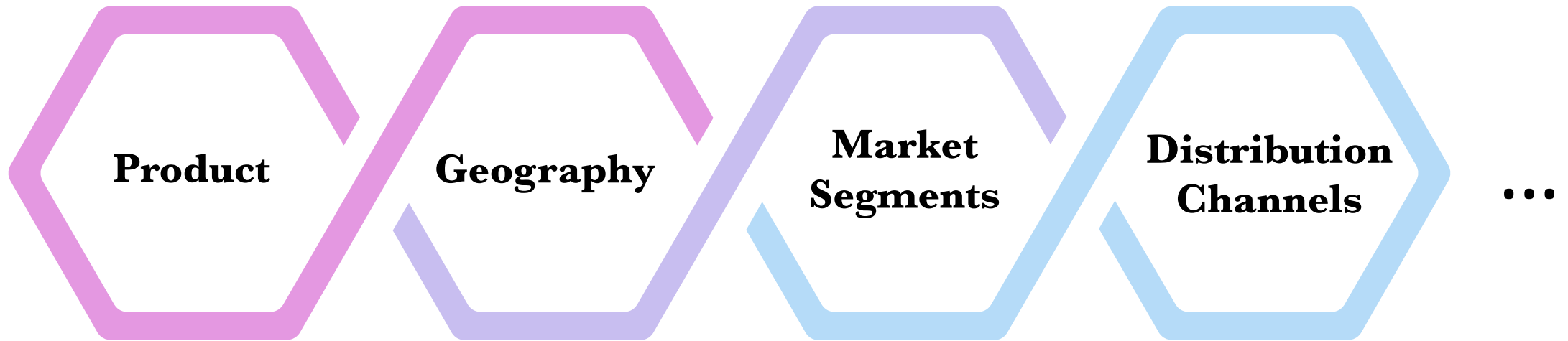


SENECA

# What is the Situation, Complication, and Questions we need to address?



Scoping the problem in the beginning is critical to the success of the project.



**Insu-  
rance**

- Motor

- Switzerland and Spain

- B2B: Corporates  
- B2C: Direct Customers

- B2B: Car Collaborations  
- B2C: Agents, App

**LO  
TR**

- Ring

- Rivendell to Mordor

- *Not Applicable*

- *Not Applicable*

# Objectives & Agenda



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FALL IN LOVE WITH THE  
PROCESS AND THE RESULTS  
WILL COME



ERIC THOMAS





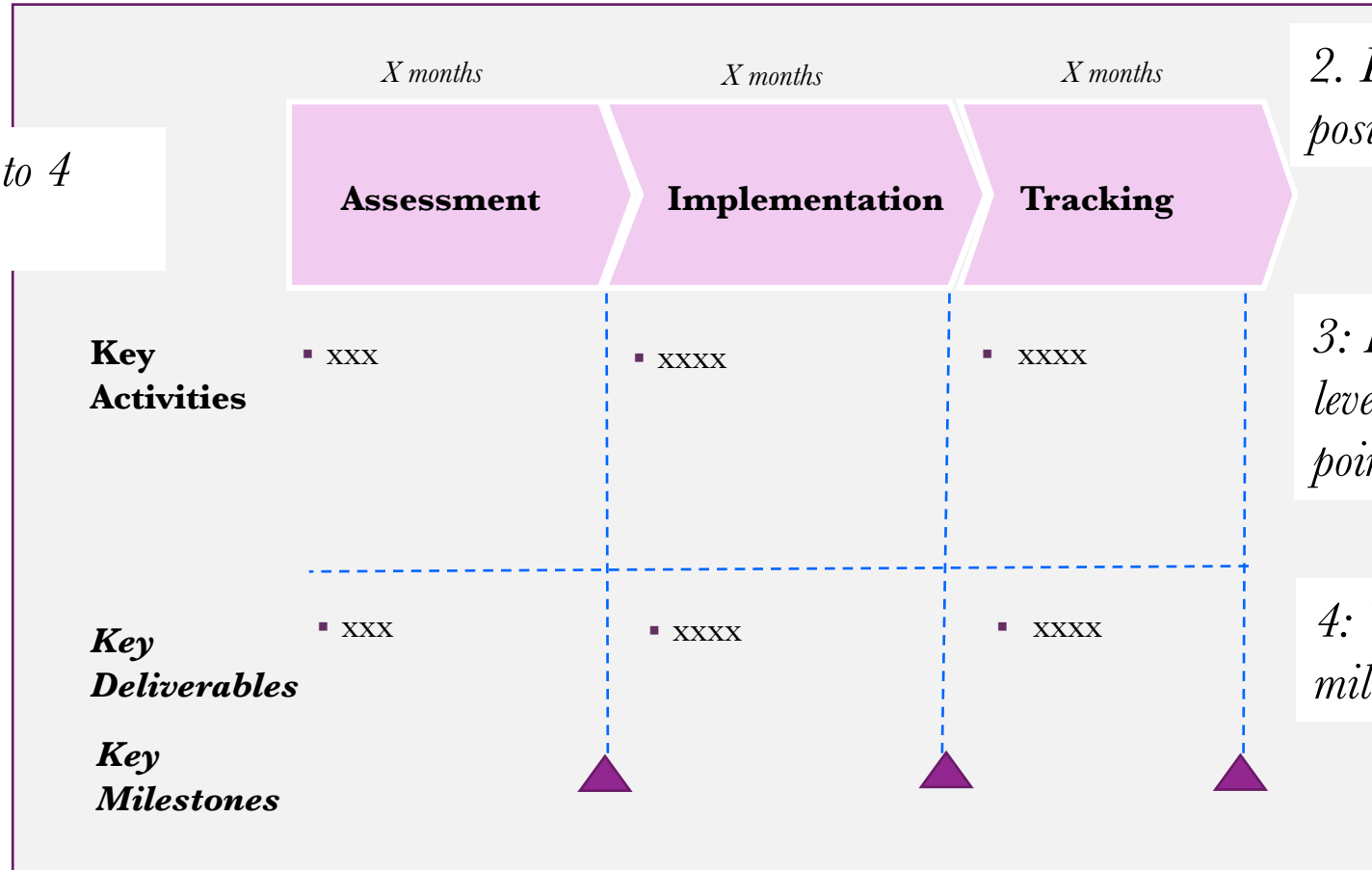
# Structuring Process for Projects entails defining Approach & Stakeholder Map



# 5 Golden Rules for Defining High Level Approach



1: Divide project in 3 to 4 logical subsets



2: Estimate timeline, relative positioning

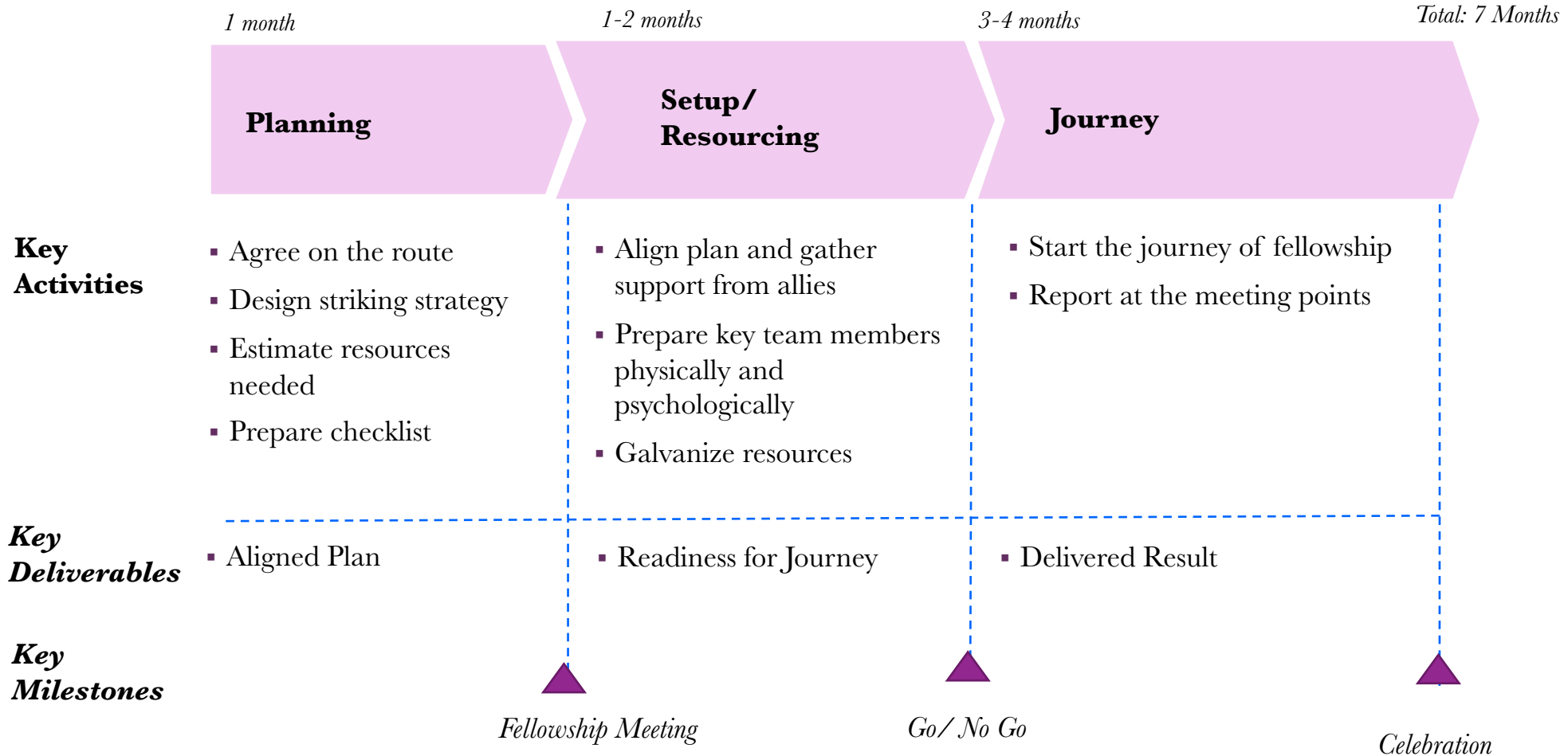
3: Put “Key Activities” – One level down, logical 3-4 bullet points – Start with Verbs (Pro-tip)

4: Write Key Deliverables and milestones, if feels relevant

5. Sanity Check: Does it makes sense?

# EXAMPLE – The Fellowship

TIMELINE NOT TO SCALE



# BUSINESS EXAMPLE

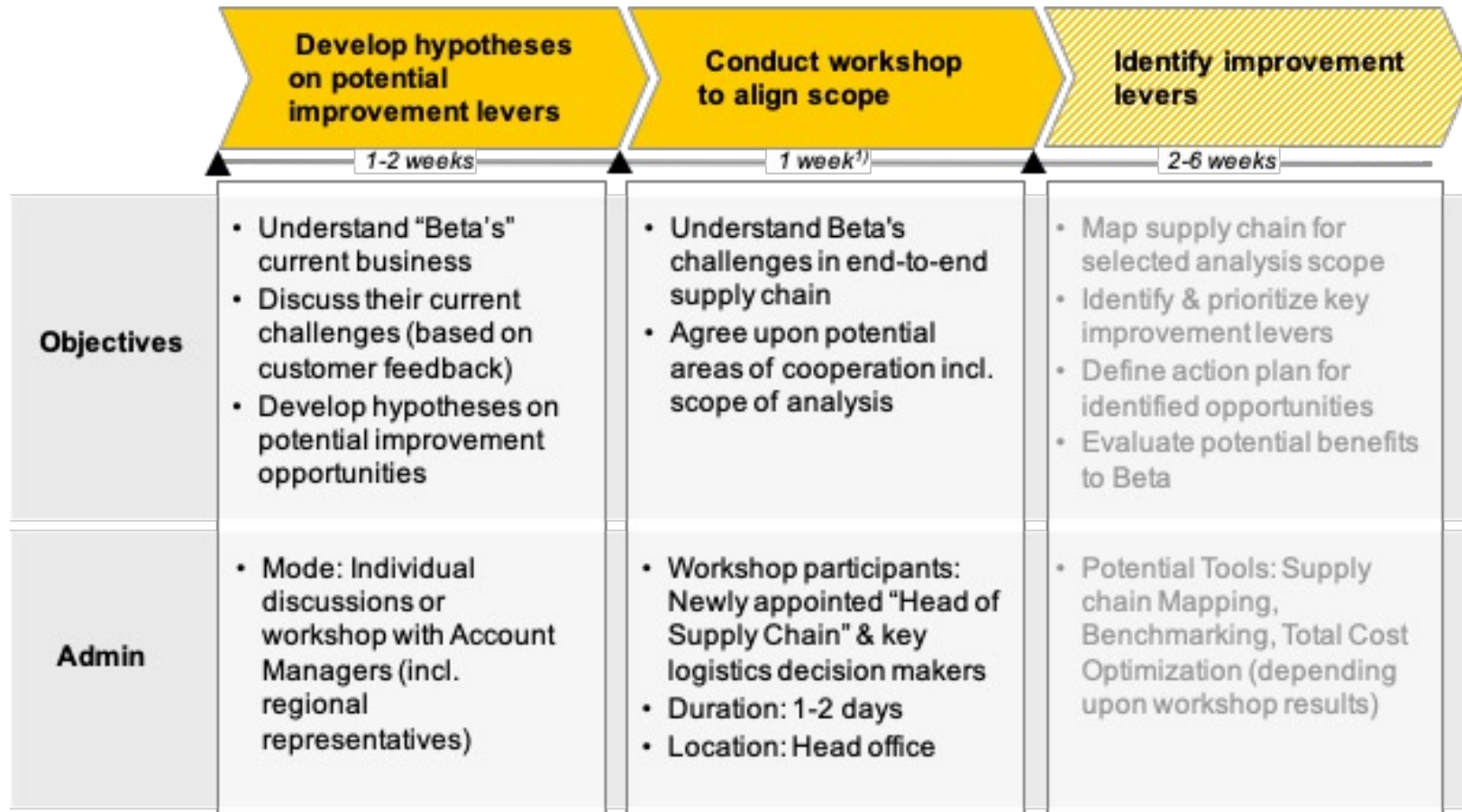


TIMELINE NOT TO SCALE

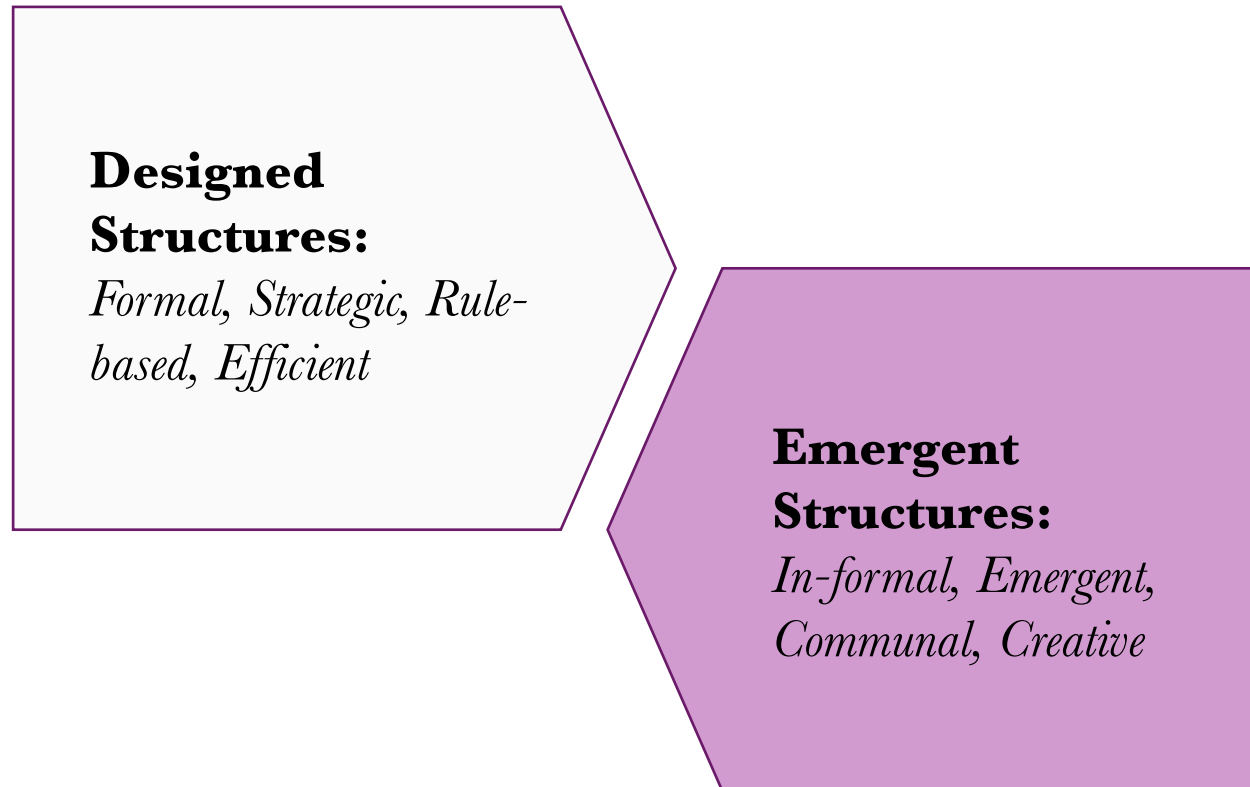
Depending upon workshop results

Decision gate

EXAMPLE



# Project Management is a play of Designed & Emergent Structures

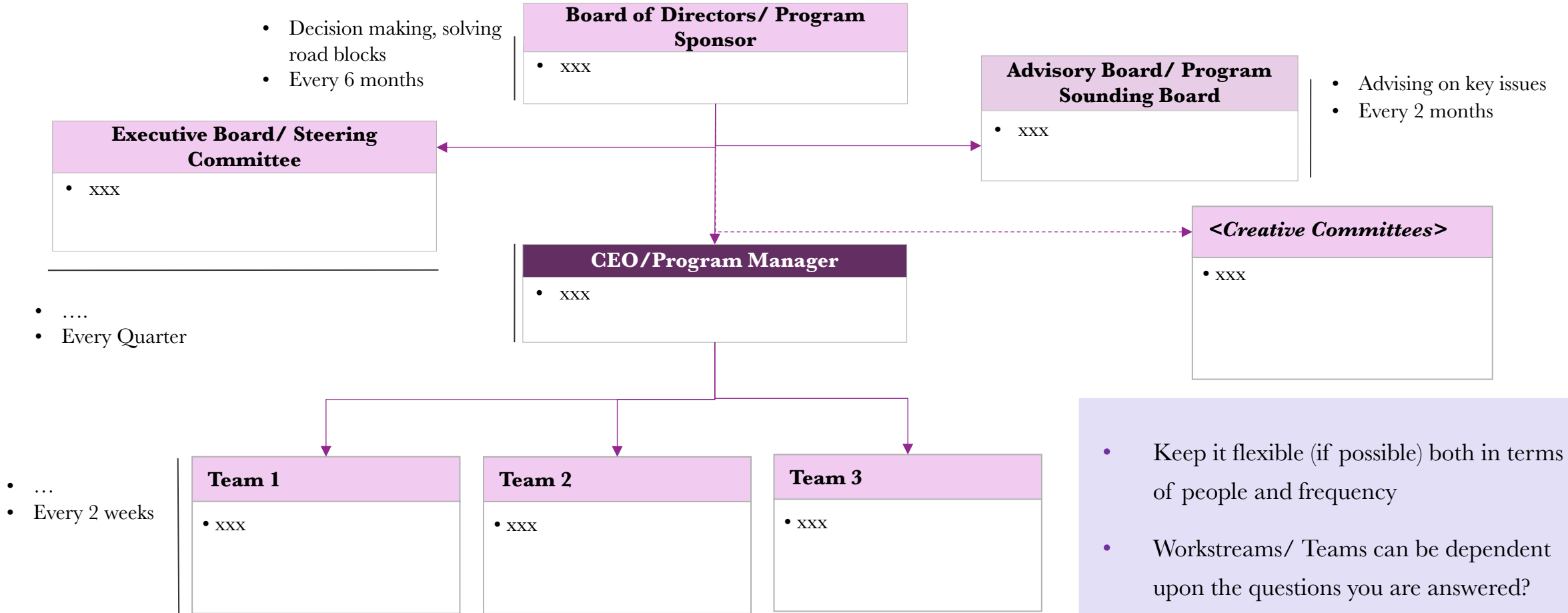


*Source: Adapted version from Fritjof Capra's "The Systems View of Life"*

# Structuring Process for Projects entails defining Approach & Stakeholder Map

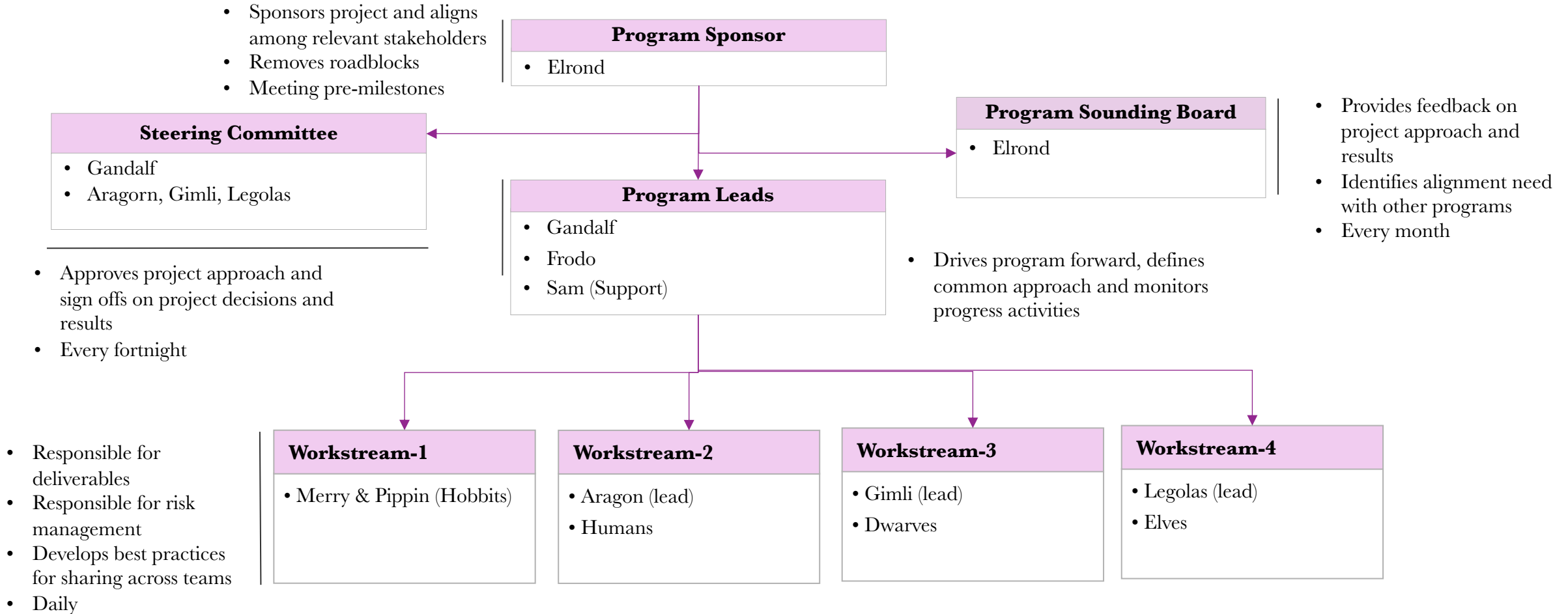


# Design Strategic Stakeholder Engagement Plan



- Keep it flexible (if possible) both in terms of people and frequency
- Workstreams/ Teams can be dependent upon the questions you are answered?

# The Fellowship Program Organization - EXAMPLE





# What could be Stakeholder Map Use Cases?



**Design Your Role**

**Align with Stakeholders**

**Proactive Communication**

**Escalation**

**Internal Politics**

# Objectives & Agenda



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**PROGRESS IS MADE WHERE  
PROGRESS IS MEASURED**



**JACK LALANNE**

# Tracking could be either Impact Oriented or Process Oriented

## Tracking Progress

*(Where are we?)*



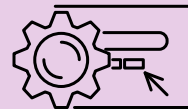
### Structuring Problem

*(Why & What?)*



### Structuring Process

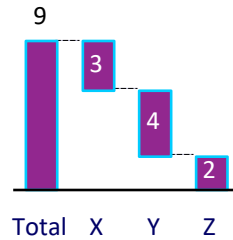
*(How?)*



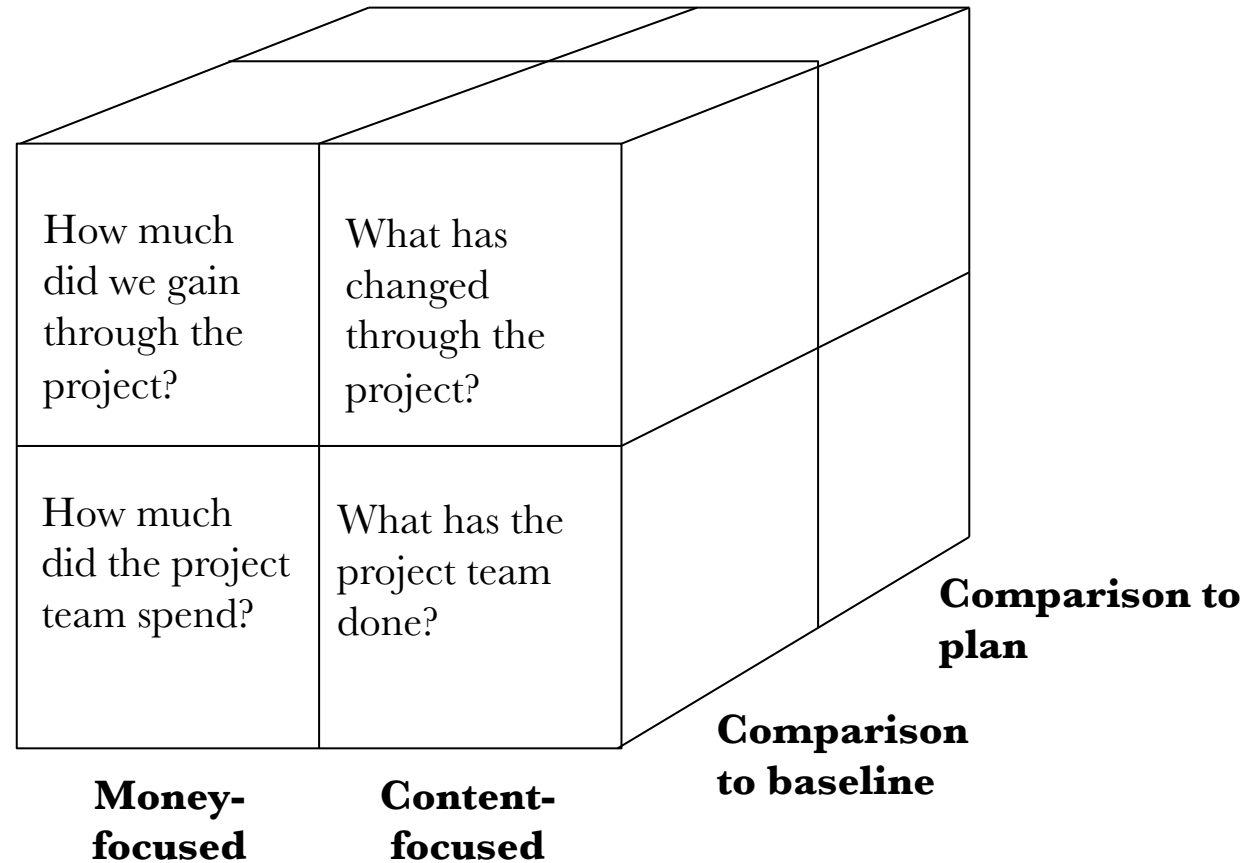
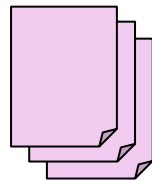
- Impact Focused
  - Quantitative: Growth, Cost-Saving
  - Qualitative: Linked to objectives (Ring)
- Status Focused
  - % of completion of activities
  - Number/ % of deliverables completed

# It could be drilled down to more parameters

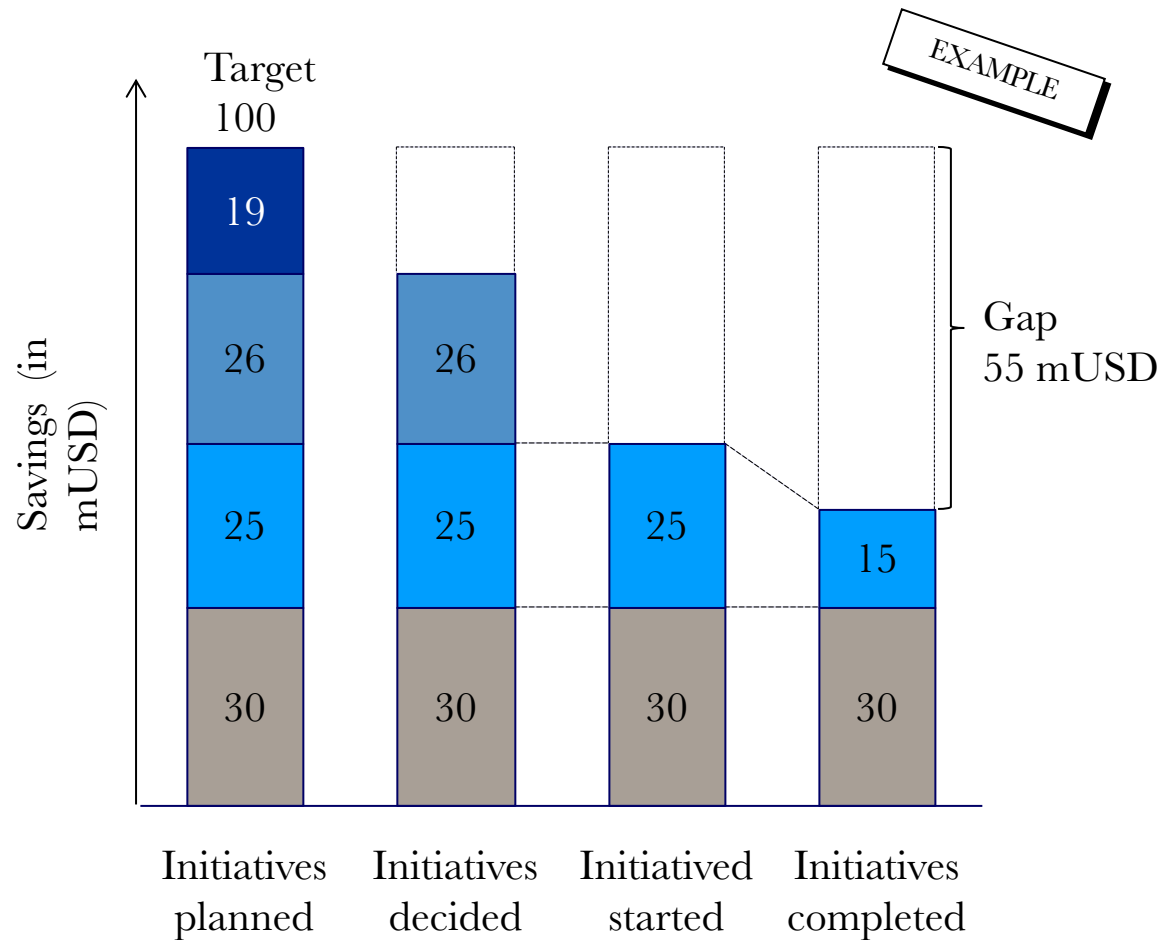
**Impact Reporting – Problem Oriented**



**Status reporting – Process Oriented**



# EXAMPLE: Impact - Money Reporting




- Column logic is a tool to enable target-oriented planning, steering and controlling of a defined saving potential
- Column logic allows to present financial effects, i.e., savings at any stage of the project
- Columns display current status of project / optimization tasks and effects. The degree of filling displays the sum of effect/ savings generated by total project initiatives

# TEMPLATE: Status - Content Reporting

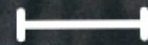
EXAMPLE

Topic	Achievements	Issues/ Required inputs/ Decision needs	Next steps and Responsibilities
<b>Overall</b> 	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>
<b>Workstream 1</b> 	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>
<b>Workstream 2</b> 	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>	<ul style="list-style-type: none"> <li>• XXX</li> </ul>

- Delivery is significantly delayed
- Delivery is slightly delayed
- Delivery is on track



ALL WE HAVE TO DECIDE IS  
WHAT TO DO WITH THE TIME  
THAT IS GIVEN TO US



GANDALF; J.R.R. TOLKEIN