

Leading Projects in a Changing World: Stepping up to the Challenge – a Boeing Case Study

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Context

- **“Leading Projects in a Changing World”**
 - Boeing response to the challenge
- **Knowledge management**
- **Case study**
 - Building culture
 - Project leaders
 - Community talent

Changing World

- **Understanding Boeing and our Project Environment**

- Complexity
- Market forces
- Globalization
- Virtual work
- Demographics

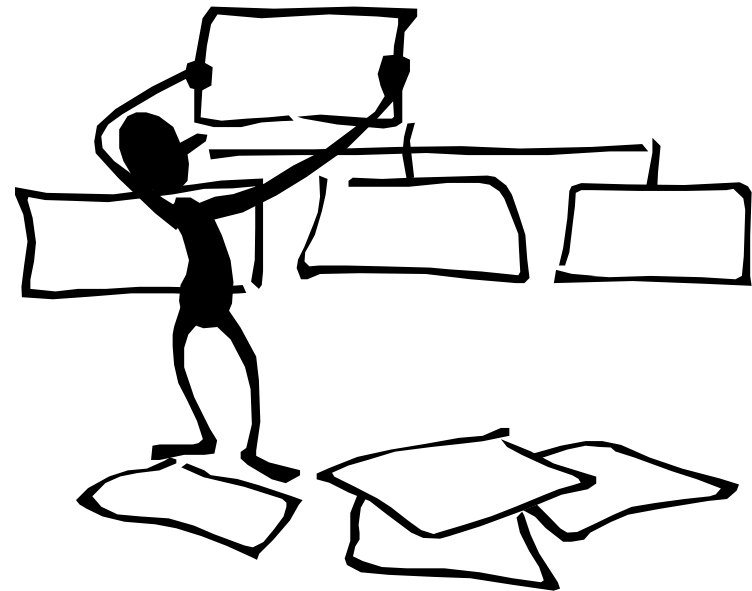


Building the Culture

- **The Boeing Project Management Interest Group (PMIG)**
- **Characteristics**
 - Virtual community
- **History**
 - Founded by 6
 - 11 years old
 - Nearly 3,000 members
 - Largest community in Boeing

Case Study – Culture

- **Formed around areas of passion**
 - Education & Training
 - Career Development
 - Best Practices
 - Tools & Software
 - Professional Networking
 - Speaker events



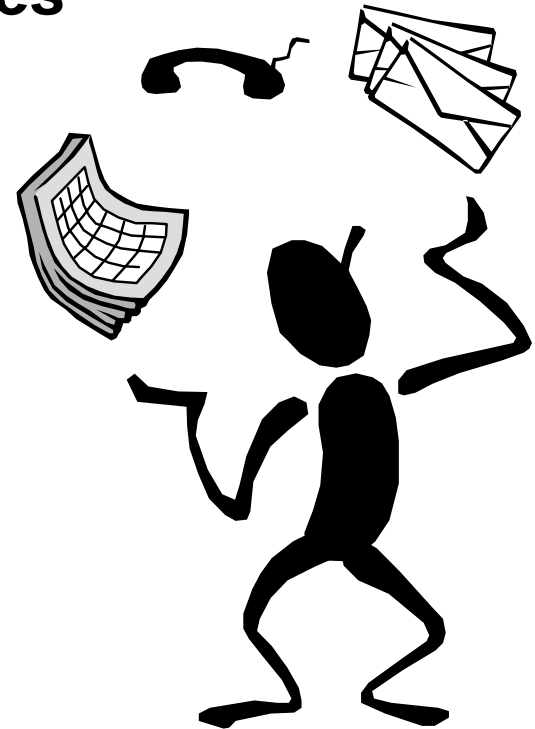
Case Study – Culture

- **The elixir**
 - Charter
 - Democratic organization
 - Industry involvement
 - Individual sponsorship
 - Web Site



Case Study – Culture

- **Knowledge management techniques**
 - **E-Mail**
 - WebEx (E-Conferencing)
 - WebStreaming
 - SharePoint (projects)
 - **WebDex (KM web site)**



Case Study – Culture

- **Key Learning**
 - Treat it like a project
 - Stakeholder analysis and management

Leading Projects

- **Who is leading? Job or Role?**
 - PMP's
 - Educated
 - School of hard knocks
 - PM's in denial (Accidental Project Managers)

Case Study – Leaders

- **Developing project leaders**
 - Training organization
 - PMP® Study Group
 - PMIG Events

Case Study – Leaders

- **Minimal deliverables**
 - Charter
 - WBS
 - Project Communication Plan
 - Project Risk Plan
 - Schedule

Case Study – Leaders

- **Key Learning**
 - Redefine “interest”
 - Includes the accidental project manager

Community Features & Benefits

- **Value is demonstrated by culture and behavior which promotes retaining, motivating and utilizing our project management resources**

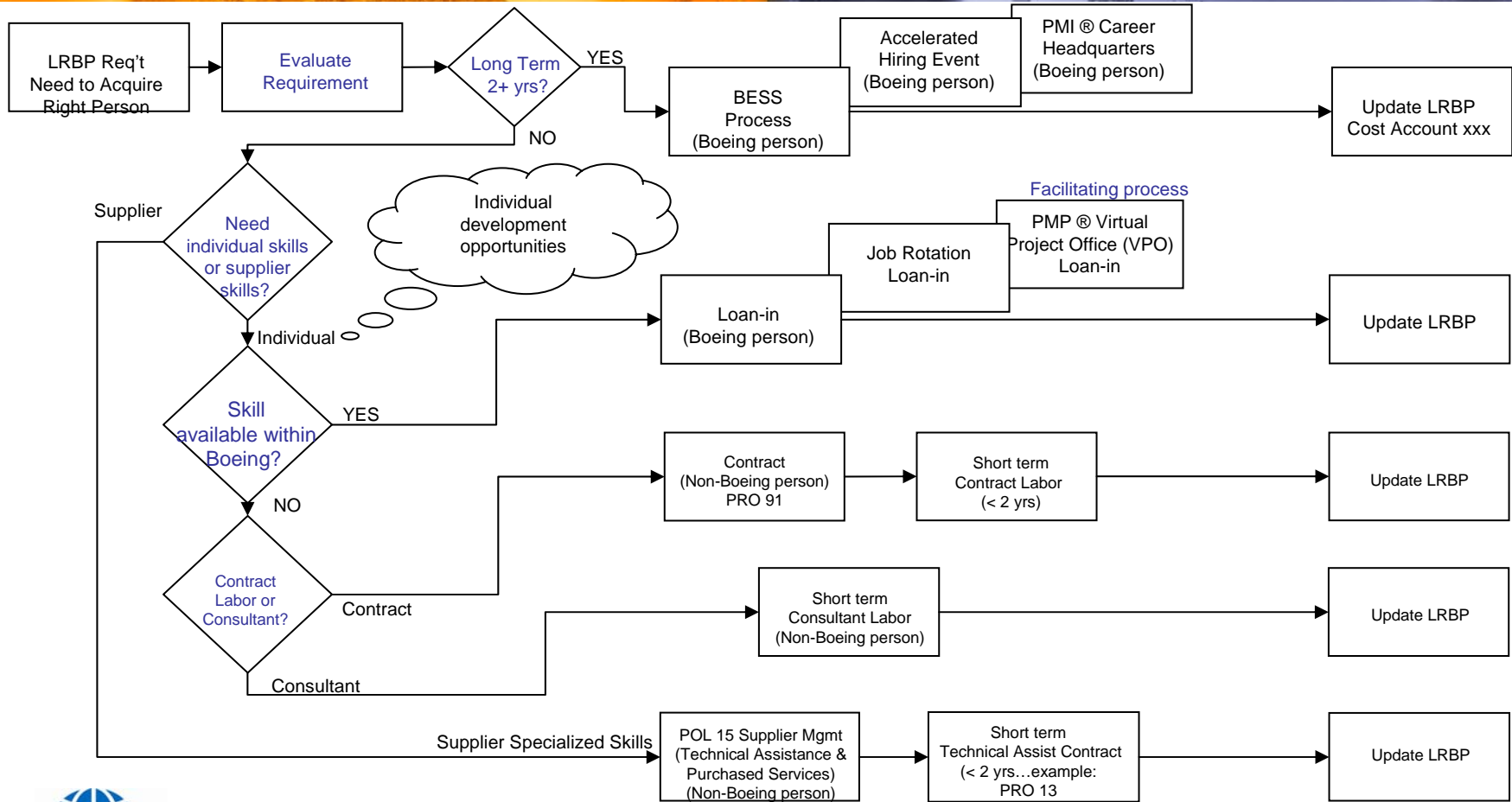
Case Study – Community

- **Inventory**
- **PMIG demographics**
- **PMP demographics**
- **PMP's as advisors**
- **PMP's as available**

Case Study – Community

- **PMP's as advisors**
 - You are a subject matter expert who is ready, willing and able to advise fellow employees on the discipline of project management and the PMP® credential
- **PMP's as available**
 - Ready, willing and able to fulfill a temporary assignment as a Project Manager as defined by the PMP® Virtual Project Office form

Talent Management



Knowledge Management

- **WebDex**
- **SharePoint**
- **Web 2.0 applications**
 - Social networking sites
 - Blogs
 - Wiki's
- **"Web 2.0 social networking tools are all about adding the social content to sharing information,"** Boeing Development Process Excellence Initiative Leader
John Pricco, BNN article, 9/15/08



Knowledge Management

- **"Static info is like a library, but without the human social content. These tools first connect people to people and then connect people to the content. You don't just want to find the answer. You want to find the person who has the answer and talk to them about it."**

John Pricco, Boeing Development Process
Excellence Initiative Leader

Case Study – Community

- **Key Learning**
 - Successful within our charter
 - Challenge: move individual interest to group intellect



Questions & Answers

