



TIP OF THE WEEK

September 30, 2008

I was at a conference recently and one of the speakers discussed Project Management – what it is and why it's important for our businesses to do a better job at it. Projects differ from normal business operations because they have a specific start and end point - and they generally are only done once to create a unique product, service or event – or to close a gap.

We're all pretty good at our normal ongoing business operations, or we wouldn't be in business! But, generally, we're not as good at projects, even ones that are critical to our business. For successful projects, you need a solid project management process.

At its simplest, this means an agreed upon definition of what we're going to accomplish, by when, and for how much. From our experience, the President or his designee, had better be the key driver. Good Project Management is key to the long-term strategic growth of your company. There's a lot of information about Project Management out there. Check out the goodstuff page on our website for a few simple Project Management forms. Or just drop me a line.

Good luck. Work **ON** your business. Stay in touch.

51 HOLLAND

AVENUE

WESTFIELD

MASS

01085-3730

The Markens Group

Ben Markens

[413] 562.8405 FAX [413] 562.8406