

PROJECT MANIFESTO

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1

We acknowledge that governments implement policies through projects and that countries develop and societies evolve through projects; we believe that ideas are made a reality through projects and that, if one-day poverty is eradicated from the earth, it will be through a project.

2

We believe projects are the lingua franca of governments, businesses, and personal worlds, from the C-suite right through to an individual managing their career and relationships.

3

We are uncovering a new vast disruption;; due to the new reality of accelerated change, more and more aspects of our lives are driven by projects, and more and more aspects in organizations are becoming projects; projects are thus becoming an essential element in everyone's professional and personal journeys.

4

In a world that is becoming increasingly automated and robotized, we see projects as the most human-centric way of working.

5

We believe that organizational agility is achieved through projects, which breakthrough silos, reduce management layers and create high-performing teams.

6

We recognize that start-ups and organizations innovate, grow, transform, create long-term value, and achieve their visions and strategic goals through projects; founders, entrepreneurs, and CEOs are the ultimate project leaders.

7

We consider our lives to be a set of projects; studies have become projects, and careers have become a series of projects too.

8

Our highest priority is to deliver projects better, to reduce the failure rate, to create more value for individuals and organizations, and to create more sustainable development in our economies and societies at large.

9

We see that projects and project implementation have received very little attention and have been ignored by leading business thinkers, management publications and business schools; we believe that in the past years this deficiency is being rectified.

10

We recognize project-based education as the best and most enduring learning experience for students and adults.

11

We seek recognition of projects and project implementation capabilities as essential for all management and leadership positions; we aspire for it to become part of the curriculums of every school and undergraduate program; we aim for it to be taught in every business school and MBA program.

12

We declare that projects and project implementation should be recognized as a profession.

Life

London Business School

UNIVERSIDAD COMPLUTENSE MADRID

Work

UNISYS

gsk
GlaxoSmithKline

FORTIS

BNP PARIBAS
FORTIS

pwc

BRIGHTLINE™

INITIATIVE

Teach

Solvay Business School

V
BY ERICK
BUSINESS SCHOOL

NYENRODE
BUSINESS UNIVERSITEIT

ie Instituto de Empresa

Duke CORPORATE EDUCATION

Thought Leader

project

Harvard Business Review

Controlling the Enterprise

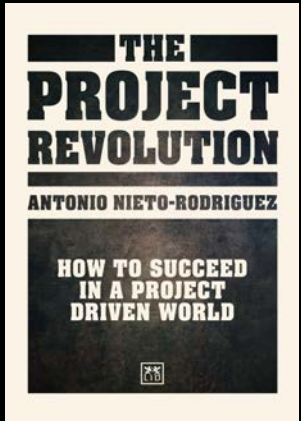
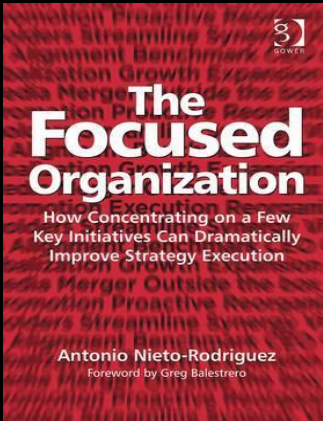
Journal

Harvard Business Review

How to Prioritize Your Company's Projects

Selling Products is Good, Selling Projects Can Be Even Better

STRATEGY IMPLEMENTATION INSTITUTE



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