PROJECT
MANAGEMENT
101
NOT A REAL JOB

@NARJCAST
PROJECT MANAGEMENT 101
WHAT IS PROJECT MANAGEMENT?
Coordinating the various elements of a project to complete it on time and on budget.
WHY?
We’ve all had *those* projects.
It doesn’t need to be that way!
PLAN!
Plan the project before you win the project.
Start with your proposal
Not writing proposals? You should.
Not writing proposals? **You should.**

(You don’t even have to share them with the client!)
Proposals help you set expectations
Proposals help you share your process
Proposals help you define success
BE HONEST
BE HONEST
Bluster will come back to bite you.
SETTING DEADLINES
SETTING DEADLINES
(or not)
1. Make a detailed list of deliverable components
1. Make a detailed list of deliverable components

2. Get a calendar (or white board or whatever) and lay out the project components week by week
1. Make a detailed list of deliverable components

2. Get a calendar (or white board or whatever) and lay out the project components week by week

3. Better safe than sorry — always give yourself much more time than you think you need
WORKING WITH A TEAM?
Include them in the scheduling process
Assign tasks early
Spread out their deliverables
REMEMBER...
We haven’t even won the job yet!
WE WON!
How do you meet the expectations you’ve set?
PROJECT MANAGEMENT
SOFTWARE
...will not solve your problems
...but it can help.
WP OPTIONS
COMMUNICATION IS OXYGEN
O2 liberates your company from the digital suffocation of doing business over email.

If you'd like to find out when O2 is available...
More...
Just because you can use WordPress doesn’t mean you should use WordPress.
NON-WP OPTIONS
Trello makes it easy to organize anything with anyone.

Drop the lengthy email threads, out-of-date spreadsheets, no-longer-so-sticky notes, and clunky software for managing your projects and get Trello, the easy, free, and visual way to organize your important stuff.

Sign Up – It’s Free.

Or log in
Last year alone, Basecamp helped over 285,000 companies finish more than 2,000,000 projects.
Asana
TRY THEM ALL
There's no one right answer.
Use what works for you and your team
ESSENTIAL FEATURES
1. Ability to **assign** tasks
1. Ability to assign tasks
2. Ability to set due dates
1. Ability to assign tasks
2. Ability to set due dates
3. Basic task discussion
SHOULD GIVE MY CLIENT ACCESS?
PROS
PROS

1. Keeps everyone on exactly the same page
PROS

1. Keeps everyone on exactly the same page

2. Saves you time in communication (email/phone)
PROS

1. Keeps everyone on exactly the same page

2. Saves you time in communication (email/phone)

CONS
<table>
<thead>
<tr>
<th>PROS</th>
<th>CONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Keeps everyone on exactly the same page</td>
<td>1. Information overload for clients</td>
</tr>
<tr>
<td>2. Saves you time in communication (email/phone)</td>
<td></td>
</tr>
</tbody>
</table>
**PROS**

1. Keeps everyone on exactly the same page
2. Saves you time in communication (email/phone)

**CONS**

1. Information overload for clients
2. Limits your flexibility
MIDDLE GROUND
Share a “high level overview” project with broader tasks
KEEPING CLIENTS HAPPY
Sync-up meetings
Communicate consistently
Don’t overshare
Raise problems early
Let go of your pride!
PLANNING FOR THE END
Get a launch list in place in the first few weeks, revising as necessary
Address hosting, passwords, and domains at the start of a project, *not* the end.
PLANNING FOR AFTER THE END
Create a plan for website maintenance
Who’s responsible for the project when you’re done?
A little planning can go a long way
You won't solve every problem on day one
(But you will solve many of them.)
THANKS :)
@CHRISVANPATTEN
cvp.me/wordcampbcn15