





## Identifying Failure Quickly

According to Business Reporter, a heavy emphasis on process can cause project managers to neglect early signs of trouble with a project. Essentially, you can get so focused on establishing a path for a project to follow that you don't take time to notice when users are running into problems until it's too late. Adaptability, creativity and common sense must be taken into account to ensure project success.

This assertion points back to the Project Management Institute study. Projects are significantly more successful when companies align their talent and organizational strategy with project goals. These ideological considerations underpin any project, and project managers must become so comfortable with the process of building a good initiative that they can put their energy into reinforcing cultural principles.

## Failure Isn't Always What It Seems

Project managers face a fairly straightforward goal - oversee an effort to make sure it ends up delivering value to the business. This is often equated to making sure projects don't fail. A recent report from Fortune offered a counterpoint. Failure isn't often bad. Sometimes it is simply the result of creativity and ambition. Not every good idea will lead to a successful project, and creating a culture where new ideas are encouraged can create meaningful innovation on a consistent basis, even if some projects do end up failing.

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The key here is to differentiate between projects that fail completely and those that still create value for the business. This, again, is where culture, talent management and organizational strategies come into play. Being able to distinguish between projects that focus on innovation vs. those that are needed to keep the business running profitably is key, and the strategies you use to manage those initiatives should change.

## Moving Past Project Management Fallacies

Developing the soft skills needed to handle each project as a unique entity and aligning processes with business needs begins with complete mastery of the formal skills that go into project management. You can't run until you learn to walk, after all. Continued training and professional development can keep project managers on the cutting edge when it comes to using process tools to streamline project design, giving them the foundation they need to put more time into the talent management, culture creation and organizational alignment components of an initiative.

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