

MANAGE THE FIVE PROJECT PHASES

1. Start

You receive an assignment from your boss.

2. Shape

You reframe the assignment so that it suits both your needs and those of the market.

3. Plan

You and the core team lay the groundwork in the 'submarine' phase – when the whole project is still largely invisible.

4. Implement

Your organization rolls out the project in the marketplace.

5. Close

You finish the project successfully and move on.