

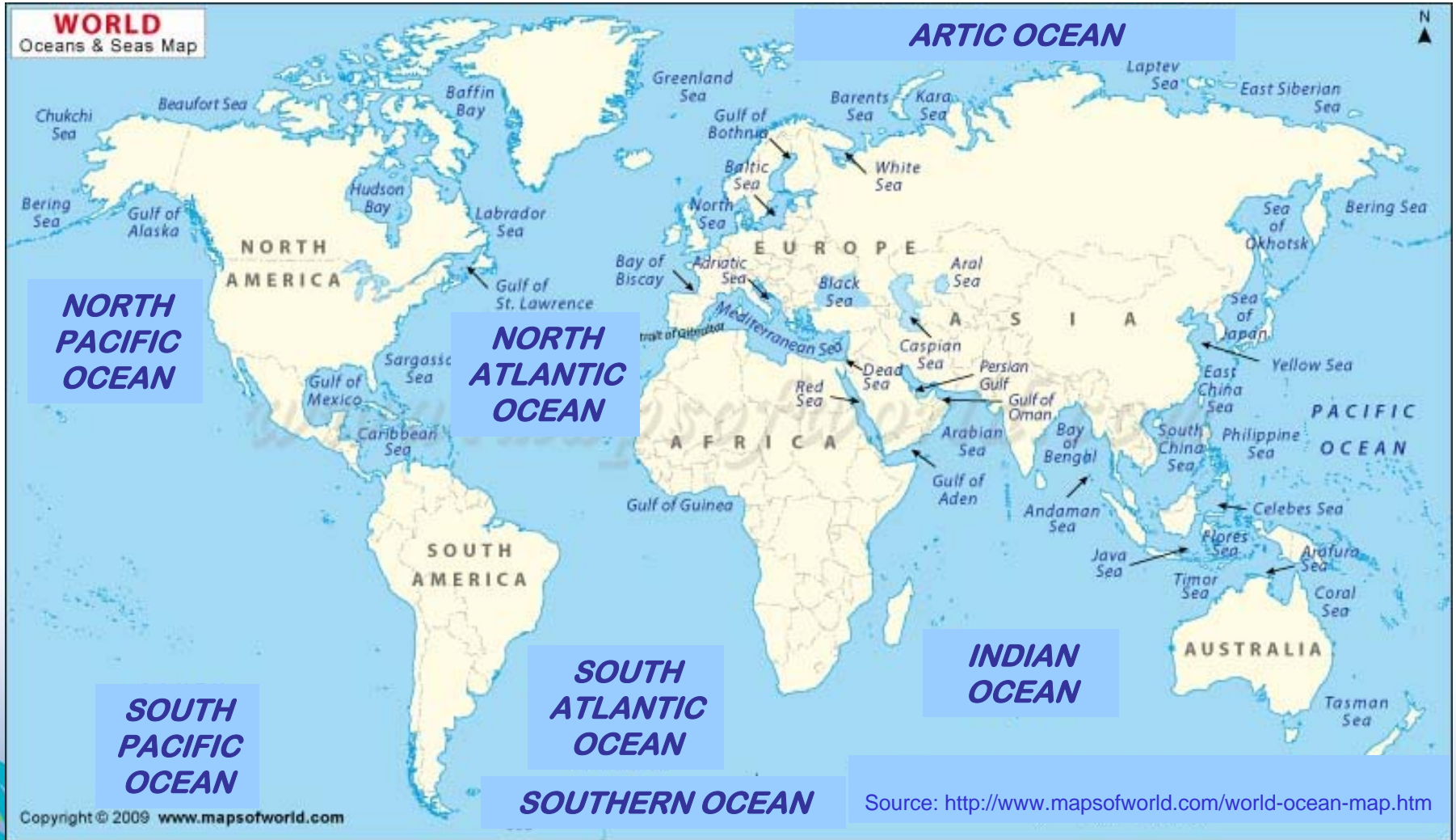
# Navigating the 7 C's to Project Success

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Session # GBS03

# The Seven Seas



# Charting the Course (Strategy and Opportunity)

“If you don’t know where you are going, any  
[course] will get you there.”

*Cheshire Cat from Alice in Wonderland*



Source: <http://www.dailypictures.info/free-pictures/8144/free-cartoons-pictures/cheshire-cat-4.html>

# Value of Strategy

Plans are worthless,  
but planning is everything.

Dwight D. Eisenhower, *A speech to the National  
Defense Executive Reserve Conference, Nov. 14, 1957*

# Value of Strategy (cont.)

- Strategic Planning
  - Helps create a common direction
  - Creates a basis for logical debate
  - Should challenge the status quo
  - Does not make the decision
  - Is not perfect

# Identifying Opportunities

“What is of greatest importance is speed: One cannot afford to neglect opportunity”

Sun-Tzu in *The Art of War*

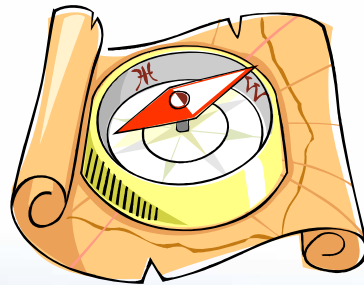
# Preparing for the Voyage

- Three primary elements
  - The Sea and the Vessel
  - Identifying Obstacles
  - The Crew



# Setting Sail

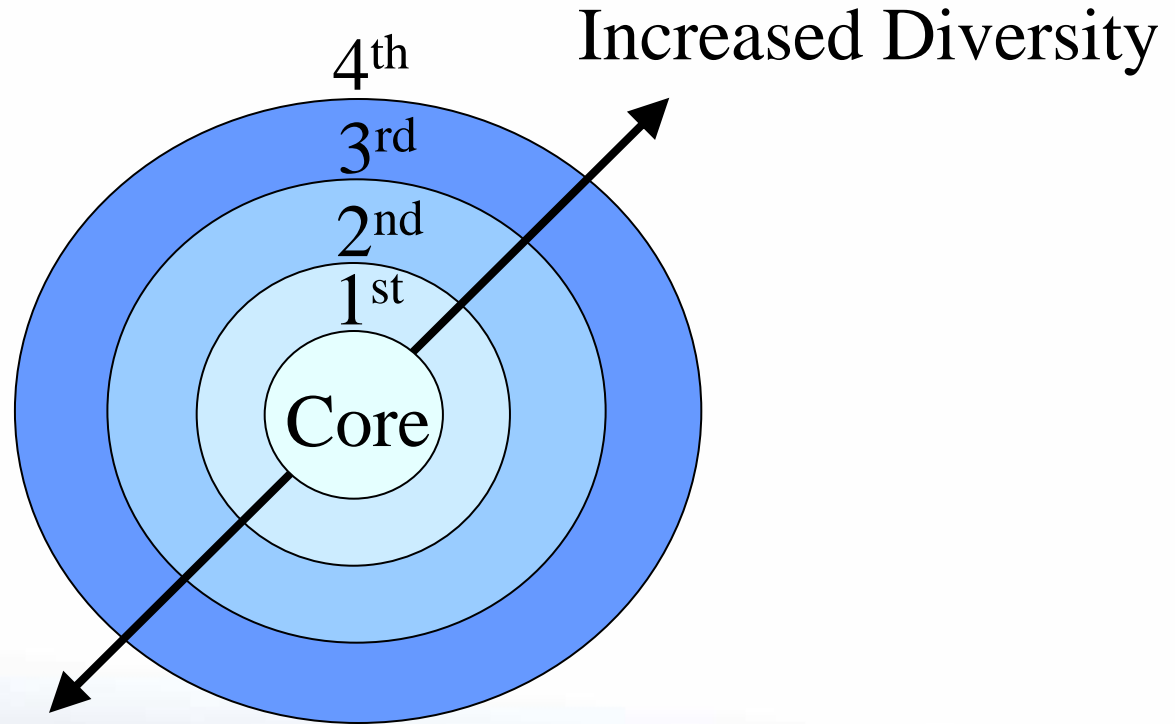
- Choosing the right opportunities



# Defining Your Core Competencies



# Distance From The Core



Reduced Probability of Success

# The 7 C's to Project Success

- Customers
- Competitors
- Capabilities
- Capital
- Channels
- Communication
- Coordination

# Customers

- Who is the target customer?
  - Existing customer base
  - Existing customer in a new area
  - Totally new customer base
  
- What are the overt benefits?

# Competitors

- Who are the competitors?
  - Known competitors
  - New competitors
  - No competitors
- Competitive product?
- What makes us different?

# Capabilities

- Do we have the capabilities and skills?
  - Available in-house
  - Available through partnerships
  - Acquisition or merger
- Why should anyone believe us?

Capabilities → Credibility → Confidence

# Capabilities (cont.)

- Establishing Credibility
  - Knowledge
  - Personal experience
  - Credentials
  - Guarantees
  - Testimonials
- What would happen if you actually told the truth about your capabilities?

# Capital

- Are there enough resources?
- From where do these resources come?
  - Existing internal resources
  - Loans or borrowed resources

# Channels

- How will the project results get to the market place and end users?
  - Specialized distributor
  - Larger-scale retailer
  - Wholesaler
  - Internet

# Communication

- To what degree does expansion require establishing, increasing, or modifying communication processes?
  - Stakeholders
  - Communication paths
  - Information quantity
  - Information quality

# Coordination

- Do you have the big picture?
  - Degree of synergy among the 7 C's
  - Multiple stakeholders vs. single stakeholder
  - Degree of risk and uncertainty
  - Local or global effort

# Final Thoughts

“The pessimist complains about the wind;  
the optimist expects it to change;  
the realist adjusts the sails”

William Arthur Ward



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