### **Project Visions and Visioning**



This article is developed within the scope of the **Project Visions and Visioning**, an effort to enhance Foresight learning through collaborative work.

**Visionary Project** is the third lecture from a module on <u>Visions and Visioning</u>, first taught to graduate students from the Communication Faculty of the National School for Political and Administration Studies (Romania).

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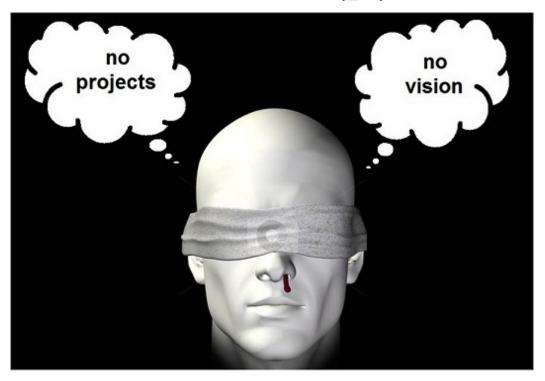
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#### systems

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# No Vision, No Projects

Contents 1



# project management - a troubled discipline

- optimization school how to plan a project?
- factor school what determines a project?s success?
- contingency school why do projects differ?
- behavior school how do projects behave?
- governance school how are projects governed?
- relationship school how are projects generated?
- decision school why do projects continue to live?

#### cross-fertilization

- a simple and clear-cut definition of project and project management would be a difficult feat
- projects are defined as complex sets of activities, complex tasks, organizational structures, organization processes, transactions, networks, large-scale investments
- some overlap and shared ideas are discerned regarding project definition, such as temporarity, complexity, and interdisciplinary

# **Temporary Social Systems**

## temporary organisation

• the time dimension is reflected by various concepts that are being used: temporary work, temporary systems, projectification and temporary organisations

• groups of people collaborating to accomplish a joint task with the duration of the collaboration explicitly fixed, either by a specific date or by the attainment of a predefined task or condition

#### some features of TOs

- a set of diversely skilled people working together on a complex task over a limited period of time
- limited in duration and membership, and in which people come together, interact, create something, and then disband
- structures of limited duration that operate within and between permanent organisations.
- bringing together a group of people who are unfamiliar with one another?s skills, but must work interdependently on complex tasks
- separate legal and financial entities set up for a specific task and dissolved upon its completion

#### communalities & variables

- four common elements:
  - ♦ limited duration
  - one or more tasks to achieve, which are the reason for which the TO is set up
  - one or more teams interacting and working on the task(s)
  - ♦ the production of change through action and the completion of tasks(s)
- variables:
  - ♦ the complexity of the tasks
  - ♦ the level of uncertainty as to whether the objective will be met
  - ♦ the interdependence of team members
  - ♦ limited resources (time, instruments, budget)
  - ♦ the degree of red tape within the TO
  - ♦ leadership style
  - methods and styles of communication
  - ♦ levels of complexity of intra- or inter-organisational TOs level of isolation and/or interdependence of the TO with respect to the organisational contexts

#### interorganisational TOs

- composed of independent and sovereign organizations collaborating mainly to contribute to a common task characteristic elements:
  - ♦ partnerships
  - ♦ team structure
  - ♦ goals
  - ♦ roles
  - ♦ responsibilities
  - ◆ products
  - ◆ paperwork
  - ♦ assessment criteria

## trans-national European projects

- pre-project the preparation and planning of the project proposal and the establishment of the consortium
- implementation, monitoring and on-going evaluation of the project work-plan
- reporting? sets out and clarifies achieved, on-going and final results and deliverables and their consistency with planned aims, objectives, defined resources and timing.
- exploitation and mainstreaming criteria in assessing the projects? effectiveness and results

## ITOs organizational dimension

- micro: core partners information, decision-making, co-ordination flows, work flows are most stable over time
- meso: partner?s consortium competences and roles are defined during the bid preparation stage
- macro: stakeholder network fragile with respect to external stresses

# **Shrinking Time**

### life in the dromosphere

- in this new world of accelerated reality, traditional planning becomes in many ways a contradictory effort
- planning requires a model that structures the world and allows change to be studied in a context that is assumed to remain stable
- planning works best when the dimensions of the problem remain the same

#### strategic information systems

- IS developed with the intention of furthering or enabling a specific strategy
- most important SIS applications are those which enable an organization to form its future relationship with its environment
- the challenge is to break the rules of the past and structure IS to meet a variety of changing information requirements, some of which cannot even be known before the systems are built

#### vision failures

- the problem is that, by modeling processes and structures as they are at present, SIS developments are failing to take into account future requirements
- detrimental effects:
  - ♦ the organisation's SIS development effort will be diverted or wasted
  - the SIS will not support the organisation's long-term strategy
  - ♦ the organisation's strategic flexibility may be compromised

### step 1: conception

• creative, generative mental process, probably with a high degree of originality and with relatively little formality or routine

- potential techniques may support the process:
  - creativity methods? ?blue-sky thinking?, ?brainstorming?, ?world caffe?
  - ♦ abstractization ? SWOT, TOWS, STEEP, PESTE analysis

#### step 2: interpretation

- abstract and intuitive qualities of vision are at odds with the precision which is necessary for analysing, specifying and designing information systems
- support:
  - ♦ focussing techiques ? SODA (Strategic Options Development & Analysis), SCA (Strategic Choice Approach)
  - giving meaning semantic analysis techniques

#### step 3: intention

- interpretation of the abstract vision onto achievable objectives, define targets and levels of performance
- techniques for:
  - objective-setting? Strategic Options Generator, ICA model
  - ♦ target-setting ? CSF (critical success factor analysis)

#### step 4: synthesis

- contributions of the various participants and the various strategic options which have been identified at the previous stage are synthesized into ?a single ambition?
- practices
  - ◆ participation ? soft systems methodology
  - ♦ consensus-building? Delphi technique

#### step 5: integration

- communicating the agreed values, norms, behviours and having them accepted as the ?cultural norm?
- components:
  - ♦ communication techniques
  - inspiration inspiring the participants to accept and follow the vision; team-building techniques

#### step 6: implementation

- the information system would be designed as it should be, not as it is presently
- architectures and models are based largely on normal analysis and design techniques such as entity-relationship models, data flow diagrams and a variety of referential matrixes
- the approach may be forward-looking, but the techniques for developing requirements don?t support it

## what about the nature of projects?

• the structural relation between project and vision crumbles, as the vision implodes into a project that is both determined by the vision and its container

step 1: conception 5

- the project is re-shaped into an evolutionary endeavor, in which even the word ?project? is recursively re-imprinted
- the reason for ?project? proves to be internal, rather than external, while dissatisfaction is revealed to result from alienation, rather than stress factors

# Concept

# probing the future

- a concept car is a car prototype made to showcase a new vehicle?s styling, technology, and overall design before production
- they are often shown at motor shows to gauge customer reaction to new and radical designs which may or may not have a chance of being produced

# concept vehicles

- Toyota Concept Car
- Mercedes Concept Car
- BMW Concept Car
- Chevrolet Concept Car
- Dacia Concept Car