



**COMMON GROUND
WEBINAR SERIES**

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KEY TAKEAWAYS DOCUMENT



Common Ground Webinar Series

Theme: Technical project management

SEASON 1 | EPISODE 6

FEATURED SPEAKERS

Session 1



Lee R. Lambert, PMP

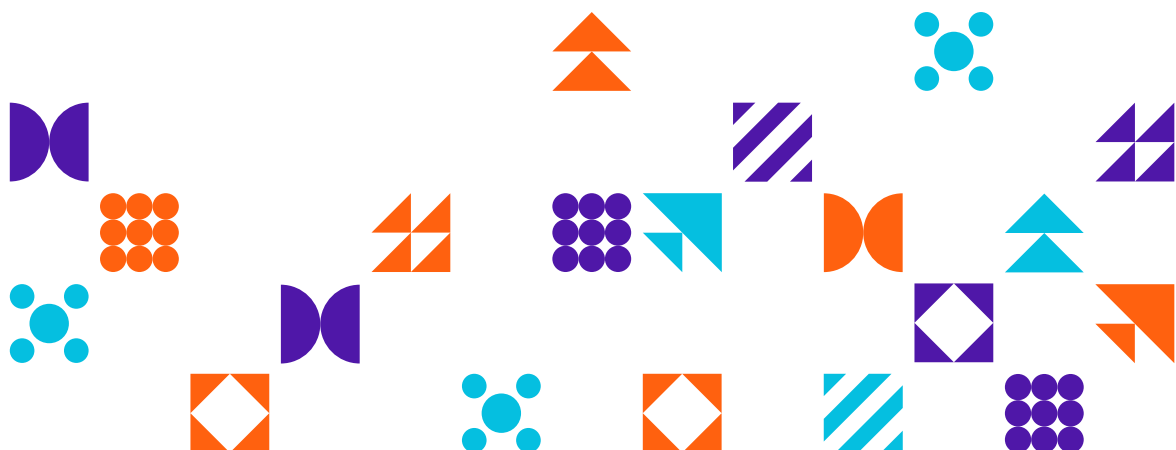
CEO
Lambert Consulting Group

Session 2



Tejas Sura, PMP, PfMP

Board of Directors, PMI
Founder & MD, Cubic Turnkey Pvt. Ltd.



Session 1: Importance of a PPM



Lee R. Lambert, PMP, is CEO of Lambert Consulting Group, and PMI Fellow. He is the founder of PMI's Project Management Practitioner (PMP)® credential. He has over 40 years of project management experience and is a project management thought leader. His book, *Project Management: The Common Sense Approach*, is a global best-seller.

Summary

Among the changes that the pandemic has brought in, many are around digital capabilities that allow organizations to continue business as usual in the midst of large scale disruption of work. Lee Lambert spoke about one such capability – the project portfolio management (PPM) system that makes remote working smooth and productive.

PPM integrates all the information across the organization and generates decision-support information for the company. Without access to such insights, remote decision-making would be disastrous for project managers and senior executives. In a poll conducted during Mr. Lambert's session, over 50 percent of the attendees agreed that they would be able to execute their professional responsibilities without leaving home if their organization had a mature PPM system.

However, project managers who want to invest in a PPM system for the organization often face this question from senior executives: 'Do I really need it?' Mr. Lambert urges project managers to bring executives on board by demonstrating the value that PPM offers. Recounting an incident when he was convinced to buy a vacuum cleaner, he advised project managers to first create the illusion of a need and then live up to the expectations by delivering what was promised.



Key takeaways:

- Project management is the thread that holds an organization together.
- PPM integrates information across an organization vertically, horizontally, and diagonally.
- PPM converts data into decision support information and insights.
- Bring executives on board to win their confidence.
- Don't just generate data; learn how to analyze it.
- Avoid off the shelf PPM applications; tailor-make it to your needs.
- Sales is about creating the illusion of a need.

Everybody is a stakeholder; use insights from PPM to know how to communicate with different stakeholders.



Session 2: Rethink, Rebuild, Revive: The Way Ahead for the Construction Industry



Tejas Sura, PMP, PfMP, is the founder and managing director of Cubic Turnkey, and chair of the strategic oversight committee of PMI Board of Directors. He has over 25 years of experience in the construction industry. He led the Indian delegation for the International Organization for Standardization (ISO) technical committee for project, program, and portfolio management

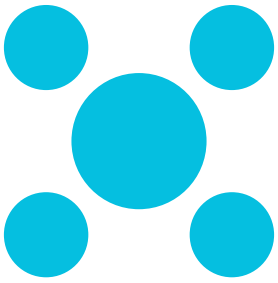
Summary

As India went into a prolonged lockdown due to COVID-19, the construction industry was one of the hardest hit. Tejas Sura spoke about the pain that the second largest contributor to India's gross domestic product (GDP) is experiencing. As construction came to a grinding halt across the country, it impacted the livelihood of around 50 million people and put the industry in severe financial distress. Even after some construction activity restarted, liquidity in the market remains low and contractors and suppliers are struggling with poor cash flow.

Mr. Sura made a strong case for the use of digital technologies to restart and revive the industry. This is the time to disrupt the way the industry has traditionally operated. He believes a key objective of the disruption should be to establish the credibility of developers and contractors as companies that are reliable, and have high ethical and quality standards.

Among the digital technologies that have high potential to disrupt the industry are building information modelling (BIM), augmented reality (AR), artificial intelligence (AI), project management tools, automation, and robotics. Blockchain-enabled smart contracts, modular manufacturing, Lean construction methods, and digital marketing tools are some other technologies from which the industry will benefit.





Key takeaways:

- 99 percent of construction companies are small and medium enterprises.
- Construction industry undergoing major distress.
- Disruption in the construction industry is long overdue.
- Developers and contractors must work toward building credibility.
- BIM, AR, AI, and automation technologies will be the biggest disruptions.

To stay competitive and master operational efficiency, construction companies must use project management tools.

