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WEBINAR SERIES

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SEASON 2

KEY TAKEAWAYS

**Project
Management
Institute**
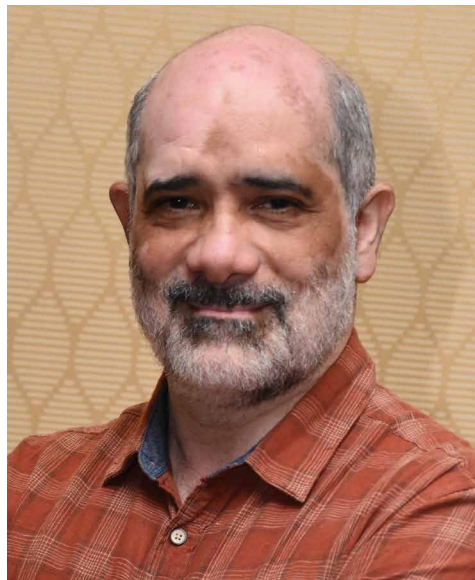
Common Ground Webinar Series

Theme: Revisiting the Road Ahead for Product Design in the Era of Cloud and Digital

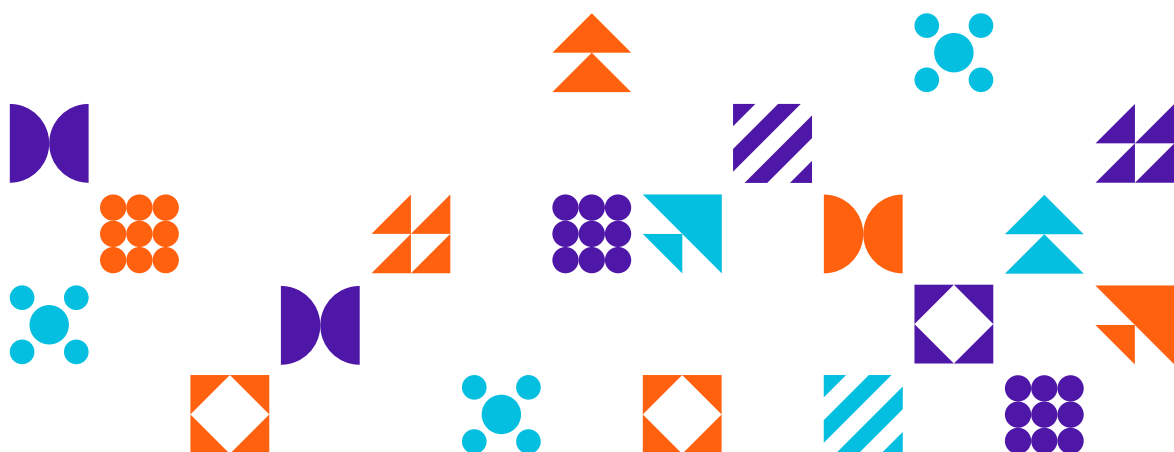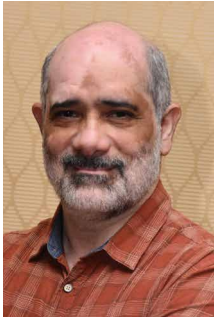**SEASON 2 | EPISODE 5**

FEATURED SPEAKER

Ashish Khushu

Chief Technology Officer,
L&T Technology Services

Session: Keep in mind the big picture while working on a project

Ashish Khushu drives the Company's technology roadmap to develop IP's, Products, Platforms and Solutions to address strategic high growth investment areas in Digital Engineering. He has over 30 years of experience, in Technical, High-Performance Computing and Product Engineering Services. The experience of working in cross functional roles in both a product as well as a service company, has helped him develop a holistic view of the dynamics of business, technology direction and operational priorities.

Summary

Whether you are an engineer trying to solve a client's problem or a project manager leading that project, you need to understand the business context to be able to deliver the right solution. Ashish Khushu took the audience on a journey criss-crossing eras and geographies to explain how product development has fundamentally changed in today's times, and with that has changed the role that a project manager plays.
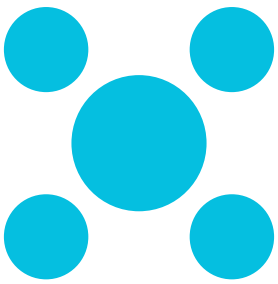
In today's highly interconnected world, external forces including major events taking place in another part of the world could impact our lives at a personal level. Our projects too are getting influenced by geo-political developments and socio-economic changes in the world. Successful project delivery requires these factors to be incorporated into the project strategy.

As consumer demand grows in India and China, product designers will need to rethink their strategies for these countries since the per capita income in this region does not match those of western countries. There will be a greater demand for technology-backed services that break language and literacy barriers by offering services in local languages or through voice-enabled services.

Mr. Khushu spoke about some of the biggest technology developments that will impact product design and project management such as 5G telecom networks, immersive technologies, cloud, and the focus on user experience defined by digital technologies like artificial intelligence, data analytics and internet of things.

He urged project managers to be prepared for the 'participation age' where engineers and the end customers will interact with each other, and customers will participate in product design and development.

Key takeaways:

- Do not ignore the big picture while working on a project.

- The role of a project manager is critical to take a project, a dream or a strategy to fruition.

- Product designers must rethink strategies and customize products to cater to new markets in Asia.

- Innovation will be valued highly as companies seek to create differentiators in products at a time of commoditization.

- Be prepared for the big opportunity of rewriting software – from browser based apps to cloud based apps for massive scale.

- This is an era of integrated systems, where complex systems come together to deliver user experience.

- Don't get taken in by jargons; technology is evolutionary by nature and constantly maturing.

> The role of a project manager is critical to take a project, a dream or a strategy to fruition.