



PROMS-G  
Project Management  
Specialist Group

## BCS PROMS-G Webinar Series 2020

**Ever Considered  
Project  
Management  
as a  
Career?**

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# Learning Objectives

- Introduction to the Project Management domain
- Difference between Project Manager and Project Management
- Why domain knowledge is a great advantage
- Career Planning
- Why PRINCE2 is not the only course of action

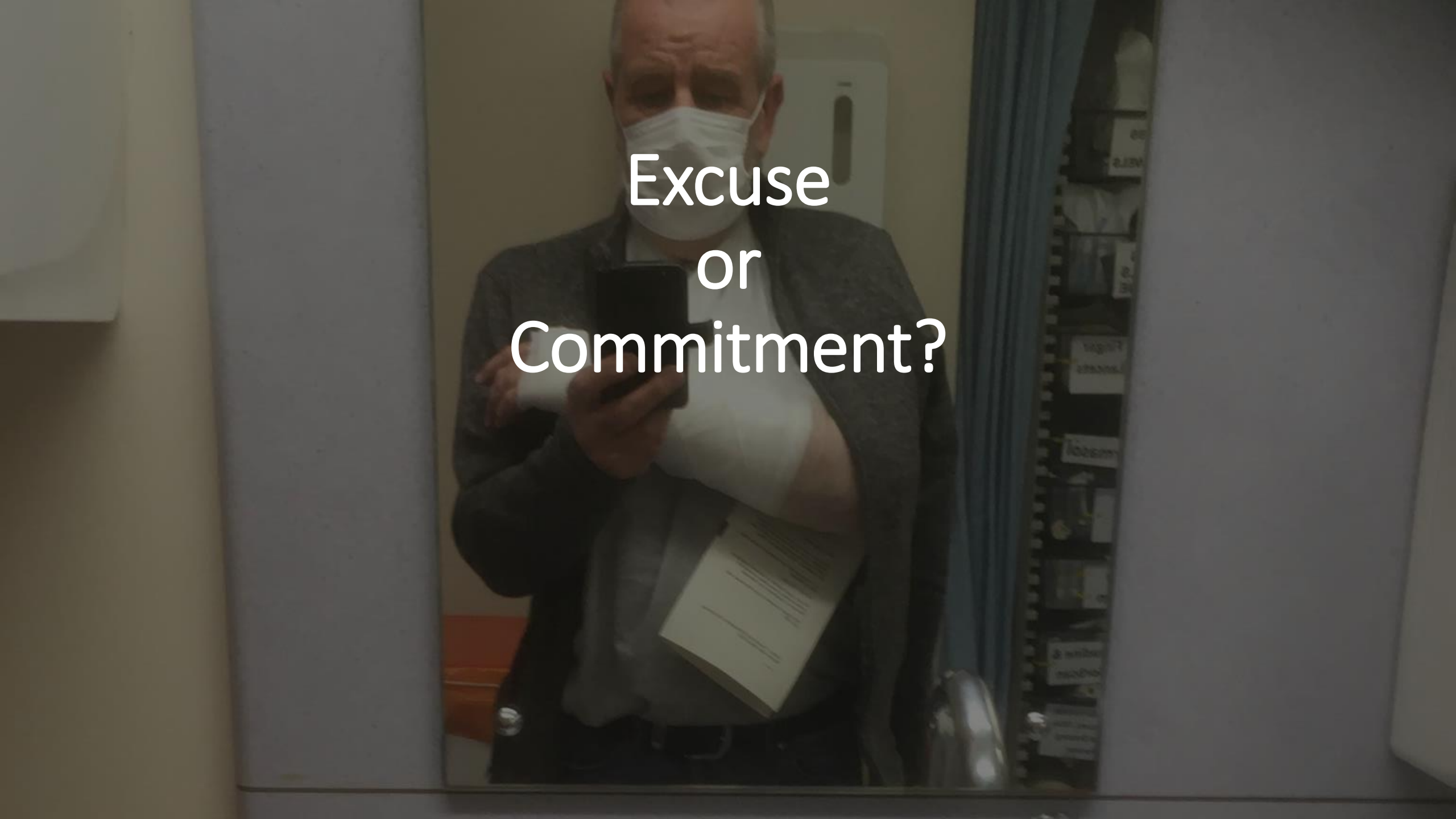
And hopefully lots more



# About Me

- Founding Director @ Arras People
- Broad experience in Project Management
- Project Management Recruiter
- Career Planning & Mentoring
- Lived the journey





Excuse  
or  
Commitment?

# About My Co-Host

- Lindsay Scott
- Director @ Arras People
- Founder of PMO Flashmob
- Curator of the PMO Conference
- Joint Founder of PMO Learning
- PMI Columnist & Recognised Influencer



# About Arras People

- 100% Project Management focus
- Trading since January 2002
- Recruitment and Career Services
- Annual Benchmark Reporting
- Niche player – Consultative – Work “hard to fill roles”





# Everyone is a Project Manager



# Project Management is Everywhere

Everything is a project..



**£1 billion in new construction projects approved for Manchester**

**engineeringpro**





# Many Project Management Roles

Project Manager      Stage Manager      Technical Project Manager

Programme Manager      Project Assistant

Portfolio Manager

Project Controller

PMO      Agile PM      Project Leader

Project Planner      Project Co-ordinator

Project Engineer

Senior Project Manager      Risk Manager



# What does this all mean?

- Project management is in the eyes of the buyer
- Differences in remuneration – may be called the same but they're not all equal
- Many project environments are confused with business-as-usual (production management)



# Domain Expertise – The SME

- Organisations LOVE a SME
- But project managers see themselves as having a transferable skillset
- It's a great place to start



# Domain Expertise – 80/20 or 20/80







Are you on  
the Bridge or  
in the Engine  
Room?

# Sales for Project Management

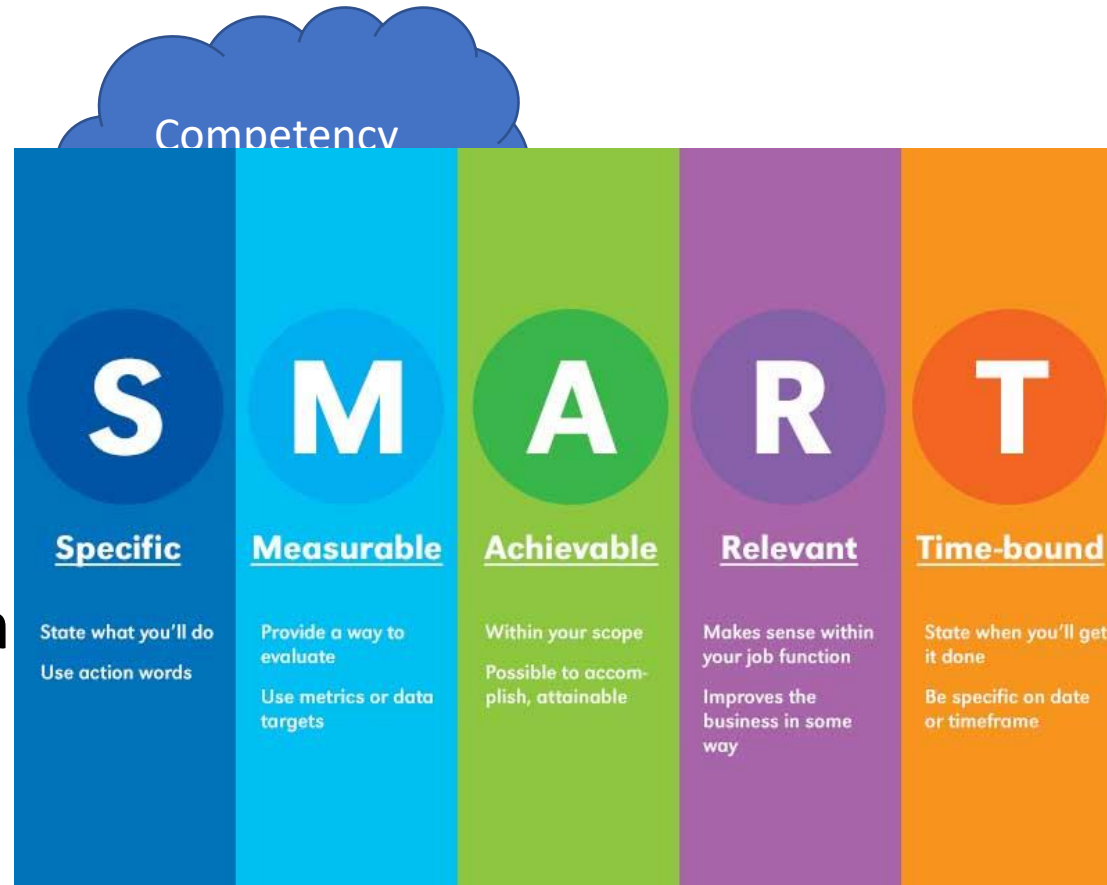
## 3 Rules:

1. Know your product
2. Understand your market
3. Develop your sales materials



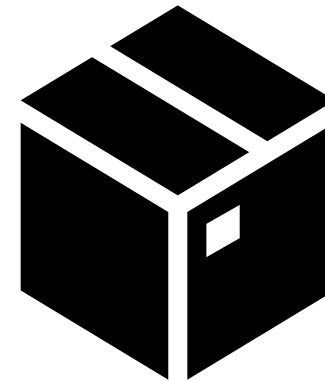
# 1. Know Your Product

- Understand Yourself
  - Skills
  - Knowledge
  - Experience
- Understand your Goals
- Understand your Environ



## 2. Understand your market

- What do you want to do
- Where do you want to do it
- What does that part of the market want and expect





## 3. Develop your sales materials

- ✓ Elevator pitches
- ✓ CV
- ✓ Profiles
- ✓ Social media
- ✓ Self-promotion



## 3. Develop your sa

- Elevator Pitches
- CV
  - Creates “First Impression”
  - First half page must grab the reader
  - 3 pages maximum
  - It’s about YOU!
  - Must be honest
  - Tailor to the opportunity

**anatomy of a**  
**1-min Pitch**

**10s**  
**Intro**  
Introduce yourself; mention title/role, team, and division/group. Keep this brief; don't attempt to talk more about the project.

**25s**  
**Solution**  
Describe the problem you're solving and how your solution will solve it. Be specific about the problem, initially.

**10s**  
**Ask**  
This is where you make your ask. Every good pitch has a specific ask. Describe a specific person, resource, skill, or action you need to develop your solution. What will your call-to-action be?

Biggest mistake on a project manager CV?  
Too much about the project, not enough about you

# 3

## ENGAGE WITH OTHER USERS

### WHAT YOU SHOULD DO:



Like, Share, &  
Comment On Posts



Endorse Your  
Colleagues



Follow  
Influencers



Join Professional  
Groups



Engage In  
Friendly Debate



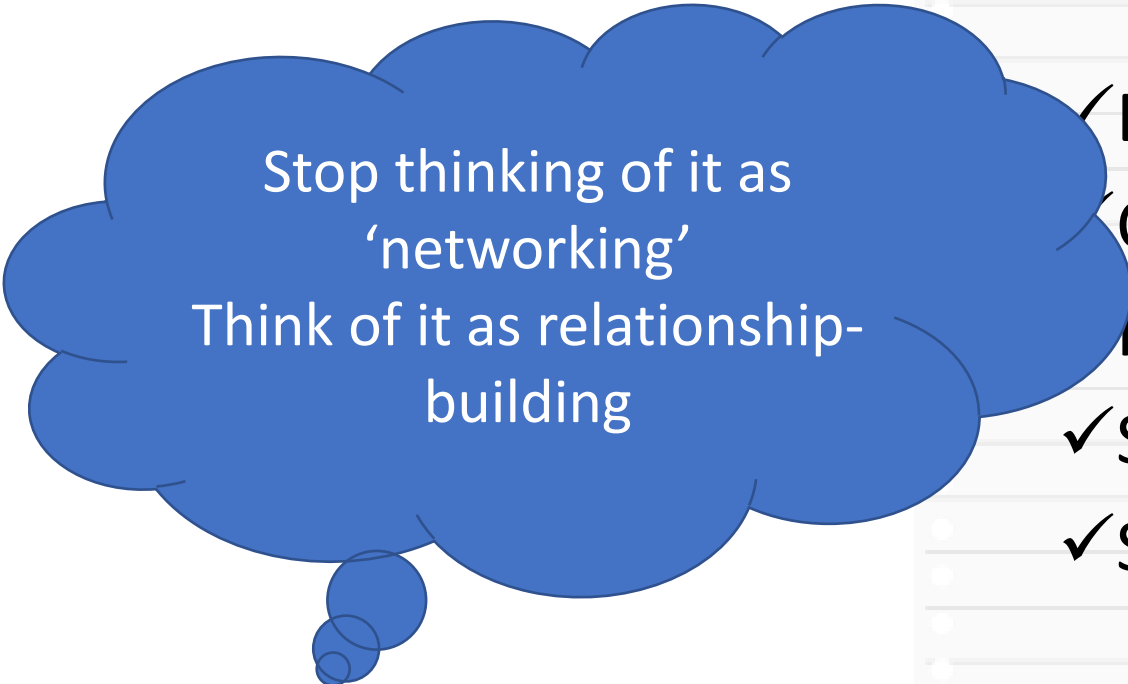
There are over  
**200 conversations happening each minute**  
across LinkedIn groups

### WHY:

Not only can this strengthen your network connections, but you can learn a lot from influencers and people in the groups that you join.

# 3. Develop your sales materials

- Self-Promotion
  - Mechanisms
  - Gaining confidence
  - Relationship-building



Stop thinking of it as  
'networking'  
Think of it as relationship-  
building

- ✓ Elevator pitches
- ✓ CV
- ✓ Profiles
- ✓ Social media
- ✓ Self-promotion



# Develop your project management knowledge

- Technical project management
- People & performance management
- Leadership

ALL	Prog. Mgr's	Project Mgr's	Support
Planning and Organising	Leadership	Planning and Organising	Planning and Organising
Communication skills	Planning and Organising	Communication skills	Communication skills
Leadership	Relationship Management	Relationship Management	Adaptability
Relationship Management	Communication skills	Adaptability	Technical
Adaptability	Commercial Awareness	Leadership	Proactive/Initiative
Proactive/Initiative	Influencing	Technical	Team Working
Technical - Methods / Tools	Adaptability	Decision Making	Relationship Management
Influencing	Decision Making	Team Working	Influencing
Decision Making	Proactive/Initiative	Proactive/Initiative	Leadership
Team Working	Technical	Influencing	Concern for accuracy
Commercial Awareness	Team Working	Commercial Awareness	Organisational Awareness
Concern for accuracy	Organisational Awareness	Concern for accuracy	Decision Making
Organisational Awareness	Concern for accuracy	Organisational Awareness	Commercial Awareness



# 10 KEY SKILLS FOR TOMORROW'S PROJECT MANAGER

## INNOVATOR MINDSET

The constant release of new technology requires an ability to learn, keep up and feel fast with technology, but more importantly understand how to connect and apply disparate pieces of tech in building more valuable solutions.

## METHOD MIXOLOGY

Where delivery management could move from project to task to portfolio, one must have a strong understanding of the entire spectrum of approaches, whether predictive, iterative, hybrid or whatever comes next, in order to intelligently mix the right fit for the client.

## COLLABORATIVE LEADERSHIP

Teams-based organization models, and the rise of the gig economy require a move from pure leadership to more strategic orchestration.

## HUMAN CENTERED DESIGN

Realignment of the traditional operational excellence model (with strategy focused on return on investment) to a customer focused business model, requires an ability to design solutions with the end user in mind, as well as any social and environmental factors.

## VORACIOUS ASSIMILATION

With pace of new technology introductions and new projects, one must have both extreme curiosity and a hunger for knowledge, combined with the ability to quickly "Borg-like" come up to speed.

## AGENT FOR FAST CHANGE

Not only an agent for change, but an agent for constant change. Today's challenge is on overcoming the resistance, whether due to fear, fatigue or other, to deliver immediate value, before our audience moves on to the next big thing.

## BENEFITS REALIZATION

While we hear all the time about strategic value and outcomes, according to PMI, only one third of organizations report a high maturity in benefits realization, requiring a relentless focus on what value is actually being delivered to the customer.

## DATA SCIENCE / VISUALIZATION

Accurate performance measurement to facilitate effective decision making, combined with an overwhelming barrage of information necessitates new thinking on both the art and science of data for consumption.

## PERSUASIVE COMMUNICATION

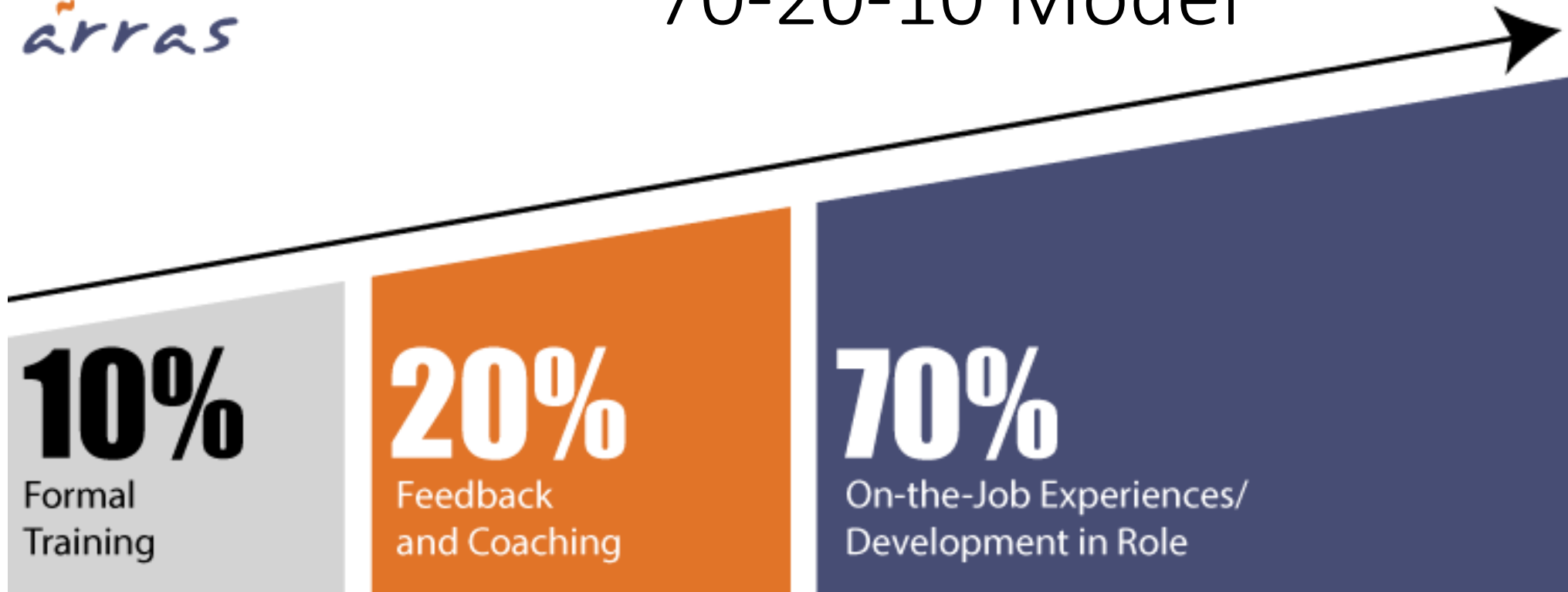
The need to communicate has only risen in the last few years, however the style of communication still needs to evolve. One first must secure attention and then you can begin to communicate something of value, personalized to each recipient.

## SENSE OF HUMOR

Okay maybe not a skill, but definitely a requirement. With all there is to do, one needs some way to relieve stress. I find jokes, even bad ones, most welcome.

*arras*

## 70-20-10 Model



Development in Project Management

# The 10%

- Fixated on PRINCE2?
- APM
- BCS
- PMI
- Fixated on Agile?





# The 90%

- All about experience
- Get some battle scars
- Learn on the job
- Seek out mentors

**Don't become a 5 Star  
General who has never  
seen a battlefield!**



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Questions?



# Project Management Recruitment Services

Home > Looking to Hire? > Project Management Recruitment Services

**Recruitment is a key element to the success of all organisations and in today's competitive world securing the best talent in a manner that meets the organisation's objectives has never been more important.**

Choosing Arras People will give you access to a dedicated team who will work with you to find suitable Programme and Project Management practitioners with the capability to deliver the initiatives which are crucial to your ongoing success.

Since 2002 many organisations, large and small have reaped the benefits of using Arras People as a project management recruitment agency to identify and deliver key project resources in a cost effective and timely manner. This extends across **Permanent, Fixed Term, Interim, Freelance and Contract project management resources** across all industry sectors and locations.

Whatever the label, the team at Arras People have many years' experience of finding suitable candidates to take up project management roles at all levels of remuneration and across a wide spectrum of sectors. Our proven methodology allows us to understand the key attributes that you require in a programme or project management professional and then use our wide selection of tools to identify and pre-screen suitable candidates before submitting a short list for you to interview.

[Read more or Contact us to discuss your requirements today!](#)

## Recruitment Services

Hiring Permanent Project Management Positions

[READ MORE](#)

Hiring Contract Project Management Positions

[READ MORE](#)

Hiring Fixed Term Project Management Positions

[READ MORE](#)


Hiring Interim Project Management Positions

[READ MORE](#)



## Hiring Permanent Project Management Positions

Arras People have been sourcing programme and project management professionals on a Permanent (PAYE) basis across all sectors since 2002 and are ideally positioned to help you find the right calibre of candidates. The team at Arras People have many years' experience of finding suitable candidates to take up permanent roles across all project management roles; at all levels of salary and across a wide spectrum of sectors. Our proven methodology...

[Read more](#) 

Good luck with  
your career in  
project  
management

