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Show your team project's potential

Outline benefits of completed project to help get the ball rolling

Sacramento Business Journal - by [Nick Montoya and Roger S. Peterson](#)

In the last column, we showed you how to keep your project from getting stuck in the silly buzzwords of lofty mission statements.

Instead we recommend using simple work words, your project's MegaMission, to make sure all the projects in your small business start on the right footing.

Mission statements that are not translated into desired benefits are powerless words. In Step Two of the 60-minute Magic Megaphone project management tool, you will translate your MegaMission into ideal outcomes and results -- your MegaBenefits.

MegaBenefits become the talking points of what you are trying to accomplish with your project. MegaBenefits unite your project team members around a rationale for action: what the project's value is to them and the entire company.

Think of MegaBenefits as the engines behind your MegaMission. Ask yourself these questions about each project you start:

- What are the key benefits that are reflective of my MegaMission?
- What difference will this project make when it is completed?
- How will my company, organization, or department benefit when this project succeeds?

Regardless of how many people you are trying to reach with your MegaMission, the key values and benefits -- your MegaBenefits -- remain constant. They are your foundation.

Ask your team to brainstorm a list of benefits your project could produce if it is successful. Allow everyone to contribute.

Remember to apply the Magic Megaphone Principle: Simple is better. Reduce your benefit statements to short, memorable bullets. List each benefit under the MegaBenefits column of the project Megaphone from our Web site.

But remember the second Magic Megaphone principle: 85 percent is OK. That means don't get stuck trying to produce a 100 percent complete and perfect list of benefits. Perfect results are rare. Give yourself permission to be just 85 percent complete -- the most obvious and significant values and benefits. After all, if you and your project delivered 85 percent of the most significant benefits, wouldn't that be quite an accomplishment?

Give yourself permission to do something else, too: Think big about possible MegaBenefits unless you are content with puny results. Remember the third Magic Megaphone principle: Think "WOW!" Choose the benefits with the most WOW power. It's important to beginning thinking WOW now because we will ask you to think really WOW in Step Four.

Let's summarize where you are. For your chosen project, you now have a short and simple MegaMission that everyone can remember. You have listed the most fruitful of all MegaBenefits your project could deliver.

In the next article, we will help you identify who is important to the project's success, a step that gets most projects stuck because of lack of clarity and reality.

Nick Montoya and Roger S. Peterson are co-authors of "The Magic Megaphone: How to Get Your Projects Unstuck and Back on Track in Under 60 Minutes." They will give a Magic Megaphone presentation at 3 p.m. Saturday at Borders, 1173 Galleria Blvd., Roseville. Visit magicmegaphone.com for more information.