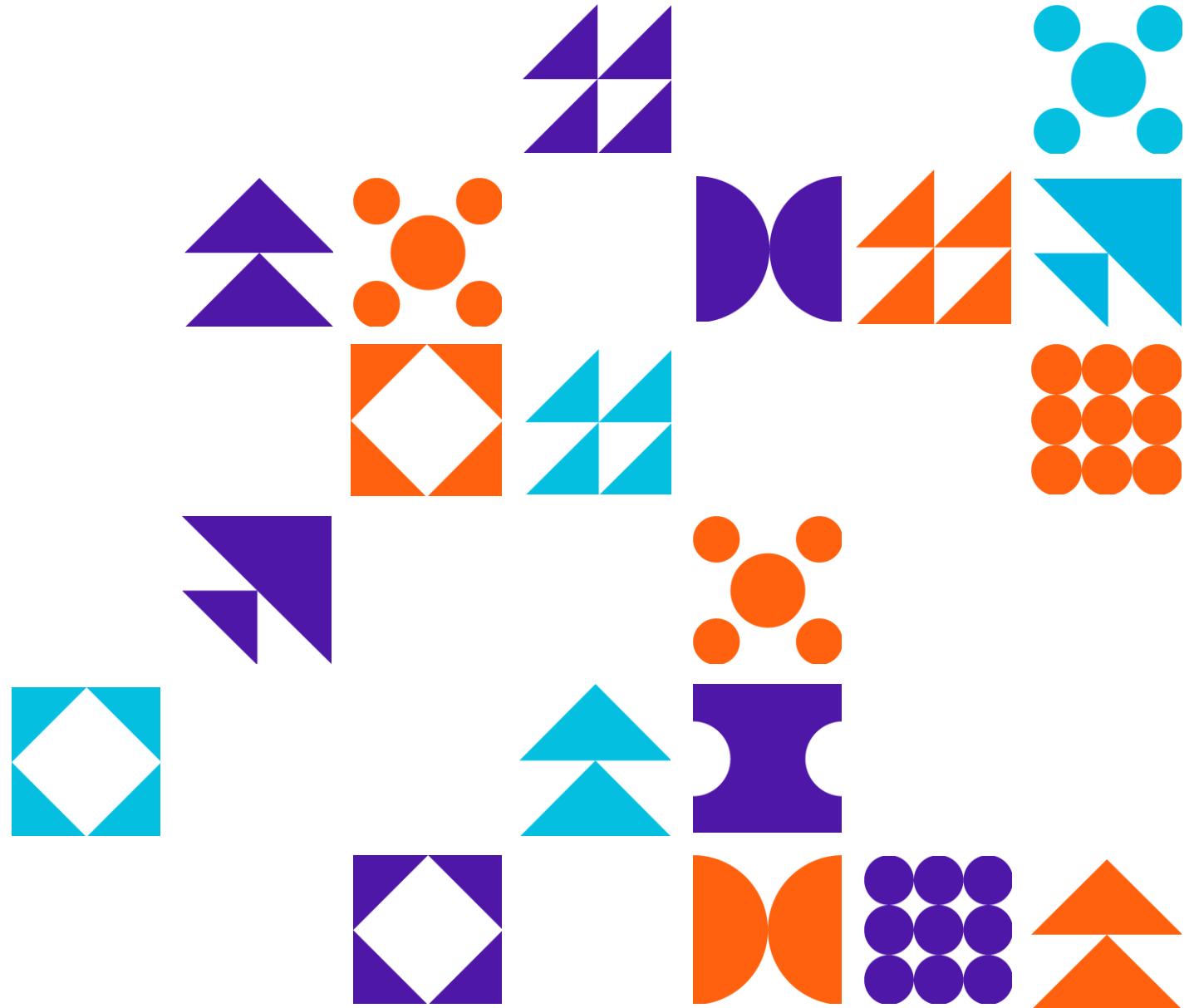


# Contextualizing the Most Optimal Project Management Strategies

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Associate Professor, Business  
Administration

Assessment 7 Years

Curriculum Design 10 Years



# Objectives for the Session

- Understand frameworks for contextualizing projects that take into account adaptive and predictive approaches
- Evaluate real-world examples of large-scale projects with different levels of risk, scope stability, regulations, and constraints
- Engage in discussion related to project management methodology best practices to learn beneficial key takeaways around contextualization
- Apply ways of working to a current project by learning how to expand on current practices to encompass multiple development approaches

# Contextualizing Projects – Adaptive and Predictive Approaches

## Contextualization:

"The process of considering something in relation to the situation in which it happens or exists."

- Oxford Learners Dictionary

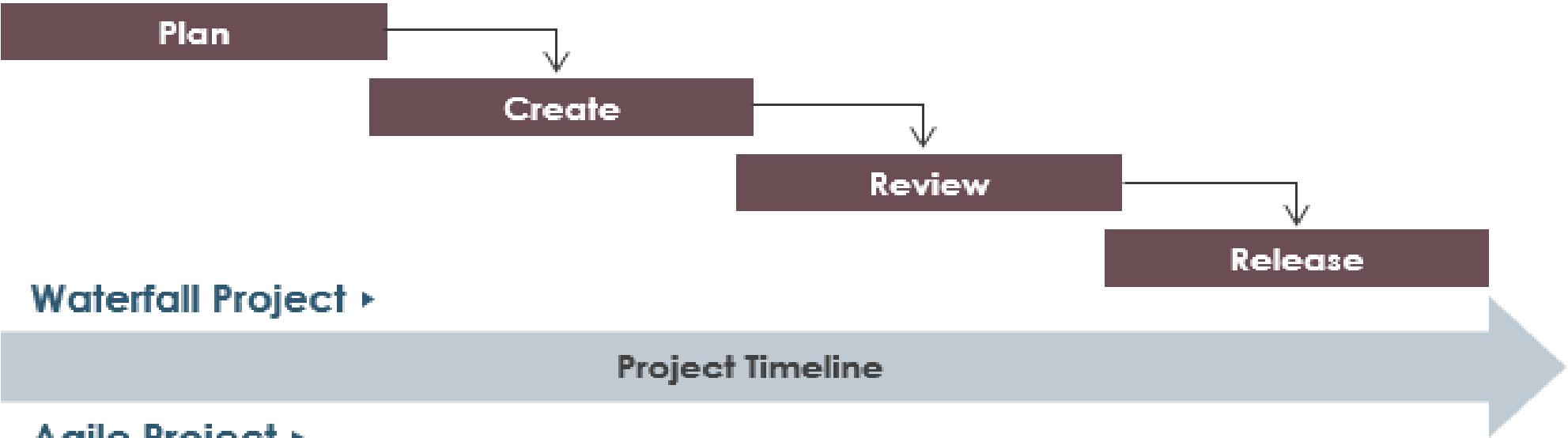


# Framework for Project Contextualization

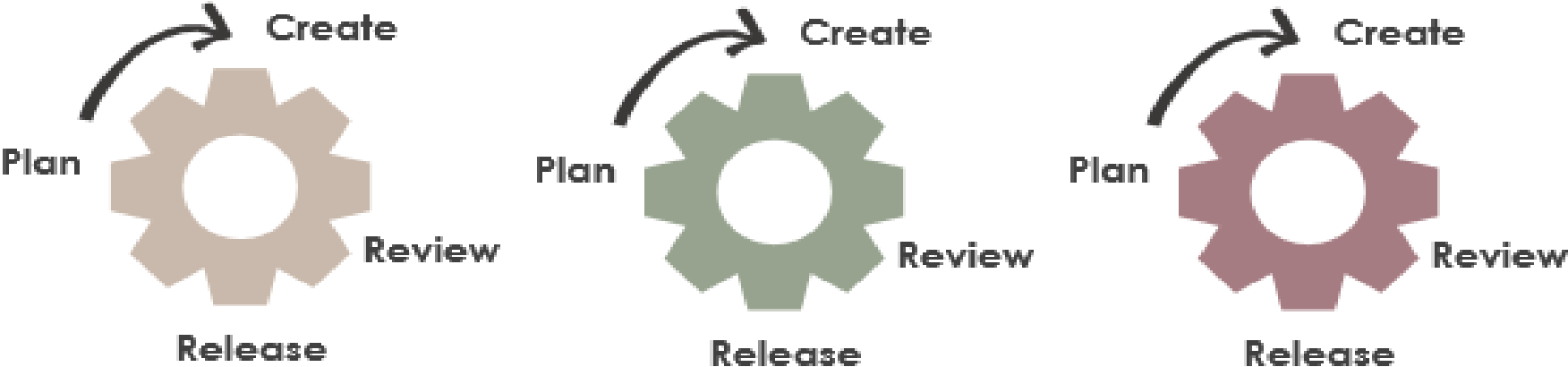
- What is the scope of the project?
- Who may be affected?
- Where is the project in the decision-making process?
- What are the desired outcomes of the project?
- Given cost or resource constraints, how do you prioritize criteria?
- Do the criteria meet project and/or agency goals?



# Agile v. Predictive Methods



## Agile Project ▶



(Visual Pardigm, n.d.)

**Factory Model.**  
Consistent and repeatable approach but work requests can occur anytime, e.g. workflow automation using a consistent toolset and approach.



SOLUTION IS KNOWN



**Linear Model.**  
Implementation of a previously implemented or known solution to a known problem. No need for experimentation or iteration.

PROBLEM IS UNCLEAR

PROBLEM IS WELL UNDERSTOOD

**Experimentation Model.**  
Ideation of potential solutions to potential problem hypothesis. Successive iteration of experiments until problem and/or solution is found.

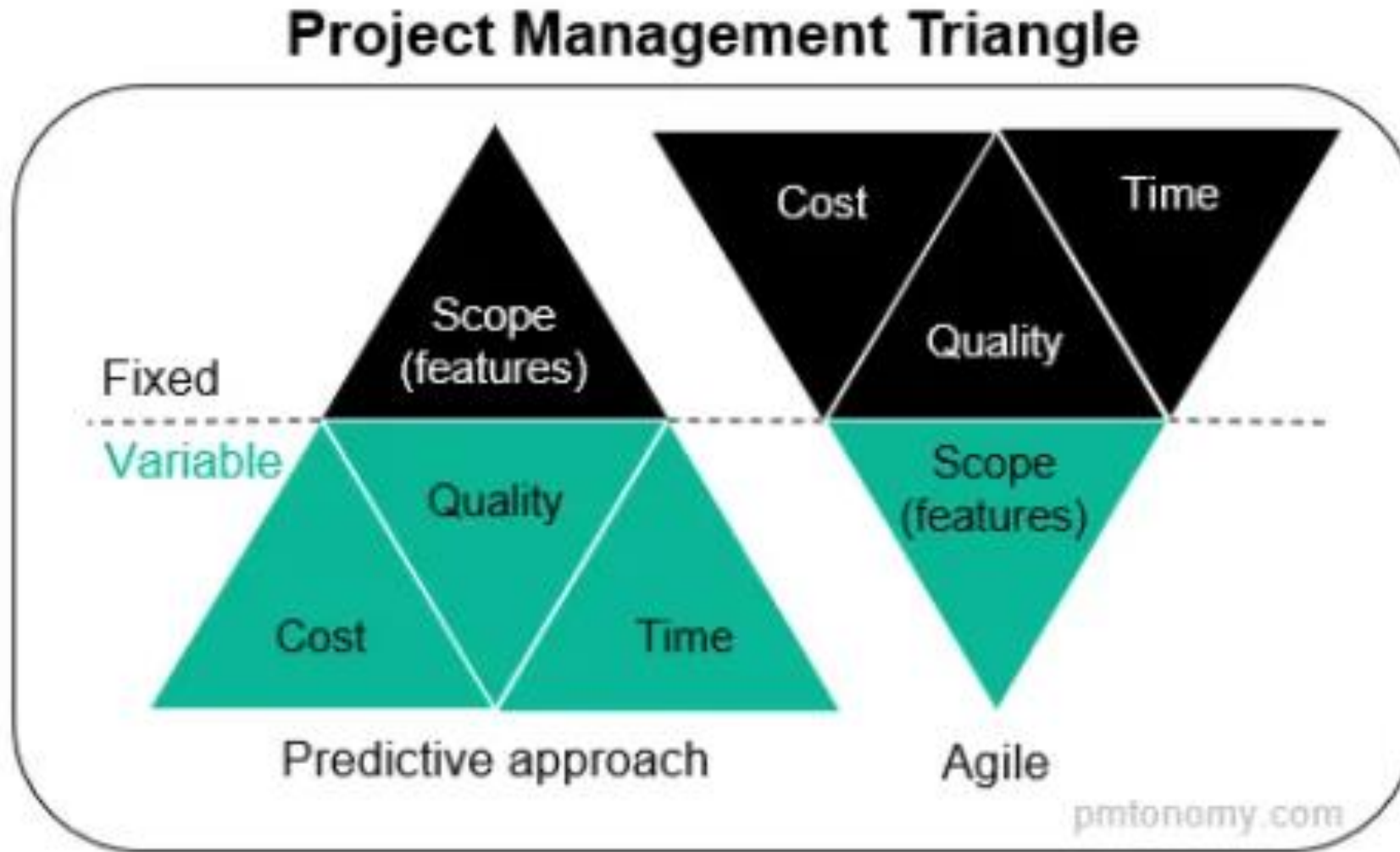


SOLUTION IS UNKNOWN



**Iterative Solutioning Model.**  
Progressive iteration and testing of the solution in manageable increments.

# Example - Higher Education (CBE)

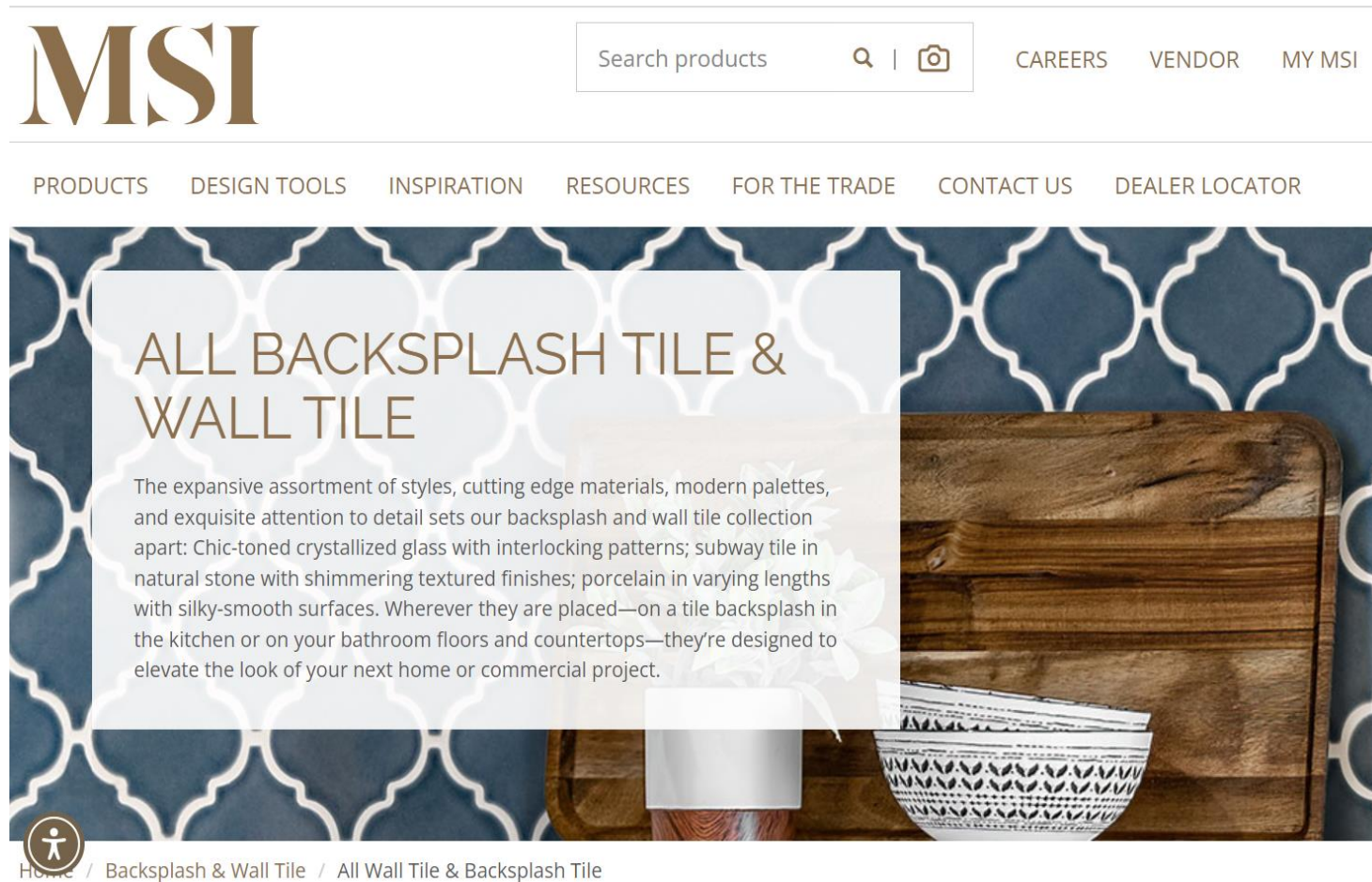


(Sharma, 2020)



# Example – MS International, Inc.

- Predictive – Project Management
- Large-Scale Global Operations



# Example – Disneyland Special Events

- 50th Anniversary
- Lindsay Lohan's Birthday
- Miley Cyrus's Sweet 16
- Pirate's Premiere's
- Artist Gallery Signings
- Corporate Events
- Celebrity Park Rentals
- Park Capacity Concerns



# Collective Discussion: Best Practices and Strategies

Collaborative Google Doc Link:

**[tinyurl.com/3d8rydsv](https://tinyurl.com/3d8rydsv)**

# Project Management Examples

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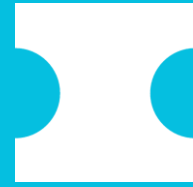
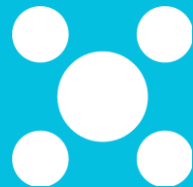
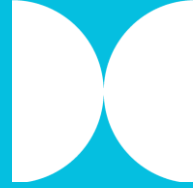
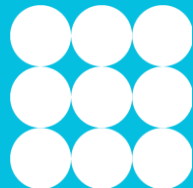
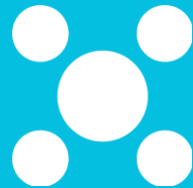
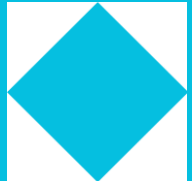
SOLUTION IS UNKNOWN



**Iterative Solutioning Model.**  
Progressive iteration and testing of the solution in manageable increments.



# THANK YOU



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TITLE

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Institute.**  
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