



17^a Edição

Transformação com
*Project Design
Management*



DC DINSMORECOMPASS

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Editor-chefe da editora MundoPM, vem promovendo na comunidade, há muitos anos, conteúdo de ponta, nacional e internacional, sendo a principal publicação no Brasil em gerenciamento de projetos. Ao mudar o nome da publicação para Project Design Management reconhece a ampliação do papel da Gestão de projetos na transformação Digital, incorporando Design no ciclo de vida.



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Project Design

Adaptabilidade; Inovação; Significado

Project Design

- O Project Design visa dar forma ao propósito do projetos. Uma representação esquemática do **impacto do projeto** para o negócio da organização e/ou seus stakeholders.

Basicamente:

1. Impact Case
2. Visual Flow
3. Leadership teamwork

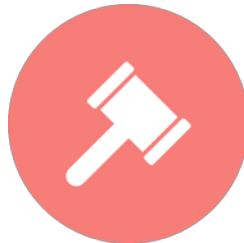
Design de Projeto demanda uma forte contextualização local –translation.

Project Design

- O Project Design permite aos projetos **acoplar significado** em diversos aspectos (MVP, Liderança, User Experience, Operação, Exponencial) e lidar com várias interfaces do projetos. Objetivando entregar a melhor experiência ao cliente/stakeholders.
- O foco está em entender muito bem o **problema** e proporcionar uma abordagem adequada para resolvê-lo (Reframe/Percepção).
- Inovação e Projeto precisam caminhar juntos, e Design Management proporcionar a gestão de projetos estender seus princípios de comando/controle para **adaptabilidade**, acoplando capacidade de inovar, engajar e focar de forma sistemática.

Three core elements

Project Design Pitch



- **Impact**

We implement projects to create impact and anticipate outcome validation



- **Flow**

PM focus on creating a fast flow of ideas, learning, results and impact.



- **Leadership**

People first approach mindset

What are behind these: Project Design?

IMPACT:

We value impact above scope, cost and time.

From the triple constraint to focusing on impact

FLOW:

We value flow and progress over multitasking.

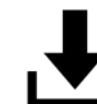
From resource optimization to flow optimization

Leadership:

Results are created by people.

We put people before systems.

From the management of systems to the leadership of people.

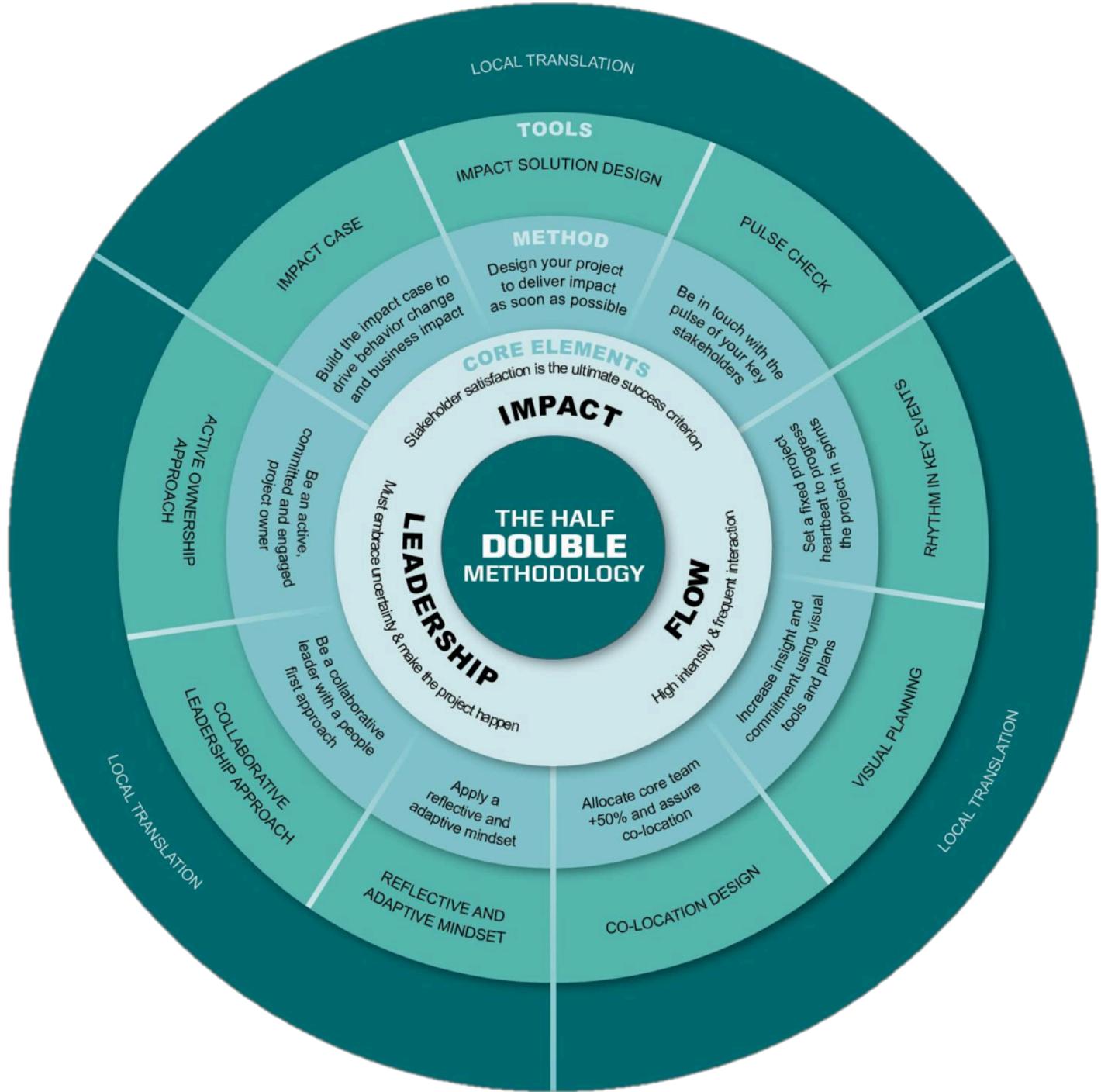


MINDSET TRANSFORMATION

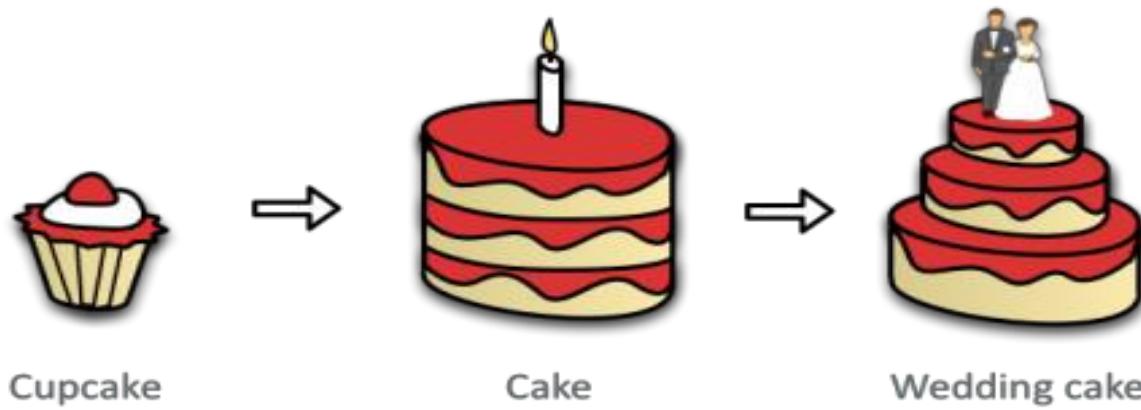
Customize to the uniqueness of the project

Anchor with key people

Trust before control



Reduce time to impact (MVP)



Local Translation

Continuous Reflection Practice
Context is multidimensional

Key-points to assess:

- **National Culture**
- **Industry Segment**
- **Organizational Conditions**
- **Project Characteristics**
- **Stakeholders**



IMPACT

Stakeholder satisfaction is the ultimate success criterion

Impact Case

Impact Solution Design

Pulse Check

Build the impact case to drive behavior change and business impact

Design your project to deliver impact as soon as possible

Be in touch with the pulse of your key stakeholders

1

2

3

FLOW

High intensity & frequent interaction

Rhythm and key events

Visual Planning

Co-location Design

Allocate core team +50% and assure co-location

Increase insight and commitment using visual tools and plans

Set a fixed project heartbeat to progress the project in sprints

1

2

3

LEADERSHIP

Must embrace uncertainty & make the project happen

Active Ownership Approach

Collaborative Leadership Approach

Reflective Adaptive and mindset

Be an active, committed and engaged Project Owner

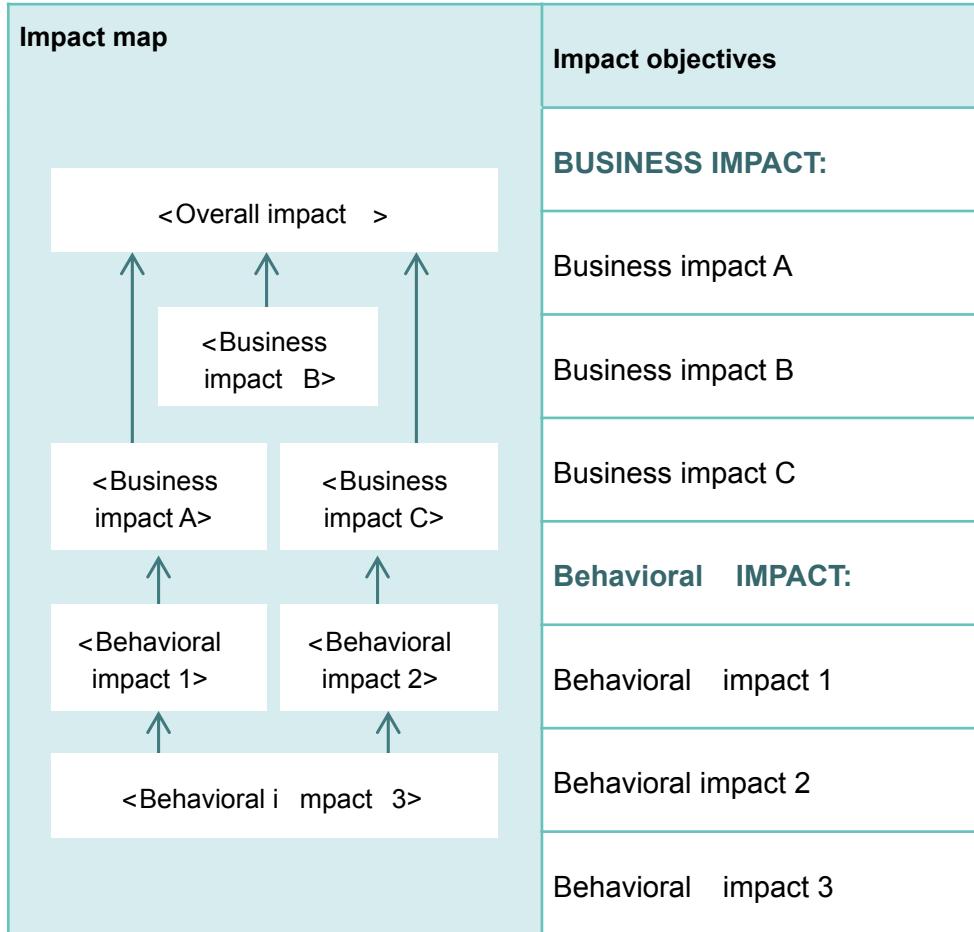
Be a collaborative leader with a people first approach

Apply a reflective and adaptive mindset

1

2

3



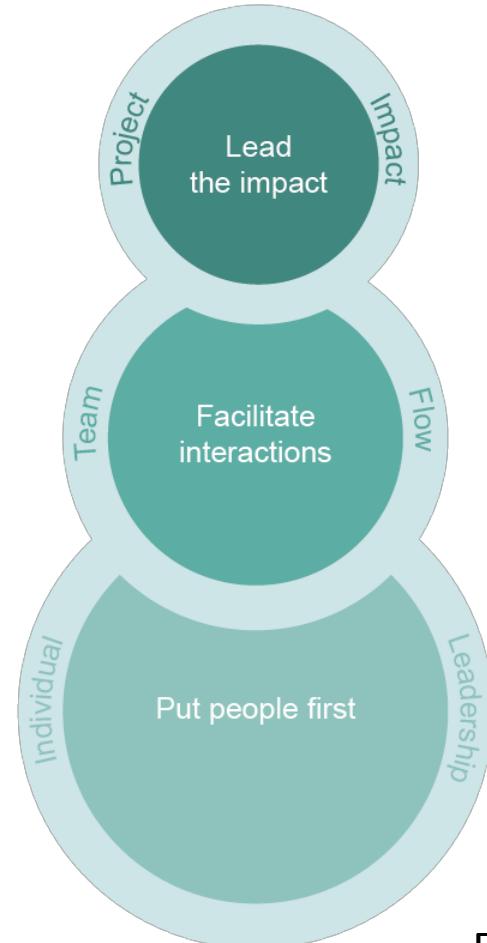
IMPACT MEASUREMENT

Leadership: *People buy into the Leader before they buy into the Vision*

1 - Ownership

Be hard on impact
and flexible on
deliverables

Create proposal,
meaning, autonomy
and mastery



3 - Adaptive

Say yes to mess!
Embrace key-stakeholders



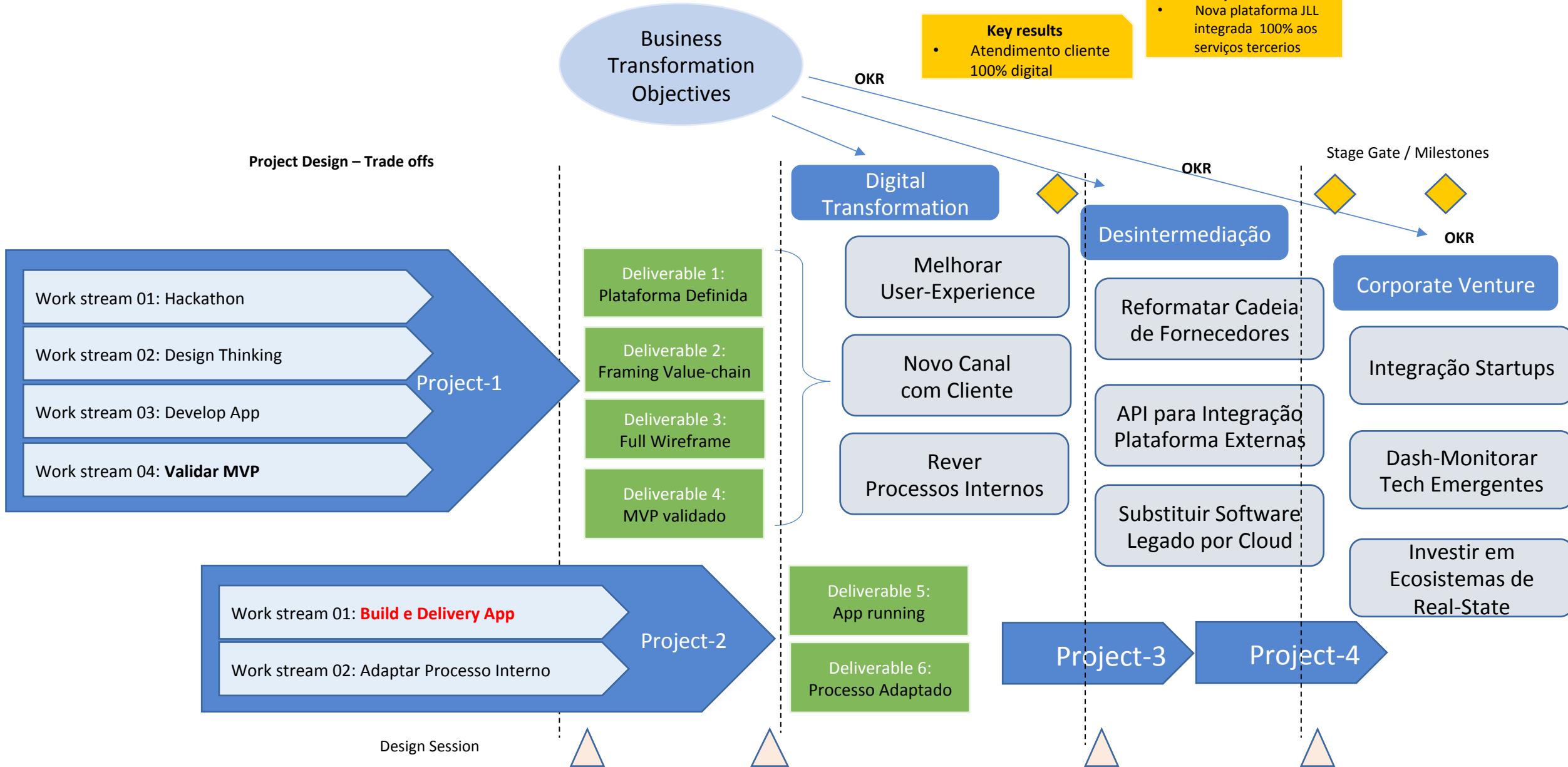
2 - Collaboration

Pave the way

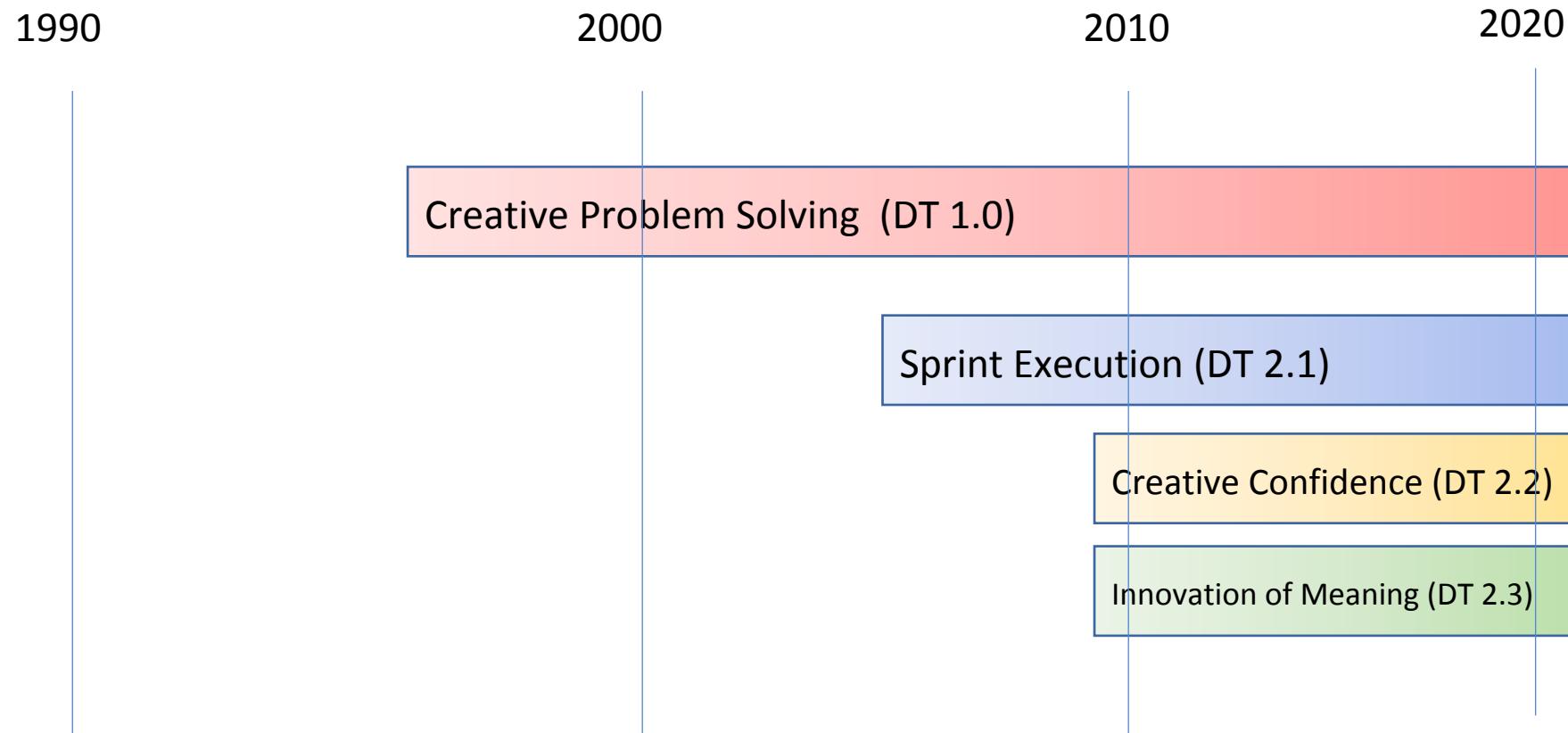
+50% allocation of
high caliber people

At least week

Managing by Objectives



The Evolution of Design Thinking



DT: O processo de Creative Problem Solving

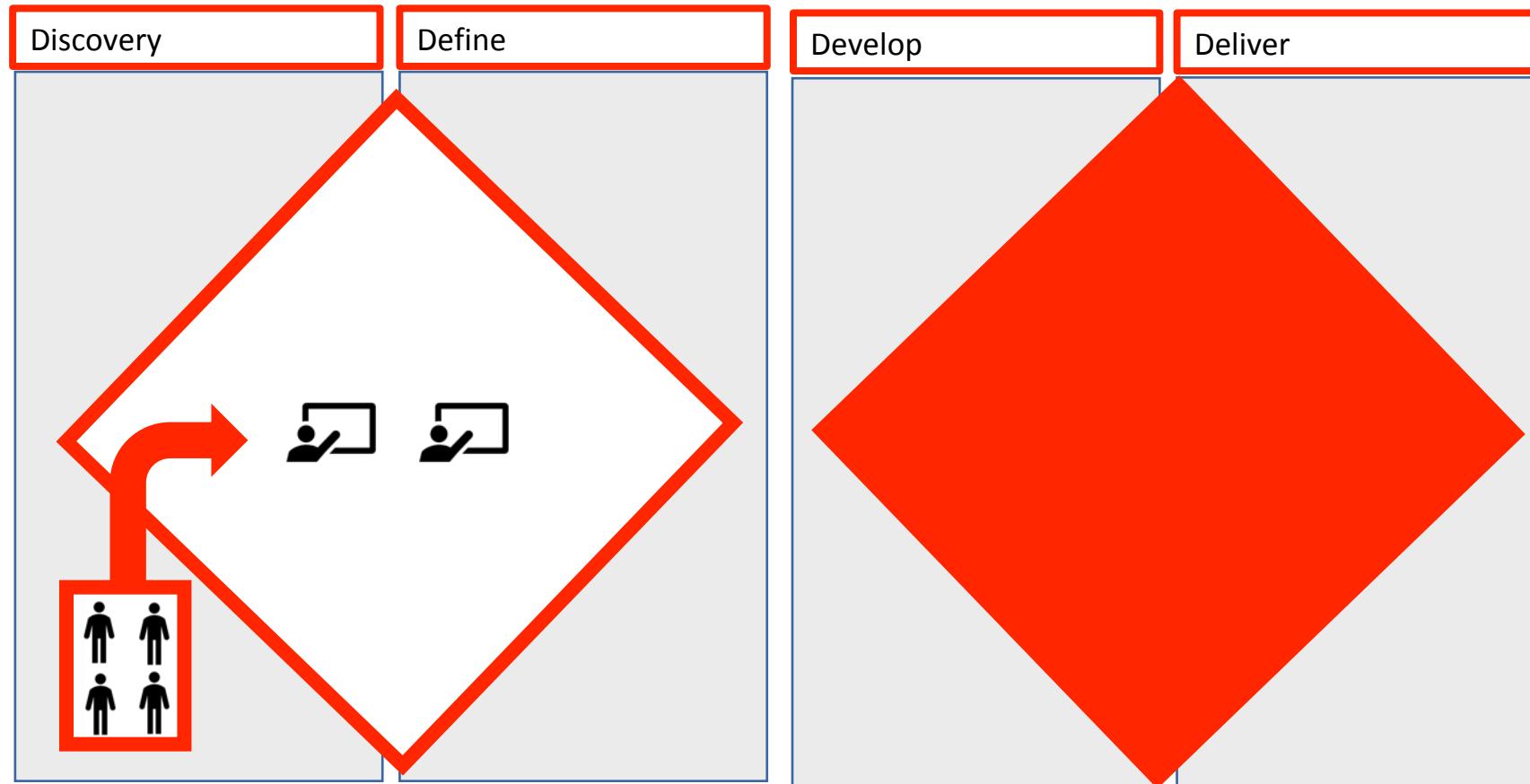
Legenda:



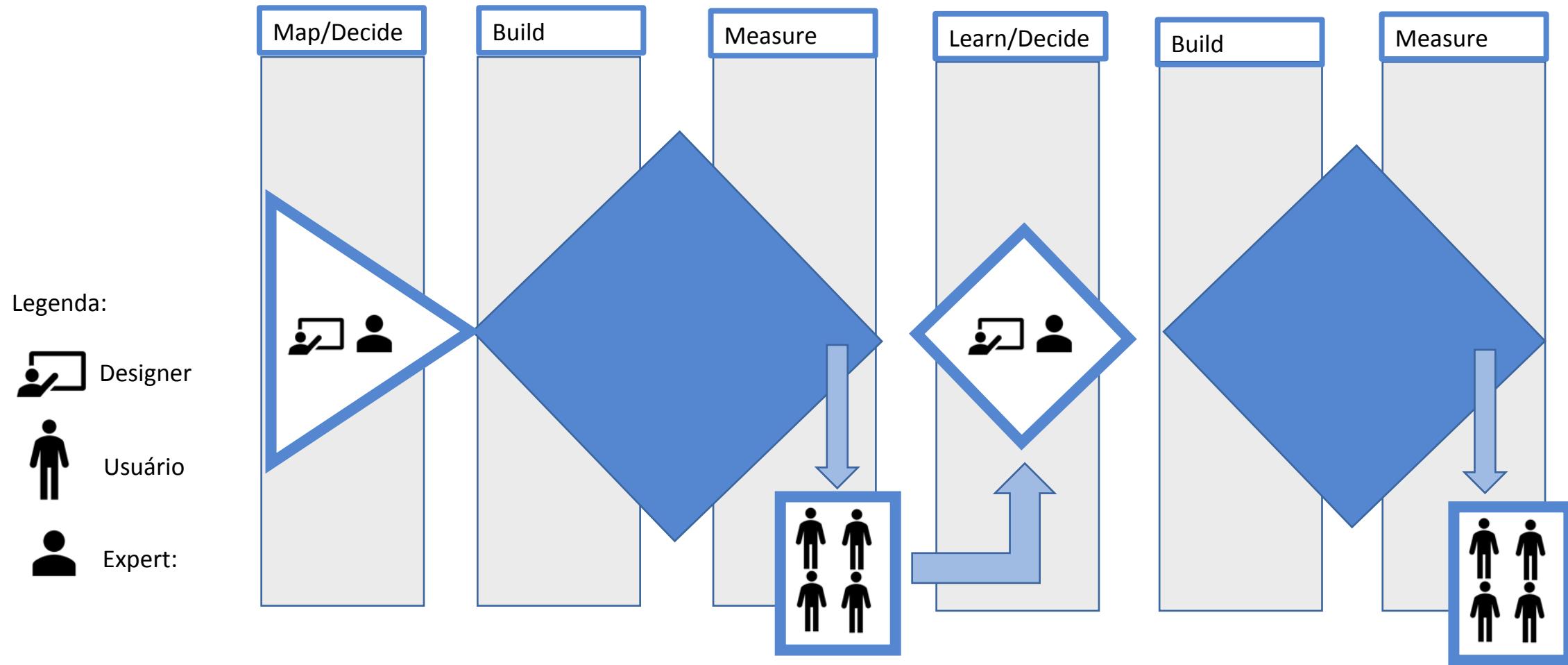
Designer



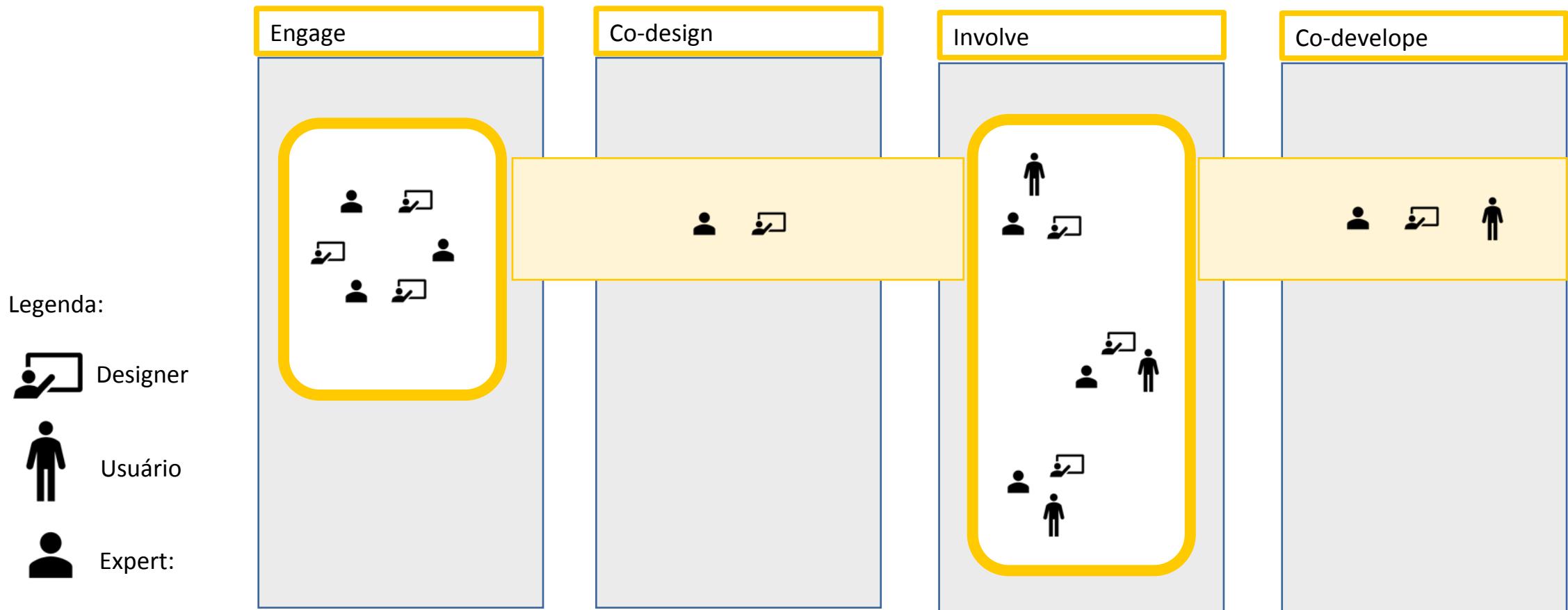
Usuário



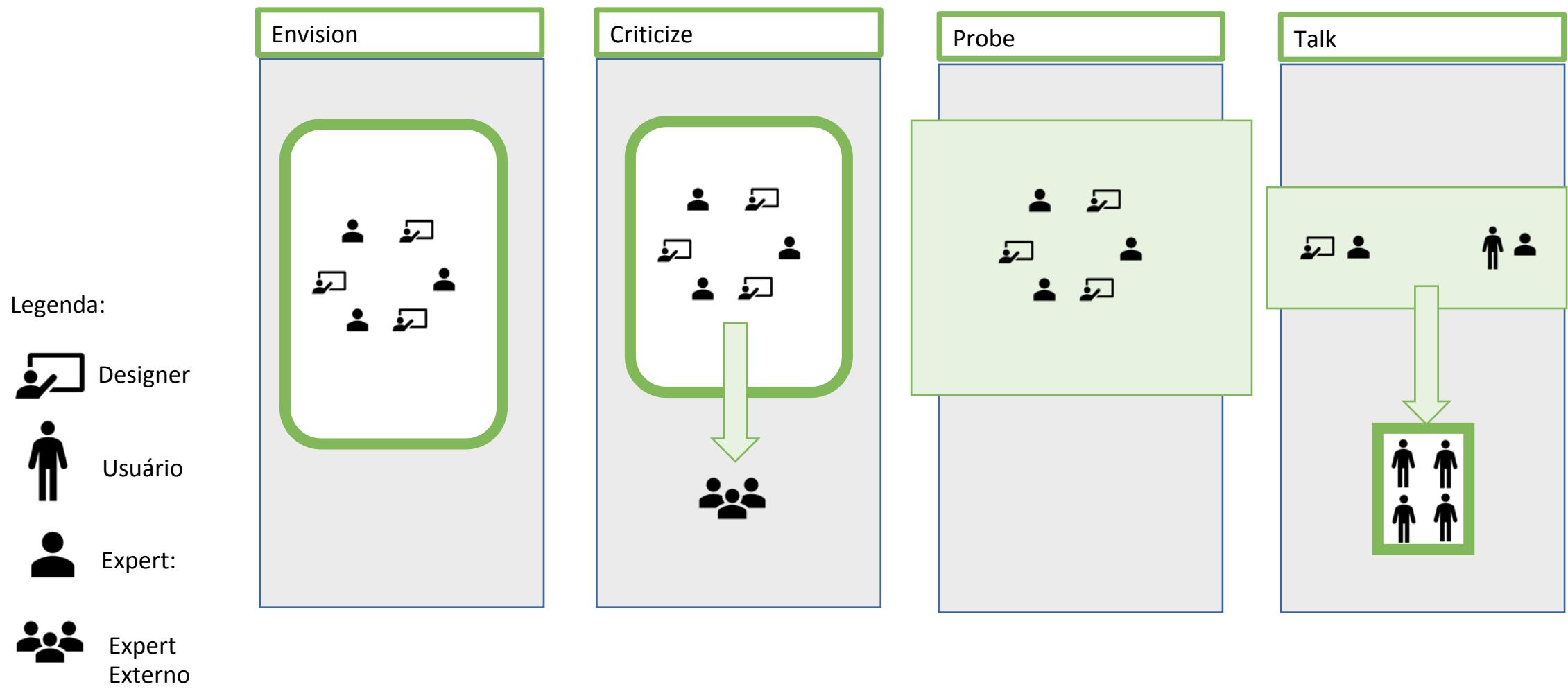
DT: O processo de Sprint Execution



DT: O processo de Creative Confidence



DT: O processo de Innovation of meaning





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