**Project Manager Kick-Off Speech**

**Scenario:**

Mr King has been named the new project manager for the introduction of a new security software in the company. This is a surprise for everyone involved. In the first kick-off with the employees, whom he has assembled to be on the project team, he describes the co-operation he hopes for as follows:

*“Dear colleagues, obviously the management is planning the impossible – within a very short time and kind of without an adequate budget we are supposed to achieve miracles. Just like you I did not have the possibility to say ‘no’; I was forced to take on this project, although I am no software expert, as you know. Nevertheless, if we all stick together, we will manage this somehow.”*

**Questions**

1. What did Mr King try to achieve with this speech?
2. Which mistakes has the project manager made?
3. What kind of effect will they probably have?

*Discuss in pairs, review in plenary*