Stories from a Project Manager

PDP Project Manager Session
30.10.2024

Anton Schubert - Design
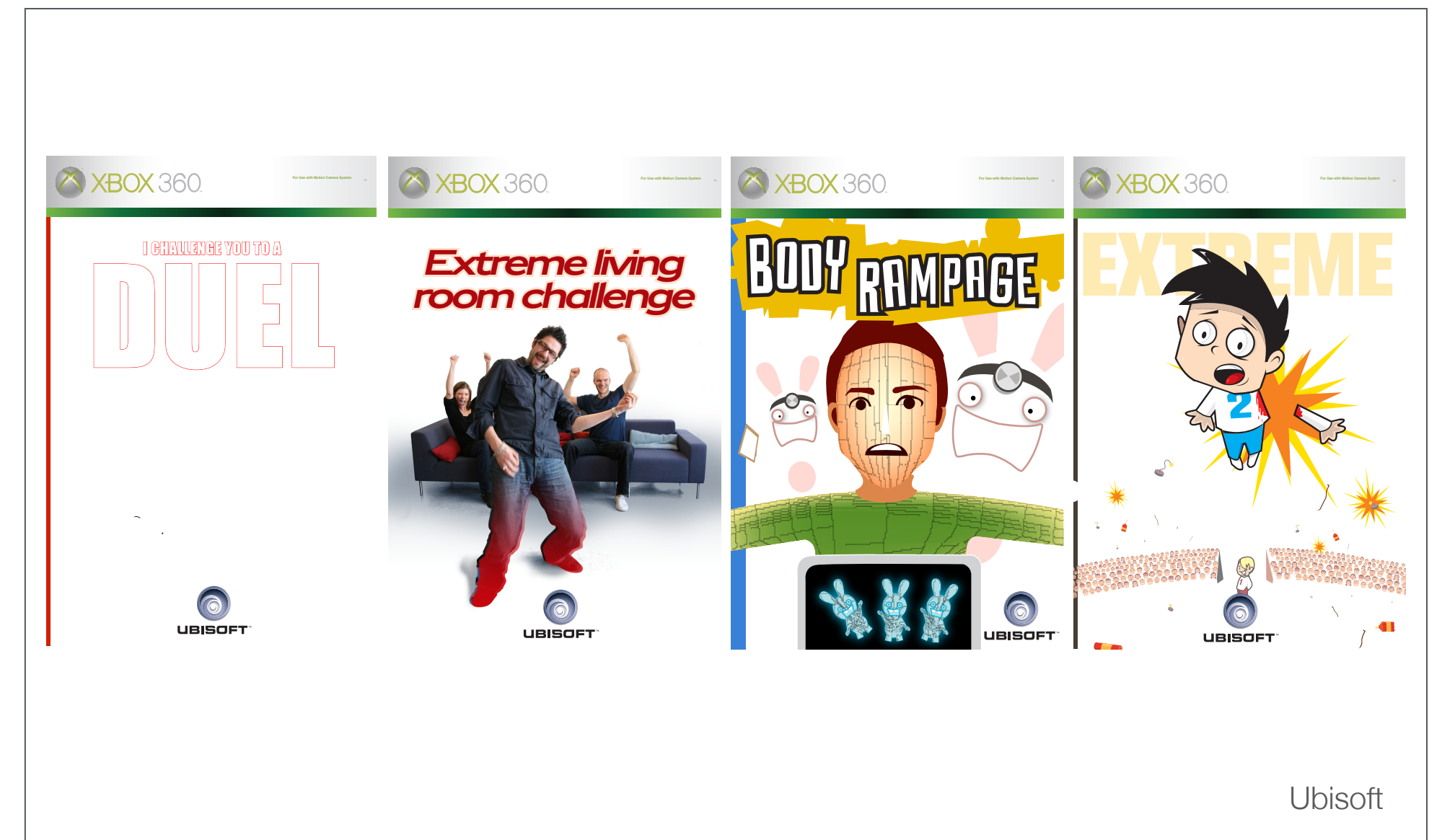Leader & Teacher at AVP

Hello!

Who is the hell is Ant?

Design Leader with 30 years global experience

- Truck Mechanic
- Project Leader at IDEO
- Head of Design at Futurice
- Head of Design at Vincit
- Planet Centric Design Founder
- Good Growth Founder
- Innovation Lead at Doberman / EY
- Teacher at Aalto AVP

A"
Aalto-yliopisto

Some project examples

Starbucks

O2 Ireland

Ubisoft

Some project examples

Lufthansa Technik

Navman - Mio Taiwan

Most promising seeds.

All 16 seeds generated excitement and elicited positive feedback in the co-creation sessions. However, there was a subset that were more promising than others.

- Start-up Incubator (# 2)
- Female Boda Boda (# 7)
- VEO By-laws (# 13)
- Parent's Night (# 15)
- Step-by-step Guide to Being a Successful Business Woman (# 3)
- Show Me My Potential (#5)
- Connect the Dots (# 16)

SCOPE

Some project examples

HODO

ALL SOCIAL, ALL DIGITAL,
ALL TOMORROW.

Interview
Horst

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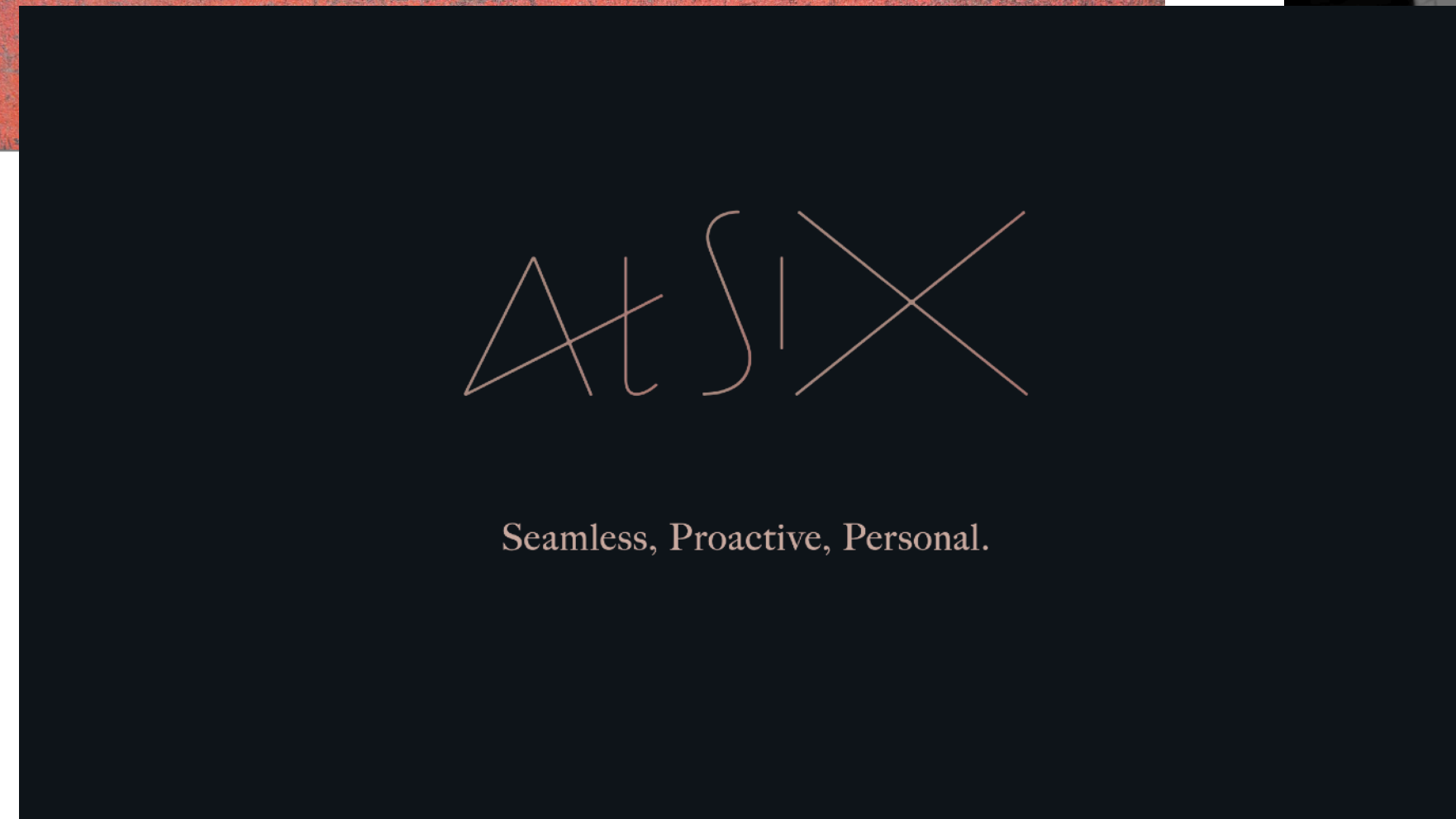
We reflect on lessons learned but we don't have the time or money to make any changes.

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We're not putting core people in charge and decision making is not good enough.

At SIX

Seamless, Proactive, Personal.

SALES AND MARKETING

futurice   LEAN SERVICE CREATION

Starting projects is difficult

- Lots of needs from various stakeholders.
- Everyone wants to just implement.
- IT does not want to take an active role in definition stage.

Resource planning is not working. **Unclear who is working on projects.** IT management shuffles people.

Unsatisfied with speed and quality of delivery: "You create a ticket and you never know how it ends up."

Would need to have **in-house skills to measure impact** (analytics) of service development initiatives.

Sales and marketing frustrated with the co-operation with IT
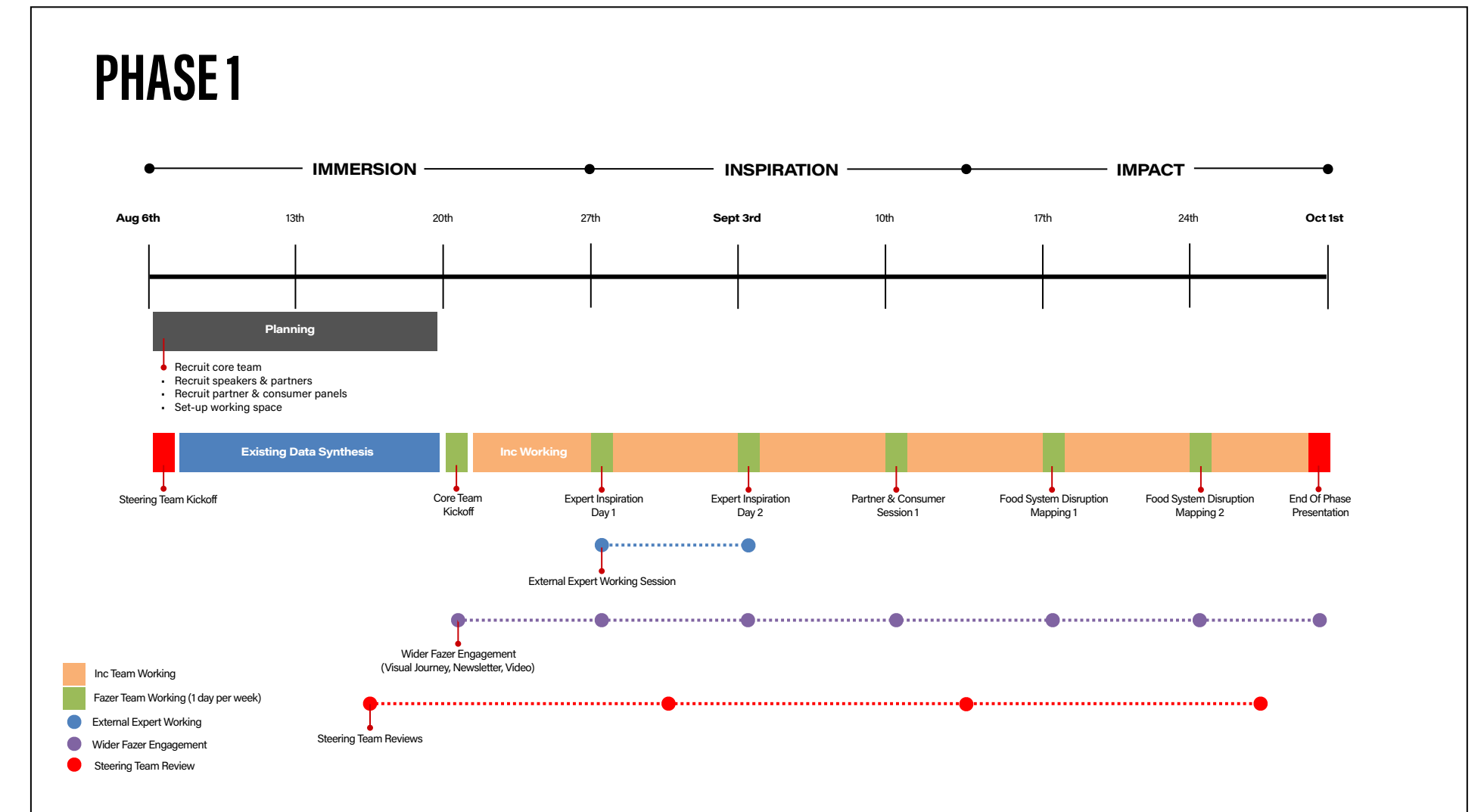
Some project examples

The role of the Project Manager

"To keep a clear view of the destination, and steer the ship through both calm and stormy water"

4 things to keep in mind as the Project Manager

1. Plan, Plan and then Plan again
2. Curate, Connect and Communicate
3. Inspire, Enable and Empower
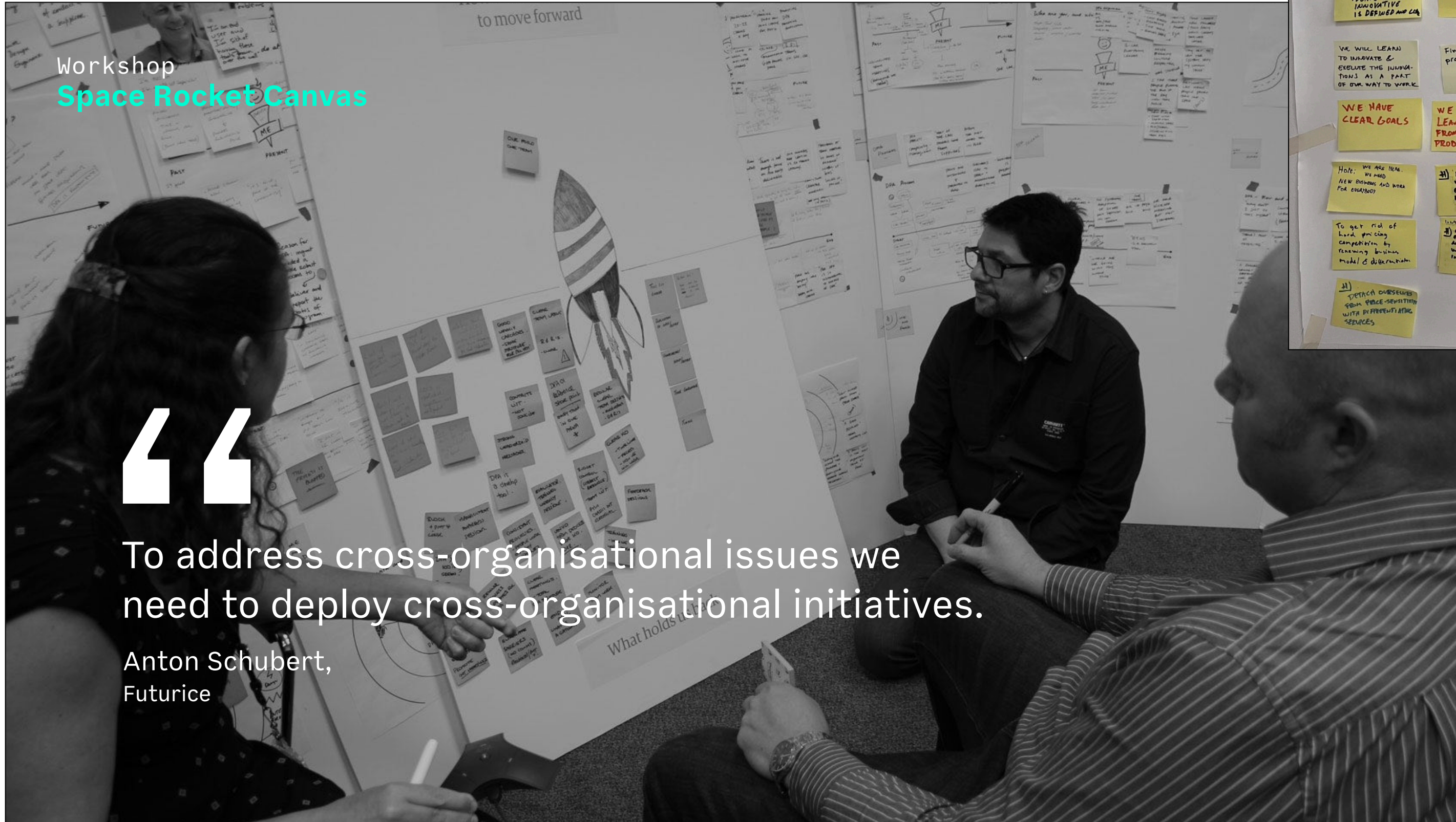4. Cry, Laugh, Celebrate and say Thankyou

1. Plan, Plan and then Plan again

2. Curate, Connect and Communicate
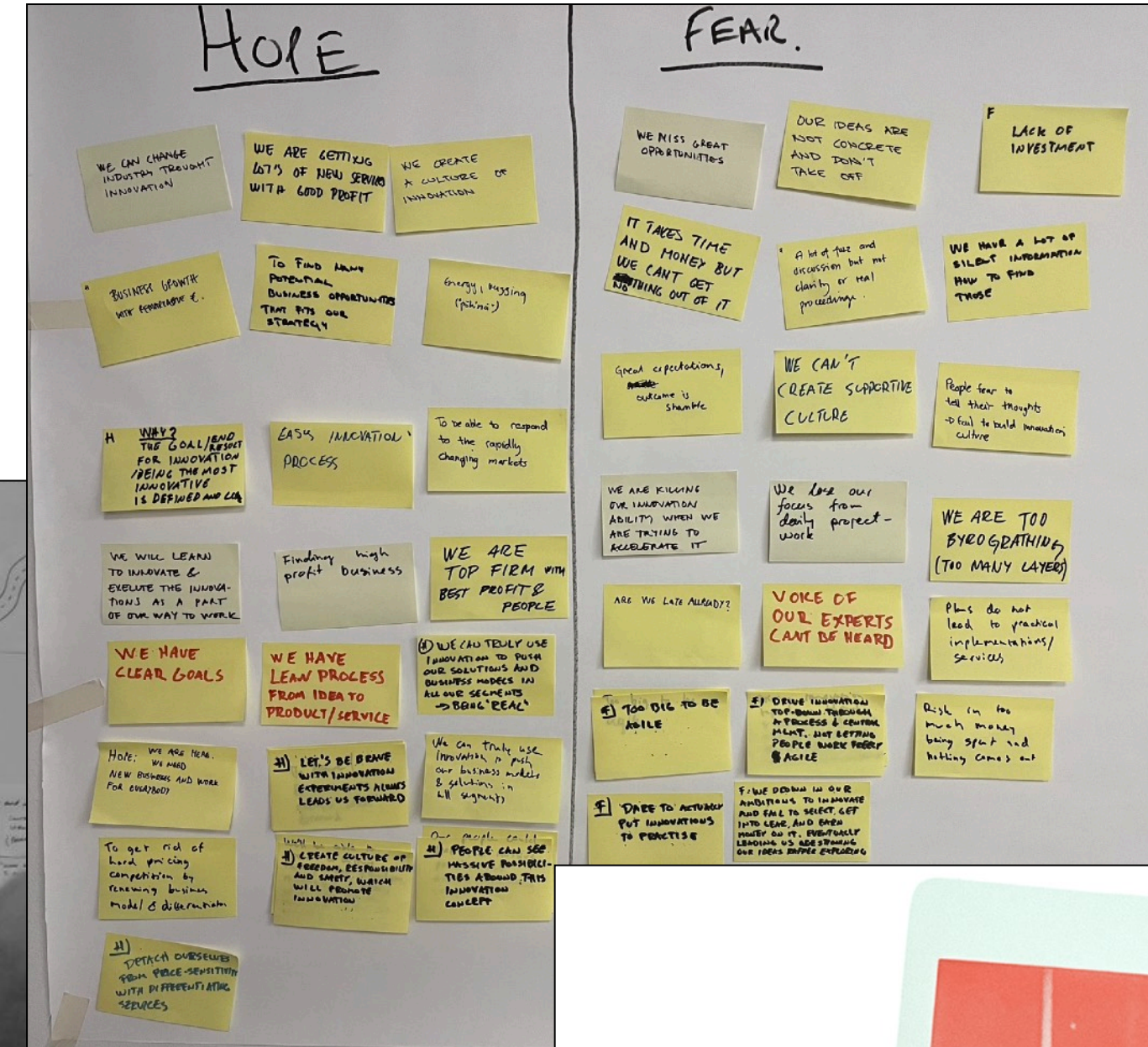
3. Inspire, Enable and Empower

Workshop
Space Rocket Canvas

"

To address cross-organisational issues we
need to deploy cross-organisational initiatives.

Anton Schubert,
Futurice

4. Cry, Laugh, Celebrate and say Thankyou

Checklist for Project Managers

Have a point of view - *but try building a shared team vision from day one*

Acknowledge that people are different - *but try finding a way of working that suits all*

Find the right person for the right job - *but give people a challenge so they can learn*

Keep your eye on the big picture - *but make sure the details stack up*

Build the bridge between parties - *and allow people to cross it*

Make your team feel like the best team in the world - *but inspire them to be even better*

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Thanks!

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