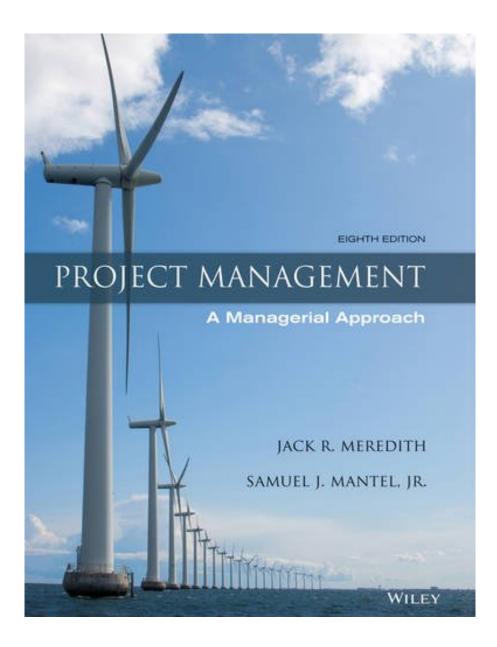


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This chapter initiates our discussions of Time, Quality, and Risk Management, PMBOK knowledge areas 3, 5, and 8, respectively. Time management is an extensive topic which is further discussed in Chapters 8, 10, and 11. Similarly, risk will be discussed further in Chapters 7 and 8, and quality will be discussed again in Chapter 12. In the Reader's Digest (March 1998, p. 49) Peter Drucker is quoted on planning: "Plans are only good intentions unless they immediately degenerate into hard work." To make such a transformation possible is no easy task. Inadequate planning is a cliché in project management. Occasionally, articles appear in project management periodicals attesting to the value of good planning. Project managers pay little attention. PMs say, or are told, that planning "takes too much time," "customers don't know what they want," "if we commit we will be held accountable," and a number of similar weak excuses (Bigelow, 1998, p. 15). Tom Peters, well-known seeker of business excellence, was quoted in the Cincinnati Post: "Businesses [believe] a lot of dumb things.... The more time you spend planning, the less time you'll need to spend on implementation. Almost never the case! Ready. Fire. Aim. That's the approach taken by businesses I most respect." We strongly disagree and, as we will report below (and in Chapter 13), there is a great deal of research supporting the view that careful planning is solidly associated with project success--and none, to our knowledge, supporting the opposite position. On the other hand, sensible planners do not kill the plan with overanalysis. This leads to the well-known "paralysis by analysis." In an excellent article, Langley (1995)? nds a path inbetween the two extremes. Thus far, we have dealt with initiating a project. Now we are ready to begin the process of planning the work of the project in such a way that it may be translated into the "hard work" that actually leads to the successful completion of the project. There are several reasons why we must use considerable care when planning projects. The primary purpose of planning, of course, is to establish a set of directions in suf? cient detail to tell the project team exactly what must be done, when it must be done, what resources will be required to produce the deliverables of the project successfully, and when each resource will be needed. As we noted in Chapter 1, the deliverables (or scope, or speci? cations, or objectives) of

a project are more than mere descriptions of the goods and/or services we promise to deliver to the client at a quality level that will meet client expectations. The scope of a project also includes the time and cost required to complete the project to the client's satisfaction. The plan

Meredith, Jack R. (2011-12-01). Project Management: A Managerial Approach, 8th Edition (Page 221). Wiley. Kindle Edition.

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