

Gestational Project Management



*Project genesis and why it's
important to project managers*

What is “Gestational Project Management”?

- Merriam Webster , (MW) defines **gestational** as;
“Conception and development -especially in the mind”
- MW defines **project** as;
“A specific plan or design: a planned undertaking”
- MW defines **management** as;
“The act or art of managing: the conducting or supervising of something”
- Jeff defines **gestational project management** as;
“Understanding the purpose behind why a project exists, to enable effective planning and delivery of an outcome that exceeds expectations”



Understand Purpose – Master Project Delivery

- Why does the organization exist?
- Why is the project important to the organization?
- What was the genesis of the project?
- Who is the project important to?
- What purpose is the project intended to fill?

Understand Purpose- Master Project Delivery



Why Does the Organization Exist?

- Public sector; Provider of public services and infrastructure
Tax based project financing; elected or appointed official decision making; results often driven by process
- Private sector; Profit driven business
Equity or loan based financing, owner based decision making; results are measured by outcome/value proposition
- NGO; Combines the best attributes of the public and private sectors, (in theory)
Grant and or foundation financing, Board or Director based decision making; results may or may not link to tangible outcomes

Why Is The Project Important To The Organization?

- Critical piece of a larger public infrastructure program
 - *How does it fit into the larger program?*
- Critical piece of a business expansion or modernization plan
 - *What are the drivers for the expansion?*
- Politically important to satisfy a constituency
 - *Who are the constituents and what are their drivers?*
- Regulatory compliance
 - *What are the public health or environmental standards drivers*

What Was The Genesis Of The Project?

- Routine periodic capital improvement
- Develop or expand infrastructure capacity
- Develop or expand production or service capacity
- Regulatory compliance driven
- Addresses a threat or emergency situation



Who Is The Project Important To?

- Public works officials
- Elected officials
- Public at large
- Company management
- Regulators
- All the above!

What Purpose Is The Project Intended To Fulfill?

