

Be Your Own Hero: Project Management Developing A Strategy to Manifest Your Highest Visions

Synopsis

You've got your team, you've got your project, now how do you keep so many moving parts organized? Tom and Marc go through the essentials of team communication, project delegation, and goal prioritization to keep your team together and to ensure that you don't let critical pieces of your project fall through the cracks.

Key Points

- Plenty of us are at the point where we have a great idea, and we're trying to discover how to get a team together and get our projects rolling with those new members.
- It's important to recognize your meta-projects and your specific projects. For example, creating a website is the meta-project, but you might have more specific projects like e-commerce development and podcast optimization.
- Each project consists of three components:
 - **Cost** - You need to have enough funding to keep everyone working and afford essential materials.
 - **Time** - You can't go forever without releasing a product. How many people do you need to get it done by the deadline?
 - **Quality** - Can we be sure that our budget and deadline will allow us to produce the finished product properly?
- One of those three components will drive the specifications of any project, and if you're dealing with a client, they may be the one to pick which is most important.
- One of the most challenging parts of running a large project is **balancing communication, and delegation**.
 - How do you explain what the project scope is?
 - How do you ensure that each member knows what their goal and deadlines are?
 - How do you make sure nobody has too many tasks to work effectively?
 - Remember- as an entrepreneur you're the one most in love with your idea. Don't expect everybody else to be as dedicated to it as you.
 - What materials do each of your team members require to do their job?
- **Create an agenda for meetings**- know what needs to be discussed and what actually has been discussed. This helps both keep the meeting on track, but also helps for those who miss the meeting, or pieces of the discussion. Everybody needs to be on the same page.
- One of the best ways to ensure meetings are going well is to **take notes during the meeting**. If you don't have anything to write down- the conversation probably didn't go well.
- **Keep track of your milestones**- if you don't know what to celebrate, or what to make a priority, you can't move forward consistently.
- It's important to know in advance what the consequences are for your team not holding up their end of the bargain.
 - If one person misses a deadline, it can set the whole project back. This can demoralize the team and ruin everybody else's work.
- There are Seven Keys to managing a project successfully.
 - **Never Lose Sight of Your Goals**
 - This doesn't mean your goals can't expand, but that they remain consistent with the core vision. For SHA, that's always been to help a million real superheroes.
 - **Learn To Prioritize the Most Important Part of Your Project**

- o **Plan Everyday**
 - o **Don't Compartmentalize Too Much**
 - Your team needs to work as a group, and that often means cross-communication between separate sub-projects. If everyone doesn't know the full scope, you'll lose focus and it'll be harder to organize the team.
 - o **Make Sure You Track Your Notes Across Time**
 - Two years later, will you realize what decisions you made in the past, and how the conversation went?
 - o **Use Utilities Specific to Your Project**
 - Facebook is great for many things- but is its distraction ridden interface really where you want your team culminating?
 - o **Build a System That Can Adapt**
 - A new team member shouldn't cripple your progress- they should be plugged right in.
- Don't forget- every project needs a leader. If you've got three people working on one project, they need to be accountable to a centralized organization.

Powerful Quotes

- "We have the people, we have the project; how do we move onto the next step of that process?" - Thomas Mascarenhas [1:00]
- "No matter how much time you're putting into quality, time, or cost, it ultimately boils down to, 'What is the real result?'" - Marc Angelo Coppola [4:35]
- "At the beginning of every meeting we have, we always make an agenda. And we ask everybody in the group, 'Do you have something you want to talk about this week?'" - Marc Angelo Coppola [10:20]
- "We want to see a million people flourish. That goal never changed." - Marc Angelo Coppola [19:00]

Weekly Challenge

- Know what tools you want to use.
- Decide the process flow of you and your team collaborating.
 - o Do you do big weekly meetings?
 - o Do you ever have one on one follow up meetings?
 - o Do you talk larger goals quarterly, monthly, or yearly?
- Decide how you're going to manage and track regular communications.
- Make the matrix of Quality, Time, and Costs.
 - o Out of 100 points, how do you divide your focus between those three categories?
 - o What do you believe your results will look like given that split?
- Create a hierarchy of tasks
 - o Is there anything that can be knocked out quickly to allow more difficult tasks to roll better?
 - o How do the deadlines stack on one another?
 - o Is everything properly assigned?

Websites

[Slack](#)