Starting at the Start:

1. Why Manage The Project –
   ✓ just get started

2. Why Set Expectations –
   ✓ just let hand contractors cash and they’ll make it happen

3. Why Have Best Practices –
   ✓ just figure out what works for you

4. What Can I Take From This –
   ✓ is this practical or simply game theory and fun pictures
Why Manage The Project?

Unmanaged expectations are at the mercy of environment, politics, and whim.

Unmanaged expectations are expensive.

Unmanaged expectations take a LONG time to realize.

Unmanaged expectations satisfy no one.
Why Set Expectations?

- **Moving targets** are harder to hit.
- **Undefined expectations** trend down.
What Can I Take From This?

- Pioneers find traps
- Not using best practices means you may use worse ones
- To safeguard success
Reference Point & Diminishing Sensitivity
Best Practices

1. Manage The Project –
   ✓ Early and Actively

2. Set Expectations –
   ✓ Communicate them

3. Collect/Use Best Practices –
   ✓ This is a process and it isn’t done yet