

# COMPARING PROJECT MANAGEMENT TO PROJECT COLLABORATION





In **1963** Ferruccio Lamborghini embarked upon the quest of creating the ultimate luxury sports car and surpassing its ultimate rival – the Ferrari.



It was unmatched, until meeting an equalizer known as the rough country road. With the playing field “leveled,” the **Lamborghini** is equalized to that of a mid-sized sedan- albeit an expensive one.

This parallel can be seen in the construction industry when you compare **project management to project collaboration**



# BEST-OF-CLASS CONSTRUCTION ORGANIZATIONS HAVE CREATED WORLD-CLASS PROJECT MANAGEMENT TOOLS, PROCESSES AND COMPANY-WIDE BEHAVIORS.

Whether the size of the firm is \$1 million or \$1 billion in revenue, there exists a set of tools that enable higher performance.

## **BEST PRACTICES ARE DEFINED BY CONSISTENCY, ORGANIZATION ADOPTION AND PROFITABILITY.**

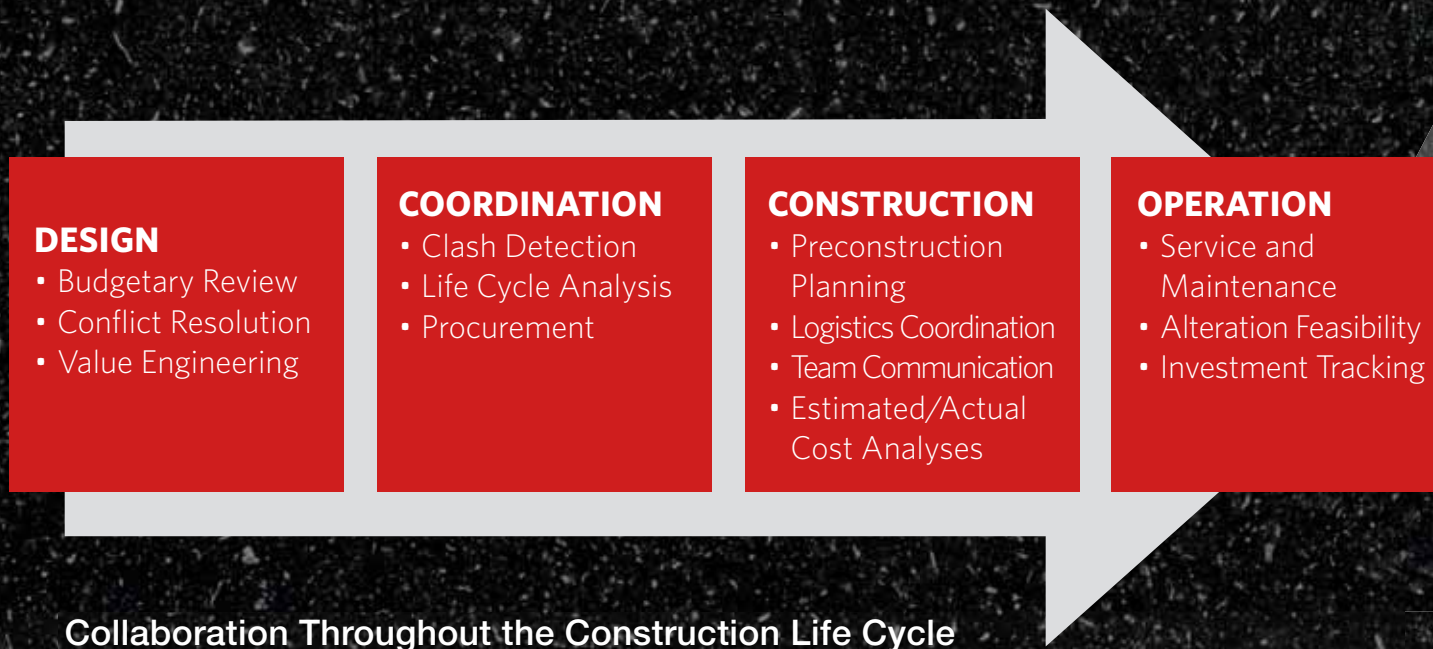
- ★ Critical management processes must be continually applied and improved.
- ★ Measurement is necessary to change behavior and validate results.
- ★ Management tools must be examined, sharpened and retooled as required and as the business strategy dictates.
- ★ Leadership behavior must be directed toward identifying and implementing process improvements over time.
- ★ Training is required to give associates the necessary skills to use the management processes.



# COLLABORATION TOOLS HAVE EVOLVED AT LIGHTNING SPEED.

Firms with both internal and external stakeholders have the ability to transmit critical data as well as apply appropriate ownership rights.

In other words, a contractor can share appropriate information with its management team but still provide data to its trade contractor team without compromising itself.





The conundrum lies in differentiating the two concepts and understanding that one relies symbiotically on the other, much like the Lamborghini relies on the smooth test track.

— SO, WHICH IS MORE IMPORTANT, —

# **PROJECT MANAGEMENT OR PROJECT COLLABORATION?**

Both are important and the real question lies in the timing and method of improving a firm's management and collaborative approach.



**CHICKEN BEFORE  
THE EGG OR  
LAMBORGHINI  
BEFORE THE  
HIGHWAY.**



**WITH A CODIFIED SET OF CONSISTENT BEST PRACTICES,  
THE COLLABORATION ENGINE IS OPTIMIZED.**

THE TRANSPARENCY AND ACCESS TO INFORMATION  
TO MAKE EMPOWERED DECISIONS ULTIMATELY  
IMPROVES DECISION MAKING IN THE END.

**COLLABORATIVE TOOLS ABOUND AND IN CONCERT  
WITH PROJECT MANAGEMENT BEST PRACTICES, HAVE  
THE ABILITY TO REVOLUTIONIZE THE CONSTRUCTION  
INDUSTRY.**






With a stable foundation of project management processes, an organization can undertake the installation of collaborative tools. Both steps are similar in that they require a Holistic and “all hands on” approach to implementing successfully.

## **A STRONG CONNECTION TO THE FIRM'S OVERARCHING STRATEGY.**

Best of class firms of today recognize that high performance relies on not only the vehicle but also the environment in which it operates.



**IN ANOTHER FIFTY YEARS,  
WILL FIRMS MANAGE AND  
COLLABORATE LIKE THE  
LAMBORGHINI OF ITS DAY  
OR LIKE THE PINTO OF  
YESTERYEAR?**

