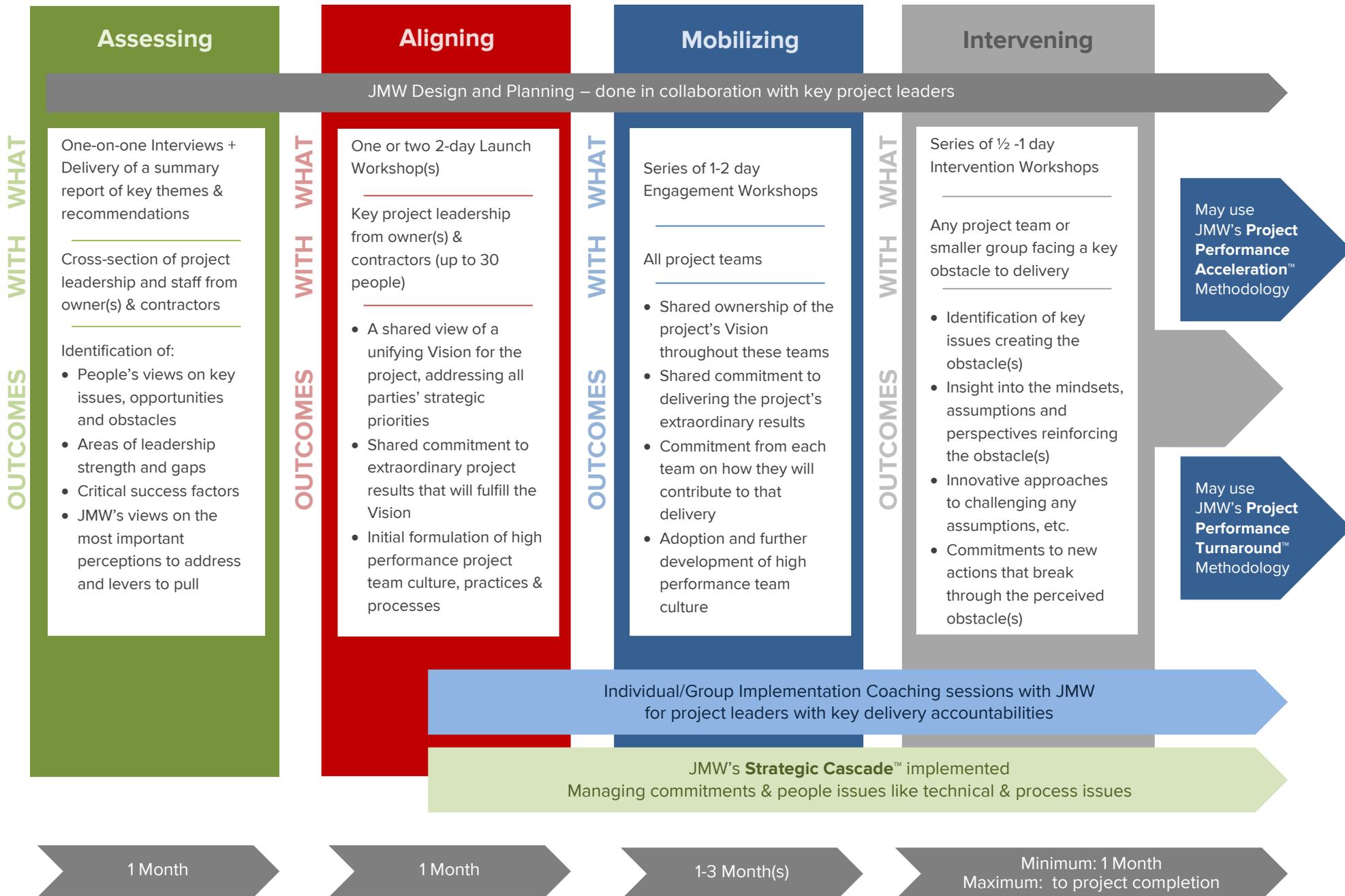


# JMW PROJECT PERFORMANCE LAUNCH™ METHODOLOGY

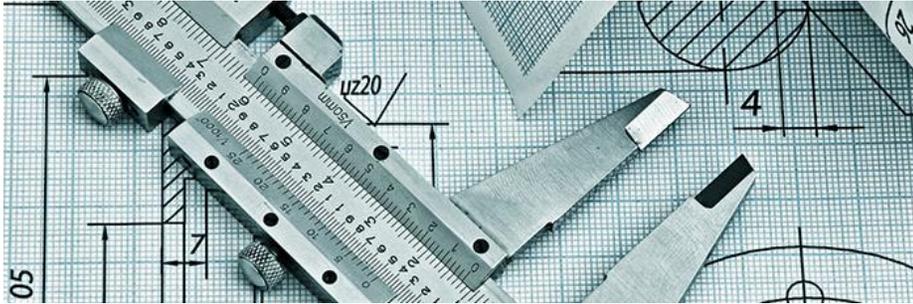
**Objective:** To launch a capital project (or project phase) in a way that will have it deliver extraordinary results.



## When is JMW's Project Performance Launch™ useful?

When a project team is:

- Coming together for the first time in the early stages of project formulation
- Beginning the work on a new project stage after successfully passing through a stage gate
- Bringing together a leadership group to launch a joint venture or alliance



## What happens in JMW's Project Performance Launch™?

The Project Team:

- Identifies the mindsets, opinions and prejudices which may be in the way of adopting and delivering higher performance for the project
- Constructively challenges those mindsets, opinions and prejudices
- Develops a common language for talking straight about what's happening, what needs to happen and how it's going to happen
- Stands for a shared sense of Purpose on the project, focused on what's of fundamental importance to all team members and stakeholders
- Creates a Vision for success, and commits to extraordinary goals for performance that support the project's Purpose
- Builds out a roadmap for achieving those extraordinary goals, integrated into the project plan
- Engages all team members through a strategic cascade of commitments that draws a line of sight between actions of individual team members and the project's strategic priorities

## What does JMW do in Project Performance Launch™?

The JMW team working with a capital project:

- Provides leadership principles and communication tools for creating and managing a high performing project
- Designs and facilitates key workshops for the senior project team, as well as select meetings of key teams and working groups accountable for delivering on critical steps towards extraordinary results
- Coaches individuals accountable for delivering on critical extraordinary results and implementing key actions or initiatives
- Supports the integration of cascaded commitments into the integrated project plan
- Ensures that the project's management structures are directly supporting the delivery of extraordinary results

## What are the principles behind this methodology?

Transform how people view the project, and you will transform performance, because...

- **Perception and interpretation wins over reality every time.** We help organizations reveal and challenge the conclusions and views in the background that are limiting performance.
- **More inclusive is more effective.** The more stakeholders you can involve in the formative stage of a project, the more buy-in they will have for what the Project Team creates and the more they will contribute.
- **Real alignment comes from a common vision for the project.** A truly shared vision, when it goes beyond the separate interests of each participating group, company or stakeholder, creates a foundation for producing unprecedented results.
- **People's commitments matter.** Having people adopt a rigorous relationship to their word, so that commitments are clear and "honored", is key to high performance.
- **Owning just your part isn't good enough.** As capital projects become more and more complex, it's critical for all groups to take ownership of the success of the whole venture.

