



## Overview in Project Manager Role

Chulayuth Lochotinan

Senior Project Manager – Thomson Reuters

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## What is Project Management?

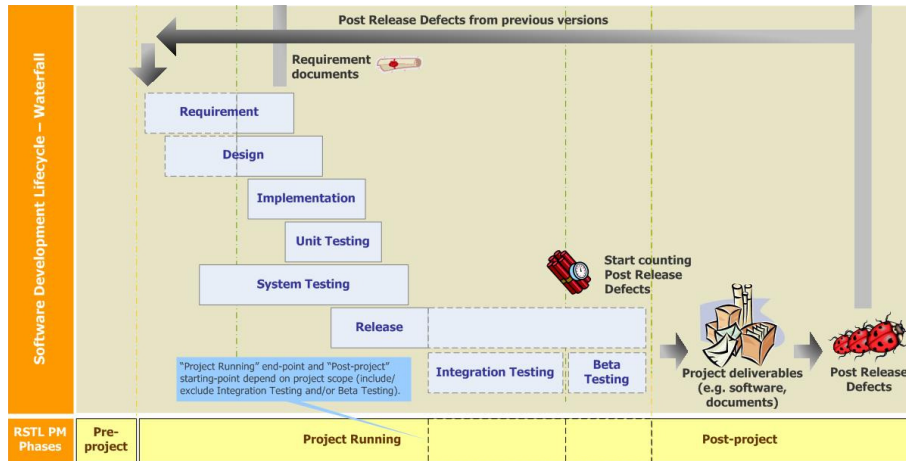
**Project Management** is the discipline of organizing and managing resources in such a way that these resources deliver all the work required to complete a project within defined scope, quality, time and cost constraints.



**Team members** : Do things right  
**Project Manager**: Do the right thing

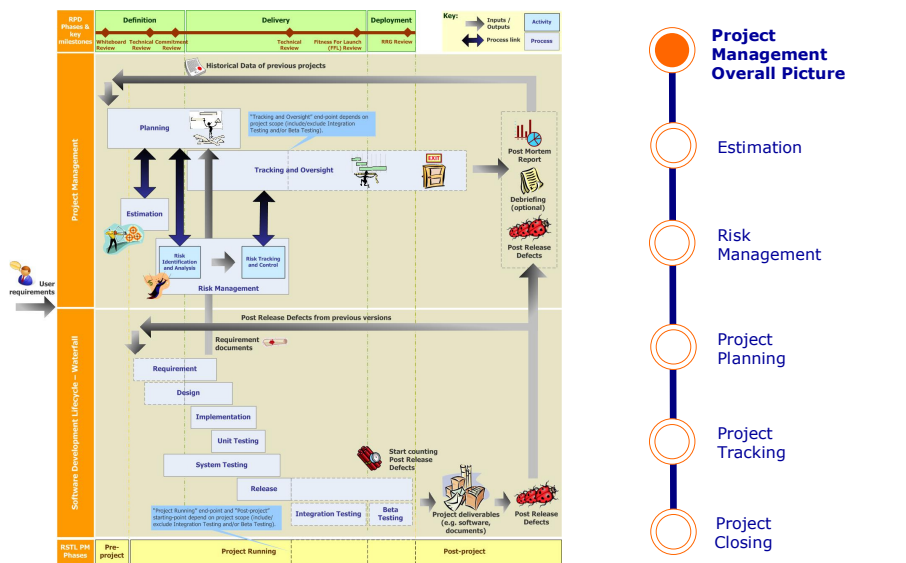


# Software Development Lifecycle



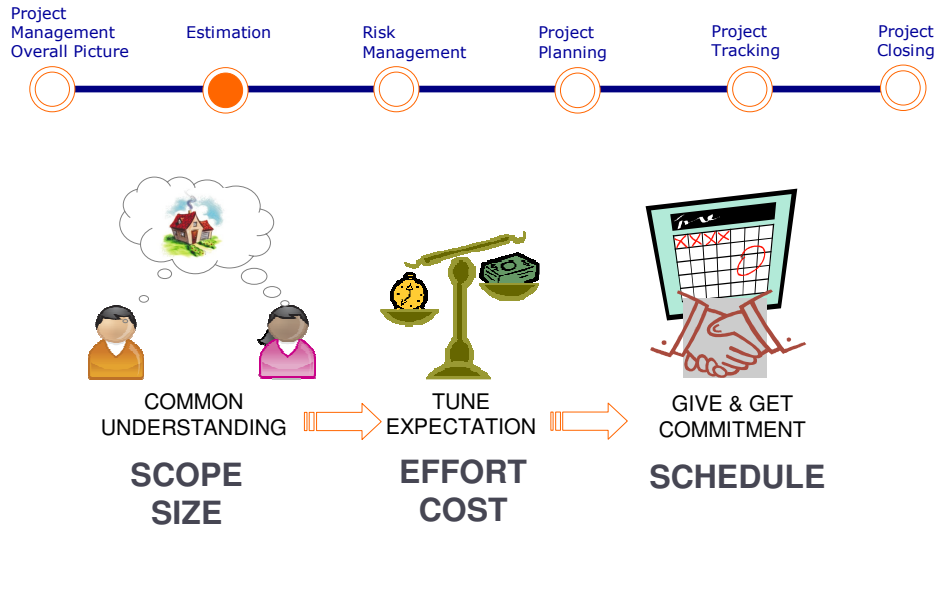
Reference: Thomson Reuters

# Roles of Project Manager

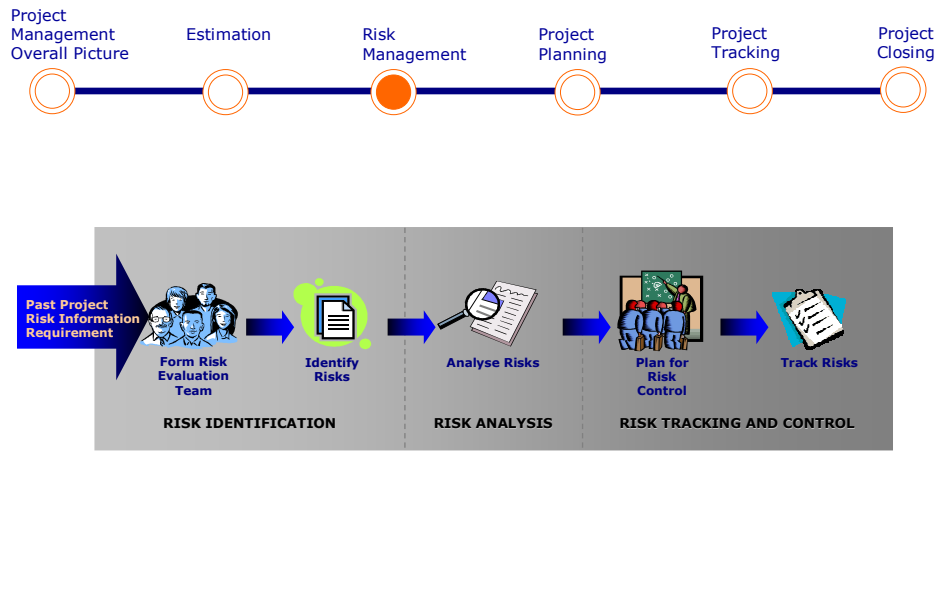


Reference: Thomson Reuters

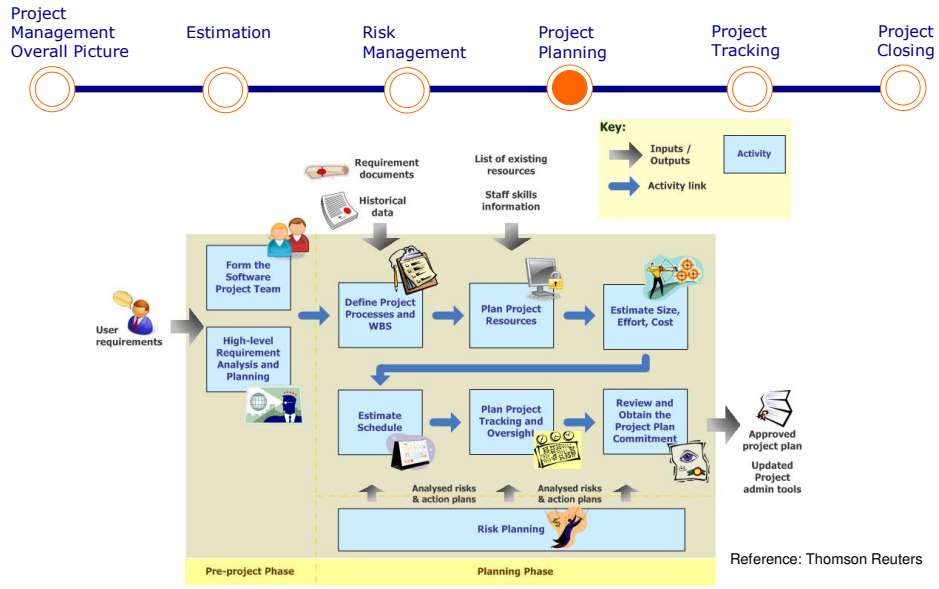
# Estimation



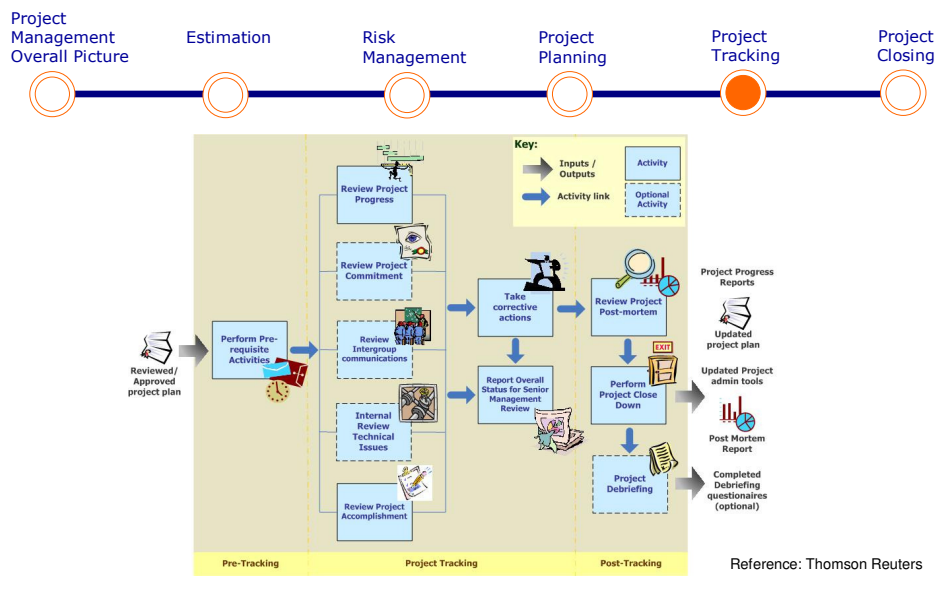
# Risk Management



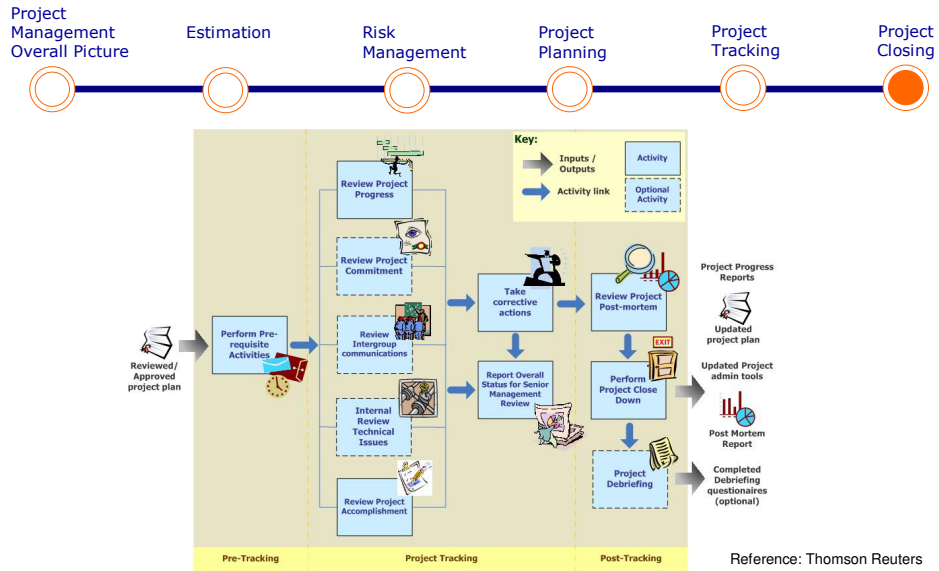
# Project Planning



# Project Tracking



# Project Closing



# Most Common Issues & Challenges

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www.offthemark.com



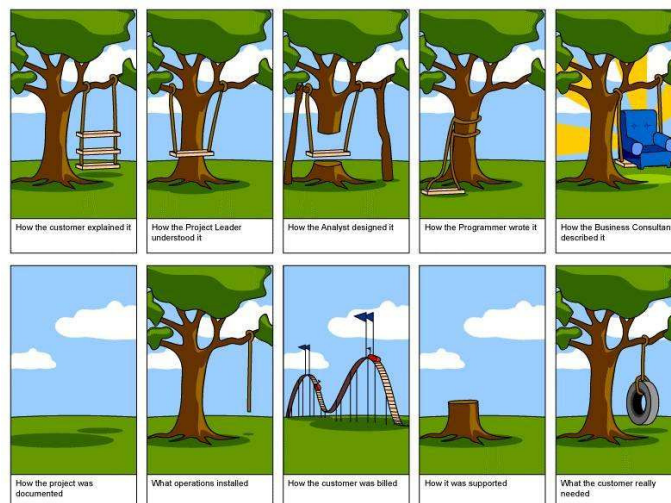
## 1. Unclear goals and objectives



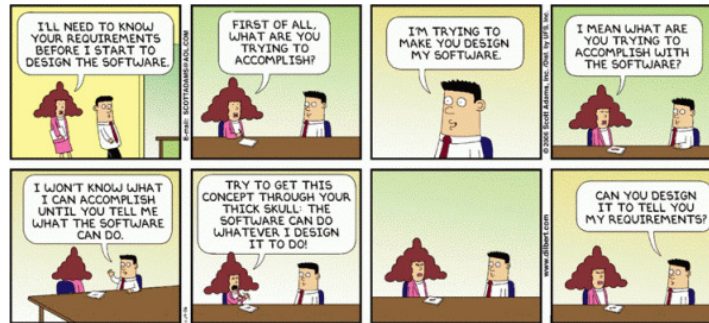
If your project is set up to deliver the "wrong thing," it may be considered a failure even if everything is delivered on time, within budget, and to the required quality.

Lack of alignment to project goals across stakeholders

## 2. Poor communication of objectives and targets across the team



### 3. Non-participative sponsors and stakeholders, or users



Working on a project that isn't high on a client's priority list can be frustrating. In some cases, the person responsible for communicating with you has little to no interest in your project. The completed product will have no direct effect on their job, they are hard to ask questions to, even harder to get answers from, and they provide minimal guidance.

### 4. Unofficial scope creep



Scope creep can happen now. All scope creep means is that project manager has the project scope to increase without analysing the impact on the triple constraint, and getting an approval.

Start scope management as soon as the ink dries on the charter!

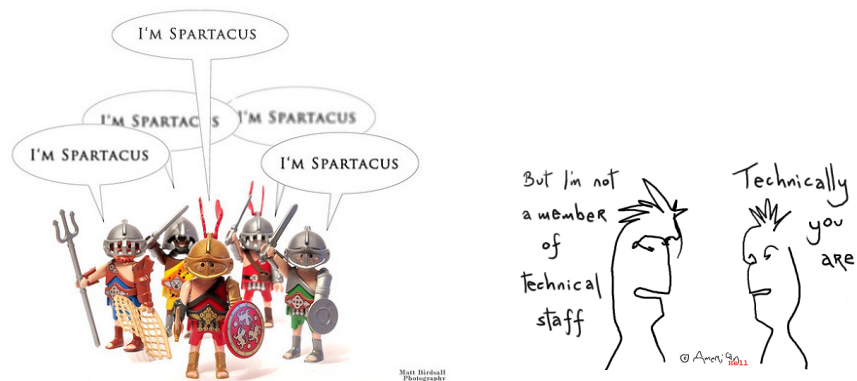
"I'm sorry. That's out of scope. Let's talk about how we can do that in Phase 2"

## 5. Lack of measures or information on project performance



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## 6. Unclear responsibilities across the project



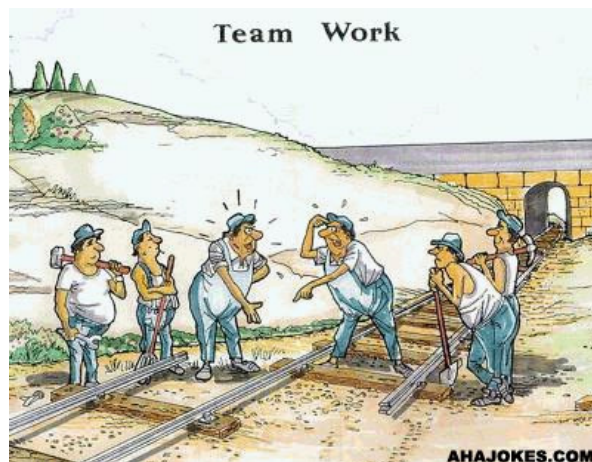
Duplication of effort = Waste of time and effort

## 7. Risk is not managed



Acknowledging risk and addressing it early will at least minimise expensive issues later.

## 9. Ineffective communication and teamworking



## 10. Unrealistic deadline/target



Targets are far too often based on desire or a vague sense of what should be achievable, rather than driven by calculated business needs.

## **Panel Discussion** PM Soft Skills & Techniques

## Panelists Introduction

- **Ho Kit Robert Ong** – Director of Global Development  
No Magic Asia Co., Ltd.
- **Punnee Chariyanuntakul** – Senior Delivery Manager  
IBM (Thailand) Co., Ltd.
- **Sinaporn Subvisai** – Agile Evangelist  
Proteus Technologies Co., Ltd.
- **Pipit Jariyavattanavijit** – Assistant Vice President  
Total Access Communication Co.,Ltd. DTAC