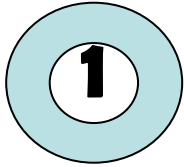


Super Bowl Tips for Project Teams

By Jennifer Katus, PMP



Successful projects and Super Bowl teams have a lot in common. As you watch the big game this weekend, check out these seven practices that Super Bowl teams do really well. Who will win the game? Our money is on the team that does these seven the best.



An Eye on the End Zone

Imagine Peyton Manning trying to score a touchdown if he can't see the end zone. On the football field, players work together to clear a path towards a touchdown. A clearly defined and marked goal is imperative for their success. A project charter should make the ultimate goal as clear as goal posts.



An Adaptive Quarterback & Playbook

Quarterbacks take direction from their coaches and coordinate their teammates' maneuvers on the field based on their playbook. But they also make decisions on the fly to keep their team on course. Project managers – sound familiar? A well-crafted plan is most easily implemented by an adaptive leader and team.



A Cohesive Team with Clear Roles

Run, kick, tackle, block, catch. Offense, defense. Each Super Bowl player has a clearly defined role and responsibilities. On the field these roles compliment each other. On projects, clearly defined Project Roles help a team to work cohesively.



Well Utilized Quarters & Time-Outs

Super Bowl teams use quarters and time-outs as checkpoints to assess and adjust their strategies in response to challenges on the field. Teams that use checkpoints to adapt to field conditions typically excel. On projects, Project Checkpoints (aka time-outs) can ensure all aspects of the effort are still focused on the end goal.



Monitoring Scoreboard & Stats

In football, the Scoreboard and Stats deliver an instant and factual message on the performance of the players and the team. Commentators constantly monitor performance and provide feedback. Winning project teams constantly monitor performance too, with an eye on SMART (specific, measurable, attainable, realistic, and timely) goals.



A Winning Spirit

Pom poms, Terrible Towels, Cheese heads. Super Bowl teams and fans are notorious for using tools to rally team spirit. Some may call them cheesy...but they are definitely effective. The images and associations they conjure are evidence. Although waving a foam #1 finger at your next status meeting may be too exuberant, project managers do need to build a team identity and cultivate a winning spirit.



An Eye on the Prize

Super Bowl rings and trophies preserve the memory of the victory for the team that wins. On projects, awards can be used as a motivational tool to help create and sustain momentum. Or as a reward to recognize achievement. They also help to inspire newcomers to join and support the team.

Need help with gifts to cheer your team on? We carry a full line of incentive and reward gifts – too many to feature them all on our website and in our catalogs. Contact us for unique ideas and quotes.