

SD5953

Successful Project Management

Giving a Project Presentation

School of Design

The Polytechnic University of Hong Kong

IMPORTANT

Please sit with the members
of your final group project

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Giving a Project Presentation

**Improving Ideas by
Exposing them to Scrutiny in a
Friendly, Structured & Constructive Environment**

Why Do We Give Presentations?

There are many important reasons why we formally present our ideas to other people in public. Here are just a few:

- It forces us to concentrate on and focus our concept(s)
- It prevents procrastination by giving us a deadline
- It helps to us to structure what we desire to do
- It gives us valuable exposure and momentum
- It solicits advice and assistance from others
- It provides a valuable chance to practice

Presentation – Pick a Target

Be sure to declare who the intended **target** of your presentation is so the audience can approach it with the “right frame of mind”. Some popular targets are:

- A Government Department Representative
- A Venture Capital Company Investor
- An Academic Board or Committee
- A Social Group or Club
- A Supervisor

Pick any authority you want – just be sure to **declare** them

Presentation – General Format A

Your presentation should be about TEN (10) to TWELVE (12) minutes long, and it needs to cover these information clusters:

Qualitative: Talk about “the problem” that your project solves. Talk about how it makes you feel. Talk about why it exists. Talk about its impact on us? Tell us what you propose to do about it. Explain why the time to do this project is now.

Quantitative: Talk about specifics of “the problem” and also your solution to it. Use highly structured information, models, numbers and other type of measurable and visual data.

Presentation – General Format B

Additional & Supporting: Provide any information that further supports your proposal. Showcase and demonstrate any already existing work or partial solution(s).

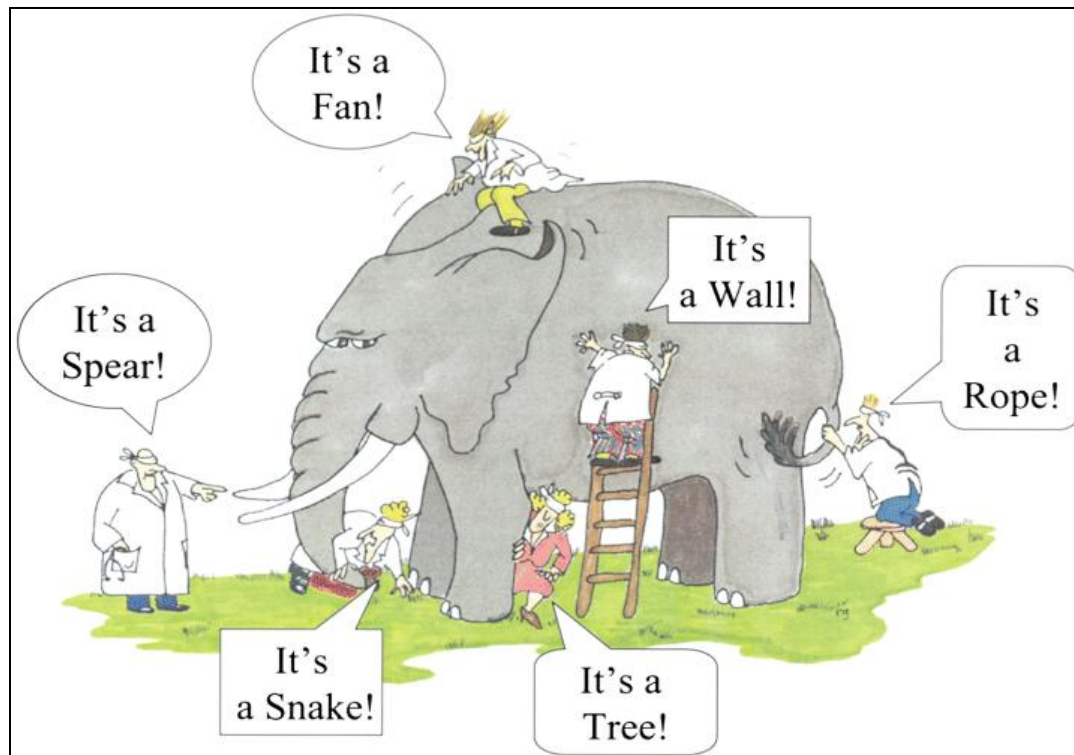
Summary & Conclusion: Tie everything together to generate a feeling of confidence in the viewer toward your proposed outcome and that your deliverable can achieve it.

Solicitation: Issue a sincere appeal for assistance from your audience to enable you to complete the project.

Example Presentation

Example Research Project Proposal

Sustainable Cultures of Creativity & Innovation



Example Research Grant Proposal

Intended Audience

- The intended audience(s) of this presentation are:
 - A Government Official (to obtain a research budget)
 - A Local University (to find an institutional host)
 - A Department (to construct a peer panel)
 - A Supervisor (to recruit a good mentor)

Overview

- **Theme:** Why do institutions “do” creativity so badly?
- **Concept:** Are there verifiable factors that institutions now deploy, consciously or not, to support (or suppress) creativity?
- **Implementation:** Study examples of successful and failing “creative” institutions to see what is working and what isn’t.
- **Manifestation:** Publish validated factors. Assemble idealized archetypes. Author guidebook. Create support and educational ecosystem to enable institutions to “do” creativity better.

Project Plan – Phases

This project is designed to unfold according to the four step creative process as defined by Graham Wallace in his 1926 book ***The Art of Thought***:

1. Preparation
2. Incubation
3. Illumination
4. Verification / Revision

Project Plan - Preparation

Stage: 1

Duration: 2 months

Description: The Project will synchronize with the current “state of the art”. Extensive study of the existing literature will be performed. Review. Discussion.

Deliverable: A focused, viable research question which can be feasibly completed within the project timeframe.

Project Plan - Incubation

Stage: 2

Duration: 3 months

Description: This phase is primarily composed of synthesis, integration, contemplation and conversation with qualified colleagues / experts around the world.

Deliverable: An insight that merits further investigation within the theme of the overall project mandate.

Project Plan - Illumination

Stage: 3

Duration: 4 months

Description: In this phase, the Project actively undertakes the investigation of a specific research question. Intensive data generation and collaboration occur.

Deliverable: An academically valid investigation of the research question with an aim to produce new knowledge.

Project Plan – Verification / Revision

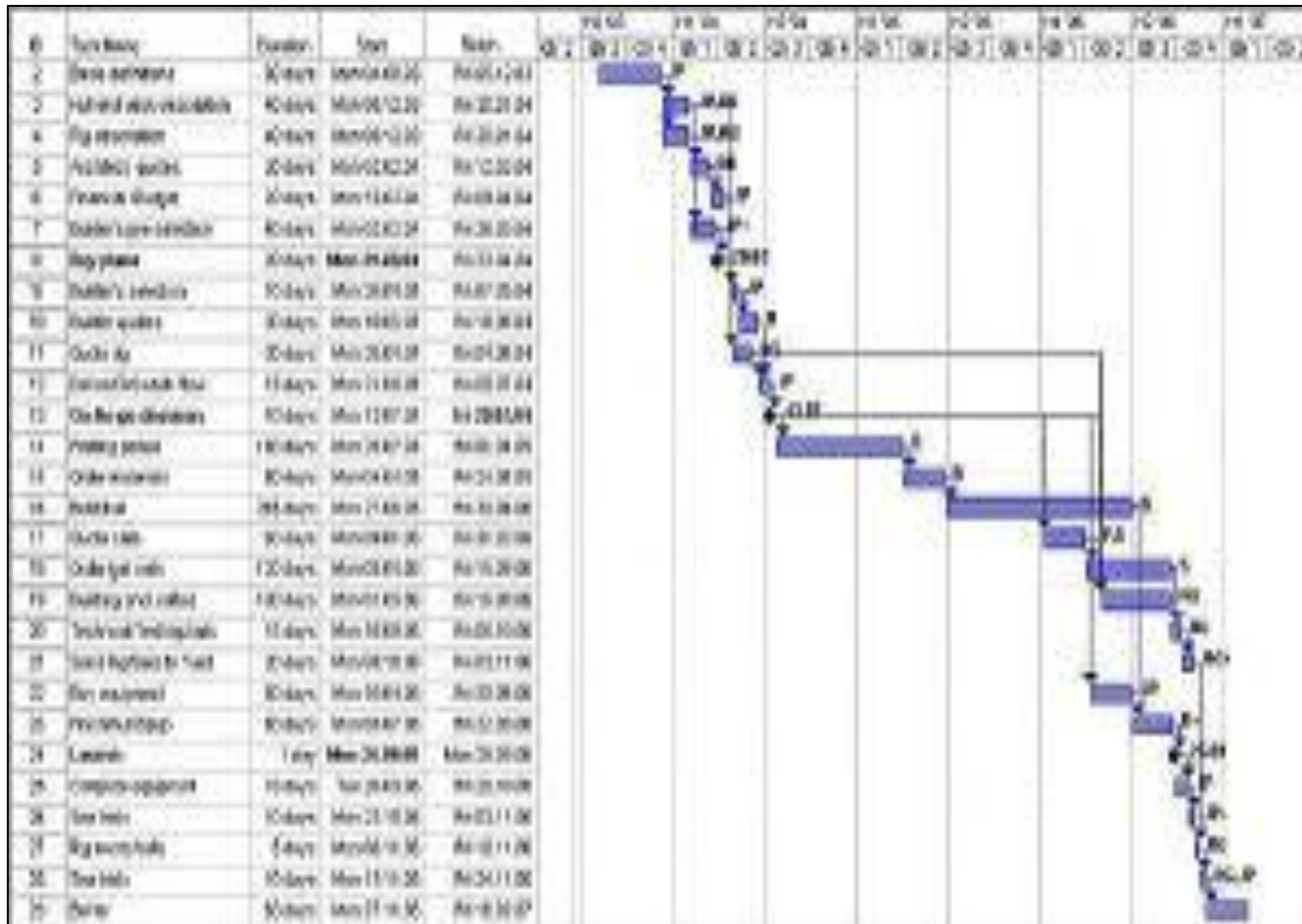
Stage: 4

Duration: 3 months

Description: In this phase, the Project enlists the assistance of experts in the field to corroborate findings and also support the publication of the new insights.

Deliverable: A published work that presents the new, validated insights in a way that is acceptable to academia.

Project Plan – GANTT Chart (draft)



Existing Assets

The following assets are already in place:

- A **60+ page DRAFT Research Proposal** has been written
- **20+ international academics** are advising this project
- **100+ research targets** have already been identified

- A potential **University** has already been identified
- A potential **Department** has been contacted
- A potential **Supervisor** has been found

Required Inputs & Expected Outputs

- INPUT: A project **Duration** of 1 year
- INPUT: A project **Budget** of about HKD1M
- INPUT: A project **Subject Group** of 100+ Institutions
- INPUT: A project **Project Staffing** of around 3 people

- OUTPUT: **Four (4) Tangible Deliverables** comprised of:
 1. A 100-page book featuring a validated theory
 2. A roster of understandable, feasible archetypes
 3. A comprehensive, accessible educational program
 4. An ecosystem of educators, facilitators and experts

Conclusion and Summary

This Project is designed to provide a double benefit to society:

- (1) Institutions will receive a validated methodology and support to implement “creativity-friendly” workplaces. This will enable them to generate and capture more creativity than their (currently) inadequate creative strategies do now.
- (2) Staff will be enabled to release their creative urges in a sustainable and structured way. This will improve their quality of life and reduce frustration. It will also enhance the career prospects of workers whose creative talents would have otherwise been ignored.

Call for Support

If anyone viewing this presentation is in a position to offer assistance to propel this project forward, I would be very happy to hear from you! I am looking for the following input:

- Feedback & Input
- Constructive Criticism
- Related Research Findings
- Relevant Contacts or Experience
- Any other means of furthering this project

Please contact me at **polyusd5953@gmail.com**

Questions?



Thank You