

# Key Strategies & Insights for Project Success

Thoughts, concepts, and ideas for project leaders and professionals

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## Purpose Statement

We all know the strategy for working a jigsaw puzzle. After dumping out the pieces and turning them face up, you find and assemble the corners and edge pieces. Next, separate the pieces into groups of like colors. With patience, determination, and a keen eye for matching shapes, soon the puzzle takes shape.



So what is the most important piece? Is it the first corner, one of the edge pieces, maybe the last one? Actually it's none of these; it's the box. The image on the box provides a clear picture of the goal. Just how important is it to have this clear picture of the goal? Next time try working a puzzle without the image on the box.

**A CLEAR VISION:** Unfortunately many projects are undertaken without a clear vision of the end goal. Like trying to work a puzzle without knowing what the end result will look like, the process can be more difficult than it needs to be. Enter the purpose statement.

**THE BASICS:** As we all know, a purpose statement is a written document that describes the primary reason for the project. Ideally it should establish certain project criteria such as benefits, limitation, and overall goals and objectives. A well-crafted purpose statement becomes the North Star providing clarity and focus to the efforts of the project team.

There are simple and effective ways to develop a purpose statement. Regardless of the approach or methodology used, the key is to develop one through a process that involves key project leaders and decision makers and results in a statement that is commonly shared and agreed upon. The goal is "Clarity of Purpose."



**KEY STRATEGY:** On your next project, develop a *written* purpose statement. Share it with your project team. It is worth the investment of time and effort and will pay dividends by helping to communicate the clear vision for the project. It will help keep planning, design and construction efforts on target - the right target.

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