

Project Management for social creative entrepreneurs and cultural organisations

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What is Project Management

Project management is the intricate process of *planning*, *organising* and *managing resources* to achieve *specific goals* within defined timeframes and budgets. It's both an **ART**, requiring creative problem-solving, and a **SCIENCE**, demanding systematic approaches and precise execution.

Most people engage in *project management* in their daily lives without even realizing it. Whether it's *planning* a birthday party, *organizing* a wedding, *coordinating* a family vacation, or simply *putting together* a dinner party, these everyday activities involve the same core principles: setting goals, managing timelines, coordinating resources, and bringing people together to achieve a specific outcome.

Why is Project Management Important

Effective project management is the backbone of successful execution in any endeavour. It provides a structured approach that enables teams to navigate complexities, meet objectives, and deliver results consistently.

It helps teams coordinate complex tasks and meet deadlines efficiently, ensuring that every piece of the puzzle fits together seamlessly.

It prevents chaos by centralising plans, communication, and resources, offering a single source of truth for all project-related information.

(Purdue University, 2025)

Benefits of Project Management

Increased Productivity

Clear task assignments and rigorous progress tracking ensure that teams are always focused on high-priority items, driving efficiency and output.

Optimised Resource Use

Strategic allocation of resources prevents both shortages and overwork, ensuring that talent and materials are utilised effectively across all project phases.

Improved Communication & Collaboration

Enhanced communication channels and collaborative platforms drastically reduce errors, misunderstandings, and rework, fostering a cohesive team environment.

(Martins, 2024)

Benefits of Project Management

Better Risk Management

- Proactive identification and mitigation strategies help anticipate potential problems, minimise disruptions, and keep projects on track despite unforeseen challenges.

Transparency & Accountability

- Clear roles, responsibilities, and visible progress foster a culture of accountability, keeping teams motivated and aligned towards shared objectives.

(Martins, 2024)

The Project Management Lifecycle: 5 Phases



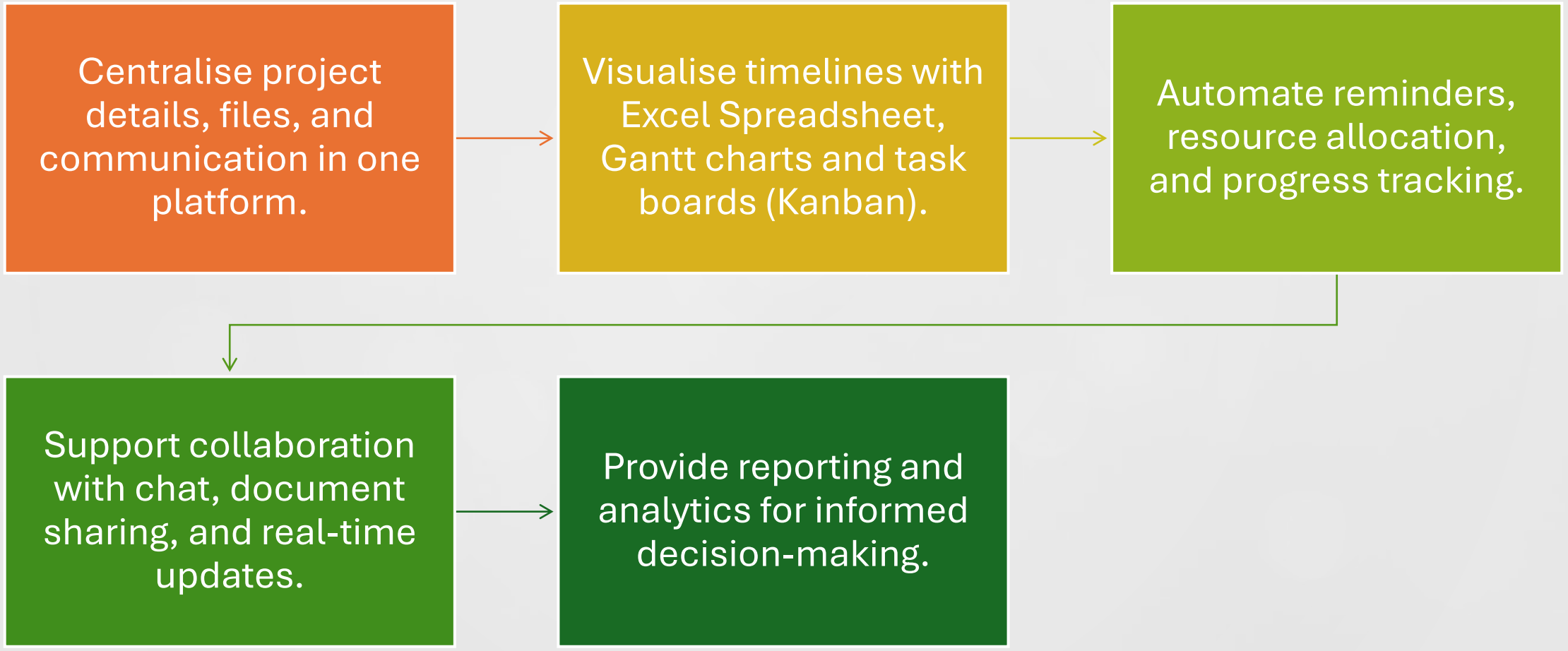
(Atlassian)



Project Management Tools

What they Do

Project Management Tools: what they do?



It’s all in the preparation!

Why is this project important?

What’s the problem you are trying to solve?

What are you expecting the project to achieve? What do you see as the high-level objective?

Have the project’s requirements been documented yet? If so, where? By whom?

What’s the solution that has been agreed upon, if any? What analysis was done about the proposed solutions?

What are the project’s success criteria?

How does this project tie back to your organisations’ strategy?

How is this project going to be funded? Have all the funds already been secured?

What are the constraints?

What is most important: time, cost or capacity? Or would you rank something else as the defining measure?

Who benefits from the project?

Who are the other stakeholders?

What is in scope?

What is deliberately out of scope and why?

What internal and external dependencies should we be aware of?

Have you done this sort of project before? If so, who can I talk to in order to learn about their experiences?

What risks are you aware of already? How risky do you think these risks are?

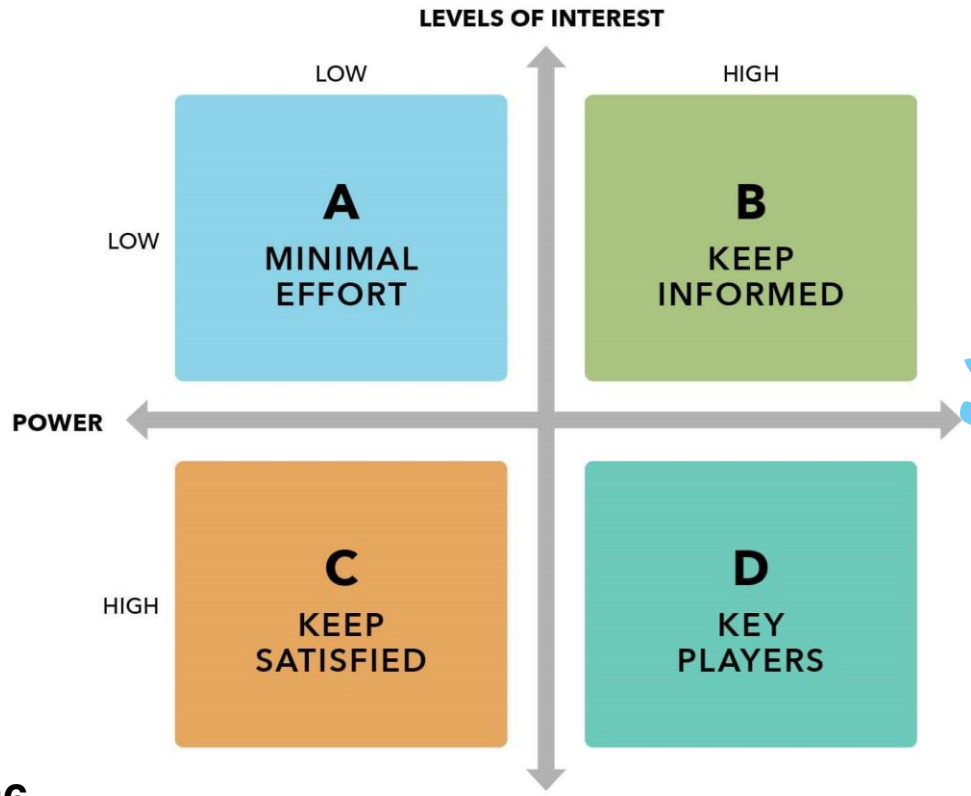
Let’s write some SMART goals

- Specific, Measurable, Achievable, Relevant, and Time-Bound.
- An example of a SMART-goal statement might look like this:
  - *Our goal is to [quantifiable objective] by [timeframe or deadline]. [Key players or teams] will accomplish this goal by [what steps you’ll take to achieve the goal]. Accomplishing this goal will [result or benefit]*
- Work on a smart goal for a project you are working on:

Specific	What needs to be accomplished? Who’s responsible for it? What steps need to be taken to achieve it?
Measurable	Incorporate measurable, trackable benchmarks.
Achievable	Goals should be realistic – not just wishful thinking. Is your objective something you or your organisation can reasonably accomplish?
Relevant	Here you can think about the big picture. **Why** are you setting the goal that you’re setting?
Time Bound	What’s your time horizon? When will your or your organisation start creating and implementing the tasks they’ve identified? When will they finish?

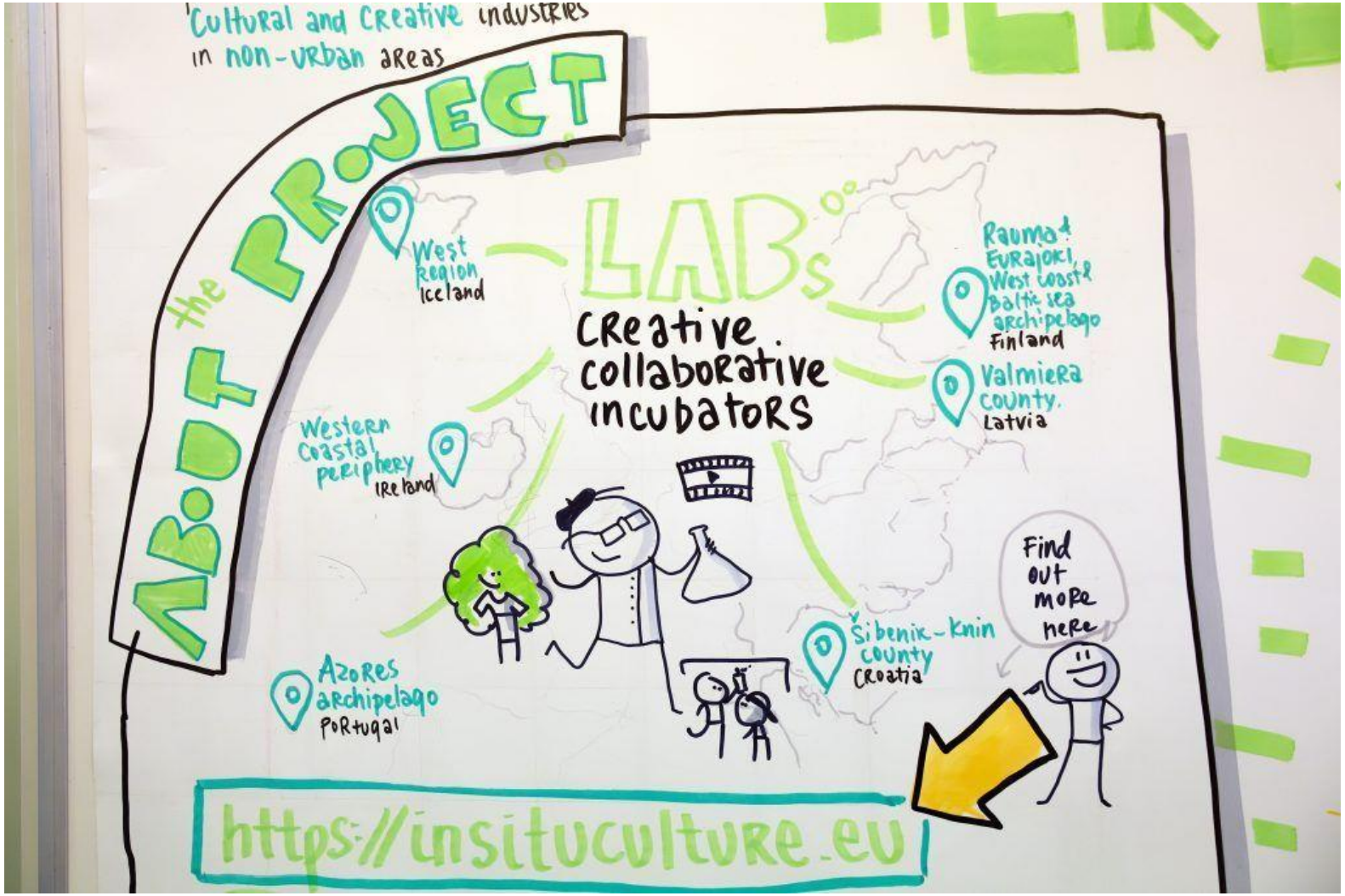
Map your Collaborators

List partners: artists, resource people, community, organisations, institutions.



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Business Models for social creative entrepreneurs



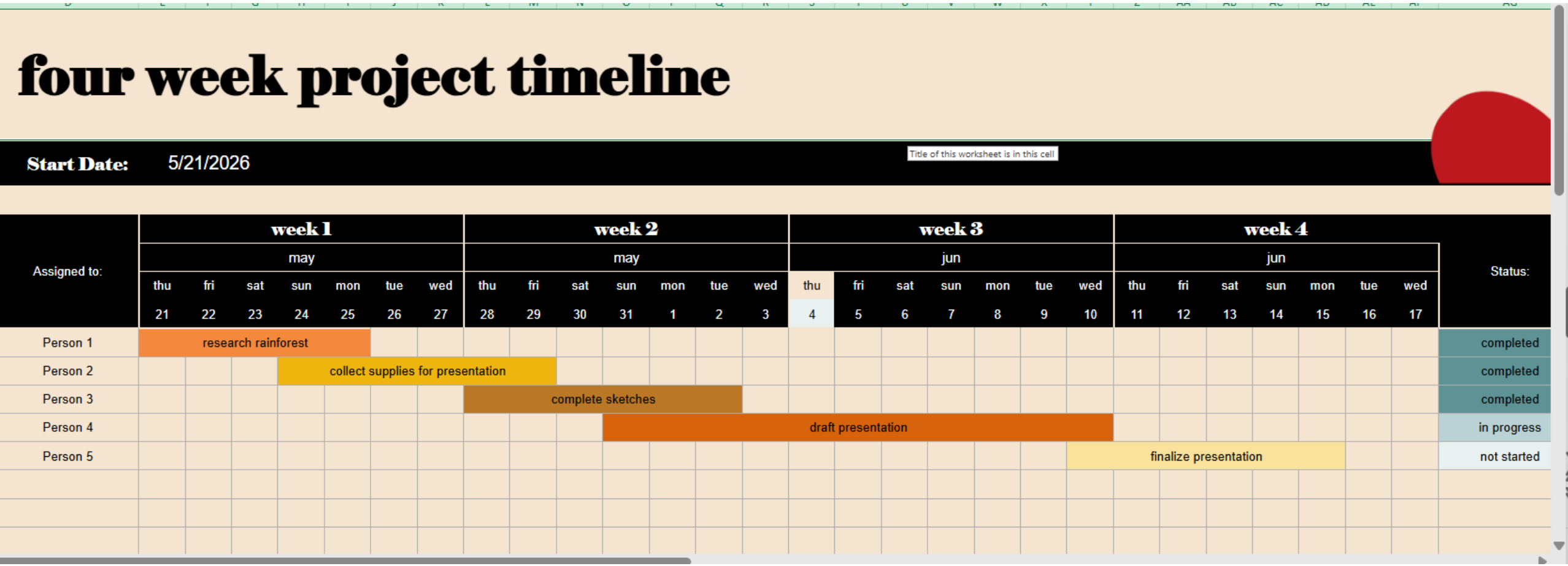
https://www.youtube.com/watch?v=I0kZkU4Rhw&feature=youtu.be

Blended models



EXCEL is a good start

- https://excel.cloud.microsoft/open/onedrive/?docId=968A74E280F9A229%21saf6a0c33474342978d6c86e22dc47e5e&driveId=968A74E280F9A229&wdlcid=1033



four week project timeline

Start Date: 5/21/2026

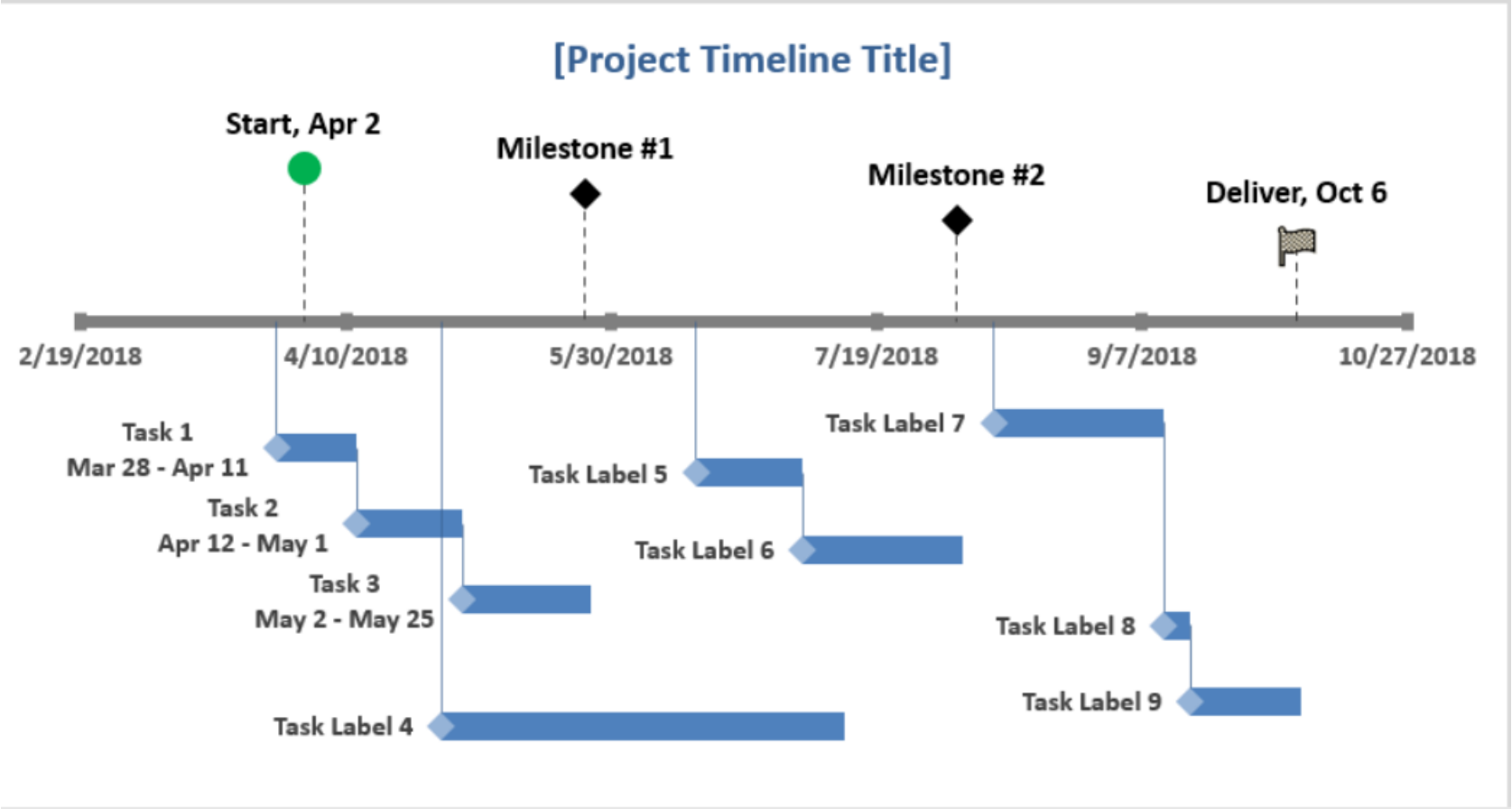
Title of this worksheet is in this cell

Assigned to:	week 1							week 2							week 3							week 4							Status:
	may							may							jun							jun							
	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	
	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
Person 1	research rainforest																												completed
Person 2				collect supplies for presentation																									completed
Person 3								complete sketches																					completed
Person 4											draft presentation																		in progress
Person 5																					finalize presentation								not started

Your Project in Excel format

Task	Assigned to	Start Date	End Date	Indicate milestones
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				

Using Excel to track your tasks against milestones



https://excel.cloud.microsoft/open/onedrive/?docId=968A74E280F9A229%21s80d4b33429f74e2ca6fe33c31e557af8&driveId=968A74E280F9A229&wdlcid=1033

Let’s work on our projects or creative businesses

1. What is it you need to achieve your goals?
2. Why do you want to do this?
3. How many people will be involved?
4. Who else will you work with?
5. By when do you need to achieve this?
6. What resources will you need? (all resources – people, money, materials, equipment, places)
7. Do any tasks need to be completed before another one can begin?
8. Are there any milestones you need to achieve along the way? (ones that you set and ones required by others)
9. How will you measure the results of your project? (who will measure? Internal or external?)

Always important to stay ahead by learning from others!

CONSIDER Better Practices and New Trends

- Digitisation and e-commerce
- Sustainability and eco-innovation
- Sharing genuine local stories
- Remote work and talent attraction
- Participatory initiatives

TIPS

- Use local strengths
- Diversity funding
- Use digital tech mindfully
- Collaborate with stakeholders
- Stay flexible