

# Project Management Should Motivate, Inspire, Share

by Marie Robinson



When I hear the words “project management,” I immediately think of leadership, time management strengths, interpersonal skills. These are

the talents that I believe every good project manager should have. And yet, say the words “project manager” to someone in the business world, and you are likely to receive a much different set of words.

“Stumbling blocks to progress” is one phrase I heard recently when I asked a friend what he felt was synonymous with “project management.” Another common complaint criticizes project managers who are keen to *direct* a project, but not truly *lead* it. That’s a very important distinction.

Clearly, project management is not just about setting deadlines and assigning tasks. It’s about motivating your teammates to shine. A successful project manager is one who can stand back and allow—no, *encourage*—others to lead. Even better is if the project manager takes the time to acknowledge the particular talents and interests of each team member, and encourages them to let those talents shine. John is good at public speaking? Great, let him be the lead presenter at the client meeting. Jennifer is good with words? Wonderful. Let her choose what parts of the report she would like to write. Chances are she will volunteer to write all of it, because she is excited to have the chance to show what she can do.

It sounds simple, really: Let people do what they do best. But how often have you encountered the lead person on a project who just has to do everything personally?

Or the person who has the team do all of the heavy lifting, while taking all the credit?

When your team looks good, so do you. Learn to manage the reality of that.

*Marie Robinson is direct mail copywriter turned Outreach Instructor at the Maryland Zoo in Baltimore. This is her last column for Marketing AdVents after four years. You can reach her at precisewords@yahoo.com.*

*[Editor’s note: Marie Robinson began writing her column for AdVents in May 2004 when she headed up the copywriting function at CDR Fundraising Group. Marie continued to write for AdVents even when she left CDR to return for her Doctorate in English. Marie has never missed a deadline, never failed to inspire, never missed the mark in relating*

*copywriting to AdVents’s larger theme. Marie is a true professional and a delight to work with. We will miss her insights and her skills. Thank you, Marie, for all you have contributed over the years.]*

## What Sort of Manager Are You?

Franchise Architects, a consulting company that helps match prospective franchise owners to the right company, says small business owners have one of four predominant management styles: accomplishees, influencers, associators, and contributors. The most preferred type to run a small business? The Influencer/Accomplisher—somebody who can make presentations and build a referral network, while also multi-tasking. By contrast, the contributor-associator can work in small networks and attend to detail well, so he/she might make a good employee, but not a good business owner.

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