

Project Management Report from Milan



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INTRODUCTION

The world of projects, as well as many other disciplines, has moved its focus from a hard approach to a soft approach, from traditional methodologies to new methodologies.

Even if this trend was quite consolidated, but never as recently there has been a so strong focus on these aspects, with such a large number of events and initiatives to reinforce its importance.

As evidence of this in the first months of 2014 there were numerous events that involved the professionals from the industry.

In particular, we make reference to the event "Collaboration in Virtual Teams" organized by IPMA Italy, as well as the one on "Culture, Skills, Organization," up to the application of new methodologies, such as "Agile for Innovation"

In this month's report we will give a broad overview of the events mentioned and other initiatives that have characterized the Italian project management in the first quarter of the year.

IPMA Italy

As we have had the opportunity to explain in the introduction, the latest initiatives in Italy in the field of project management have focused on new topics.

Clear examples are the events organized by IPMA Italy since the beginning of the year.



There were three appointments that took place in accordance with this direction.

In late January, it has been proposed the event "*Collaboration in Virtual Team*", in which it was explained how the knowledge of new collaborative technologies and their effective use can cancel geographical barriers and reduce project costs. From a detailed analysis aimed at understanding the dynamics of the working groups within the existing physical and virtual, have been introduced behavioral skills that contribute to the success of a team, through examples, lessons learned and best practices, methodologies and solutions implemented by some companies for the management of geographically located work teams. Finally, the latest tools available on the market of software were presented.

In the same period in Rome was organized a seminar on "*Culture, Skills, Organization*". The objective of the event was to share ideas and experiences on the importance of the widespread use in businesses of project management in order to sustain growth and improvement, not only of individuals but of the entire organization.

One month later at the end of February was held the event "*Project Management in the 3rd Millennium - Innovation, tools, best practices*." The meeting dealt with the various aspects of project management, focusing primarily on innovations related to the impact of technology, new management methods and the complexity of the projects of the third millennium in different industries. Through technical aspects of the discipline, different witnesses described the best practices in the field of project management. To help participants in undertaking this journey in the present and future challenges of project management there were guests from different sectors in which the project management has established itself as a key discipline. They were also in-depth aspects of actual computer tools in support of project management in public and private spheres, both aspects related to the core competencies of the Project Manager.

Workshop Cycle 2014 by Young Crew Italy

By beginning of 2014 IPMA Young Crew Italy designed a series of workshops exclusively addressed to the internal members. The workshop cycle will touch various aspects of Project Management and has been organized jointly with the MIP School of Management of Politecnico di Milano.

The first of the five appointments, entitled "**Managing innovative projects in the service industry**", was held on March 22th and involved **Emilo Bellini, Vice Director Executive Education and Co-Director MaDe In Lab at MIP Politecnico di Milano**.

The workshop was also the opportunity to launch the "**Retail Service Innovation Award**", a business competition between groups involved in the development of ideas for new retail services consistent with the strategic approaches discussed through case studies presented (e.g. new technological solutions, new customer experience, new meanings).



The winning group will receive a scholarship from MIP for entry to the Master in Retail Service Innovation.

The workshop cycle will continue with the following appointments:

- May: negotiation techniques
- October: project management
- November: energy management
- December: supply chain & operation

Being Agile for Innovation

On March 14th Politecnico di Milano held the event "**Agile & Lean for Innovation – Boosting ICT Value**", organized with the support of Cefriel and Politecnico di Milano.

Nowadays the business conditions are getting more challenging day by day. The companies are witnessing a continuous increase in the level of complexity in the management of their initiatives,



especially when dealing with high-tech products. The uncertainty of the markets, the speed of development of technological innovation, increased the awareness of customers and all stakeholders. The instability of the requirements are just some of the key factors that contribute to increase the overall level of uncertainty of a planned initiative in this area. Within this frame it is essential to apply methods and tools to effectively address the complexity, analyzing and identifying the most appropriate strategies to handle, remove or reduce it.

The objective of the event was then to explore the potential of Agile practices within the context of ICT strongly innovation-oriented business environments.



All the interventions during the day were delivered by well-known experts from national and international level. For the first time in Italy, **Roman Pilcher**, a leading Agile Product Management and Scrum expert, opened the event with his keynote speech on “**Agile Product Planning – Vision, Strategy, Roadmap**”.

During the day three main parallel sessions were run. The first stream was addressed to people who wanted to approach the methodology, being involved with **Model Storming**, how to **Grow agile teams**, **Agile for Social & Digital Media**, **Agile Software Modeling for Increasing Productivity**.

The second stream dealt with workshops for people who wanted to try directly the tools: they had chance to participate to the exercise **From Vision to Product** and to the **Agile Board Game**. Finally a part of the event was dedicated to some startups that have witnessed how the use of agile techniques can contribute to the introduction of new successful products. The day was closed by one session on **Extreme Programming and Lean software engineering**.

The feedback from the event was very positive: many participants attended and had the chance to be in contact with concrete tools that they can apply in the short term directly on their specific business reality. The interactive sessions and the quality of the topics delivered had a strong influence on the success of the initiative.

Milano Fashion Week 2014



Between the 19th and 24th of February, Milan was the fashion capital, holding the **Fashion Week 2014**. Many shows and events organized by most important brands have animated the city for six days.

When it increases the excitement in the city, when beautiful models appear everywhere, and photo shoots take place at different corners, there's just one reason: the Fashion Week is imminent.

After the men's fashion week, at the end of February Milan was again the focus for the fashion world, hosting the Women's fashion week. The kermesse had six days of shows, a myriad of events that have made the city even more lively than usual.

This year, **the City of Milan** has launched a series of projects to engage even its citizens in this great event, placing in the focal points of the city big screens to get the people involved with live shows. Even the website of the Italian **National Chamber of Fashion**, one of the main organizers of the event, has streamed some of the major fashion shows.

The shows across the Fashion Week were 64 with more than 140 collections presented. All the main brands of Made in Italy participated: **Gucci, Fendi, Just Cavally, Prada, Moschino, Armani, Versace, Bottega Veneta.**

About the Author



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Luca Cavone is a Consultant at JMAC Europe, the Consulting firm of the Japan Management Association. He is mainly focused to support companies in Innovation Management and Product Development Projects typical of R&D and Marketing areas, with an interdisciplinary background of the business processes. In JMAC Luca follows also the study and development of project management methodologies based on the application of Lean Thinking approach. Before joining JMAC he worked several years in the Aerospace industry. Since 2009 Luca has been actively involved with the International Project Management Association (IPMA); at that time he was between the founders of the Young Crew Italy and was appointed as first chairman. In 2011 he left the position to join the Young Crew Management Board, where he's currently Head of Membership and Responsible for the Young Project Manager of the Year award. Since 2010 Luca is also a member of the Executive Board of IPMA Italy. Luca is an international correspondent for PM World in Italy; he can be contacted at luca.cavone@tiscali.it.

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