

Project Management Update from Argentina ¹



*By Adriana Cibelli
International Correspondent
Buenos Aires, Argentina*

Creativity in times of crisis

Being this is my first note, I would like to take a line with due thanks. First of all, I want to thank Mr. David Pells for having kindly accepted my collaboration in this publication. And also, to thank my friend, colleague and predecessor in this space, Cecilia Boggi, for having invited me to continue her impeccable work. I will do my best not to disappoint all that trust!!

This new reality of confinement and social isolation, in the current COVID-19 crisis, has challenged us all, and in all aspects of our lives.

I think that for all those people whose work is based on a team, the challenge has been even greater, facing them with the need of finding new ways to connect with each other that could supply direct, face-to-face relationships.

All of them were faced with the urgent need of being much more creative and innovative.

But many were absolutely disruptive and took the solutions one step further, surprising us all and delighting us with new ways of sharing, even at the distance.

As in any crisis, in this particular one of the Coronavirus, there are also opportunities and in this short time of confinement, I have seen many creative projects managed in such an effective way, that prompted me to count them in these reports, as proof that managing with proper practices can lead to wonderful results.

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This is the case of Alejandra Arbat, Innovation Leader of a company of the private sector in Argentina and nowadays also owner of the new venture called Bar OnLine, who along with her coworker, Franco Tirabasso (Innovation Catalyst of the same organization and now her partner in Bar OnLine), felt that they had to put together a relaxed activity to reconnect with their work team, since before the isolation they shared moments of talk and relaxation, but they could no longer do so.

Having that need as a starting point and under the premise that "creativity is generating ideas from things that already exist", they created an original experience.

They had as an essential condition that this team meeting could not be simply a video call and that it should allow them to recreate an experience similar to the one they had in their after offices every week. Once the need was raised, they began to generate ideas and the winner was to build an online bar that could provide, just like in real life, freedom to move in different groups, deal with various topics of conversation simultaneously, and have the possibility of leaving a talk and joining another without leaving the bar.

With tools they knew and had at their fingertips, they put together the prototype of an online bar to offer a different proposal.

This initial version of the virtual bar consisted of a space for access and welcome, from which everyone could go to any of the available rooms, according to the theme that was most attractive to them.

In one of the rooms you could chat about movies and series, in another you would share recipes (essential in this context), the other room was a place for pandemic catharsis and more rooms to play board games. All this added to a photo booth to share selfies and group photos, in order to keep track of the good time.

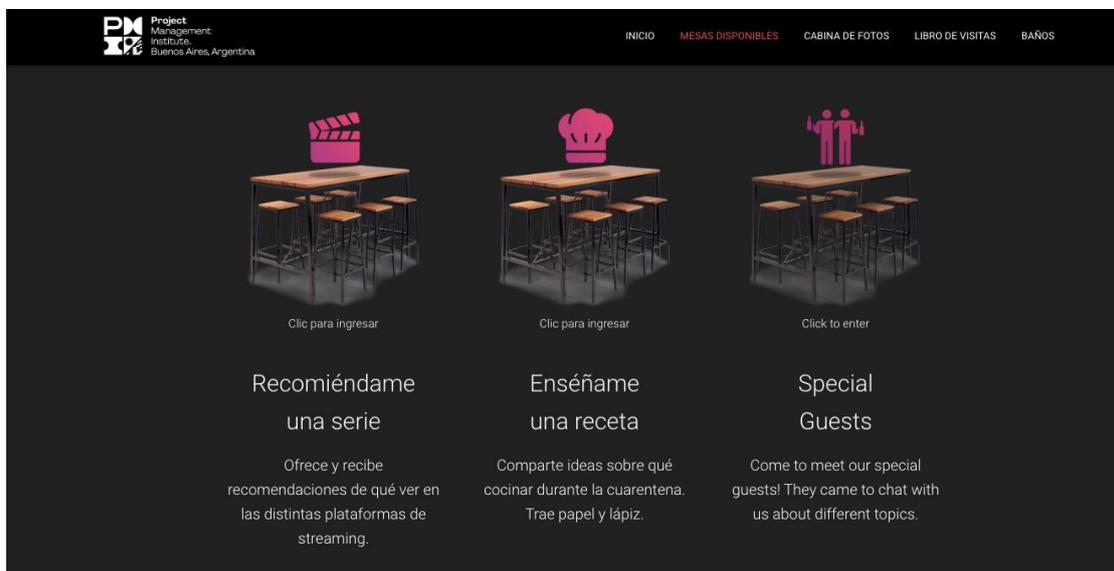
Once the prototype was completed, it was essential to have a test instance, for which the team was called to join a first meeting in the bar, with the rule that they should join with something to drink in hands.

The test turned out to be so good that other companies became aware of its existence and began consulting them to replicate it with their work teams.

After the success of the trial, the new partners realized that it was a valuable service for other organizations and that they could market it, thus creating the entrepreneurship.

This project was managed in an agile way, generating an initial version in a few iterations, which was quickly tested with the first team meeting and which gave them an idea of the attractions that most called people together, thus they progressed with the definition of the product, which continues to grow and develop. Currently, just two months later, they have incorporated a Guest Book so that each guest leaves his feedback to improve the proposal so that it can provide satisfaction to all who have access to said experience.

At PMI Buenos Aires Chapter, we have already enjoyed this interesting proposal to bring together our members and volunteers; It allowed us to laugh, play board games, share anecdotes, and meet new people in physical isolation times. And it proved to be a great experience!





It is an excellent case of a good idea, hand in hand with good management, put into practice at the right time, with the resources that were available and with a great focus on providing value to anyone who could experience it.

In my next report, I am going to tell you about a case of project management in the government sphere, within this current context of the pandemic.

I greet you from Buenos Aires, Argentina. Its an honor and great pleasure to share this space with all of you!

To learn more about Bar Online, visit <https://www.baronline.com.ar/>.

About the Author



Adriana Cibelli

Buenos Aires, Argentina



Adriana Cibelli, PMP is Director of activePMO, a Project Management and Leadership consulting services and training firm in Argentina.

Adriana has a degree in Electronic Engineering from Universidad de Buenos Aires, Argentina, and a post degree in Design of Intelligent Buildings, from the same university and has managed projects for more than 20 years. She is a professor and director of Project Management and Leadership programs in some important Universities of Argentina and an International speaker. Adriana holds the Project Management Professional (PMP®) credential, is certified as Scrum Master (CSM) from Scrum Alliance, PMO-CP from PMO Global Alliance, and an SDI Certified Facilitator from Personal Strengths©.

Mrs. Cibelli is member and volunteer of PMI, has been Professional Development VP of the Board of Directors of PMI Buenos Aires and is the former Governance & Policies VP in the same chapter. Elected President in 2019, Adriana will become President of the PMI Buenos Aires Chapter on January 1st, 2021. She is currently working as a coordinator for the C.A.P.A. committee with the goal of integrating efforts and sharing resources between Argentinian PMI Chapters.

Adriana serves as an international correspondent for the *PM World Journal* in Argentina since February 2020. She can be contacted at adriana@activepmo.com and www.activepmo.com.