

The Alpha Project

Managers

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**What the Top 2% Know That
Everyone Else Does Not**

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Project Management

The Alpha Study

The Alpha Study asked...

Who is doing it right?

WHO GETS IT?

- Identified through survey and interviews of 860 project managers
- Only top 2% of the field as ranked by team, customer, senior management, and qualifying interviews were grouped as Alphas
- Non-Alphas comprised remaining 98%

What the stakeholders told us

8 Dimensions

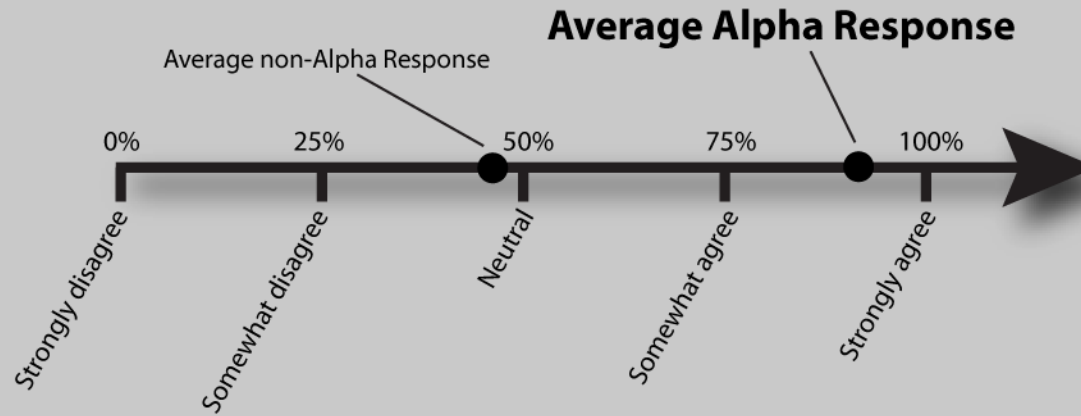
- Attitude and belief
- Communication
- Alignment
- Approach and organization
- Focus and prioritization
- Issue management
- Relationships and conflict
- Leadership

Let's look at 3 of these

Attitude and Belief

Who was Surveyed

- Project Managers
- Customers
- Senior Management
- Team Members



By the Numbers

Alpha average 89%

Non-Alphas average 47%

860 Responses

(18 Alphas)

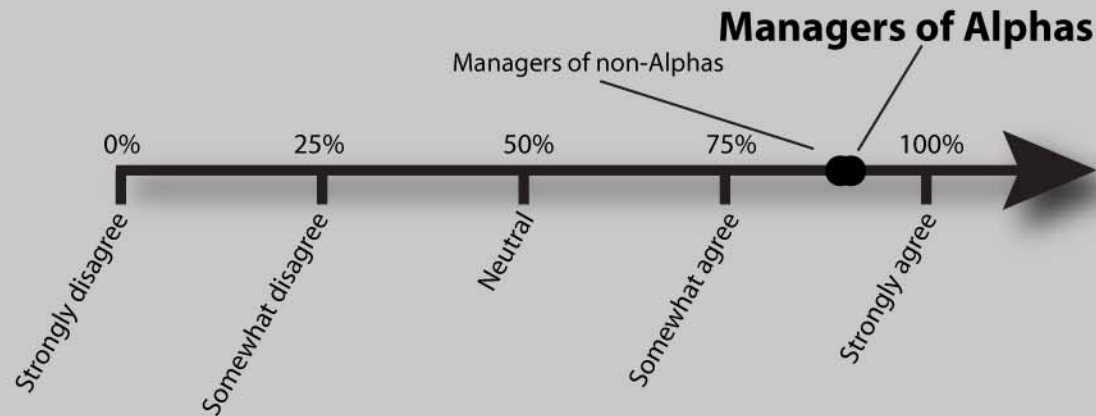
(842 non-Alphas)

Mark the degree with which you agree with the following statement:

"I have adequate authority to manage the projects for which I am responsible."

Who was Surveyed

- Project Managers
- Customers
- Senior Management
- Team Members



By the Numbers

Managers of Alphas 87%

Managers of Non-Alphas 86%

558 Responses

(18 Managers of Alphas)

(540 Managers of non-Alphas)

Mark the degree with which you agree with the following statement:

"This project manager has the necessary organizational authority to manage the project successfully."

“I have responsibility
but no authority!”

“No one is given
authority. You just have
to take it!”

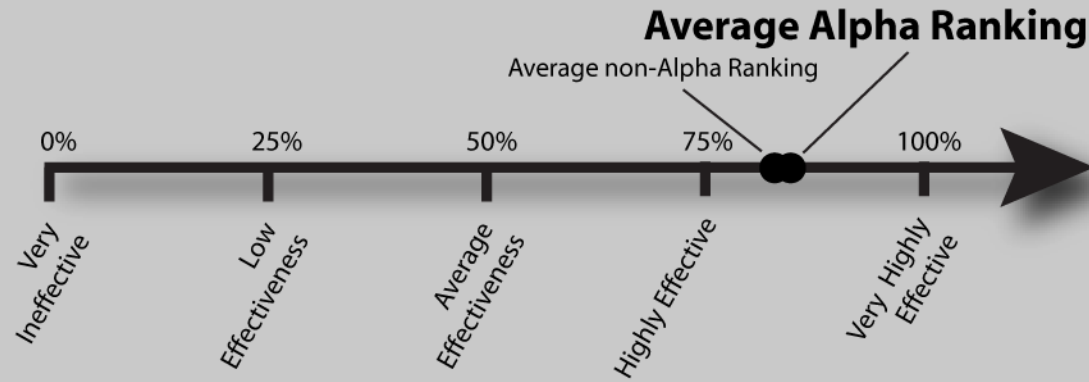
-Tom Peters

Communication

Alpha project managers do not
assume when it comes to
communication

Who was Surveyed

- Project Managers
- Customers
- Senior Management
- Team Members



By the Numbers

Alphas	84%
Non-Alphas	82%

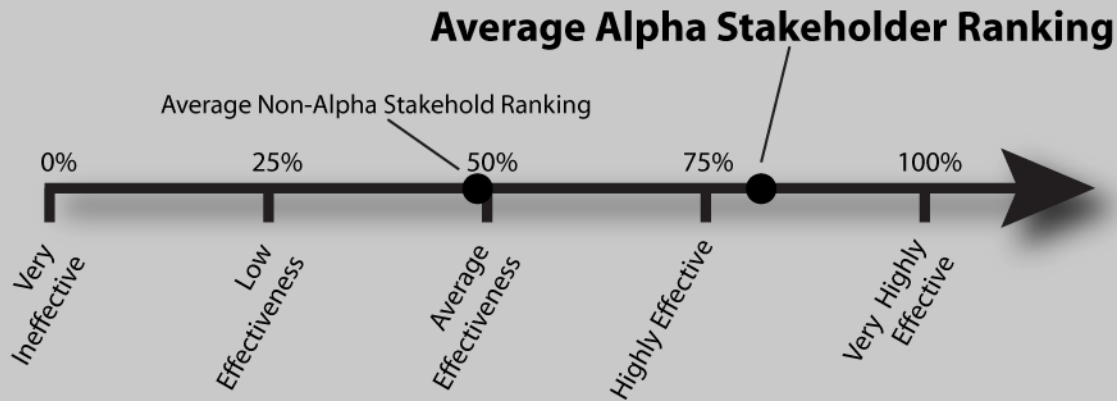
860 Responses

18 Alphas
842 Non-Alphas

“How would you rank your overall communication effectiveness?”

Who was Surveyed

- Project Managers
- Customers
- Senior Management
- Team Members



By the Numbers

Stakeholders of Alphas	80%
Stakeholders of Non-Alphas	49%

1103 Responses

30 Alpha Stakeholders
1073 Non-Alpha Stakeholders

“How would you rank this project manager’s overall communication effectiveness?”

How do they do this?

Alphas get to know their
audiences and communicate
appropriately.

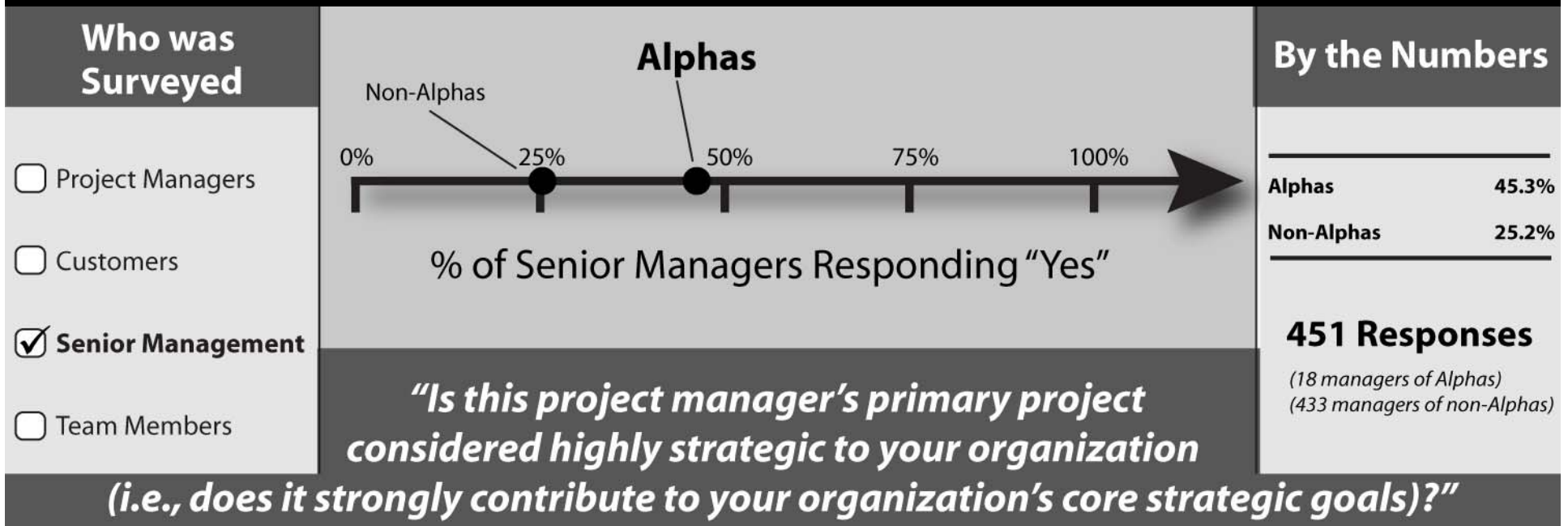
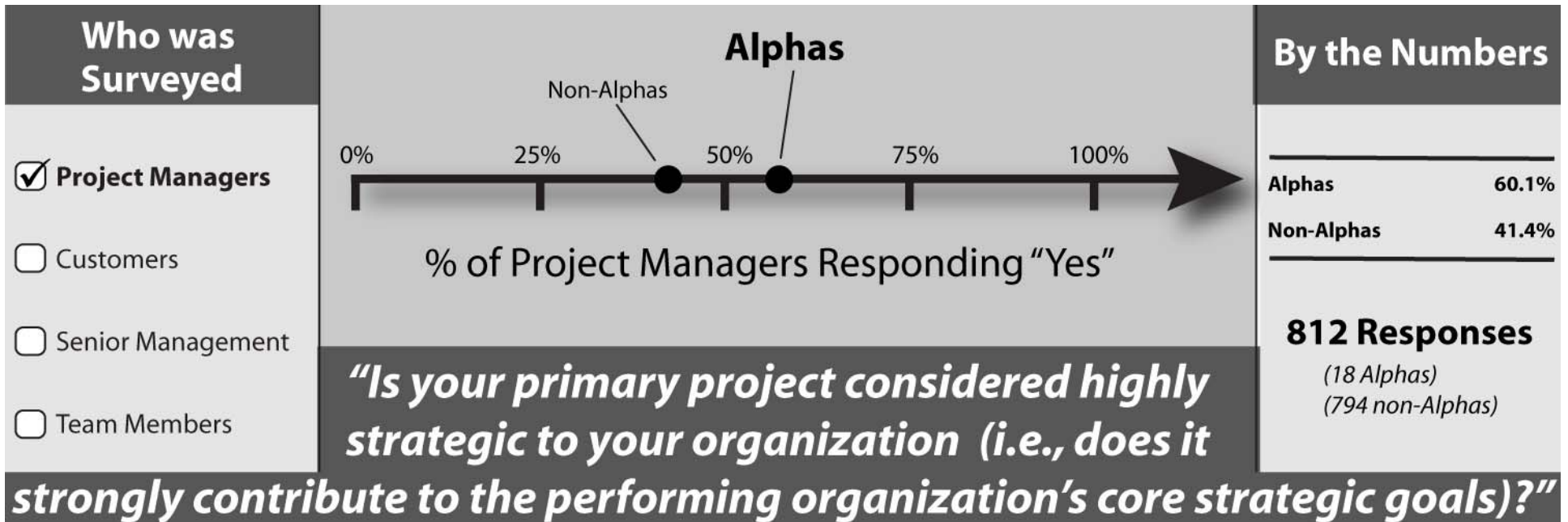
Alphas get to know their
audiences and communicate
appropriately.

“Until the product is in the
customer’s hands, communication
is my deliverable.”

Victor (Alpha)

Alignment

Alphas know how their project
aligns to their company's
strategy



70% of Alphas can articulate
their organization's stated
strategic goals when asked

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Only 20% of non-Alphas can do
the same

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Alphas know how their project
aligns and contributes to those
strategic goals

Full details published in
Alpha Project Managers:
What the Top 2% Know That
Everyone Else Does Not.

Let's Dialogue

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