



# STATUS REPORT

The Newsletter of PMI - Honolulu Chapter

June 2003

## COMING EVENTS –

### June

Wednesday, June 18 – **General Membership Meeting – Change Management** presented by Sally Campbell

### July

Wednesday, July 16 - **General Membership Meeting**

### August

Wednesday, August 20 -**General Membership Meeting**

☞ See the Complete Events Calendar at [www.pmi-honoluluchapter.org](http://www.pmi-honoluluchapter.org)

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**PMI HONOLULU CHAPTER**  
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## GENERAL MEMBERSHIP MEETING ANNOUNCEMENT NEXT MEETING –

**Wednesday, June 18, 2003**

11:30 am – 1:00 pm

Location: The Plaza Club

Members \$23, Non-members \$25

### Speaker:

*Sally Campbell, PMP, Project Manager, SAIC*

### Topic:

**"Nothing Endures But Change" - Heraclitus**

Sally Campbell, PMP, will facilitate an open discussion after providing a brief review of the PMBOK Integrated Change Control process and introduce various dimensions of change, for example:

- Source of change
- Tools and techniques of change control
- Internal vs. external change
- Change and expectation management
- Lessons learned

This meeting will be classified as a Category 3 and is worth 1 PDU, Program No. C166-180603-01.

E-mail Roy Uemura at [royuemura@hawaii.rr.com](mailto:royuemura@hawaii.rr.com) or  
Phone (808) 433-7093  
by Tuesday, June 10th to RSVP.

# Maximizing Project Success - Sold Anything Lately?

by: Paula K. Martin, CEO, Martin Training Associates

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What does sales have to do with project management? Plenty. All Project Managers need the ability to sell. Some people think selling is a dirty word, but we have to sell every day. We sell our ideas. We sell our plans and the final deliverable. We sell ourselves (not literally, of course). To sell is to convince someone else to accept what we have to offer. There doesn't need to be an exchange of money for a sale to occur. There needs to be acceptance.

All managers need to sell, but as Project Managers, we have an even bigger need. Why? Because we have no authority. We have to rely on influencing others and selling is one way to influence. Let's examine the stages of the selling process.

1. **Define Customers and Stakeholders** – You can't make a sale unless you know who you have to sell to. Make sure you've identified all the stakeholders.
2. **Manage Expectations** – The requirements elicitation process is your first opportunity to begin to crawl inside your customers' heads, to see the world from their point of view. Elicit the customer's requirements in the customer's language. Then work with the customer to analyze and prioritize the requirements. This begins the process of managing the customer's expectations. Next, explicitly define the deliverable you will be asking your customer to accept. Define what will be included and not included. Then have the customer define his or her acceptance criteria – those critical factors that will determine his or her satisfaction with the deliverable. By knowing the acceptance criteria ahead of time, you have a clear sales target. But don't agree to acceptance criteria you can't meet. To delight a customer, you must exceed the acceptance criteria. To satisfy the customer and ensure acceptance (the sale), you must meet the criteria.
3. **Assess Risk** – Assess the risks of not being able to satisfy the customer. Develop countermeasures. Don't forget to assess the human and political risks as well as the technical risks.
4. **Involvement** – Involve customers and stakeholders in the planning and execution processes. If both groups are on your team, you'll develop buy-in, understanding and commitment all the way through the project. If a group isn't represented on the team, assign someone on the team to act as a liaison to that group. The liaison is the communications conduit to the stakeholder, collecting input,

communicating progress and issues, gathering feedback and paving the way for the final sale.

5. **Communicate** – Communicate, communicate, communicate – in the customer's language. Drop the technical jargon. Talk in "customer speak." Create a communication plan. Ask for feedback regularly so you can make mid-course corrections if necessary.
6. **Presentation** – Present whatever it is you're selling. Make sure it speaks to the customer's needs and wants (meets or exceeds the acceptance criteria). Explain how the solution will benefit the customer. Stay away from selling the technical benefits. Ask for acceptance. If you don't get it, elicit the customer's concerns and determine your next course of action.
7. **Evaluation** – Ask the customer and other stakeholders to evaluate the entire sales process. What did you do well? What could you have done better? Use this evaluation during your lessons learned.

Selling is all about stepping into the mind of the customer and helping him or her address specific problems and concerns. It is about learning the customer's language and always speaking to the customer in clear, understandable terms.

I recently tried to buy a new TV. I wanted a large screen HDTV, I thought, and went into the store to try and buy one. Rear projection, front projection, LCD, DCP, plasma screen. I was so overwhelmed with the salesman's technical jargon that I walked out after an hour, with nothing more than a headache. I still don't own a new TV as no one has been able to sell to me in language I understand.

In the end, you're most likely to make the sale when there is customer involvement in the process from the beginning. The customer then understands the constraints, the issues and the problems and can help to decide what to do about them. He has journeyed down the road with you to the point of acceptance and because of that journey together, it's much more likely that you will make the sale, now that the customer is on the team doing the selling.

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Paula Martin is the CEO of **MARTIN TRAINING ASSOCIATES**, a management training and consulting firm. For more information, visit the Martin Training website: [www.martintraining.net](http://www.martintraining.net) or our new Executive website: [www.mtaexec.com](http://www.mtaexec.com). Phone: 866-922-3122 or 513-563-3512.

**Deadline Approaching To Make Your Vote Count!** In order to receive important PMI election information via e-mail, and to cast your vote electronically, please ensure your member contact information is current by visiting <https://secure.pmi.org/edit>. The deadline for verifying your information is 31 May 2003 at 5:00 p.m. (US Eastern Time). ([dorothy.hamilton@pmi.org](mailto:dorothy.hamilton@pmi.org))

**Share What Makes You Special!** Your insights and talents may be just what PMI needs. Have you considered being a PMI volunteer? It's never been easier, thanks to our new and improved volunteer Web site. Just go to [www.pmi.org](http://www.pmi.org) and click on "About PMI." Then click on "Volunteer Opportunities." The [Opportunity Page](#) will show a complete listing of present and upcoming volunteer needs. Explore each opportunity and see if one is right for you. Then fill out and submit the [Online Application Form](#). PMI will confirm receipt of your application, forward it to the appropriate department for consideration and then notify you if you are chosen to serve. Member involvement makes a difference! Fill out your application today! ([gary.boyle@pmi.org](mailto:gary.boyle@pmi.org))

**Ambassadors of Project Management.** At the request of the PMI Mile-High Chapter, PMI Chair Debbie O'Bray and PMI CEO Gregory Balestrero completed a whirlwind three-day visit to the Denver, Colorado, USA area to participate in an experimental outreach program designed to raise the visibility of project management and PMI in the local community. The program consisted of a series of executive-level briefings at the following institutions and offices: University College at The University of Denver; Office of Mayor, City of Denver; Graduate School at Colorado State University; College of Engineering; Leeds School of Business, University of Colorado; Lockheed Martin Engineering Management Program, University of Colorado; Colorado Department of Economic Development; and Executive Office First Data Corporation. Said Balestrero, "This experimental outreach program demonstrates the power of collaboration between the Institute and our components and is clearly a win-win situation for all concerned. I've learned a great deal about the relationship between our growing profession [www.pmi-honoluluchapter.org](http://www.pmi-honoluluchapter.org)

and its impact on various technical and business related disciplines." ([gregory.balestrero@pmi.org](mailto:gregory.balestrero@pmi.org))

### **PMI Career Headquarters Honored For The Second Year In A Row!**

PMI's online Career Headquarters services have been chosen to appear in the *Weddle's 2003 Recruiter's Guide to Employment Web Sites* and the *Weddle's 2003 Job Seekers Guide to Employment Web Sites*. More than 6,000 Web sites were considered for the guides, and only 350 were chosen for inclusion. Each site in the Recruiter's Guide is profiled with a full page of information on its services, features and fees for employers, staffing agencies and executive search firms. Similarly, each site selected for the Job Seeker's Guide is profiled with a half-page of information designed to help those seeking a new or better job. The PMI Careers Headquarters Web site offers job positing for project management practitioners working in dozens of industries and interest areas. The site also offers the CareerLink Directory of PMI member resumes/curriculum vitae, as well as career and professional development resources. ([darah.filidore@pmi.org](mailto:darah.filidore@pmi.org))



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18-21: SeminarsWorld®  
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21: PMI Research Program and  
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21-23: Global Congress  
24-25: SeminarsWorld®

Registration opens 6 June!  
[www.pmi.org](http://www.pmi.org)

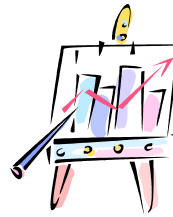
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**PMP PREP COURSE:** Glenn Hamamura, Director of Education, is busy planning this year's PMP prep course. Look for announcements soon regarding registration instructions and the training schedule. The PMP Prep Course is slated to commence in the fall. It will be designed to meet the education requirement prescribed by PMI, as well.

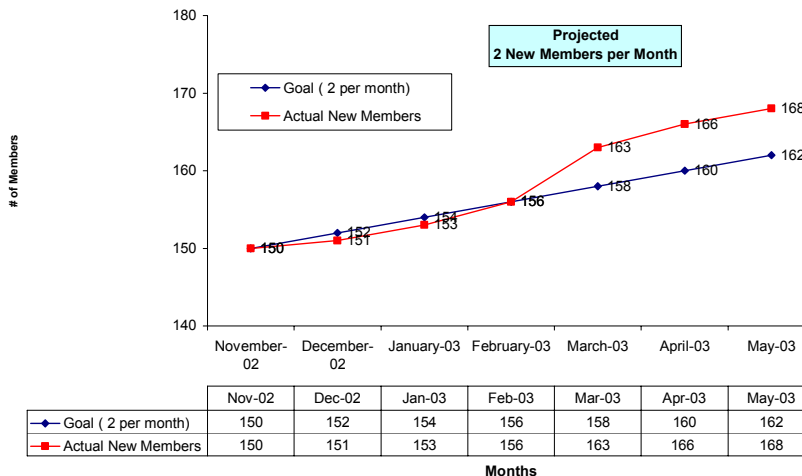
**PANEL DISCUSSION:** May's General Membership Meeting introduced the panel discussion format to the chapter's presentation repertoire. Given the success of several panel discussions held during Professional Development Day in April, the program committee felt a panel discussion would be a valuable method for increasing the depth of experience shared during the membership meeting presentation. Natalie Taniguchi of ASB, Ku'uipo Laumatia of HECO, Alan Yamashiro of Bank of Hawaii and Rick Kooker of COMPAC FLT shared their perspectives on Enterprise/Portfolio Project Management at the well-attended May meeting. A common theme running through each of the presentations was the value of executive sponsorship. Look for presentation materials from this interesting discussion on the chapter website.



## Chapter Stats

- The Chapter currently has approximately \$11,450 in its account.
- Current Honolulu Chapter Membership = 168– See the table below for 2003 membership goals.
- The Board of Directors would like to offer a warm welcome and aloha to the new members that joined our Chapter in April:
  - Calvert Chun
  - Gerald Erickson
  - Michael Hirai
  - Bruce Monahan
  - Edgar Morley
  - Mary Smith
  - Karl Taft
  - Mark Uranaka

PMI HONOLULU CHAPTER MEMBERSHIP 2003



**PMI CHAPTER MEMBERS CAN UPDATE THEIR ADDRESS BY SENDING CHANGES TO:**

[www.pmi.org/pmihq/who.htm](http://www.pmi.org/pmihq/who.htm)

If you have ideas about a topic you would like to see covered in this newsletter, or if you would like to submit an article for this newsletter please send it to Lori Jansen at [lorij@kapiolani.org](mailto:lorij@kapiolani.org).