

2013



BUILDING A COMPETITIVE ADVANTAGE THROUGH PROJECT MANAGEMENT: THE AIRLINE PERSPECTIVE

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BUILDING A COMPETITIVE ADVANTAGE THROUGH PROJECT MANAGEMENT: THE AIRLINE PERSPECTIVE

The economic meltdown in recent years has reinforced the importance of project management practices throughout all industries and the aviation segment is no stranger to this. Both smaller and larger airlines and organizational structures all over the world are looking to gain that elusive competitive advantage that can put them ahead or back into the game. PM is a proven approach to this challenge.

COMMITMENT AND CONSISTENCY ARE WHAT COUNTS

Nevertheless, execution is however the most important and success will come to those who take the most consistent approach. When the projects are managed in a predictable and transparent way, they provide greater efficiency and bestow more credibility to the effort and its success. Whether embracing PMI or PRINCE2 or other methodologies, a firm commitment is needed from the organization. While PRINCE2 is more popular in Europe and PMI is better known worldwide, the differences between the two are subtle and the choice should be made based on organization specifics.

A Project Management Institute report published in 2013 shows that over 94% of respondents believe project management enables business growth. Another fact of the report, however, was that fewer organizations are investing in project management practices or training, which has led to an overall drop in the global project success rates.

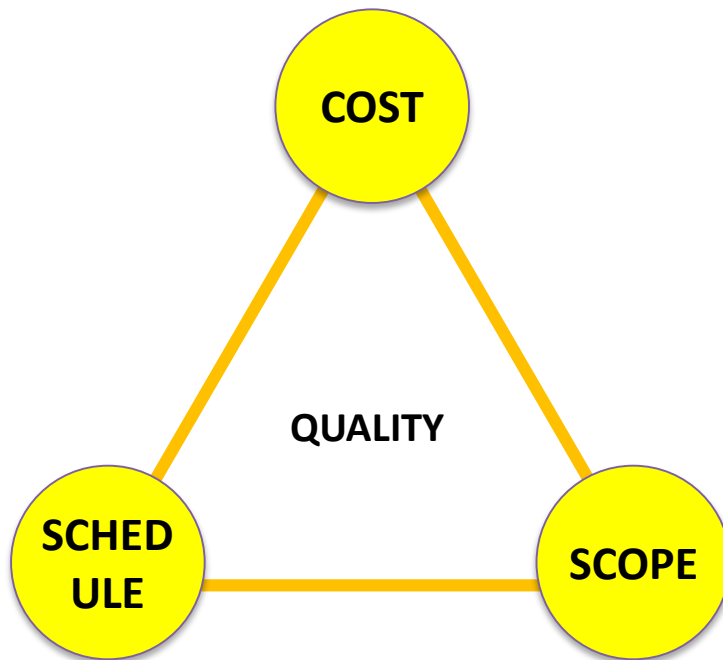
A CENTRAL PROJECT MANAGEMENT OFFICE

For the airline industry, project management should not be limited to IT projects, as is often the case, but rather should cover the entire value chain. This creates the need for a central Project Management Office that ensures the alignment with the business strategy and provides a repository of information and guidance to project managers, whatever the functional area of their projects might be. Recognizing the increasing need for skilled project managers in the industry, IATA is offering a diploma program in project management.

One recent example is British Airways who's PMO enabled deliveries, such as the London Olympics 2012 strategy and "Short Haul" marketing strategies and internal programs like BI Integration or bio fuels. In addition, their innovative mentoring program enables 5 graduates each year to be informed internally on project management practices.

THE RIGHT STEPS AHEAD

PROLOGIS is committed to project management practices in order to ensure that all sides of the cost-schedule-scope triangle are successfully achieved, and has been delivering quality results for more than 12 years. Our experience in international projects shows us that a sustainable, planned approach is a safe route to achieving your business goals. It is our firm belief that, given the current economic status quo, the gap between airlines that favor a true project environment and those who are not actively pursuing it will grow.



Project Management Triangle