

підвищення конкурентоздатності та ефективної діяльності підприємств насамперед через нерозуміння нових власників стратегічних пріоритетів розвитку економіки в цілому і завдань окремих господарських одиниць зокрема.

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THE IMPORTANCE OF PROJECT MANAGEMENT FOR ORGANIZATIONS

Project management is a growing field and plays an important role in ensuring projects are carefully planned, directed and aligned with a company's strategic goals. Program management effectively reduces risks, cuts costs and improves success rates. Project managers are specially trained to use its proven techniques to set and achieve key business objectives, increase a team's productivity and assure projects stay within budgets and timelines.

Companies use project management to achieve results in a measured, focused and predictable way. Project management processes keep complex plans organized and all individuals involved aligned and focused with specific roles and responsibilities. Companies use project management for these reasons: creates a focus, controls quality, minimizes risks, reduces project costs, encourages teamwork, maximizes resources, encourages learning.

Projects, especially ones that last months or years, can be challenging for companies to manage. Project management relies on defining a scope for projects that follow specific deadlines for each task. With a clear scope and strict deadlines, companies can stay focused on the objective and complete goals successfully.

The most important part of project management is delivering a quality project on time and in full. To deliver a satisfactory project, a project manager closely monitors their team's progress and quality of work. A project manager will oversee their team's work, identify any obstacles that could affect the quality and find acceptable solutions.

The first phase of project management involves evaluating whether the risks of a project outweigh the benefits. If a company chooses to continue with a project, project managers will continually assess potential risks and formulate plans to minimize them. Fewer risks ensure a timely and successful project.

During the planning phase, project managers and stakeholders define a budget for the project. Having a thorough budget helps project managers reduce costs by knowing exactly how much they can spend on resources. Further, once a company creates successful project management phases, they can reuse the processes in future projects.

Collaboration is crucial to achieving goals during a project. Effective teamwork allows groups to utilize the strengths of each individual, making workflows more efficient.

It is critical for a company to make the best use of its resources to help reduce project time and stay within a budget. Resources can include a project team's time or costs such as travel, tools and materials. A large part of project management defines the resources necessary to complete a project and forms a plan to use them correctly. By completing a project on time, team members can begin work on other projects quickly, which maximizes the company's resources.

During the closing phase, project management teams reflect on the project. They hold post-project meetings called retrospectives where they discuss the process, successes and setbacks. Retrospectives are an ideal time for team members to document their strengths and areas where they can improve.

Therefore project management means much more than keeping project management's iron triangle in check, delivering on time, budget, and project scope; it unites clients and teams, creates a vision for a successful project, and gets everyone on the same page of what's needed to stay on track for success. When projects are managed properly, there's a positive impact that reverberates beyond the delivery of 'the stuff'[1].

References

1. Internet-resource: <https://thedigitalprojectmanager.com/why-is-project-management-important/#:~:text=Project%20management%20is%20important%20because,for%20>.