

Why PPC hits the right note for PRS for Music



One music business is using Project Planning & Control™ and Training ByteSize to help ensure IT projects succeed so it can promote and protect the copyright of creators.

We are in the age of the Internet of Everything. Billions of people and devices are exchanging data with each other a billion times a day. Whilst good for consumers, it is not so good for music creators. They are at constant risk of people pirating their original work and of foregoing the rewards and recognition in an era of ever-changing technology and legislation in a global market. PRS for Music is one company that's trying to promote and protect creators' copyright, so anything that increases the chances of its projects succeeding makes the battle easier.

When Mr Lenny Descamps, IT Office, arrived at the company in 2014, this meant ensuring that the already successful IT project team continued to improve to keep up with growing challenges that face the digital market. One way was to target planning and scheduling capabilities. Looking around, he found the APMG International PPC – the world's first APMG accredited Project Planning and Control Course - and started putting his team through the programme delivered by project management experts, Training ByteSize.

Many elements of the Foundation course met Mr Descamps' and PRS for Music's needs. They particularly valued "the breakdown structure to identify project activities, the schedule narrative and the scheduling check" which acts like a checklist and which they're already implementing. They also like the fact that the PPC course draws a sharp line between planning and scheduling, where planning is defined as all about the activities that need to be done and scheduling as all about the timescale. Indeed, the PPC training has been an important – but not the only – influence in the company's project management objectives for the year. That is not to say that Mr Descamps and PRS for Music believe in downloading a methodology and implementing it down to every last word – or note - shall we say.

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PRS for Music adapts, adjusts and amends every methodology and initiative they introduce into the company to match business and industry imperatives. Mr Descamps doesn't do "Big Bang" project management. Implementing everything in one go may seem like a good idea, but it can mean that a year later nothing has been achieved. Taking a 'step-by-step' approach ensures methodologies are embedded and changes and improvements are sustainable and maintained by the whole project management team. Team dynamics and mechanics were in fact very important to Mr Descamps and PRS for Music when they were planning how the course should be delivered.

BACKGROUND NOTES

Project Management

The State of Project Management annual survey from APM and Wellington Project Management documents the persistently high number of projects that fail.

APM and APMG International decided to do something about this. They developed the Project Planning & Control™ qualification. Based on APM's Planning, Scheduling, Monitoring and Control: The Practical Project Management of Time, Cost and Risk, it has been designed to be practical and applicable across all industries and sectors.

About Training Bytesize

Training Bytesize offers accredited, industry recognised Project Management qualifications delivered as e-learning and instructor led training. They also offer bespoke on-site workshops for groups based on your requirements.

The whole project management team have taken the course together. The rationale for this has been about effectiveness. By putting all the project managers together in one room, everyone was aware of the framework and principles they were to work with. By mixing managers with different qualification and experience levels, they have been able to share their expertise and support each other. This has been especially beneficial for junior members of the team. Mr Descamps has noticed a marked improvement in their knowledge, understanding and skills around framework and principles of project planning and control.

Supporting Mr Descamps and PRS for Music throughout this process have been Training Bytesize. He felt the team were flexible and listened to his needs delivering much more than a mere off-the-shelf course. The course was personalised and tailored to PRS for Music's specific continuous improvement goals. For example, Training Bytesize ensured that greater emphasis was put on some elements of the course than others. The result was a smooth and business relevant experience for the organisation and, as importantly, for the project managers who have gained new confidence in their roles.

When you ask Mr Descamps if the PPC and Training Bytesize experience has been worth it, the answer is a clear yes. The framework and principles of the PPC tailored for PRS for Music's business are beginning to be embedded in the company. Mr Descamps will be able to sign off schedules with more confidence and when something doesn't work the way they want, they will have processes to make the necessary changes to alter the outcome. Stakeholders can be confident that the IT department will be able to meet the growing challenges. As for the future, Mr Descamps can see the day when PPC could be extended beyond IT and into every corner of the business so that they can meet all the challenges that the Internet of Everything and the digital age can throw at them.

Learn how to implement effective planning, monitoring & control for increased chances of project success.

APMG's Project Planning & Control certification scheme has been developed in partnership with The Association for Project Management (APM) and is based on their guide "Planning, Scheduling, Monitoring and Control: The Practical Project Management of Time, Cost and Risk".

The certification is aimed at a wide variety of roles including Project Administrators, Project Managers, Programme Planners and Heads of Programmes/Projects, across all industries and sectors.



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