SMARTer Entrepreneurs

Projects keep running over

Five places to look, and how to choose where to start

A project that runs over is rarely one big mistake. It is a series of small, reasonable yeses, each of which seemed too minor to mention.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Agree what is in and out, in writing. The scope lives in an email chain.			
2. Price for the work, not the hope. Your estimates assume nothing will go wrong.			
3. Find your bottleneck. Work waits on one person or one step.			
4. Check capacity before you say yes. You take work on before checking who will do it.			
5. Set expectations at the start. Clients are surprised by what you need from them.			

An example

A web agency's projects regularly ran weeks late. Most of the delay, it turned out, was waiting for the client's content. It moved content into the first week, with a date agreed at the start, so the waiting happened where it could be managed.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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