



Regional  
**PWWCBA**

PROJECTWORLD

June 24-27, 2008

Hilton La Jolla Torrey Pines | San Diego, CA

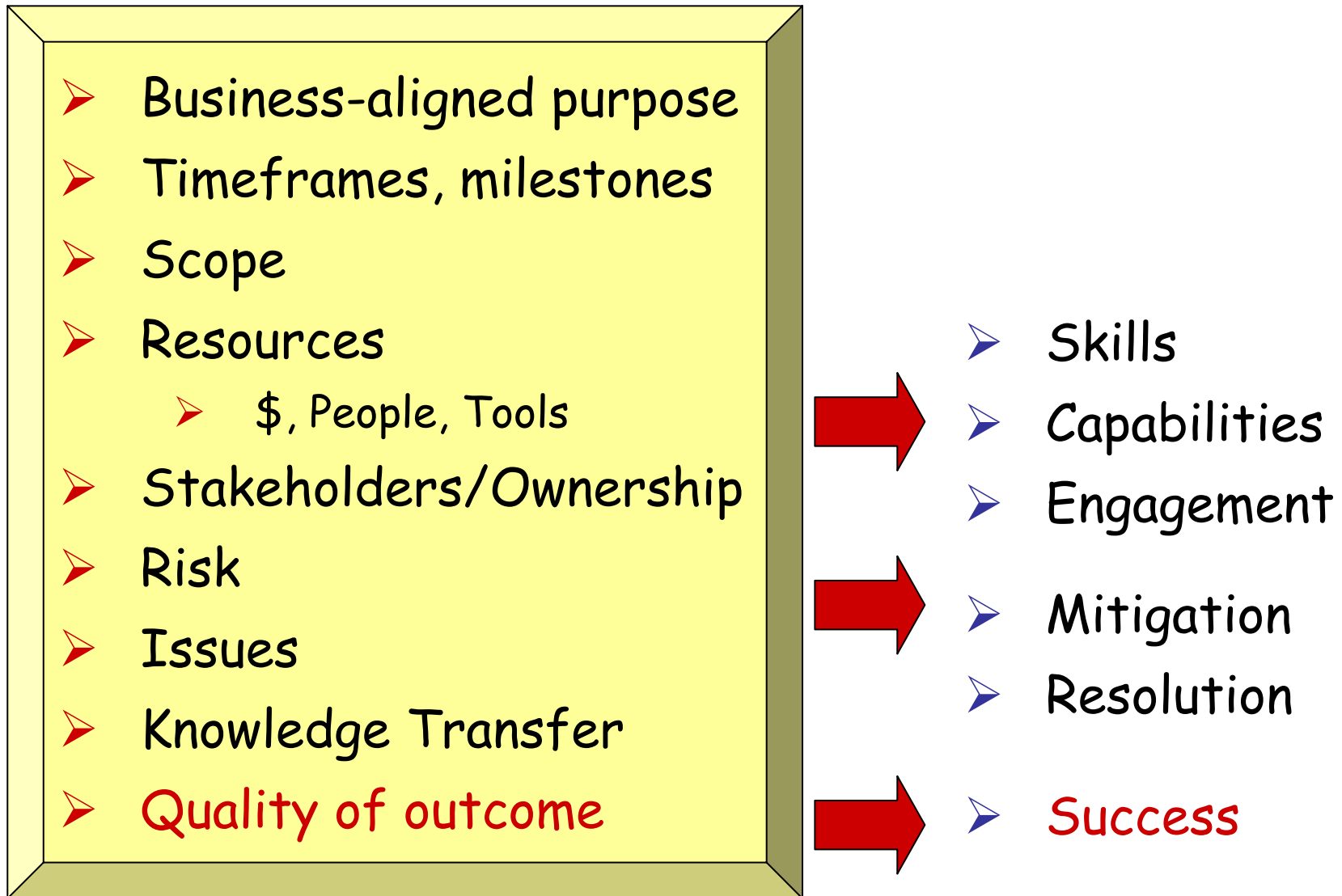
World Congress for Business Analysts

# Mitigating Behavior as a Project Risk

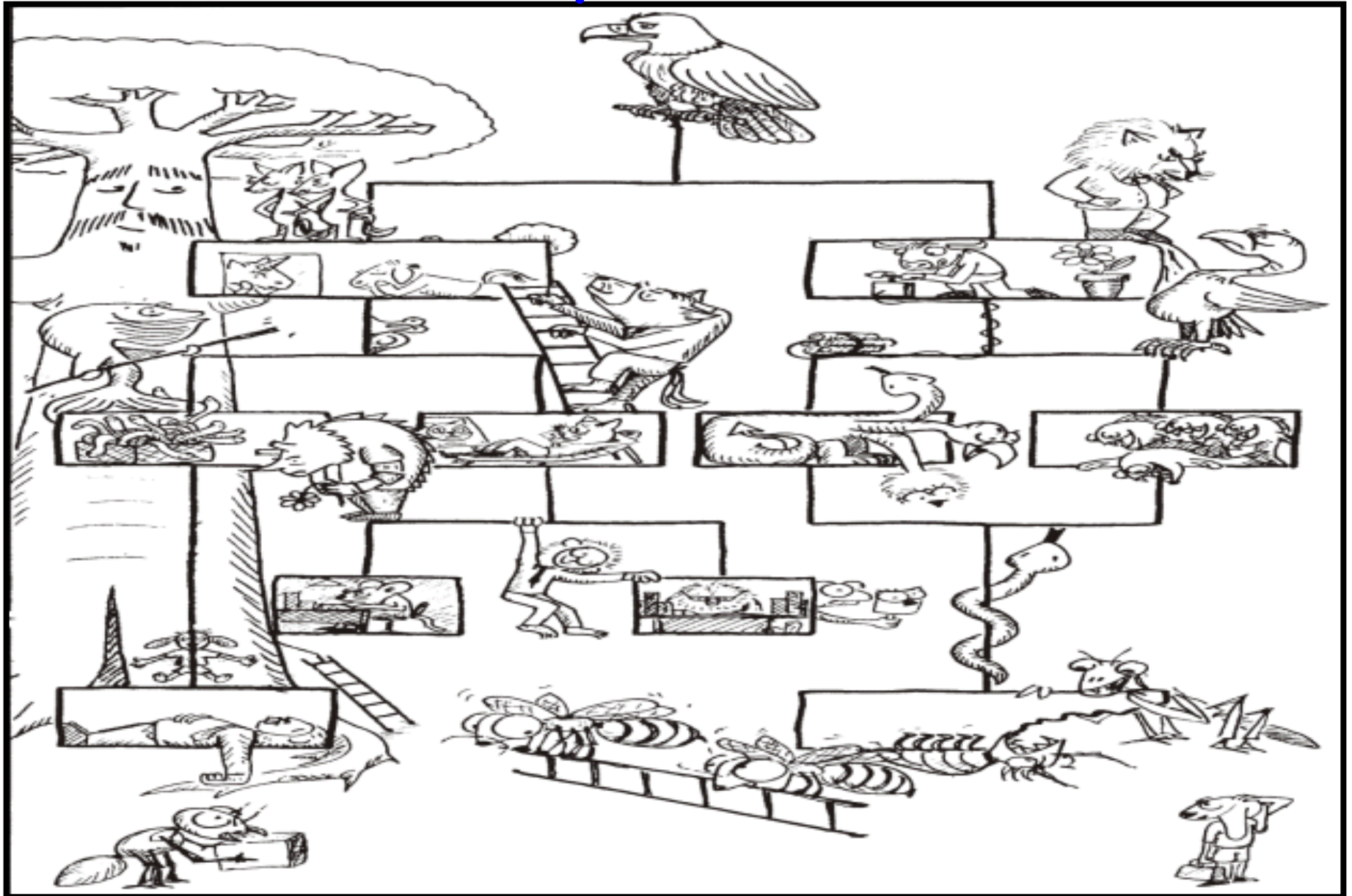
**Arthur Shelley**

Author: *The Organizational Zoo*  
*A Survival Guide to Workplace Behavior*

# Project Planning 101



# What does your zoo look like?

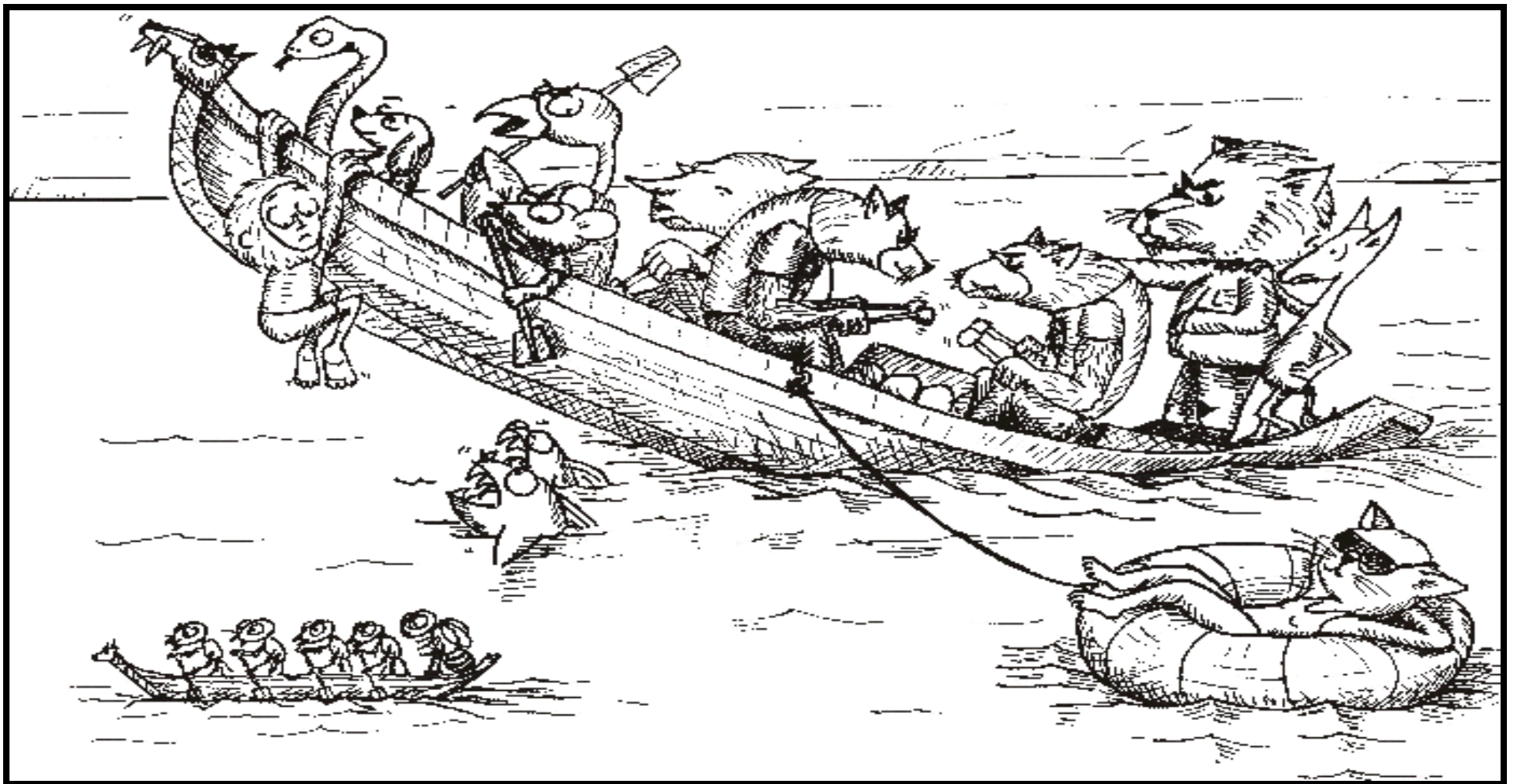


# Understand the team motives and dynamics

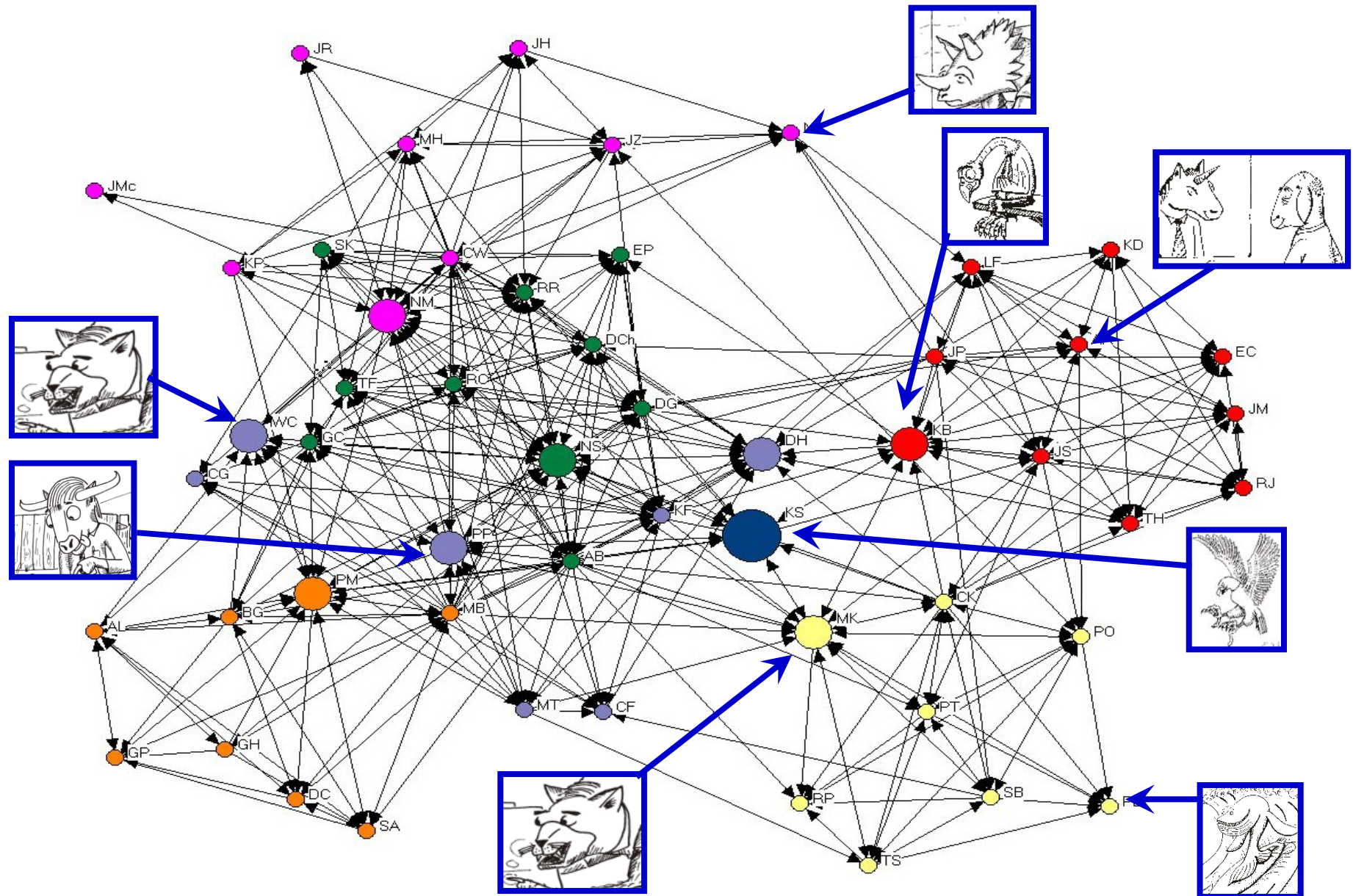
What does your team look like?

Do they have the right balance of behaviours to deliver?

Do they have a common understanding of what is required?

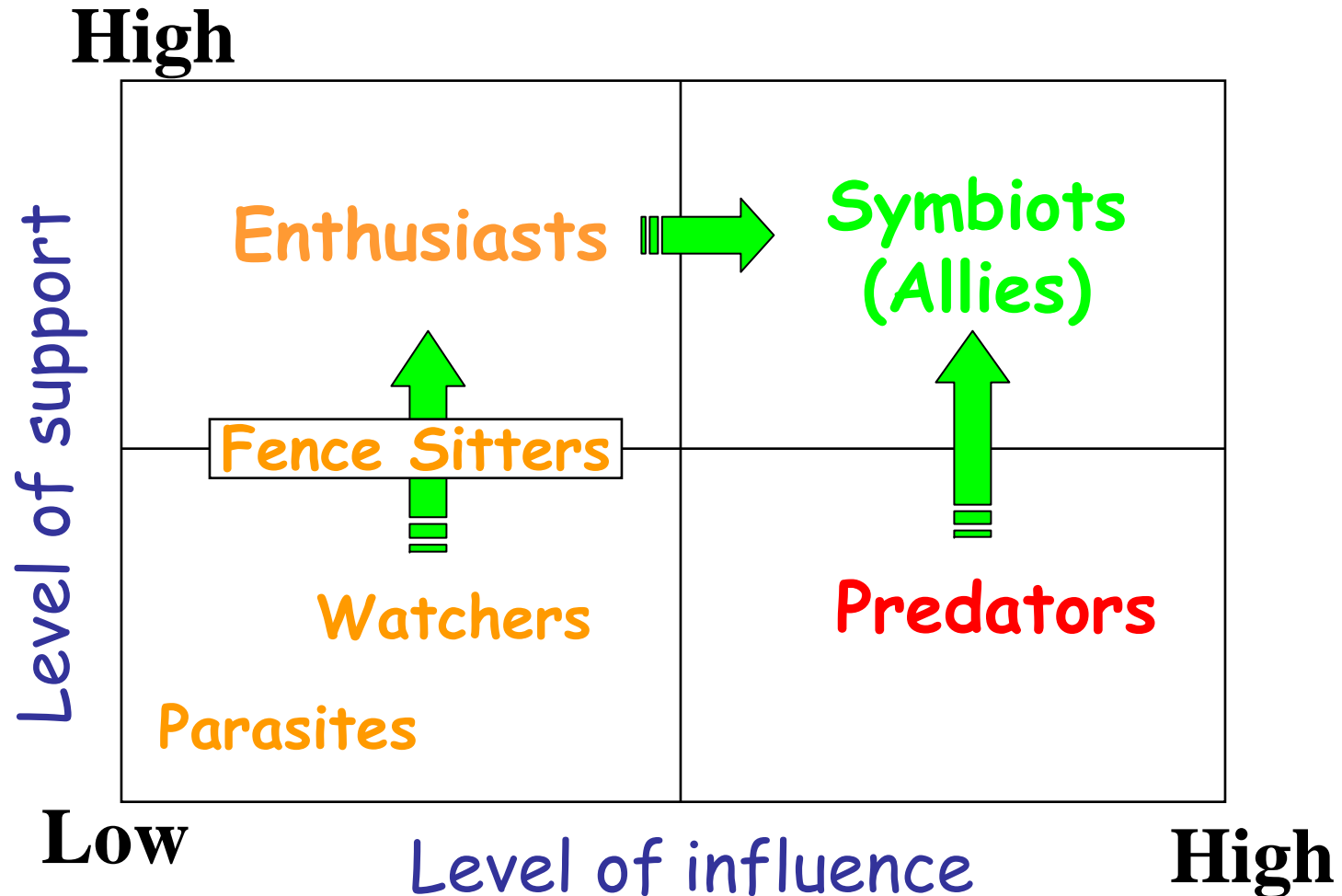


# Understand how your Ecosystem Works

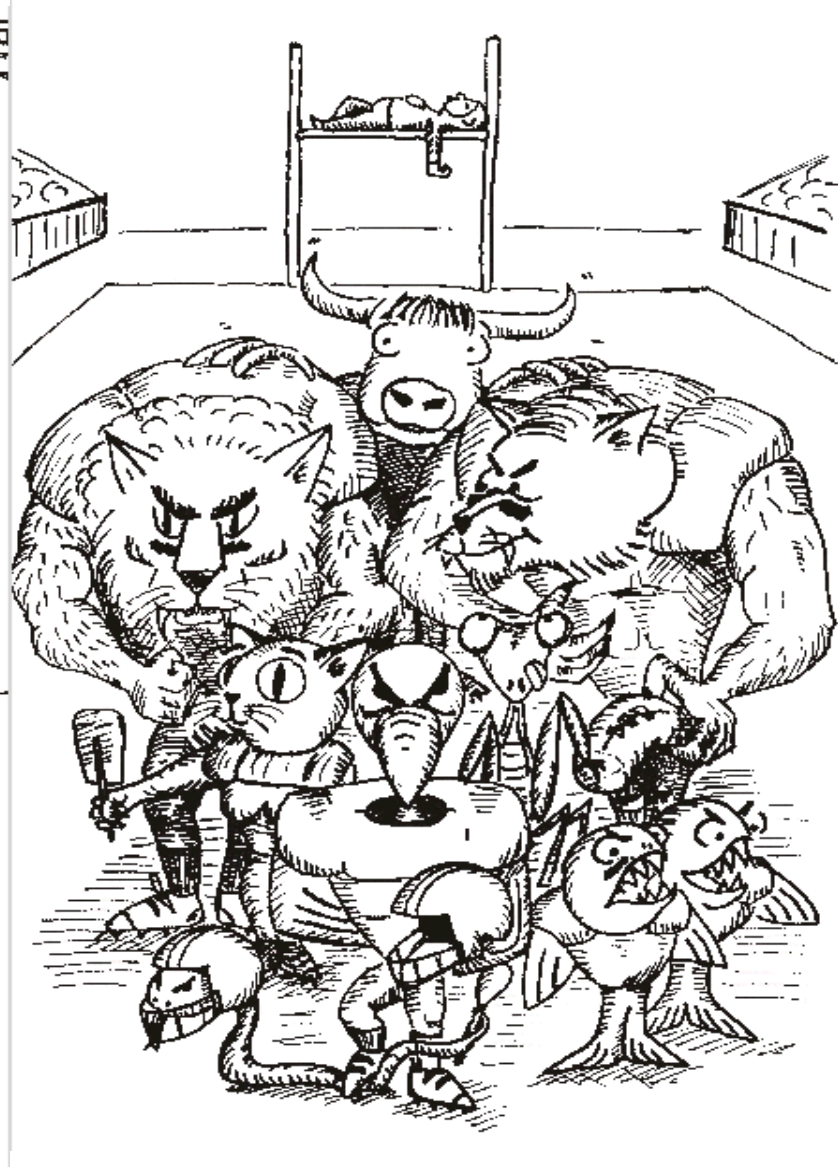


# Understand your "Stakeholder Ecosystem"

Who's who in your Zoo



# Match teams to suit the game being played



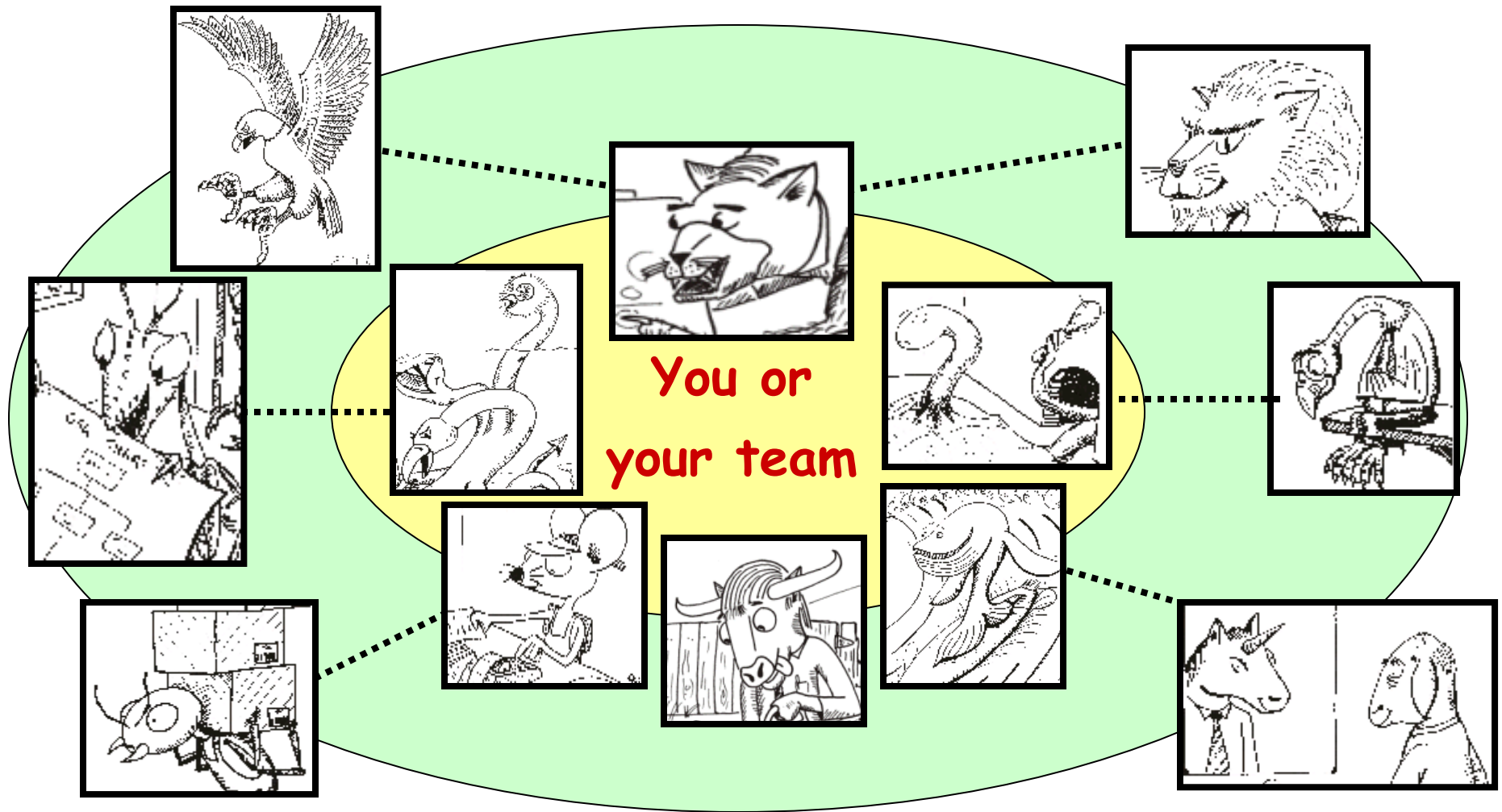
# Interactions which attract participation

- Purpose
- Degree of involvement
- Frequency of engagement
- Format of contact
- Level of communication
- Encourage diversity
- Balanced listening and delivery
- Effort aligned with degree of impact
- Mix of personal and "business" interactions



# Match your behaviours with the stakeholder's

The ability to adapt will provide benefits!



# How can you use this?

- Understand behavioral risks
- Be more influential to stakeholders, strategise better
- Have more fun and stress less at work (or anywhere!)
- Collaborate more with others and contribute to teams
- Build better relationships and robust trust networks
- Avoid unnecessary conflicts and be more productive
- Improve your predictions of outcomes and responses

*“It has always surprised me how little attention philosophers have paid to humor, since it is a more significant process of mind than reason. Reason can only sort out perceptions, but the humor process is involved in changing them.” Edward de*

# Contact

**Arthur** is happy to speak with any creatures about the Zoo concept.

Please contact me at [arthur@organizationalzoo.com](mailto:arthur@organizationalzoo.com)

Or through contacted through the website: [www.organizationalzoo.com](http://www.organizationalzoo.com)

*It is not the strongest of the species that survives, not the most intelligent, but the one most responsive to change.*

*Charles Darwin*

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