



Federation of Consultants from Islamic Countries

From Engineering to Entrepreneurial Leadership

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A Trap for Engineering Profession

- ❑ Engineering Education is a trap of single side development
- ❑ Learning how to look at projects globally and not technically,
- ❑ Developing managerial and communication skills as well as developing technical skills and knack,
- ❑ Information and interpretation requirements in strategic areas such as Marketing, Sales and Finance,

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3 Identities of a Project Manager

- | | |
|---------------------|---------------------|
| ❑ Project Manager | ❑ Capacity Building |
| ✦ Engineer-Expert>> | ✦ Amateur |
| ✦ Manager>>>> | ✦ Transition |
| ✦ Entrepreneur>>>> | ✦ Professionalism |



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Projects and its Managers



- ❑ Projects are temporary endeavors. However, Project Managers are not temporary staff! Business Development and Brand Management are not only Corporate Management's duties, but also Project Manager's duties..!

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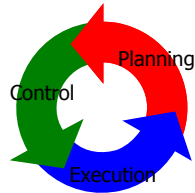
Projects.. Our Projects

- ❑ Each Project provides an opportunity for a Business Initiative.
- ❑ Each Business Initiative starts with a Project Idea.
- ❑ Each Project is developed as a New Brand.
- ❑ Each Project is managed as a Company.

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Each Business Initiative starts with a Project Idea..

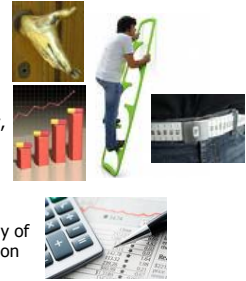
- Starting
- Planning
- Execution
- Control
- Closing – However not!!



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Transformed into a Business..

- Innovation
 - Creativity is not an innovation.
- Measurability
 - If there is lack of measurability, does innovation matter?
- Harmonization
 - Personal behavior: is the enemy of order, quality and standardization



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Harmonization

- If your business manner&method or your Project Process can not be standardized or copied..
- It's pity!!! You do not have such business!....



Excellence is not an art won by training. It is an habituation we do. ARISTOTELES

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Professional Project Manager is..

- Over the specialization and managerial levels,
- Business oriented, Customer focused,
- Provides sustainable Business Flow to his enterprise,
- Adds Brand Value to his Project and to his Enterprise,
- Has Leadership properties and Entrepreneurial perspective,

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Entrepreneurial Process

- Vision...Mission...Strategy...Objective..
- Customer and Product
- Rapid Innovation,
- Creativity,
- Mobility,
- Self Motivation,

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Common Properties of Entrepreneurs

- They generate and develop their own business.
- They focus to increase their income and profits by serving their customers successfully.
- They are not motivated only by money.
- They are emotional. They enjoy their business. They are very good in their work.
- They are flexible. They adapt easily.
- They ask question. They are observers. They are skeptical.
- They are independents. They do not expect stability. They get risks.
- They do look at ahead and not the past.
- They do have formidable self confidence.
- They think differently. They dream and they transfer it to their life.

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Entrepreneurial Perspective

Just Imagine!

- Your Project,
- Your Team,
- Your Customer,
- Your Service Partners...

IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE

Imagine that you are an Independent Entrepreneur!

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If you do not have...
an Entrepreneurial Perspective..

- Your Project will end.. and....



Your Customer will start to look for another Project Manager



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with an Entrepreneurial Perspective..

You can be...

- A Great Project Manager..
- An Owner like of the Enterprise..
- A Business Leader...
- A Real Business Partner..



Then why all customers would not want to work again and again with you?

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Entrepreneurs' World: The Star of an Entrepreneur

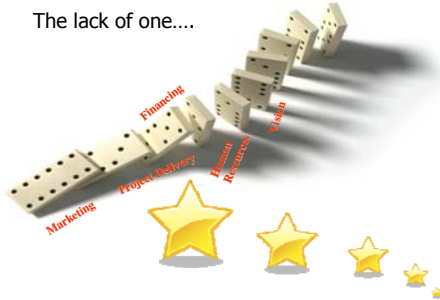
- All angles of the star are equal and
- Each angle requires equal care.



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Domino Effect

The lack of one....



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Your and Your Team's

Vision
Mission
& Values

- Your position in the market?
- Why your are in business life?
- What you are serving to your clients they can not find anywhere else?
- Why they come to you and not to another?
- What makes you so special?



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Search for a Vision...



Look at your existing skills and reputation!

- Which one is more important?
- Which part of your Projects is shining?
- What are you making great.. really?
- What you makes better than others?
- What made you quite different in the past from others?

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What a Brand can provide to a Customer and to an Entrepreneur?

- If a company is valued with an individual's or group's knack, then the growing potential of this company is quite restricted...
- A strong brand image creates a brand value that will satisfy the shareholders.
- A strong brand image presents a secure and reliable choosing opportunity to buyers.

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Background of a strong brand!

□ Promising with "Marketing"



□ Promising with "Performance"



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Promising with Marketing..

- Approach of Amateurs
 - Focused on sales and hunting projects.
 - Efforts based on individual skills and quality relationships.
 - The business life is highly affected from economic changes.
- Professional Approach
 - Sales efforts and promotional activities are balanced.
 - "Brand" is build with strong promotional efforts, while "Reputation" is improved by simple repetitions.



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Project Manager and its Team

- Key player in marketing..
- Can loose or gain the customer..
- A guarantee to the customer for a successful project delivery..
- An individual responsibility for service quality.
- Direct responsibility for sustainable business flow.



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Promising with Performance: Like "Process" and not like "Project"!

- A strong brand image is only possible in "Process" based works..
- A work or a product can only be completed by following a successful process.
- "Projects" and "Products" comeand go..But,
- "Process" provides a competitive advantage so the power to the company. Then fine-tuning will improve the process and make it more profitable.
- Customers rely on "Process" because they are sure of receiving the same services

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Important Message to Managers!

To build a Brand:

Manage the Process!

and not the Project....



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From Engineering to Entrepreneurial Leadership:

Secrets of Entrepreneurial Leadership:

- Dominating the process,
- Modeling the road map,
- Developing a shared vision,
- Challenging,
- Putting others in motion,
- Showing and addressing to the hearts
- Encouraging people...



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Standards to build a Brand...

- Organizational Standards
- Communication Standards
- Procedural Standards

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Brand Development Skills...

- IMPROVE YOUR MARKETING APPROACH..
 - ▄ Learn the Science of Marketing..
 - ▄ Pass from Single Project Sale> to PR and Project Delivery..
 - ▄ Use your sales effort in coordination and in balance with Strategic Planning, Promotional Tactics and Project Delivery....



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If the brand is a "Service" and not a "Product"!

- The sectors producing intangible "Service" are much more difficult.
- The customer participates into production process.
- Production and the consumption are realized at the same time.
- It is fragile and instable business. It must be repeated frequently.
- It is a labor-intensive activity.
- The boom in communication industry leads to focus on image and impression.

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Last Words...

- Projects are temporary. However, Project Managers are not temporary!
- Business Development and Brand Building are not only Corporate Manager's duty but also Project Manager's duty.!
- In Projects, focusing to Corporate Brand instead of Individual Brand, is more safe!
- We must balance the promotional activities with the sales activities!

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