



The Social Project Manager: Balancing Collaboration with Centralised Control in a Project Driven World

Peter Taylor

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The Social Project Manager describes a non-traditional way of organising projects, managing project performance and progress. The aim being to deliver, at the enterprise level, a common goal for the business; one that harnesses the performance advantages of a collaborative community. Social elements help mitigate the constraints associated with the control aspect of project management, which is essential for governance. Team collaboration, problem solving and engagement in projects will never come from technology alone but require careful management. Peter Taylor draws on research from projects and the worlds of social media and communication to paint a vivid and practical guide to the why and how of social project management. There is no simple template for you to follow; instead he provides an explanation of the benefits, the tools and the constraints so that readers can navigate through to an approach that is sensitive to the culture of their organization and the nature of the projects that they run. Alongside the author's ideas, the text features advice and case examples from many of the leading technology providers. The Social Project Manager is a very-readable and down-to-earth guide from one of the most highly-regarded practitioners and commentators on the world of project management.

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