

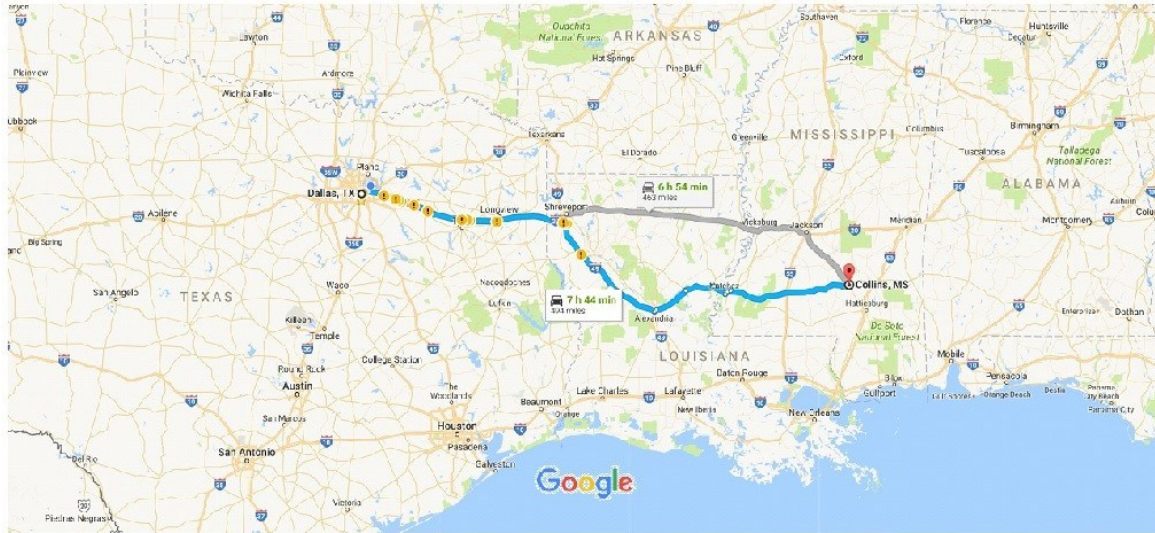
Road Trip: Strategic Project Planning and Controls

Consider this: if you needed to drive from Dallas, Texas, to Collins, Mississippi, a town you've likely never heard of in your life, would you pack your bags and hit the road without a plan, a GPS, or a map?



Dallas, Texas to Collins, Mississippi

Drive 494 miles, 7 h 44 min



Map data ©2017 Google, INEGI 50 mi



via I-20 E

6 h 54 min

For the fun of it, you might, but what if you had to be in Collins in seven hours? You'd at least use your GPS, but probably check your tires, make sure you have a spare, and check the weather forecast and road construction reports.

What if you had to make the trip on a \$60 budget? Wouldn't you want to know how much gas was in your tank, the price of gas, and how many stops you might have to make? Wouldn't you want to know if you had any money in the budget for food or drink? No doubt you'd pull out a calculator.



Now suppose that this drive was a race with cash prizes of \$100,000, \$50,000, \$25,000, \$10,000, and \$5,000 for the top five finishers, and you have a budget of \$500. You might consider partnering with a navigator and mechanic to maximize your focus on driving, while being prepared for emergency contingencies.

Now there are three heads to help plan for variables and map out the most advantageous route, with

alternate routes suggested in case of accidents or unanticipated road closures.

The intent, time factors, budget, and stakes are motivating factors for better planning, mapping (scheduling), assistance, and maintenance (controls). A small project with a lenient deadline and budget is less likely to create urgency and priority in preparation and maintenance than a large, complex project with strict deadlines, a budget, and the potential for high ROI.

Unlike the driving scenarios above, all projects require planning and have the potential for better returns on investment. Better initial planning and implementation of controls throughout the project will ensure the best possible return on investment and successful project delivery.

A nice advantage is that once the team and process deliver maximum results (maximum return on investment and successful project delivery), those results can be repeated in subsequent projects.

Why would you not invest in the negligible expense of better planning and controls on each project, no matter the size, knowing that it will bring in significantly higher ROIs with less risk and fewer challenges than if you don't? Our Milestone team can help you expertly navigate the delivery of every project in your portfolio through our [Scheduling-as-a-Service offerings](#).



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