Culture and Project Management

Omar Zein

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The cultural diversity within many major projects require those managing them to adapt their project management approach to be in harmony with the preferences and behaviours of stakeholders from these cultures; failure to do so can lead to misunderstandings about the project s purpose and structure; significant difficulties in implementation and in some cases, to conflict or litigation.

Omar Zein's Culture and Project Management explores the cultural impact on projects and their management, providing the reader with an understanding of the main elements of cross-cultural theory within the project context. These include our perception of context, achievement, power and group dynamics; and how we approach ambiguity and time. He then identifies key aspects of project management where cultural sensitivity is essential (for example, planning, risk management, project communication and leadership) and offers a structured plan for developing what he calls 'cultural tuning' within a project environment.

The book draws on the author s research, his professional experience of working on transnational projects and his own background. His review of the different theories alongside examples and stories of their practical application, offers project managers a new and extraordinarily rich perspective into the likely dynamics of their projects. Making appropriate adaptations to standard processes, choosing what, how and through whom you communicate with stakeholders may be signal elements in the success or failure of your projects; Culture and Project Management will show where to start.

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