



POLITICAL CAMPAIGNING AND PROJECT MANAGEMENT

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Disclaimer

- My comments and observations during this presentation do not represent the views, opinions, or position of any governmental body, including the judiciary and the Arkansas Court of Appeals. Instead, they are my personal insights about how project management skills may be applied in the political campaigns that determine who our elected officials will be.



POLITICAL CAMPAIGNS AND PROJECT MANAGEMENT

- Campaigns involve overlapping and inter-related functions, schedules, and allocation of resources.
- Campaigns are situational.
- Campaigns are volunteer-driven, competitive, and outcome-oriented.
- Campaigns beg for project management skills, whether candidates know it or not!



FUNCTIONS, SCHEDULES, AND RESOURCES

- Campaign functions include:
 - Finance and budget (raising money and controlling how it is spent);
 - Media relations (paid media and free media);
 - Volunteer organization and deployment;
 - Scheduling (what is the candidate doing, with whom, where, why, and what resources are required);
 - Message and Strategy (what is this campaign about).



Those functions must be managed!

- Someone must plan and execute those efforts.
- In most instances, candidates have not thought of engaging professionals in project management.
- Is this an opportunity that project managers are considering?



How can Project Managers get involved with campaigns?

- Volunteer! Political campaigns exist on the devotion and skills of volunteers. You have tremendous skills.
- As consultants. Most small campaigns will not afford paid consultants in project management.
- Approach a candidate and get involved. You will be helping democracy work.

HERE IS MY CONTACT INFORMATION



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 - **THANKS FOR LISTENING!**