



PROJECT X

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Project Benefits

- Allows for effective organizational programming
- Helps to achieve optimization in operations
- Expediates efficient coordination
- Encourages long-term thinking & commitment at all levels
- Increases likelihood of successful outcomes

PricewaterhouseCoopers (PwC) is a leading professional consultancy network of firms.

The PwC Team

Dr. Bert Odiaka	Engagement Partner
Dr. Teddy Ngu	Engagement Director
Dr. Gabriel Ojebgile	Strategy Expert
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Catherine Lowery	CB Expert
Rotimi Alade	Team Member
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LAUGHS

Two young engineers applied for a single position at a computer company. They both had the same qualifications. In order to determine which individual to hire, the applicants were asked to take a test by the department manager.

Upon completion of the test, both men had each missed only one of the questions. The manager went to the first applicant and said, "Thank you for your interest, but we've decided to give the job to the other applicant."

"And why would you be doing that? We both got nine questions correct," asked the rejected applicant.

"We have based our decision not on the correct answers, but on the question you missed," said the department manager.

"And just how would one incorrect answer be better than the other?" the rejected applicant inquired.

"Simple," said the department manager, "Your fellow applicant put down on question #5, 'I don't know.' You put down, 'Neither do I.'"

"The purpose of a strategic plan is to develop a set of goals that a business aims to achieve, and setting the direction the organization intends to follow over the planning period."

Those who fail to plan; plan to fail' is a common saying that supports strategic planning. In every decision-making process, the need to plan, evaluate and monitor is practically inevitable

Formulating strategies is like building bridges. It involves designs, extensive analysis of the situation, drawing up a number of rough designs, evaluating alternatives, selecting preferred designs and eventually detailing the final form as a blueprint.

Only after the design has been completed, do the construction companies take over and build according to plan. But, even at this time, the blueprint is flexible to changes that may arise from eventualities or availability of new information.

Whether in building bridges or developing strategies, the entire process can always be broken into distinct steps that need to be conducted in a sequential and orderly manner. It is only by going through these steps in a conscious, structured manner will the best results be obtained.

In summary, **think before you act!**

It is always necessary to put time and effort into formulating an explicit plan, making use of all available information and weighing all the likely alternatives. Tough decisions need to be made and priorities need to be set before action is taken. Once a strategic plan has been adopted, action must be consistent, efficient and controlled.

Finally, implementation must be secured by detailing the activities to be undertaken, assigning responsibilities and holding people accountable for results.

Important Quote:

"No Organization runs effectively without a strategic plan. Strategy provides a clear direction of what we are doing at any point in time and what results we intend to achieve.."-Mr. Jean Somda (Vice President, ECOWAS Commission)



Building Bridges = Strategies?

"A successful pattern of unplanned action cannot be called strategy but should be seen for what it is, plain luck. However, can we afford to always rely on good luck?"

- Project X kicked off on the 16th of April 2010 with the introduction of the PwC team to the ECOWAS Commission management team
- The meeting was chaired by the Vice-President and attended by several Commissioners & Directors
- The project is organized into 3 main work-streams Strategic Planning, Monitoring & Evaluation and Capacity Assessment & Training
- Through-out the project, there will also be a team responsible for communications; keeping you updated on milestones and events
- We encourage you to support us on this journey with you for the next 7 months!

PROJECT NAME COMPETITION!!!!!!

Be the one to give a name to this project and win a prize! The first entry with the name with the highest number of votes will win a very special prize!

- You can choose your favorite name from any of the following: →

1. Project **INSPIRE**...Inspired to dream, Inspired to Build, Inspired to Achieve the ECOWAS of Peoples

2. Project **TRACE**...Teamwork Reliability Accountability Communication Excellence

3. Project **LEAD**..Leadership, Economic Empowerment, Awareness of NEPAD goals/African Unity, & Development

Submit your votes to the Project Team in room 121 or e-mail henrietta.ighomre@ng.pwc.com

Closing date: 7th May 2010

Contact us.....

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