

## UEFA TEAM-UP



Project Management portal:  
A key stone for developing  
project culture

Congrès annuel Gestion de Projet 2008

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## About UEFA

### UEFA mission

- UEFA's core mission is to promote, protect and develop European Association football at every level of the game and to promote the principles of unity and solidarity
- UEFA is the governing body of European football
- Football is the priority in everything that we do

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## About UEFA



### Some figures

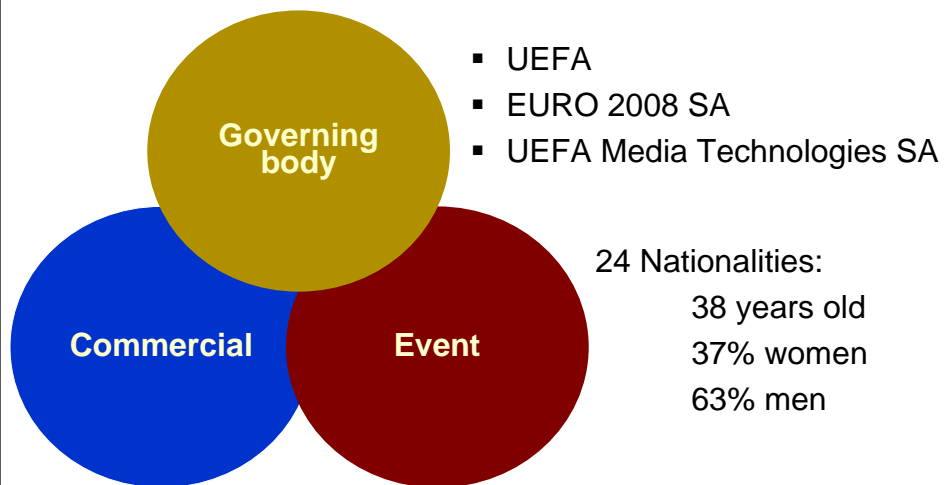
- Founded: 15 June 1954 in Basle
- Member associations: 53 at present, 207 worldwide
- Number of clubs: 235,176
- Number of players: 23 million, including:
  - 1.7 million female players
  - 8.9 million youth players
- Number of referees: 315,844
- Number of UEFA matches: approximately 1,600

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## About UEFA



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## UEFA and projects



### Projects within UEFA

#### Typology:

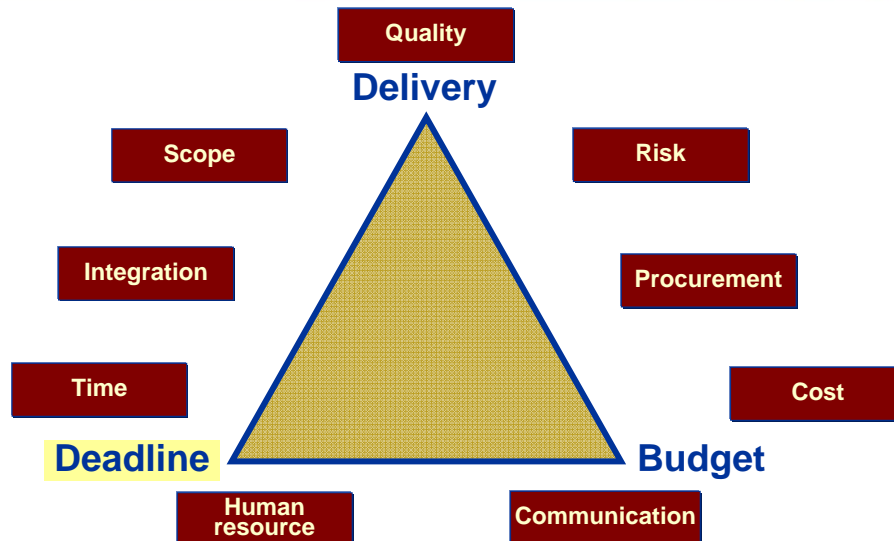
- Event:
  - Football related
  - Institutional related
- ICT
- Organisational

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## UEFA and projects

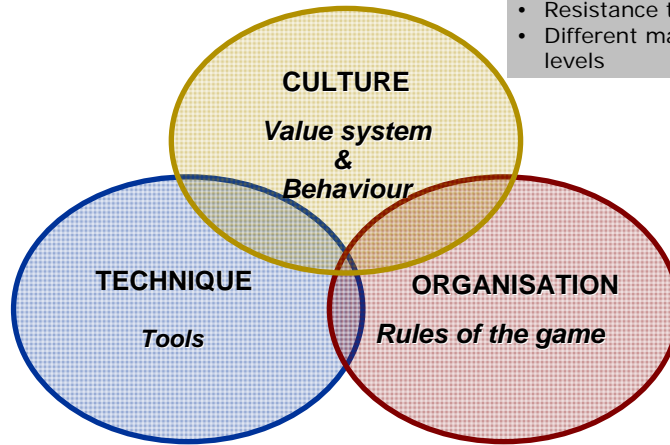


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## The companies consist of ...



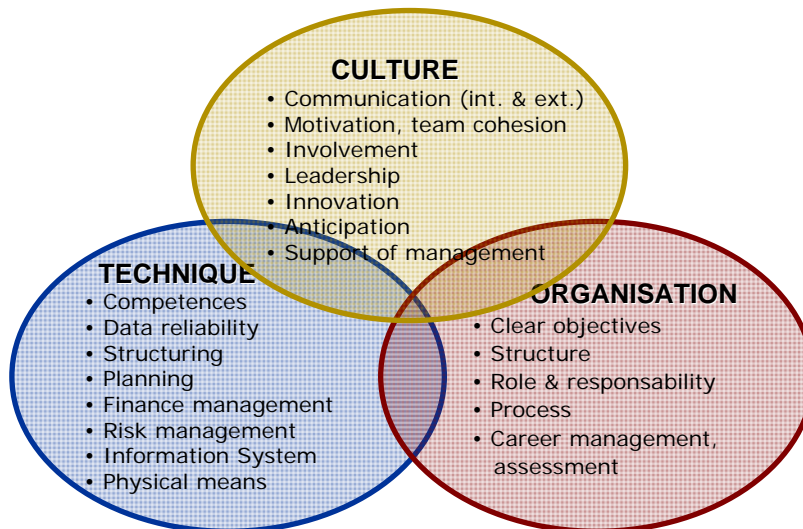
- Durability
- Resistance to change
- Different maturity levels

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## Key success factors to introduce PM ...



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## Objective of TEAM-UP



### To introduce a project-management orientation into our activities

That means, a way of thinking focused on:

- The capacity to deliver the right thing at the first time
- The respect of deadline
- The respect of budget
- The ability to team up cross divisions or companies
- The capability to cope with changes

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## What's TEAM-UP?



### Project management initiative:

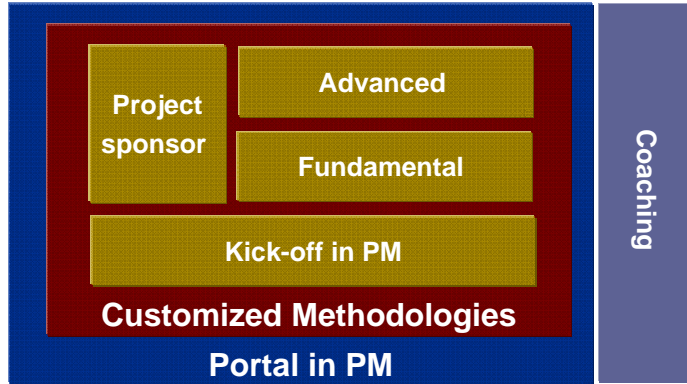
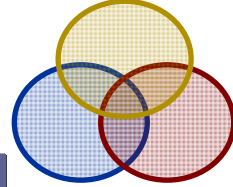
- Blended training approach:
  - E-learning
  - Plenary course
  - Simulation
- Not focused on tools
- All the employees will be involved
- We will capitalize our Knowledge and make it available online through a **portal**

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## Deliverables

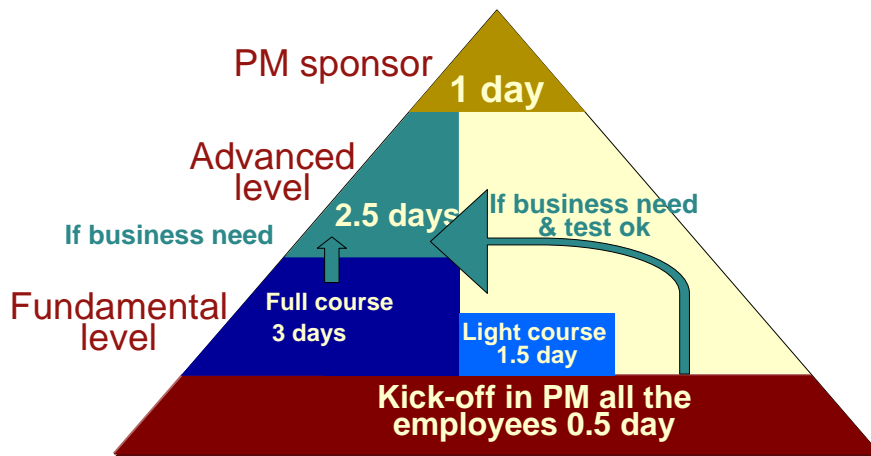


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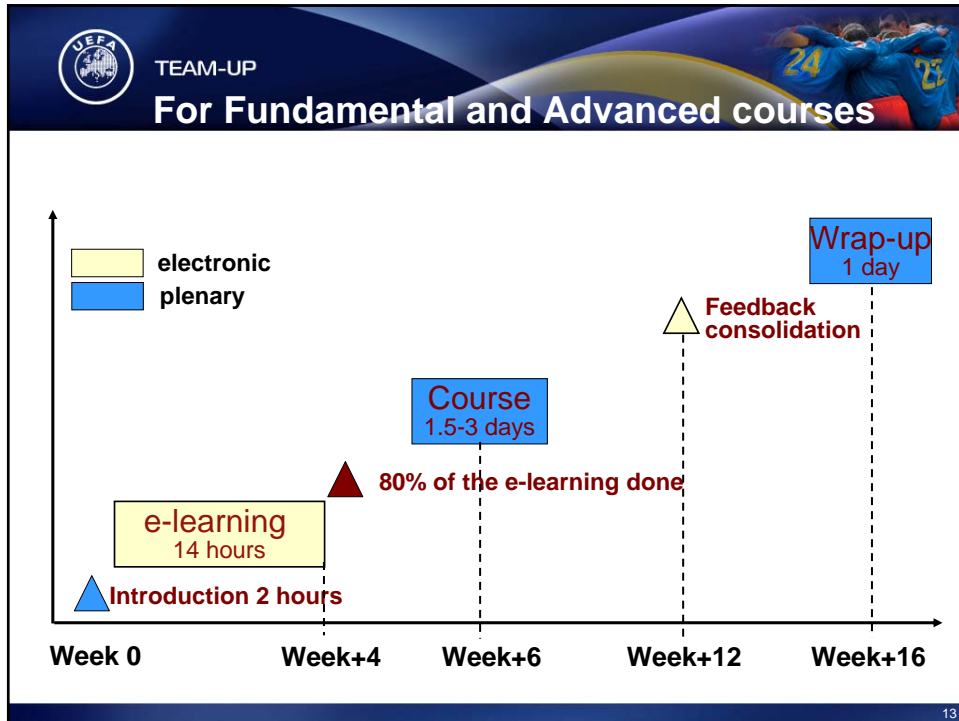


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## Training concept



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## What can you expect?

**Following Fundamental course:**

- Must be able to initiate, plan, execute and close a small or medium project according to sound methodology
- Tools and lessons learned:
  - Project mandate
  - Project charter
  - Risk identification
  - Status report
  - Project closing
- As sponsor the following best practices will support you:
  - Right level of knowledge
  - Right level of control
  - Clarify the level of decision

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## What can you expect?

### Following the Advanced course:

- Must be able to use advanced techniques to manage complex projects
- **Tools and lessons learned in addition to Fundamental:**
  - Advance planning
  - Risk analysis
  - Procurement
  - Leadership
  - Cope with conflicts
- **As sponsor the following best practices will support you:**
  - In managing major and strategic projects
  - Ensuring team performance
  - Putting in place preventive measures (risks)
  - In sourcing management

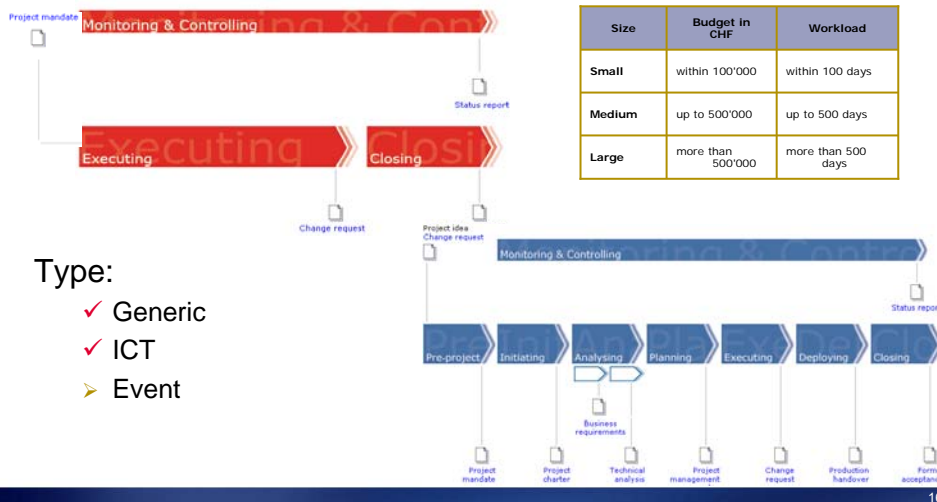
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## Where do we stand?


### Methodology:



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**TEAM-UP Portal**

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- Home
- What's new
- About TEAM-UP
- Theory
- Methodology
- Training
- Forum
- PM Community
- FAQ
- References
- Contact

The TEAM-UP portal supports the objective

**"To introduce a project-management orientation into our activities".**

Through this portal, we would like to capitalise on UEFA project management knowledge and to provide a single source of information for UEFA employees on different aspects of project management such as the methodologies and main tools, the theory and the different blocks of knowledge, and the UEFA project management scheme. New topics will be added as time goes on.

The content delivered will be serve as reference material for the different training courses.

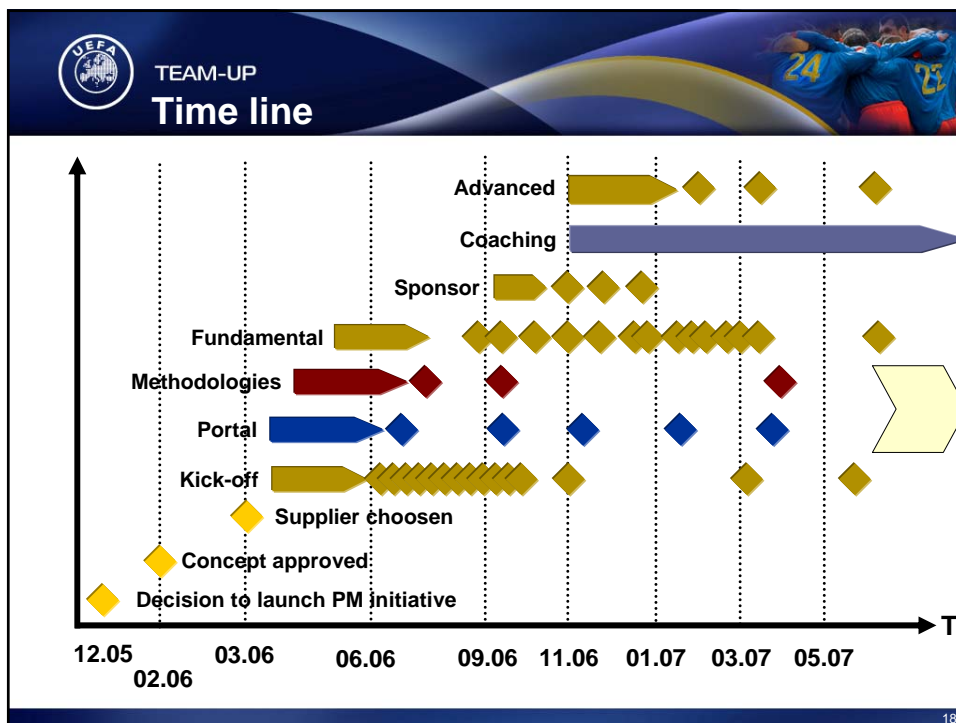
This is your portal and it will gradually be enhanced with your input and feedback. If you have any suggestions or comments, feel free to send them to [TEAM-UP](#)

Here are some [thoughts](#) for the new year.

Have fun!

The TEAM-UP team

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## Value added of a portal



- Accessible by everybody from anywhere at anytime
- Single entry point covering Theory; Training; Methodology; Tools; References
- Easy to update and to maintain
- Easy to integrate in the user desktop
- User friendly to use
- Attractive format
- Dynamic

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## Lessons learned



- A clear vision must be set and approved before acting
- The Sponsor must be at the apex of the pyramid
- Request for Proposal & bid procedure are keys
- A blended approach to develop the PM culture is a key success factor
- The top management must be part of the training process
- As starting point, use what is already existing to avoid the N.I.H. syndrome
- To regularly update the portal and communicating around is vital to stay alive
- Change takes time and energy...

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Thank you

Q&A

