



Project Strengths Model

Introduction

There are numerous factors that influence the productivity that an individual or a team can generate. The Project Strengths Model leverages several of these factors to ensure people are working more in their areas of strength, and that teams have minimal blind spots.

The Project Strengths Model is comprised of two components:

1. The 3-Dimensional Personas
2. The 8-Project Stages



Part 1: Understanding the 3-Dimensional Personas

Three personality dimensions have been shown to have the greatest influence over how well individuals understand and interact with one another and within their respective teams. These are the Extraverted-Introverted, Thinking-Feeling, and Assertive-Dynamic trait dimensions.

In the model, each trait dimension is portrayed as a continuum that exists between the two extremes of the trait.

1. Extraverted (E) – Introverted (I)

Measures the degree of sociability that someone is attuned to. Extraverts prefer taking part in social situations and gain energy from those scenarios.

Introverts on the other hand prefer solitary environments and gain energy from spending time in quieter situations.

2. Thinking (T) – Feeling (F)

This measures the value someone places on either emotions or rationality when considering alternatives and making decisions.

Thinking individuals are more likely to use objective information to inform their decisions, whereas individuals with the Feeling trait tend to lean more heavily on how their decisions can help others.

3. Assertive (A) – Dynamic (D)

The Assertive-Dynamic trait spectrum relates to the degree of emotional stability reflected in a person's work and life.

Assertive individuals are stable, self-confident, and resistant to stress, whereas Dynamic individuals are much more activated by stress, are usually more success-driven, and focus on perfection.

The combination of the 3 personality dimensions creates **8 unique personas**, which are known as the **3D Personas**.

1. Assertive Commander **ETA**
2. Assertive Altruist **EFA**
3. Dynamic Commander **ETD**
4. Dynamic Altruist **EFD**
5. Assertive Thinker **ITA**
6. Assertive Mediator **IFA**
7. Dynamic Thinker **ITD**
8. Dynamic Mediator **IFD**



Part 2: Understanding the 8-Stages of the Project Strengths Model

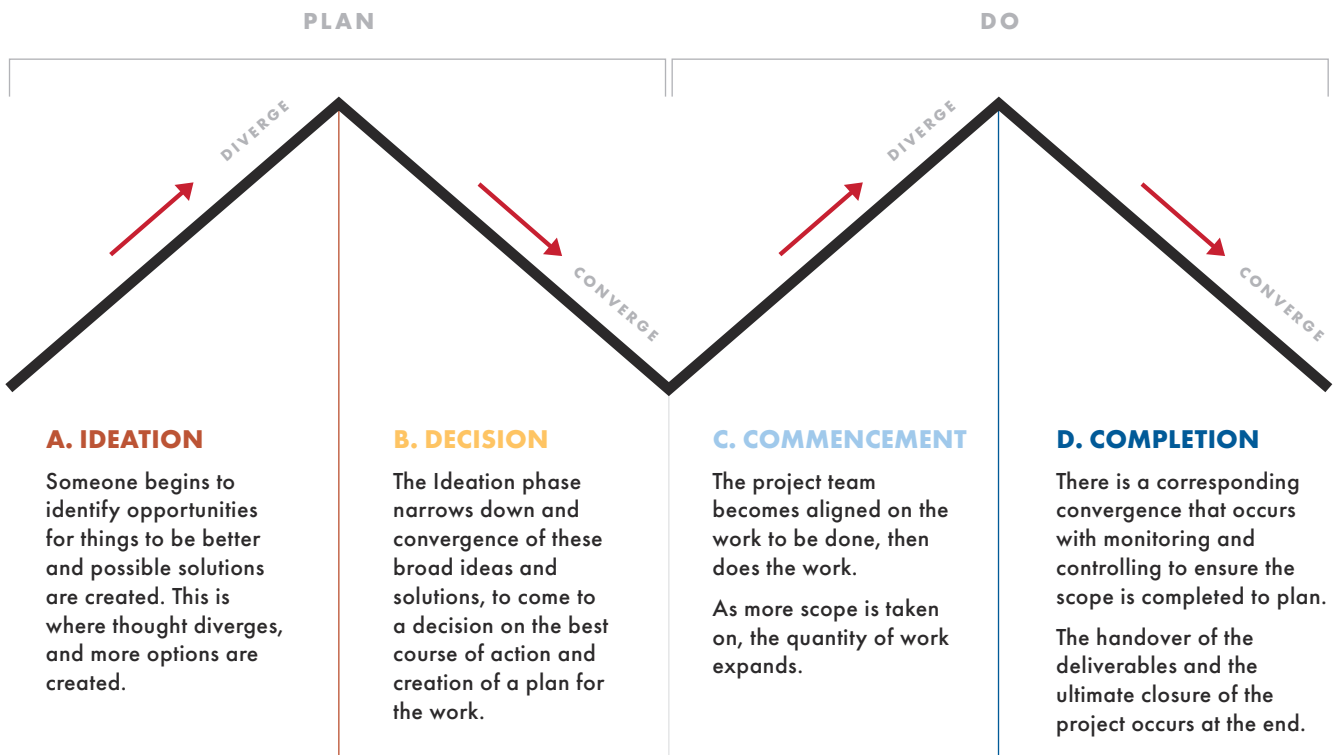
Every venture, project, or task can be broken up into two basic functions:

1. Plan the Work

This consists of all the activities required to create the plan and define the end deliverables.

2. Do the Work

This is where the work actually gets done and ends in completion of the initiative.

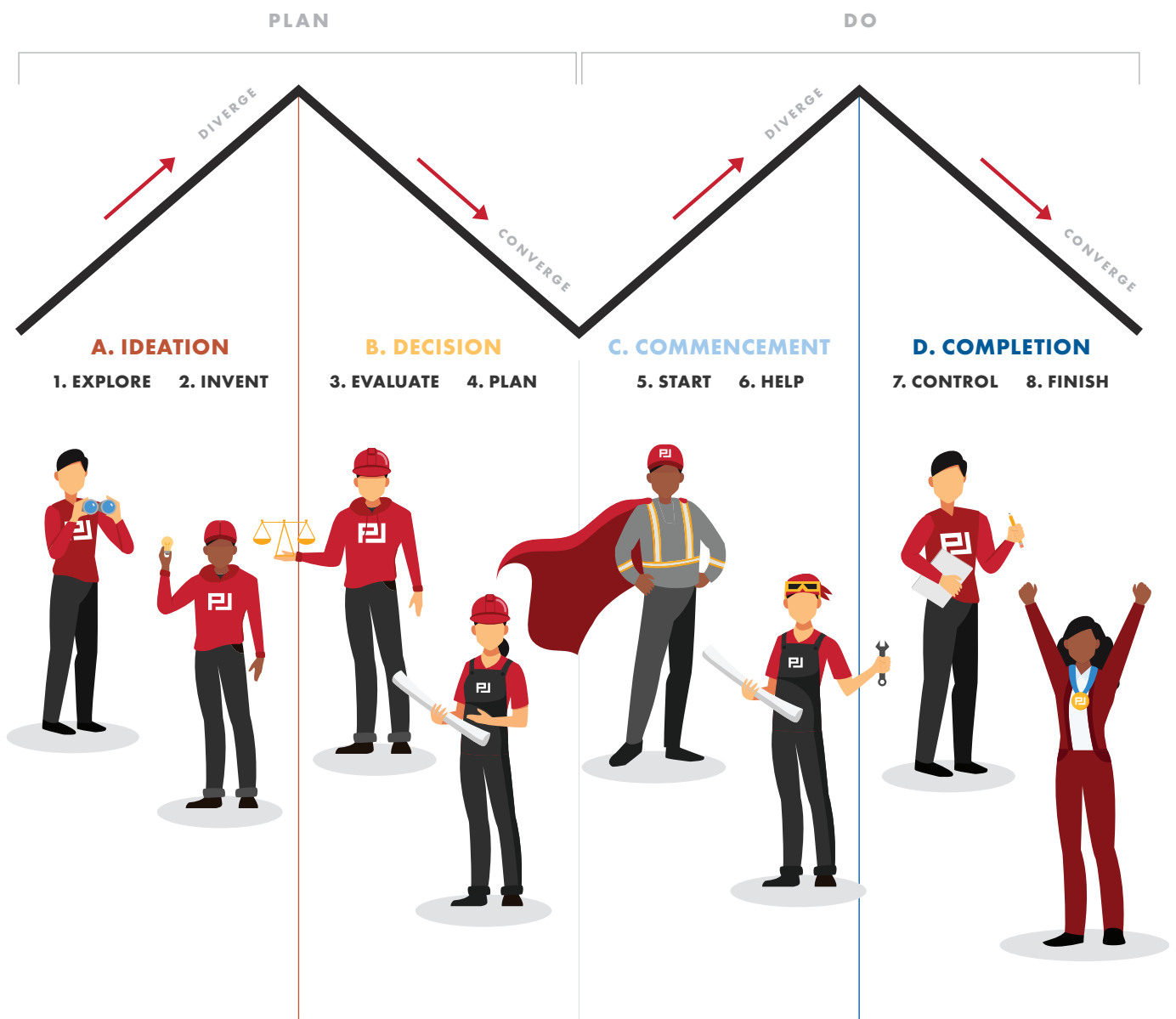


The 4-Phases:

As illustrated above, by splitting the two basic functions into their respective diverging and converging phases, the 4 phases are created, which represent the accumulation and refinement of the ideas or the work.

The 8-Project Stages:

Further divisions within the 4 Phases are the skill-specific stages of a project that an individual may excel in or experience limitations in. The granularity of these skill-specific stages is what makes up the 8-Stages of the Project Strengths Model (PSM).



The 8-Project Stages

A. IDEATION

1. EXPLORE

This is where a deeper understanding of the systems occurs, and where the need for improvement is identified.

IDENTIFY NEEDS

- Identify risks and opportunities
- Challenge assumptions
- Curious
- Explorational
- Observational

2. INVENT

This stage is where ideas and potential solutions for realizing the opportunity are generated.

GENERATE IDEAS

- Come up with new ideas
- Open minded
- Big picture thinking
- Innovative
- Creative

B. DECISION

3. EVALUATE

This is where the merits of possible solutions are compared to decide on the path forward.

EVALUATE ALTERNATIVES

- Analyze options
- Objective
- Data-driven
- Pragmatic/realistic
- Critical thinkers

4. PLAN

This stage is where you create the final plans for the selected alternative.

FINALIZE PLAN

- Create plans
- Goal oriented
- Organized
- Collaborative
- Logical



The 8-Project Stages

C. COMMENCEMENT

5. START

This is where the project team becomes aligned on the plan and kicks off the work.

6. HELP

This stage involves the team coming together and doing the work.

START THE WORK

- Form teams
- Proactive
- Inspirational
- Collaborative
- Delegate duties

SUPPORT THE WORK

- Supporting others
- Empathetic
- Encouraging
- Adaptable
- Resourceful

D. COMPLETION

7. CONTROL

This is where the scope is controlled to ensure the final deliverables are met.

8. FINISH

This is the stage where the final details are wrapped up and the project is closed out.

MEET THE OBJECTIVES

- Controlling scope
- Disciplined
- Organized
- Precise
- Reliable

FINALIZE THE WORK

- Close out project
- Meticulous
- Methodical
- Results-oriented
- Persistent



Part 3: Understanding Strengths and Stressors

Each of the 8-Stages requires varying and unique skillsets, which are identified using the PSM Assessment. The results of the assessment will illustrate each individuals' areas of strength and stress.

Stressors & Super Stressors

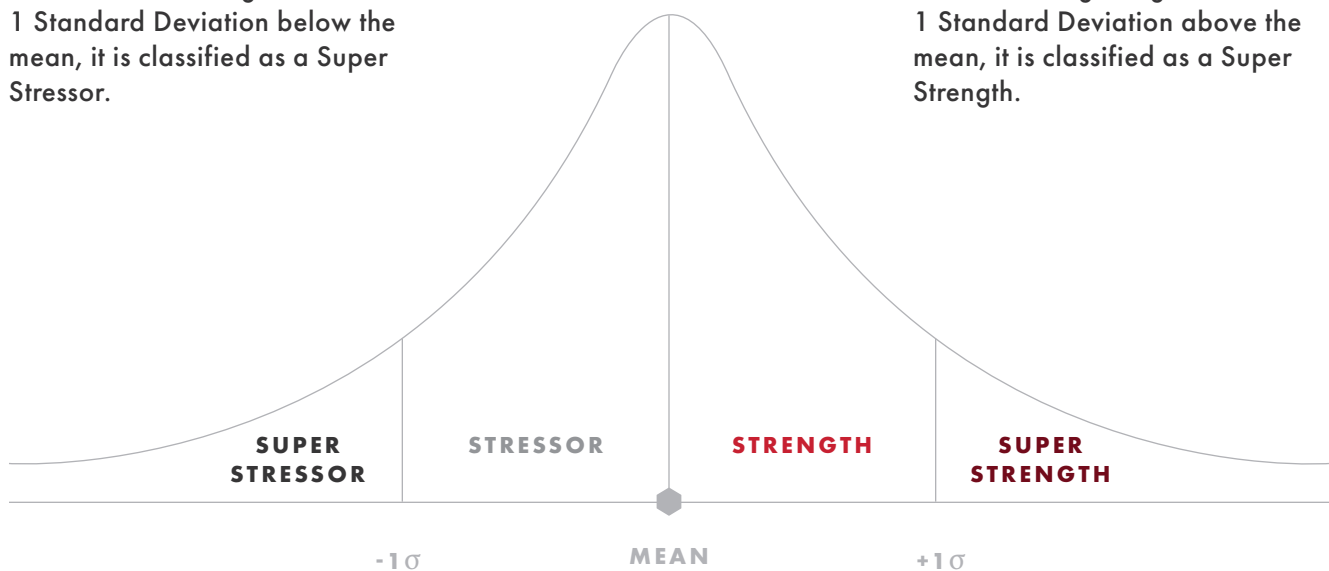
Stressors are activities where individuals may still excel but generate stress. These work activities are generally draining of energy, which, over time, may lead to dissatisfaction, disengagement, and burnout.

When a Stressor is greater than 1 Standard Deviation below the mean, it is classified as a Super Stressor.

Strengths & Super Strengths

Strengths are where individuals are suited to do their best, most meaningful work. These work activities generally increase energy which, over time, may lead to higher satisfaction, confidence, and meaning.

When a Strength is greater than 1 Standard Deviation above the mean, it is classified as a Super Strength.



Examples:

Someone who has the Super Strength of Inventing. If they scored high in the Extraverted, Thinking, and Assertive (ETA) categories, they will likely be very **collaborative and bounce ideas off other people**, relying on rational approaches to keep building upon new ideas.

Someone who is Introverted, Feeling, and Dynamic (ITD) would likely **prefer to work by themselves to come up with ideas and solutions that benefit others** and try to perfect them before sharing them with others.

Build your legacy.

Gain access to gold standard project delivery with Peter Lucas on *your team*.

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