

Exercise: The Delayed Project Launch – Guiding values

Background

You are the project manager for a new product launch at a mid-sized tech company. The product, a cutting-edge software tool, has been in development for six months. The original timeline planned for a launch in two weeks, with significant marketing and stakeholder events scheduled around this date.

The Situation

Two weeks before the launch, your lead developer informs you that due to unexpected technical challenges, the final version of the software will not be ready on time. The development team estimates they will need an additional three weeks to resolve these issues and deliver a polished product.

Complications

1. **Stakeholder Pressure:** The company's executives are pushing for the product to be launched on the original date because marketing campaigns have already been paid for, and stakeholders are expecting the launch. Delaying could damage the company's reputation.
2. **Team Morale:** Your development team is feeling the pressure and is concerned about the quality of the product if forced to meet the original deadline. They worry that rushing the launch will result in a flawed product and potential customer dissatisfaction.
3. **Resource Constraints:** The budget for the project is already tight, and extending the timeline might require additional funding, which has not been approved.

Your task

As the project manager, you need to decide how to handle this situation. Consider the following:

- How will you communicate with your team, executives, and stakeholders?
- What leadership values will guide your decision-making?
- How can you balance the needs for quality, timeline, and budget?

Prepare to discuss your approach with your group, focusing on how your leadership style and values will influence the decisions you make.