



## What is WIN-PM?

We seek comfort in trying to minimize or even eliminate uncertainty through “organizing” it. The application of conventional project management practice provides the generally accepted organizing road map.

When it comes to major complex requirements, we apply greater “organizing” – as if to suggest the concept is linearly scalable - the larger the project, the greater the complexity, the greater the application of the traditional processes.

For highly complex undertakings, we soon confront an unyielding reality. The convention doesn’t suit the problem. We have the choice – follow our tool and abandon the problem, or follow the problem and abandon the tool. The Dynamic Baseline Model is a five level structure that is incompressible – i.e. it is in simplest form.

## Who Benefits?

Beneficiaries include: practitioners confronting a less than viable tool set, policy makers charged with establishing proper practice for project organizations, academics that teach Project Management and stakeholders that demand optimal efficiency and effectiveness from the project investment.

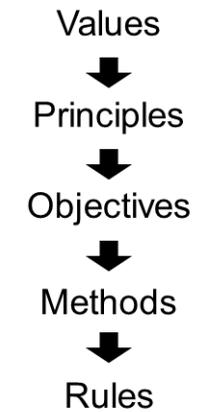
## How Does it Work?

When a new initiative is introduced, the DBM addresses the extent to which the initiative “disturbs” the existing natural order. We can think of it in terms of an interference pattern.

The natural order is modeled as a five level hierarchy – a values baseline, a principles baseline, an objectives baseline, a methods baseline and a rules baseline.

The Dynamic Baseline Model classifies complexity based on the levels disturbed or, in other words, rendered dynamic within the hierarchy. The lowest of the static baselines within the

hierarchy establishes the control reference for the initiative.



### The Dynamic Baseline Model



Mark Seely



Quang Duong

The DBM has been the subject of lectures across Canada over the past decade. An article, “The Dynamic Baseline Model for Project Management” was published in the Project Management Institute Journal. The University of Ottawa added the DBM to the curriculum of its MBA program. The DBM has been adopted by the Treasury Board of Canada as the basis for its Policy on the Management of Projects, applicable to government projects across the board. Subsequently, Canada’s central procurement authority for acquisitions, the department of Public Services and Procurement Canada has adopted the DBM as the basis for procurement streamlining and authority delegation.



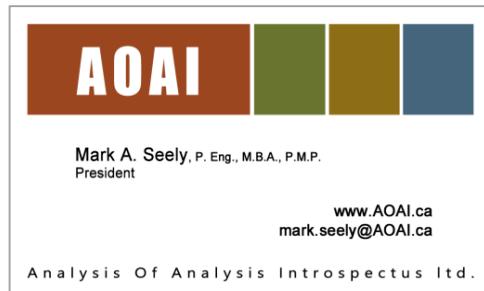
Welcome to AOAI

Mark Seely

Societies, businesses and individuals make important decisions based on analyses from sources they trust. Putting the right plan into motion depends upon integrity in these analyses – their accuracy, objectivity and sufficiency.

AOAI promotes professionalism in analytics providing discussions, tools and frameworks that draw a distinction between reasonable analytics and facsimiles thereof.

AOAI – advanced analytic learning, centered on the truth!

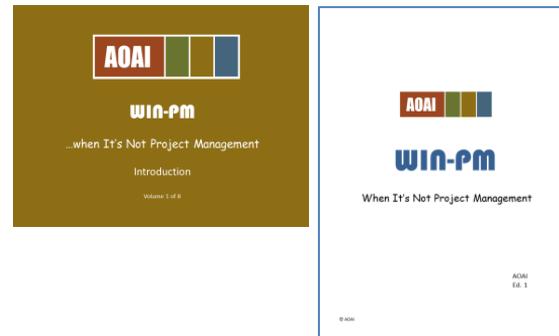


Level 1 is a low complexity construct whereas proceeding upward through the levels increases the complexity exponentially.

The 10 Commandments of the DBM (inset) outline the nature of the issues addressed in WIN-PM.

## Where do I get a copy?

The Win-PM book and presentation are available on the website: [www.AOAI.ca](http://www.AOAI.ca).



Visit [www.AOAI.ca](http://www.AOAI.ca)

Thou shalt:

1. Manage the initiative at Level,
2. Measure performance at Level,
3. Lead Levels 1, 2 and 3 as a management regime and lead Levels 4 and 5 as Governance,
4. Not confuse senior level management with Governance,
5. Realize mismatching relinquishes control and sets up a gaming environment,
6. Delineate external determinacies based on those for which the organization has influence and those for which the organization has no influence,
7. Consider external determinacies for which there is no influence as constraints, and thou shalt assess them for risk.
8. Indicate the complexity classification in approval documents, whether it is requested or not,
9. Establish a Management Reserve for Level 3's or establish intentions with approval authorities regarding the prudent management of cost growth,
10. Address the plan to bring Levels 3, 4 and 5 to Level 2 and the implications of doing this.



advanced analytic learning . . .  
. . . centered on the truth

# WIN-PM

## When it's not Project Management

This is the third of four AOAI pamphlets:

- AOAI,
- The greenFields Model,
- WIN-PM,
- Analytic Protocol.

[www.AOAI.ca](http://www.AOAI.ca)