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Execution

FEATURE ARTICLE

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Lean into the madness.

I'm no die-hard college basketball fan, but every March I'm reminded of just how captivating college sports can be. The NCAA's Division I Men's Basketball Tournament (a.k.a. March Madness) pits the top 68 collegiate basketball programs against one another, producing a sporting spectacle unlike any other. Tens of millions of people participate in bracket prediction contests, giving even fair-weather fans like me something to get excited about.

What makes college sports so entertaining, March Madness in particular, is the uncertainty that surrounds every matchup. While one game may showcase a powerhouse school asserting their dominance, the next could be an underdog prevailing in an extraordinary upset. As I sat on my couch this weekend watching the madness unfold, it became increasingly clear that winning hinges on one thing - execution.

Every team engages in research and planning when preparing for a competition of this magnitude. Coaches design game

plans, players study video, and strategies are developed to exploit an opponents' weaknesses. Yet, without proper execution, those efforts feel wasted.

The parallel between the dynamics of March Madness and the business of project management is evident. In both arenas, success isn't guaranteed by pedigree or resources alone. It's the ability to execute a plan with precision and determination that results in success.

As we navigate this ever-evolving landscape of project management, we must internalize this lesson that March Madness has to offer. Yes, strategize. Yes, prepare. But above all else, execute. Because in the end, it's not the brilliance of our plans that determines success - it's the finesse with which we bring them to life.

Climb your own bracket.

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