

Project Compass Advisory

Case 3: Soft-Skills Leadership (Stakeholder Turnaround)

Situation: A high-stakes product launch was stalling due to intense inter-departmental conflict between Engineering and Marketing teams, driven by misaligned KPIs.

Task: Mediate the conflict, unify the team objectives, and ensure the project met its launch deadline.

Action: I moved beyond standard project administration and utilized the *Stakeholder Engagement Matrix* to map "hidden influencers"—individuals who lacked formal authority but held significant cultural sway. I facilitated a neutral mediation workshop to reset team expectations and realign project objectives.

Result: Launched successfully on schedule; post-launch team engagement surveys indicated a significant improvement in collaborative trust.

Critical Reflection: This project demonstrated that project management is primarily a social endeavor. I learned that my ability to listen and facilitate constructive dialogue often produces better outcomes than any administrative tool, though a structured tool (like the Matrix) provided the necessary framework to navigate the human complexity.