

Digging deeper

The relaunch of our journal is part of our strategy to closely connect with the project community



Welcome to the new *Project* quarterly journal.

When I became APM chairman in 2013, I wanted my tenure to stand for something. The APM board and I wanted to capture this in a single, simple, phrase, which we call 'listening, learning, leading'. I felt that this captured what APM and, more broadly, what project management should be about.

This relaunch of *Project* is a product of that philosophy, a symbol of what we want to be and a key deliverable from our 2020 strategy.

The listening phase started a number of years ago through an annual readership survey capturing feedback from members and magazine subscribers. In recent years, the survey revealed that while readers continued to value *Project* very highly, the numbers reading every issue were falling.

This prompted a deeper investigation into what was causing this change. From speaking to members, it became clear that, increasingly, as professionals you didn't have time to read a monthly journal and that, in order to make it an essential part of your professional development, you also wanted more depth.

As a result, we have introduced a new editor for *Project* – Sally Percy – a very experienced business journalist, and I hope you'll already notice the different approach that *Project* has taken since Sally took over in November.

Most notably, you will notice that *Project* has nearly 100 pages and its

frequency has changed from monthly to quarterly. More depth, less frequent, and still in print; a reflection of what we learned from readers during our research.

The benefit of this change is that it lets us delve more deeply into the world of project, programme and portfolio management – a change of approach that will become apparent as time goes on.

Project practice

The member feedback on this supports my own view that at the heart of project success is good practice. Some refer to it as 'back to basics', but that suggests it is easy, which we know it isn't. It's about getting to the heart of what project, programme and portfolio managers do, and mining and sharing good practice – listening, learning and then leading. So *Project* will increasingly delve into how projects are delivered successfully. This means it will become an invaluable collection of reference materials to help you to deliver your projects and programmes.

A third theme you will see coming from the journal now, and in the issues to come, is how *Project* will integrate increasingly with the wider project management community. As a former specific interest group (SIG) chairman, this is particularly close to my heart. *Network*, traditionally the members' magazine, has been merged with *Project* and, in the future, the journal will draw much more from the good practice

that exists within the community and is demonstrated through branch and SIG events as well as the APM Project Management Conference, EVA20, Project Controls Expo and Project Challenge.

Finally, you will also see changes to *Project* online. An archive of articles already exists for APM members, and that will grow, alongside more video content, webinars and other online content. Along with our vibrant branch and SIG events, we're able to offer a comprehensive integrated resource for you to develop your career, share your experience and practice, and bring it back to your workplace.

We hope you find *Project* an increasingly valuable resource to support your career and professional development. The listening, learning and leading doesn't stop here, so please give us feedback on what you like, don't like, would like to change, and would like to see more of. □

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STEVE WAKE is chairman of the APM board

