

“ We don't need project managers.
Our technical leads can manage the project.”

Heard this before?

Swipe for a different perspective 

Compare...

Technical Lead as Project Manager

- **Context switching** from technical execution to all other project needs
- **People and team management** deprioritized
- **Progress reporting** to upper management takes up time

Dedicated Project Manager

- Keeping track of all project objectives, needs, stakeholders, and perspectives IS the job
- Focus is on managing the project, not individuals
- Reporting on project progress IS the job

But wait, there is more!

Compare...

Technical Lead as Project Manager

- **Communication** with cross-functional stakeholders far outside of area of expertise
- **Few tools, no set process,** learning project management “on the job”

Dedicated Project Manager

- Cross-functional communication and “speaking the language” of different teams IS the job
- Experienced with project management frameworks, comes in with tools and processes

How much does it cost you?

Cost to Your Company

Technical Lead as Project Manager

\$\$\$\$\$\$\$

- Delays in delivering the project → lost revenue \$
- Reduced quality → damage to brand \$
- Loss of team cohesion, burn-out → attrition \$
- Inefficient, non-scalable processes → time wasted \$

Dedicated Project Manager

FTE salary: \$98,000-162,000 /year*

FREE BONUS:

- Scalable tools and processes for future projects
- Expert project management support and training for other employees

And that's not all...

Cost to Your Company

Technical Lead as Project Manager

\$\$\$\$\$\$\$\$

- Irregular reporting to upper management → missed risks and opportunities \$
- Misalignment with company objectives → wasted resources \$
- Over-representation of one function's needs over others → missing requirements and rework \$

Dedicated Project Manager

FTE salary: \$98,000-162,000 /year*

FREE BONUS:

- Stronger connection between projects and company objectives and priorities
- Objective, impartial facilitator to represent the needs of all functions

Want to change someone's mind?

Share These Slides!

Got other effective argument to persuade your organization?

Leave a comment!

Want a slide deck version of this content?
Leave a comment and tag Saniya Fayzullina.

See more at <https://sanity.consulting>

Email info@sanity.consulting for a free consultation to see how project management can help your organization