

# Making MAP Succeed

## > Project Planning

- Begin early
- Educate management about MAP
- Get senior management buy-in
- Appoint company liaison
- Communicate project goals early
- Identify information sources (internal and external)
- Budget for project costs

## > Before Students Arrive

- Hold conference calls to discuss topic and answer questions
- Provide pre-reading
- Set up meetings for team to meet key people early in process (including HR, decision-makers, and senior management)

## > On-site Orientation Session

- Provide understanding of business
- Introduce senior management and key contacts
- Organize and schedule internal presentations
- Discuss project scope
- Treat MAP team as partners/consultants, not students
- Let team be creative — balance control vs. hands-off
- Have fun

## > Logistics/Housekeeping Session

- Prepare written travel policy
- Explain spending/reimbursement policy
- Arrange access to corporate resources
- Provide conference call numbers
- Supply office space/facility access

## > Ongoing Project Management

- Schedule weekly contact or meeting (plan on 5-10 hours/week)
- Establish clear team organization from within
- Review project progress at midterm
- Expect some modifications to project plan
- Be available and responsive
- Manage responsiveness within your corporation
- Contact faculty adviser if issues arise
- Keep team focused
- Have fun