

The [video](#) by Byte of Michael (2020) presents an interview with an engineering project manager.

After watching the video, please consider:

1. An important role of a Project Manager is to understand why people do what they do.

The video emphasizes that a Project Manager's vital role is understanding why people do what they do. This is not just a theoretical concept but a practical necessity in project management. Understanding people's motivations, as per Atkinson et al. (2006) article, can help project managers predict their behavior in different situations and make better decisions about project staffing, communication, and risk management. This underscores the importance of this aspect in successful project management.

2. As a Project Manager, what steps might you take to manage a project successfully, given the difficulty of understanding why people do what they do?

The video interview acknowledges the challenge of understanding people's motivations, but it does not offer a universal solution. However, the strategies discussed in the video, as outlined in the article by Ramazani & Jergeas (2015), are practical and can be successfully implemented by project managers.

- **A practical strategy:** Build trust and rapport with team members. This will encourage open communication and increase the likelihood of people sharing their concerns and motivations with the project manager (Henderson et al. 2016).
- **Focus on active listening:** Pay attention to both verbal and nonverbal cues from team members. Ask clarifying questions to ensure understanding of their perspectives (Bodie et al., 2015).

- **Observe team dynamics:** Pay attention to how individuals interact. This can help explain their motivations and potential conflict areas (DiStefano & Maznevski, 2000).
- **Use different communication methods:** Some prefer in-person communication, while others favour email or instant messaging (Tang & Bradshaw, 2020).
- Be prepared to adjust your approach based on the individual's and situation's needs for flexibility and adaptability (Atkinson et al., 2006).
- Consider how factors such as incentives, biases, and risk aversion can influence people's decisions in behavioural economics (Maguire & Albright, 2005).

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