



Social Risk Management in Project Teams

How NASA Builds Teams

In today's business world we can only move ahead as a global community, with common goals and shared ideals. Space exploration has always been the greatest vision of humanity, and beyond the dreams, beyond the technological discoveries, space exploration requires highly competent project management and leadership skills.

What are the management and leadership key skills that allowed people from NASA to successfully build spaceships and space probes, to build and fly the Space Shuttle, to build and operate the International Space Station and put robots on Mars? How did they successfully manage such complex projects, with budgets of billions of dollars and how can we apply the same methods, the same processes, the same thinking patterns to create similar successes in our organizations? The aerospace industry had to learn severe and sometimes tragic lessons, and the insights are profound for every industry on Earth. Flawed social contexts – invisible behavioral forces – trigger project and mission failures. As Dr. John Mather, NASA Scientist and Nobel Prize Winner said – ***“More than 50% of the cost of a project is socially determined.”***

In the second part of the talk, participants will learn the guidelines for authentic success, revealed by some of the world's greatest visionaries – Prof. Scott Hubbard, the NASA Mars Program Director who landed 3 robots on Mars, Dr. Charles Pellerin, the NASA Director that built Hubble Space Telescope, Dr. Ed Hoffman, the Director of NASA Academy of Leadership, and internationally acclaimed musicians like Steve VAI and bestselling authors like Gregg Braden. We will discuss together about authentic success and how we can master our road to fulfillment and a meaningful life.

This brief workshop presents the processes used by NASA to build its highly successful technical teams and how other organizations in any other industry can implement this knowledge to trigger sustainable change and increased performance in their teams. The information presented has boosted team performance in over 1500 NASA project teams and Fortune 500 companies, engineering teams, and management teams, including the people responsible for NASA's most complex systems — the Space Shuttle, space telescopes, robots on Mars, and human space flight missions. Managing and improving the team social context is the key parameter that drives success or disaster in organizations.



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award winning
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public speaker





After this workshop, participants will know how to:

- Evaluate in a quantitative manner the performance and risk of a project as part of a health check and benchmark them against 300 NASA and Fortune 500 teams,
- Improve engagement between divisions by understanding their latent social signatures and by addressing the interests in a way that can be easily accepted by the other party,
- Change the social context of relationships with important clients, to improve performance and return. Change the social context in their teams to avoid failures,
- Identify and manage the four latent behavioral factors that limit team performance,
- Understand the latent social signatures that drive the culture of a client or a project sponsor to win proposals. How to write project proposals that match customer culture,
- Discover what are the guidelines for authentic success and a meaningful life.



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