

# CHAPTER 9:

# Project Work Assessment

This chapter guides you through assessing a project report and pitch

Responsible:

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# Project Work Assessment

1. Introduction
2. Feedback Method: BEAR
3. Criteria for assessing your project
4. Your task

# How do you assess the quality of a project?



**Set your project idea up for success!**

In order to estimate how successful your idea might be in the future you need

- Assessment parameters (e.g.: “Quality of power point presentation”)
- A value for these parameters (e.g.: “excellent / satisfactory / poor”).

“Success is the state of having achieved an objective, subject to a set of accepted constraints. To judge the success of any process, it is necessary to evaluate its performance by measuring one or more selected variables and then comparing each observation with a preset threshold value. In other words, success is judged after the performance has been evaluated.”

# How do you assess the quality of a project?

When assessing standardized success parameters keep in mind:

- Success is relative
- You have a number of different stakeholders. Consider how they would view your parameters and assessments!



“Baker et al. (1988) stated that there is no “absolute” success but only “perceived” success, implying that project success means different things to different stakeholders at different times [...]. A project may have many stakeholders whose interests differ widely (and, in some cases whose interests fluctuate wildly over the course of events).”

Zwikael, O., & Smyrk, J. R. (2019). Project management: A benefit realisation approach. Springer International Publishing.

# How do you assess the quality of a project?



**Every project needs closure and evaluation:**

After ‘real-life’ project implementations you (and your team) will routinely go through a feedback and assessment stage. Remember: It is about lessons learned and best practice – not about “winning”.

“[...] it really is a best practice for the team to step back and dispassionately review their work to identify areas of improvement to carry forward to future projects. This process goes by many names (“Lessons Learned,” “Retrospective,” “Post Mortem,” etc.), but these all describe essentially the same beast, and it’s likely that you are already familiar with them. Essentially, the objective here is for the team to review their performance relative to their plan to identify what worked well, what needs improvement, and any key learnings they need to pass along to other teams doing similar work.

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# How do you assess the quality of a project?

Feedback and assessment – establishing ground rules



- When assessing project work in groups and with peers, be constructive!
- Establishing ground rules and agreeing on "how" to mediate feedback and assessment is recommended
- One way of providing feedback can be an adjusted version of the **BEAR method**

# How do you assess the quality of a project? The BEAR method

## B-EHAVIOR

- Specific detailed observations on the project report

## E-EFFECT

- Effect on the quality of the report

## A-LTERNATIVE

- An alternative suggestion

## R-ESULT

- The broader results of your observations





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# Criteria for assessing your project

## Assessment: Project Development

- Criterion 1: Cultural Heritage
- Criterion 2: Innovativeness
- Criterion 3: Credibility
- Criterion 4: Impact
- Criterion 5: Social relevance
- Criterion 6: Long term sustainability

## Assessment: Pitch

- Criterion 1: Power point quality
- Criterion 2: Clarity of language
- Criterion 3: Creativity

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 1: Cultural Heritage

## Check:



- Does the project promote cultural heritage?
- Is the organization's role in promoting cultural heritage clear?

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 2: Innovativeness

## Check



- Is the project novel and inspiring?
- Does the project add to the organization's contribution on cultural heritage?

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 3: Credibility

## Check



- Is the claim to cultural heritage authentic?
- Are the people presented in a trustworthy manner?
- Is cultural heritage communication sufficiently backed by reasoning and sources?
- Is “the story” convincing”?

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 4: Impact

## Check



- Will the project cause change upon implementation?
- Will the project contribute to the discourse on cultural heritage and this specific organization?
- Is it likely that a (social) media discourse is to follow?

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 5: Social relevance

## Check:



- Will stakeholders socially and / or culturally benefit from this project?

# Criteria for assessing your project: Project Development

## Assessment: Project Development



- Criterion 6: Long term sustainability

## Assessment: Pitch



- Will the project have a durable impact on stakeholders and relevant communities?
- Will the project cause long-term change?
- Will the project contribute to a long-range effect on how cultural heritage matters are perceived?



# Criteria for assessing your project: Project Presentation

## Assessment: Pitch



- Criterion 1: Power point quality

## Check:



- Is the presentation comprehensible?
- Is the presentation convincing?
- Is the presentation appealing and interesting?

# Criteria for assessing your project: Project Presentation

## Assessment: Pitch



- Criterion 2: Clarity of language

## Check:



- Is the language of the presentation comprehensible?
- Is the language appropriate?
- Is the language appealing?

# Criteria for assessing your project: Project Presentation

## Assessment: Pitch



- Criterion 3: Creativity

## Check:



- Is the presentation creative?
- Is the presentation evoking mental pictures?
- Does the presentation contain interesting and / or surprising elements?

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# Your task



1. Use the template "Assessment criteria" and fill in your answers. This is the standardized part of your assessment. You can use three categories: "Fully", "to some extent", and "to a lesser extent". You can use the template as a self assessment or to assess peers.
2. In case of peer assessment: Where you fill in "to a lesser extent" and/or if you wish to provide extra feedback chose the BEAR method to convey your criticisms and ideas (template: BEAR method)
3. Pass on your assessments to the receiver or use the assessment template for a quality check on your own work.

Thanks for following these steps!



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# Literature

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