5. Developing a good project image has two components. The project must be well managed, but in large part image results from style of operation. These two are more closely related than they seem. Here are some guidelines.

a. Don't emphasize problems in conversations and reports. Emphasize positive factors.

b. Face problems squarely in a systematic problem-solving mode. Face them promptly. Don't let them linger. This is especially true of problems internal to the project. Avoid situations that will cause project members themselves to emphasize project problems in their contacts and conversations.

c. If a problem has no solution, accommodate it. It may be necessary to change strategy or objectives. Or it may be necessary to live with it.

d. If you have to live with it, ignore it to the extent possible, certainly in conversations and reports.

e. Make the most of the positive elements of the project, especially outputs and effective project action.

f. Be able to explain your project clearly, in terms of objectives, strategy, and accomplishments. Also be sure the entire team is able to. This requires good communication and team interaction.

g. Keep contact with other groups who have an interest in your project and help them to keep informed.