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AGILE PROJECT MANAGEMENT METHODS

It is emphasized that the present requires a significant increase in the practical effectiveness of the agile management strategy in the practice of corporate management. The analysis carried out showed that at the methodological level, this research initially systematically develops the basic concepts of agile management, emphasizing its characteristics of flexibility and adaptability, and proposes innovations in the organizational structure and management models to better meet the diverse needs of both the internal and external environment of the enterprise. Also, with the help of an in-depth analysis of specific cases of application of agile management, this study reveals the positive consequences of applying strategies such as a certain organizational structure, the introduction of flexible and diverse work schedules, and the establishment of a performance-oriented system on the ability of the enterprise to quickly adapt to market changes, flexibly adjust strategic directions and maintain a leading position in competitive market conditions.

This study is aimed at conducting an in-depth analysis of the importance and practical effectiveness of the agile management strategy in the practice of corporate management. In the face of increasingly fierce competition in the market and the rapidly changing market environment, enterprises urgently need to increase their response speed and comprehensive competitiveness to ensure their stable development. This study aims to provide practical advice and recognition for business managers, helping them to deeply understand and effectively apply agile management strategies to promote the long-term sustainable development of enterprises. In today's fast-changing and fiercely competitive market environment, enterprises are increasingly focusing on improving responsiveness and comprehensive competitiveness in order to achieve sustainable development. Among them, an agile management strategy, as an example of a people-centered management philosophy, plays a crucial role in team management. It emphasizes the adaptability and innovativeness of organizational structures and management methods, giving employees more autonomy and a sense of participation, thereby stimulating their innovative spirit and work enthusiasm, as well as increasing team efficiency and responsiveness.

Project management, as a key tool for achieving project objectives, is becoming increasingly important. In the telecommunications industry, Group A, as a leading enterprise, has demonstrated the key role of technological innovation in ensuring high-quality development and transformation of enterprises through the

practice of agile project management practices. The essence of agile project management is to increase the adaptability and agility of organizations to market changes, especially in the application of advanced technologies such as 5G, cloud computing, big data, and artificial intelligence. Group A's practice has shown that agile project management can effectively cope with rapid market changes and technological innovations. With more than 1600 fully connected 5G factory projects, Group A has not only made significant progress in integrating 5G technology and business, but also led the construction of fully connected 5G factory projects by creating pilot projects of 5G-Advanced flexible factory projects. In addition, Group A, together with partners, has promoted the construction of private 5G networks, achieving deep integration of 5G technology with industrial production networks and driving the digital transformation of industries. The implementation of agile project management is not only a reflection of technological progress for Group A, but also a practice of managerial innovation. This managerial approach allows businesses to respond quickly to customer needs, increase competitiveness in the market, and provide higher operational efficiency and a better customer service experience. Against the backdrop of rapid globalization and the development of information technology, the challenges faced by projects are becoming increasingly complex, including technological innovations, fluctuating market demand, and increased competitive pressures.

These factors require project management to be extremely flexible and adaptable to respond quickly to changes in the external environment. Learning agile project management is of considerable importance. It not only helps project managers to deeply understand the essence of project management, but also increases the overall effectiveness of project management by implementing more flexible and innovative management methods. In addition, agile project management can help businesses deal with uncertainties effectively, reduce the risk of project failure, and thus ensure the continuous development and competitiveness of businesses in the market. Despite the significant benefits of agile project management, there are also a number of challenges and challenges in the implementation process, such as how to build an appropriate agile project management structure, how to formulate and execute effective agile project management plans, and how to evaluate and monitor project flexibility, which requires further in-depth research and discussion.

Therefore, this work is dedicated to exploring agile project management techniques, proposing appropriate implementation strategies and suggestions for improvement, hoping to bring new perspectives and value to the field of project management. These practices not only increase the efficiency of internal cooperation, but also increase the speed of market response and innovation opportunities. By breaking down organizational barriers, reducing internal friction and giving more decision-making authority to the grassroots level, the group has significantly increased the speed of market response and the level of customer service. At the same time, by strengthening R&D and data analytics capabilities, the group can better understand market trends and customer needs, providing reliable data support for innovative work and contributing to continuous business optimization and modernization. In addition, the implementation of agile project management also

includes several dimensions, including the platformization of business management, the integration of marketing models, and the optimization of resource allocation. With the help of information technology, a business management platform was created, which ensures the distribution of values and optimization of management processes. The integrated marketing model is customer-centric and has established a differentiated competitive strategy. Resource allocation optimization focuses on realizing value for the customer, adjusting resource allocation across different business links, implementing a marketing layout, and achieving high-quality development. The main activities to build an agile organization by Group A include the establishment of a project management office, the establishment of a project management committee, the formation of joint project teams, the implementation of a system of responsibility for project managers and the clarification of the mechanism for the distribution of project revenues. These activities aim to concentrate group resources to support the initiation, organization and execution of internal projects, while strengthening the interaction and strategically oriented cooperation of senior management, facilitating and coordinating the support and contribution of resources for project operations by related parties.

The proposed measures for building an agile organization include agile management transformation, the development and implementation of mechanisms for the operation of an agile organization, the improvement of the rotation of senior management positions, and the agile management and development of talent. These activities aim to increase leadership flexibility and responsiveness, stimulate employee initiative and creativity, eliminate organizational rigidity, and improve team flexibility and collaboration. Through these measures, Group A has not only achieved significant results in agile project management, but has also provided valuable experience and knowledge to other state-owned enterprises. In-depth research and practice of agile project management are of great theoretical and practical importance for increasing the market competitiveness of enterprises, promoting the digital transformation of industries and achieving sustainable economic development.

References

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