



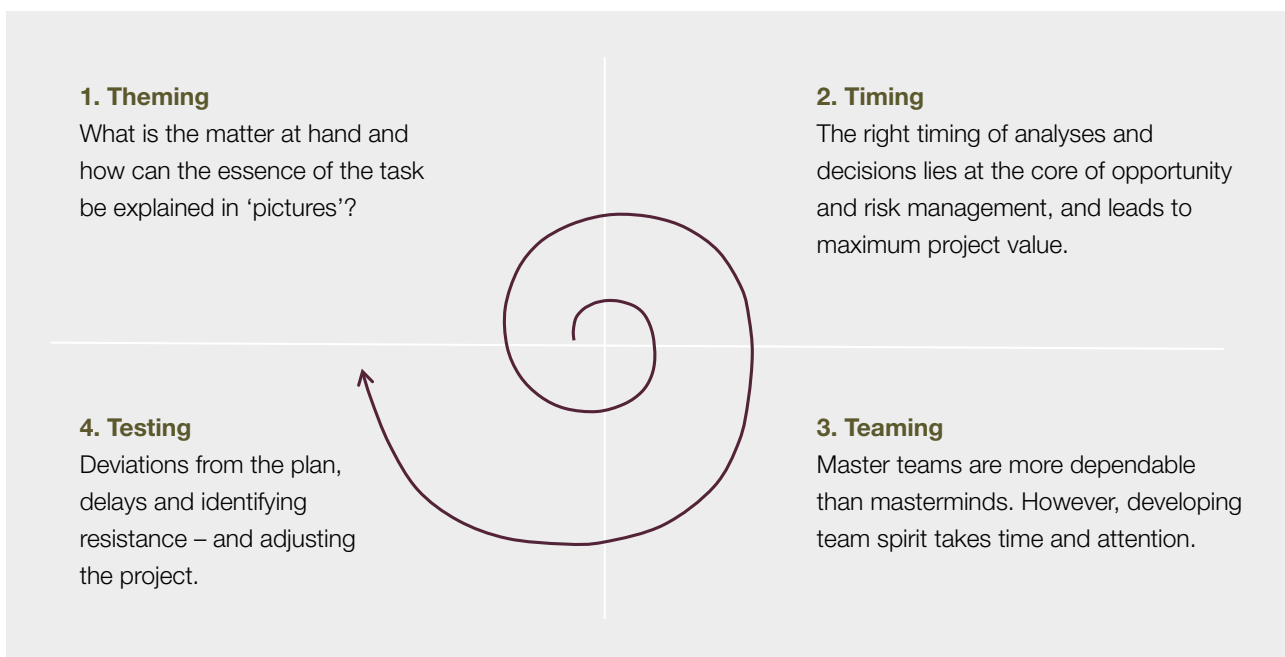
## Real estate project management

Any strategy is only as good as its execution. That's why the work we do for many of our advisory clients is complemented with a project management or coaching remit to implement a strategy. As an asset manager with decades of experience, we are also always happy to accept the challenge of proactive change management. Often the 'rebuild' (changing the business) cannot be easily separated from ongoing operations (running the business).

### 4T master plan by INREIM

From more of the same to being in charge of learning project management.

Surprises are inevitable during complex projects that last years. In such cases, strict adherence to a previously defined strategy can lead to a 'more of the same'-style situation. The development and implementation of the 4T master plan is an iterative process with multiple 'cycles'. The theme, timing and team are periodically reviewed and adjusted as part of rolling planning.



Deviations from the plan must be identified quickly and the response to them must be fast. The continuous measurement of key performance indicators (KPIs) is important for this, and so too is the development of a mistake-tolerance culture. Transformation involves allowing controlled flourishing over long distances based on the 'trial and error' principle. A critical outsider's look helps 'agile teams' keep their goals in sight.

Finally, each task is unique. Only a well-assembled, unique combination of specialists gets to the point of new kinds of strategies and makes projects become a certain reality.