

# Project Management in the Twitter Era

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Project managers are facing a revolution that will have a profound effect on their jobs and their profession. The shake up is fueled by a widening gap between the demands of contemporary projects, and the skills and abilities—in certain critical areas—of the humans who support them.

The dynamics of this revolution are already underway. While on one hand projects in general, and project management as a profession, are increasing in complexity, on the other hand our society is becoming one that thinks, reasons, and communicates in “sound bites”—a condition that is *enabled* by the growing use of social media tools, such as Twitter and Facebook.

This presentation is not intended to stake out a position for or against social media, nor is it a diatribe condemning the direction society is heading. Rather, the intent is to help project managers recognize and come to terms with the gap between the demands of contemporary projects and the direction our society is moving with respect to what some experts describe as an “addiction” to social media.

Drawing on research and expert opinion of prominent neuroscientists in the U.S. and Great Britain, this presentation will describe how social media is changing not only habits but also the “hardwiring” of the brains of an entire generation. Furthermore, since these changes give rise to challenges as well as opportunities in the project management arena, this presentation will explore the ramifications of these changes in the context of planning, managing, and executing projects.