

Module: Project Management

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Introduction

The ambitious headquarter project of google is situated in London city. It is a sky rise glass and steel structure which is also known as the “landscaper”. The building and architecture structure is considered as the outcome of a combination of sustainability and innovation. There is a significant amount of planning, execution and challenges related to project management for the successful development and cost efficient as well as timely completion of the construction of this project. This report discusses about different aspects and factors related to project management in the context of the

construction project of the **Google Headquarter in King's Cross**. There will be conducted a comprehensive analysis about the different aspects and important elements of project management as well as project planning. Financial architecture is one of the most important and effective ones among these. In addition to that, this evaluation report will also discuss about the importance of maintaining proper timeline for a project, the effectiveness of the quality control measures and approaches in the project. Some of the other important aspects discussed in this report may include the different factors related to stakeholder management, risk mitigation strategies and the effects of the covid 19 pandemic of the project activities and performing of related activities effectively and efficiently. The evaluation report is the outcome of the perfect combination of informed analysis and meticulous analysis. This evaluation report is also targeting to fulfil the objectives of achieving the positive aspects and success sides of the project along with the effective identification of the areas of improvement.

Detailed narrative of the project

The Google's ambitious London headquarters can be considered as a pixelated puzzle. It is a presentation as well as outcome of the combination of sustainability and innovation. It also represents the continuous development and advancements in the IT sector in the UK. It also represents a possibility and potential of extraordinary future tech projects. The success and effectiveness of this project is related to and outcome of a multitude of different factors and aspects. There are both possibilities and challenges associated with this project.

The construction of the headquarter represents the audacious spirit of google to prove their excellence and tech supremacy. There is a significant emphasis and importance given on maintaining natural lights and green spaces in the building. There is also a focus on the importance of employee wellbeing through the creation and maintaining of a progressive workspace in this era of extreme work pressure for professionals working in the tech industry. The influx of highly skilled professionals are supporting the growth

and advancements of the tech ecosystem in the UK (Portny, 2019). It is possibly leading to cross pollination of different required, effective and creative ideas. It is also presenting the possibility of the birth of groundbreaking startups. The architecture project has also injected life to the King's Cross area in London city. It is also attracting other tech giants and corporate business organizations for the successful creation and development of a vibrant hub of technology in the area. It is also fostering and promoting collaboration and knowledge sharing within different departments of the organization and also between the management and workforce of the organization as well for the successful development of effective outcomes and performances in projects as well as project management activities. This project is also creating the opportunities for potential partnerships with other tech companies and corporate business organizations for further advanced and bigger projects. This project is also presenting the potential of boosting the overall level of competition in the digital landscape in the UK.

There exist different types of challenges and areas for further improvement associated with this project. The cost of successful completion of the project was £1 billion which is creating and raising significant concerns about the displacement and gentrification throughout the project. There is also a continuously increasing cost of the housing services and facilities in the UK along with the influx of highly skilled, efficient and effective professionals and individuals to perform different operations process and job responsibilities within the project. It is creating the possibility of pushing out the existing residents and creating a social disharmony (Tinnirello, 2021). These aspects are related to the undermining of the positive impact of the project. There is a high level of dependence on only the management of google for the availability of financial resources and funding which creates limitations for the successful completion and the objectives accomplishment of this project. There are other several risks associated with the high

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dependence on only google for financial supports, services and funding. There are possibilities and opportunities of projecting and presenting vibrancy at the initial stage of the project but it has the possibility of stifling diversification. It also has the possibility of creating obstructions and hampering in the process of achieving expected

level of growth for indigenous tech companies with great potentials as well as possibilities and abilities to perform better and sincerely towards the path of achieving great things. The long term IT trajectory in the UK must not have high level of dependence on only one tech giant and organization which is google.

There is a significant challenge and limitation is related to the notorious data collection process of google. There is a significant level of possibility and potential concerns related to the visitor surveillance and employee surveillance which is related to the possibility of eroding the trust among general public. It is also associated with the hampering and creating of negative impact on the success, effectiveness as well as the positive impacts of the project of google (Wolfgang Spiess and Finn Felding, 2009). Data security and privacy maintaining technologies are considered as fundamental pillars and significantly important aspects related to the project which are crucial to be considered with high level of sincerity. The location of the project is a major city in UK which is London. It is creating the opportunity, potential and challenge as well as necessity of maintaining effective and efficient data security and privacy measures throughout the project to avoid any kind of potential challenges and their negative impacts on not only the performance of the project but also the overall success of the tech giant business organization as well (Indeed Editorial Team, 2021). The failure to properly and efficiently addressing these concerns and challenges are related to the possibility of hampering and tarnishing the image and success of the project along with the tech sector advancements and growth in the UK as well.

There are several important as well as valuable lessons associated with the landscaper of google. It can create lessons and strategic development supports in the future to not only the tech giant google but also to other tech companies from different sizes, types and industries of operations (Horine, 2012). It is also effective for creating framework and guidance for the tech projects from promising startup companies in the tech industry as well as sector.

It is highly recommended for the tech business organizations to maintain a strong focus and importance of maintaining proper sustainable practices among different project

management activities. It is also highly recommended to not only embrace sustainability but also maintain a high level of priority on social responsibility as well. One of the significant other aspect is environmental consciousness which is associated with maintaining the effectiveness of the project management activities for minimizing the negative impacts of the project operations and activities on the environment (Wojno, 2021). Ensuring equitable development activities and arrangements, ensuring affordable housing are two of the most effective and highly recommended strategies among these. Maintaining and arranging equitable development and affordable housing are also considered as highly important. These are effective and important along with other ambitious projects. Another important area of improvement is the maintaining, promoting and fostering of delivery and minimizing the dependence level. Attracting the global talents through nurturing and empowering indigenous tech companies for the successful creation of a self-sustaining ecosystem in the tech industry and sector is highly recommended as well as important (Scherer, 2011). Data security is another significant paramount. The successful as well as effective implementation of robust data protection measures are associated with building, developing and maintaining trust among the general people, clients and related important stakeholders of these business organizations. It is also very important to maintain top level of importance and priority in the process of maintaining high level of transparency throughout the project. Recommendations for similar projects in the future may also include the effective and successful planning and strategy development for resilience and not just focusing on grandeur (www.forbes.com, 2023). It is a significantly important aspect to factor in different possibilities of potential external threats as well as challenges such as global pandemics and to focus sincerely on the successful and effective development of contingency plans and approaches for minimizing the negative impacts and effects of external threats on the projects to be implemented and conducted in the future for achieving a high level of success.

The lessons taken from the evaluation of this project of google includes the importance of balancing the economic growth with equity, nurturing diverse ecosystem, protecting the privacy and building trust, planning effectively for maintaining sustainability in

projects. There is a high level of importance to prioritize the maintaining and arranging of affordable housing. There is also the importance of maintaining higher and more effective level of community engagement. The maintaining and supporting of equitable development is also a very important aspect to be considered with high level of importance. There is a significance of investing sincerely and adequately in infrastructure for maintaining advantages and benefits for all individuals and companies in the tech industry and sector and not only benefitting only a selected few which limits the possibility and potential for the growth of the tech sector (Maylor, 2019). There is also a high level of importance for nurturing a diverse ecosystem by encouraging as well as supporting the indigenous startups in the tech industry and sector. Supporting the tech entrepreneurs in project management and operations activities are of great importance to support the advancement and growth of the tech sector and industry in the global scale (Nauman et al., 2023). It is effective to create incentives as well as policies for successfully and efficiently fostering the level playing field for not only tech giants like google but also for other tech business organizations and small startups with the potential of disrupting the present landscape in the tech industry and sector. There is also a significant necessity of fostering and promoting innovation and creative approaches in the tech industry for successfully attracting effective ranges of ideas and talents to achieve the expected level of success and growth in the tech industry. Another significant aspect is presenting the importance and significance of protecting the privacy of data and information for developing and maintaining trust among the general people and clients of tech business organizations along with maintaining trust and credibility among both the internal stakeholders and external stakeholders of these tech business organizations. Successful, sincere and effective implementation and introduction of robust data protection measures has a high level of importance to be included in to the project management strategies and approaches of tech business organizations (Kerzner and Wiley, 2017). It is also crucial to maintain the highest and most responsible level of transparency in the process of data collection, storage and usage about the information and data collected from the users and clients of these tech business organizations. Successful and effective engagement with the general public through open communication and information sharing are also highly effective and important as well. Successful development of trust and credibility is effective for underpinning the long

term success and performance of tech projects and organizations. There is also a significant importance of planning efficiently for sustainability (Kinicki and Williams, 2020). Development of long term strategies for attracting and retaining top talents and diverse professionals with different skills and aptitudes are helpful for supporting tech business organizations in the process of achieving high level of performance as well as success from their tech projects. There is a strong importance and necessity of fostering and promoting effective collaboration and knowledge sharing within the tech ecosystem for ensuring the continued relevance and positive impact.

Some of the most effective and importance recommendations for future tech projects include the maintaining on higher as well as sincere level of priority on collaboration over competition. It is recommended for tech business organizations and the industry leaders to encourage partnerships and collaborations between different established tech giants along with promising tech startups in the UK for the successful development of a thriving ecosystem (Sunny Mosangzi Xu and Bogers, 2023). Adequate investment and priority in STEM education is also important for providing adequate learning opportunities to the future generations and creating scopes for developing required tech skills to join the workforce of these tech business organizations to perform sincerely and support the tech businesses to remain competitive and efficient within the tech industry and sector. Measuring the success beyond profits by sincerely considering the social impacts, environmental sustainability as well as the long term advantages and benefits in terms of potential financial outcomes are highly recommended as well.

Conclusion

The landscaper of Google is not only a black and white success story but also a tapestry of different project management activities, strategies and approaches to be considered with high level of importance and sincerity. There are both possibilities of growth and challenges for the IT sector in the UK which are reflecting in the evaluation of this project management report. The growth and advancements of the IT sector in the UK has a high level of dependence on the successful and effective learning from the pixels of brilliance. It is also associated with the pixels of concerns and challenges related to

the UK IT sector as well. The successful development and effectiveness of inclusivity, responsible growth and collaboration are effective, important and considered to be mandatory for achieving the expected level of success and growth for the business. The ensuring of maintaining sustainability in future tech projects are considered to have significant positive impacts to support the IT sector growth and advancement in the UK to achieve and ensure success and higher performance for not only tech giants and large business organizations but also for small tech startups with the possibility of creating significant as well as noteworthy disruption in the tech sector. Sustainable and equitable digital landscape is effective and important for supporting the aspired level of growth and advancements for the sector. This narrative has successfully presented a detailed as well as effective analysis of the google headquarter project in the King's Cross area in London. The report of evaluation and assessment has successfully and effectively highlighted the potential and possible positive and negative impacts on the IT sector in the UK. The evaluative report and narrative has also successfully presented and discussed about some effective recommendations by focusing on the requirements and importance of learning from the success of the project along with the failures and challenges to develop effective recommendations, strategic approaches and better guidance for future projects to achieve higher level of success.

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