

# “Redefining the Game: Inside Ardigy Sports Group Project Management (PM) Plan

*We are NOT your typical sports agency.*




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**YouTube or Vimeo:** ..... [If available—add link to PM Project Pitch]

# Contents

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<b>Executive Summary .....</b>	<b>3</b>
<b>Project Definition.....</b>	<b>4-7</b>
<b>Work Breakdown Structure (WBS) .....</b>	<b>8-14</b>
<b>Risk Management Plan .....</b>	<b>15-16</b>
<b>Cost Management Plan (Budget) .....</b>	<b>17-23</b>
<b>Team Performance Improvement Plan (TPIP) .....</b>	<b>24-25</b>
<b>Quality Management Plan.....</b>	<b>26</b>
<b>Team Project Agreement (TPA) .....</b>	<b>27</b>
<b>References and Citations .....</b>	<b>28-30</b>
<b>Appendices: 2 Charts from WBS (Timeline &amp; Budget), PM Methodology image. Artwork, Marketing Plan, etc. ....</b>	<b>31</b>

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# Executive Summary

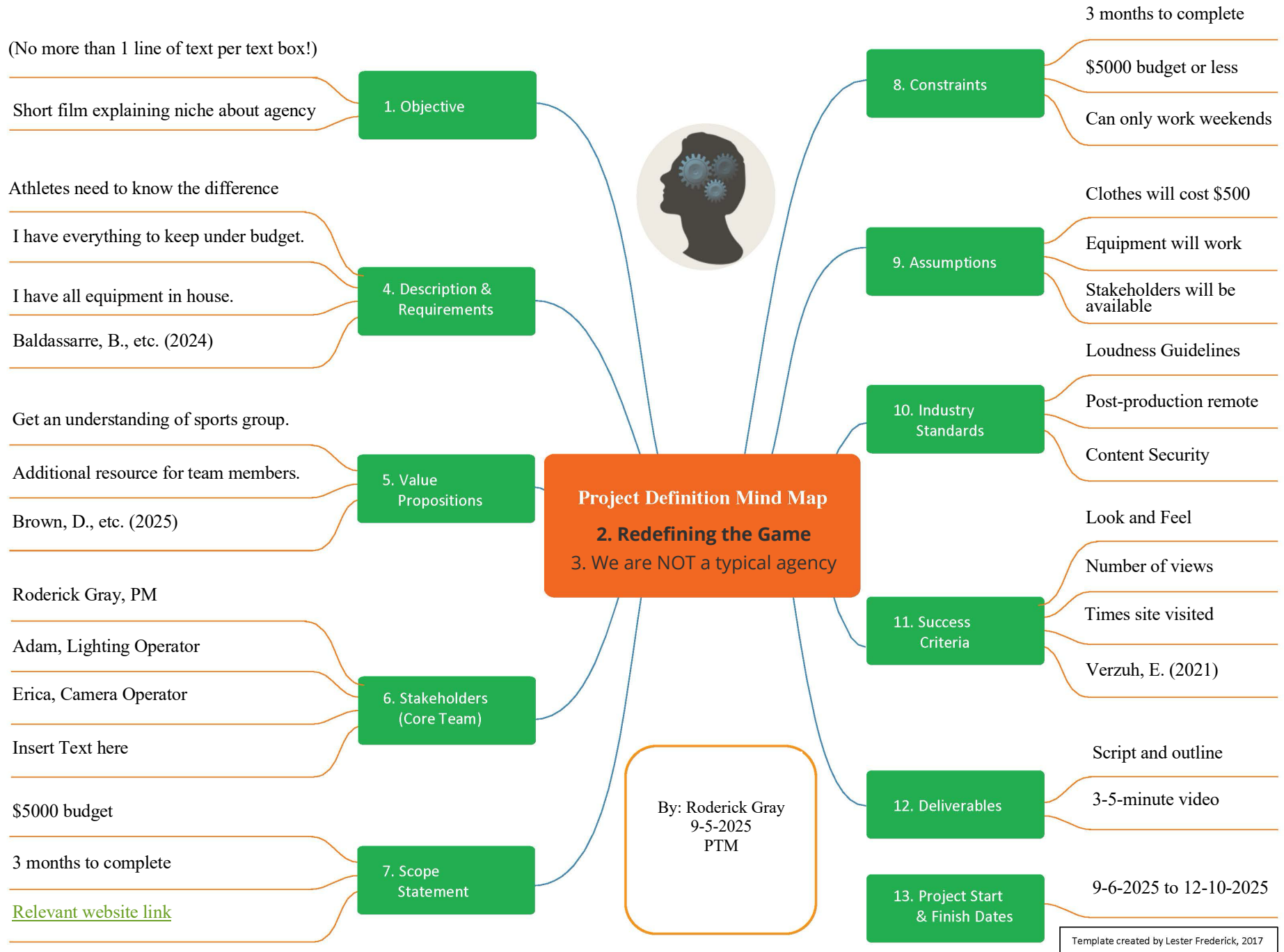
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*Redefining the Game: Inside Ardigy Sports Group* is a short-form documentary film that captures the vision, values, and unique niche of Ardigy Sports Group—a next-generation sports agency founded on empowerment, authenticity, and strategic athlete branding. The 3–5-minute feature serves as both a brand storytelling tool and an educational insight into how Ardigy is changing the way athletes are represented. Unlike traditional agencies that focus solely on contracts, Ardigy integrates brand development, media training, and financial literacy to create generational impact for its clients. The film’s narrative provides an inside look at the motivations behind the agency’s creation and its commitment to helping athletes transition from competitors to global brands.





















The production follows a structured project management framework to ensure professional quality and efficiency while maintaining creative flexibility. Using the Agile methodology, the film is produced through iterative phases—planning, filming, editing, and review—allowing for continuous feedback and stakeholder input. Each team member, from lighting and audio technicians to the camera operator and project manager, contributes to the film’s technical and narrative excellence through measurable, quality-driven goals. These efforts align with established project management best practices emphasizing the importance of stakeholder communication, adaptability, and value creation (Verzuh, 2021). By adhering to clearly defined quality standards and a proactive risk management plan, the project ensures a smooth production process that stays on schedule and within budget.

The film’s ultimate purpose is to communicate Ardigy’s value proposition—that true representation means developing the athlete as both a brand and a business. This message positions Ardigy Sports Group as a leader in athlete advocacy and sports entrepreneurship, offering a modern, holistic approach to sports management. Upon release, the short film will serve as a powerful marketing and recruitment asset, shared across digital platforms, professional websites, and sports business networks. By blending cinematic storytelling with authentic purpose, *Redefining the Game* invites audiences to witness how Ardigy is reshaping the future of athlete representation—one story at a time.

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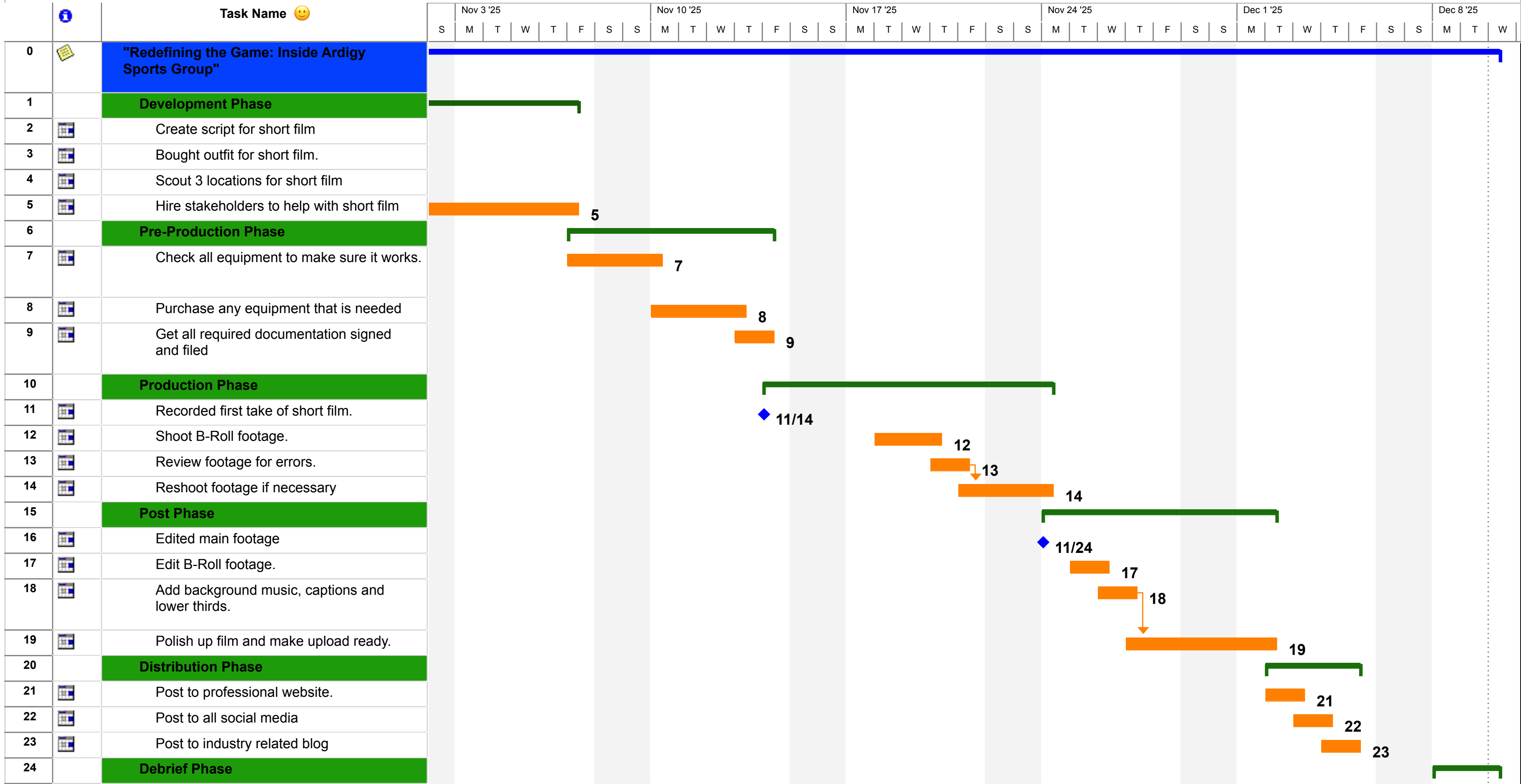
## Redefining the Game: Inside Ardigy Sports Group

		Task Name 	Duration	Work	Start	Finish	Predecessors															Oct 13 '25							Oct 20 '25							Oct 27 '25						
								T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S										
0		"Redefining the Game: Inside Ardigy Sports Group"	43 days?	0 hrs	10/10/25	12/10/25																																				
1		Development Phase	19 days	0 hrs	10/13/25	11/7/25																																				
2		Create script for short film	5 days	0 hrs	10/13/25	10/20/25																																				
3		Bought outfit for short film.	0 days	0 hrs	10/20/25	10/20/25																																				
4		Scout 3 locations for short film	7 days	0 hrs	10/21/25	10/30/25																																				
5		Hire stakeholders to help with short film	5 days	0 hrs	10/31/25	11/7/25																																				
6		Pre-Production Phase	5 days?	0 hrs	11/7/25	11/14/25																																				
7		Check all equipment to make sure it works.	1 day	0 hrs	11/7/25	11/10/25																																				
8		Purchase any equipment that is needed	3 days	0 hrs	11/10/25	11/13/25																																				
9		Get all required documentation signed and filed	1 day?	0 hrs	11/13/25	11/14/25																																				
10		Production Phase	6 days?	0 hrs	11/14/25	11/24/25																																				
11		Recorded first take of short film.	0 days	0 hrs	11/14/25	11/14/25																																				
12		Shoot B-Roll footage.	2 days	0 hrs	11/18/25	11/20/25																																				
13		Review footage for errors.	1 day?	0 hrs	11/20/25	11/21/25																																				
14		Reshoot footage if necessary	1 day?	0 hrs	11/21/25	11/24/25	13																																			
15		Post Phase	6 days?	0 hrs	11/24/25	12/2/25																																				
16		Edited main footage	0 days	0 hrs	11/24/25	11/24/25																																				
17		Edit B-Roll footage.	1 day?	0 hrs	11/25/25	11/26/25																																				
18		Add background music, captions and lower thirds.	1 day?	0 hrs	11/26/25	11/27/25																																				
19		Polish up film and make upload ready.	3 days	0 hrs	11/27/25	12/2/25	18																																			
20		Distribution Phase	3 days?	0 hrs	12/2/25	12/5/25																																				
21		Post to professional website.	1 day	0 hrs	12/2/25	12/3/25																																				
22		Post to all social media	1 day?	0 hrs	12/3/25	12/4/25																																				
23		Post to industry related blog	1 day?	0 hrs	12/4/25	12/5/25																																				
24		Debrief Phase	2 days?	0 hrs	12/8/25	12/10/25																																				

Gray, R.:PM  
Project: "Redefining the Game: Inside Ardigy Sports Group"  
Date: 10/12/25

Task	Inactive Task	Manual Summary Rollup	External Milestone
Split	Inactive Milestone	Manual Summary	Deadline
Milestone	Inactive Summary	Start-only	Progress
Summary	Manual Task	Finish-only	Manual Progress
Project Summary	Duration-only	External Tasks	



Redefining the Game: Inside Ardigy Sports Group



Gray, R.:PM  
Project: "Redefining the Game: Inside Ardigy Sports Group"  
Date: 10/12/25

Task	<div></div>	Inactive Task	<div></div>	Manual Summary Rollup	<div></div>	External Milestone	<div></div>
Split	<div></div>	Inactive Milestone	<div></div>	Manual Summary	<div></div>	Deadline	<div></div>
Milestone	<div></div>	Inactive Summary	<div></div>	Start-only	<div></div>	Progress	<div></div>
Summary	<div></div>	Manual Task	<div></div>	Finish-only	<div></div>	Manual Progress	<div></div>
Project Summary	<div></div>	Duration-only	<div></div>	External Tasks	<div></div>		







Redefining the Game: Inside Ardigy Sports Group

		Task Name 🧘	Nov 3 '25								Nov 10 '25								Nov 17 '25								Nov 24 '25								Dec 1 '25								Dec 8 '25																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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25		Review engagement analytics																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		




















Gray, R.:PM  
 Project: "Redefining the Game: Inside Ardigy Sports Group"  
 Date: 10/12/25

Task	<div></div>	Inactive Task	<div></div>	Manual Summary Rollup	<div></div>	External Milestone	<div></div>
Split	<div></div>	Inactive Milestone	<div></div>	Manual Summary	<div></div>	Deadline	<div></div>
Milestone	<div></div>	Inactive Summary	<div></div>	Start-only	<div></div>	Progress	<div></div>
Summary	<div></div>	Manual Task	<div></div>	Finish-only	<div></div>	Manual Progress	<div></div>
Project Summary	<div></div>	Duration-only	<div></div>	External Tasks	<div></div>		

Redefining the Game: Inside Ardigy Sports Group

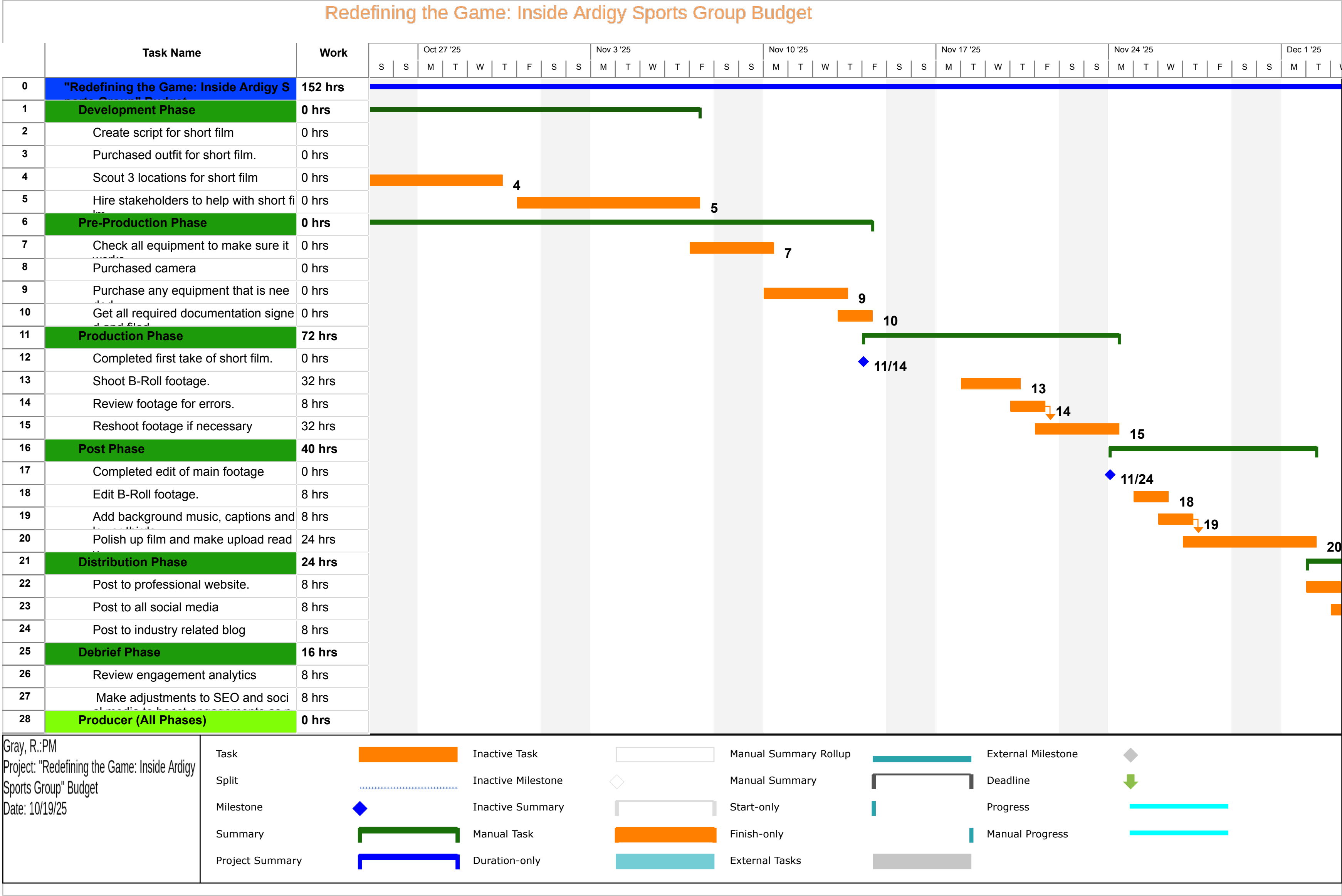
		Task Name 😊	Duration	Work	Start	Finish	Predecessors					Oct 13 '25								Oct 20 '25								Oct 27 '25							
								T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S			
25		Review engagement analytics	1 day	0 hrs	12/8/25	12/9/25																													
26		Make adjustments to SEO and social media to boost engagements as necessary.	1 day?	0 hrs	12/9/25	12/10/25																													
27		Producer (All Phases)	1 day	0 hrs	10/10/25	10/13/25																													
28		PLOMing	1 day	0 hrs	10/10/25	10/13/25						28																							
29		Nothing goes from here and below! Delete this row now	1 day	0 hrs	10/10/25	10/13/25						29																							

Gray, R.:PM  
Project: "Redefining the Game: Inside Ardigy Sports Group"  
Date: 10/12/25

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			



Redefining the Game: Inside Ardigy Sports Group Budget																									
	Task Name	Work	Fixed Cost	Total Cost	Baseline Cost	% Complete	Actual Cost	Remaining																	
									T	F	S	S	Oct 13 '25					Oct 20 '25							
													M	T	W	T	F	S	S	M	T	W	T	F	
0	"Redefining the Game: Inside Ardigy Sports Group" Budget	152 hrs	\$0	\$9,520	\$9,520	0%	\$0	\$9,520																	
1	Development Phase	0 hrs	\$0	\$1,000	\$1,000	0%	\$0	\$1,000																	
2	Create script for short film	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
3	Purchased outfit for short film.	0 hrs	\$500	\$1,000	\$1,000	0%	\$0	\$1,000																	
4	Scout 3 locations for short film	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
5	Hire stakeholders to help with short film	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
6	Pre-Production Phase	0 hrs	\$0	\$5,000	\$5,000	0%	\$0	\$5,000																	
7	Check all equipment to make sure it works	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
8	Purchased camera	0 hrs	\$2,500	\$5,000	\$5,000	0%	\$0	\$5,000																	
9	Purchase any equipment that is needed	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
10	Get all required documentation signed and filed	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
11	Production Phase	72 hrs	\$0	\$1,520	\$1,520	0%	\$0	\$1,520																	
12	Completed first take of short film.	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
13	Shoot B-Roll footage.	32 hrs	\$0	\$640	\$640	0%	\$0	\$640																	
14	Review footage for errors.	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
15	Reshoot footage if necessary	32 hrs	\$0	\$680	\$680	0%	\$0	\$680																	
16	Post Phase	40 hrs	\$0	\$1,000	\$1,000	0%	\$0	\$1,000																	
17	Completed edit of main footage	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
18	Edit B-Roll footage.	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
19	Add background music, captions and text overlays	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
20	Polish up film and make upload ready	24 hrs	\$0	\$600	\$600	0%	\$0	\$600																	
21	Distribution Phase	24 hrs	\$0	\$600	\$600	0%	\$0	\$600																	
22	Post to professional website.	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
23	Post to all social media	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
24	Post to industry related blog	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
25	Debrief Phase	16 hrs	\$0	\$400	\$400	0%	\$0	\$400																	
26	Review engagement analytics	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
27	Make adjustments to SEO and social media to boost engagement	8 hrs	\$0	\$200	\$200	0%	\$0	\$200																	
28	Producer (All Phases)	0 hrs	\$0	\$0	\$0	0%	\$0	\$0																	
Gray, R.:PM Project: "Redefining the Game: Inside Ardigy Sports Group" Budget Date: 10/19/25		Task	<div></div>	Inactive Task	<div></div>	Manual Summary Rollup	<div></div>	External Milestone	<div></div>																
		Split	<div></div>	Inactive Milestone	<div></div>	Manual Summary	<div></div>	Deadline	<div></div>																
		Milestone	<div></div>	Inactive Summary	<div></div>	Start-only	<div></div>	Progress	<div></div>																
		Summary	<div></div>	Manual Task	<div></div>	Finish-only	<div></div>	Manual Progress	<div></div>																
		Project Summary	<div></div>	Duration-only	<div></div>	External Tasks	<div></div>																		



[illegible]

Redefining the Game: Inside Ardigy Sports Group Budget

	Task Name	Work	Fixed Cost	Total Cost	Baseline Cost	% Complete	Actual Cost	Remaining	Oct 13 '25										Oct 20 '25					
									T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
29	PLOMing	0 hrs	\$0	\$0	\$0	0%	\$0	\$0	<div></div> 29															

Gray, R.:PM  
Project: "Redefining the Game: Inside Ardigy Sports Group" Budget  
Date: 10/19/25

Task

Inactive Task

Manual Summary Rollup

External Milestone

Split

Inactive Milestone

Manual Summary

Deadline

Milestone

Inactive Summary

Start-only

Progress

Summary

Manual Task

Finish-only

Manual Progress

Project Summary

Duration-only

External Tasks


## Redefining the Game: Inside Ardigy Sports Group Budget

[illegible]


Gray, R.:PM  
Project: "Redefining the Game: Inside Ardigy  
Sports Group" Budget  
Date: 10/19/25

Task	Inactive Task	Manual Summary Rollup	External Milestone
Split	Inactive Milestone	Manual Summary	Deadline
Milestone	Inactive Summary	Start-only	Progress
Summary	Manual Task	Finish-only	Manual Progress
Project Summary	Duration-only	External Tasks	

# "Redefining the Game: Inside Ardigy Sports Group" Risk Management Plan

Contingency Plan						
ID#	Risk 	Warning Sign	Plan A <i>Prevention</i>	Plan B <i>Reduce Impact</i>	Plan C <i>Worst-Case Scenario</i>	Track & Report Risks & Remedies <i>Status &amp; Dates</i>
1	Camera stops working	Battery drains faster, stops recording on its own	Bring a backup camera	Keep battery charged and bring power adaptor	Use Iphone	
2	No money to pay for anything	Money is short during pre-production	Get a loan for the project	Have someone that can help me with funds	Use savings	
3	Footage gets deleted	Autosave feature not on	Save to flash drive as well	Manually save project often	Reshoot the footage	
4	Roderick Gets hurt	Unsafe actions on site	Have a safety plan	Organization and minimal wiring	shoot footage while injured	
5	No location is available	No confirmation from any venue	Have multiple venues	Get signed documentation early as possible	Outdoors or in my home	
6	Stakeholder decides to quit	Doesn't show first day	Have a backup stakeholder	Check with all stakeholder the day before shoot	I have to pickup extra duties	
7	Computer stops working	Battery draining faster, restarting on its own	Check computer before project starts	Have a backup computer	Hire an editor	
8	Weather stops production	Bad weather 7-day outlook	Pick a good weather day	Outside under awning	shoot indoors with light kit	
9	No background music	Waiting to get royalty free music to use	Create my own background music	Download or purchase music early	Use no music at all	
10	No outfit to wear	Waiting until last minute to go buy a suit	Plan a day and stick to it	Have a backup outfit that I already own	Wear khakis and a polo	

# "Redefining the Game: Inside Ardigy Sports Group" Risk Management Plan


ID#	Risk 	Assigned To	Likelihood Select from dropdown	Severity Select from dropdown	Timeframe
1	Camera stops working	Roderick: PM	Low	Catastrophic	Production phase
2	No money to pay for anything	Roderick	Low	Catastrophic	During all phases
3	Footage gets deleted	Everyone	Medium	Catastrophic	Post Phase
4	Roderick Gets hurt	Roderick	Low	Catastrophic	During all phases
5	No location is available	Adam	Medium	Critical	During all phases
6	Stakeholder decides to quit	Kayla	High	Critical	During all phases
7	Computer stops working	Ashley	Medium	Critical	Post Phase
8	Weather stops production	Everyone	High	Critical	Production phase
9	No background music	Kayla	Low	Minor	Post Phase
10	No outfit to wear	Roderick	Low	Minor	Production phase

## "Redefining the Game: Inside Ardigy Sports Group" Team Performance Improvement Plan (TPIP)

[illegible]



# Quality Management Plan (QMP)

A. Definition of Quality: e.g. Quality consists of a process, product, and/or service that is comparable to the relevant industry's standard best/better practices (Deming); it fulfills the quality requirements (Crosby, 1979); and it's fit for the customer's valuable use (Juran, 1950s)								
B. Project Type:		C. Key Stakeholder(s):		D. Foundational QM Model:		E. PM Methodology:		F. Date Last Updated:
Analyzing & Pre-planning				Quality Planning (QA & QC Objectives)		Executing, Tracking, and Measuring		Reporting & Deciding
ID#	1. Team Member Name(s), Role(s) & Responsibilities	2. Quality Starting Status. Start & Finish Dates.	3. Specific	4. Measurable	5. Achievable	6. Relevant	7. Timed	8. Actual Results for Reporting & Continuous Quality Improvement
Brainstorming		Set Quality			Manage QA & QC Activities		Compare Actuals with Baseline	
		Baseline						
1	A. Roderick Gray B. PM and Quality Manager C. Roderick is responsible for overseeing the production of a high quality short film breaking down my sports group.	A. Unknown B. 10/10/2025-12/10/2025	Oversee and ensure the completion of the "Redefining the Game" short film by maintaining quality, schedule, and team collaboration. Deliver all project milestones by December 10, 2025, with no more than 5% variance in timeline or quality performance.	Milestones within 5% variance, weekly reports 100% on time, zero rework.	Business or Project Goal: Deliver a short film that meets professional production standards and effectively communicates Ardigy Sports Group's brand identity.	QA Tool & Technique: Project schedule monitoring and weekly team status meetings QC Tool & Technique: Quality planning checklists and risk tracking logs Frequency: Weekly (each Friday until completion)	Reporting Type: Status reports and variance analysis Frequency: Weekly and at phase completion Phase(s): All phases	
2	A. Adam Cranford B. Quality Control (visual) Operator C. Adam is responsible for making sure the visuals are the best quality possible for the short video.	A. Unknown B. 11/14/2025-11/24/2025	Capture all primary and B-roll footage by November 24, 2025, ensuring visual accuracy and framing standards are met with fewer than two reshoots per scene.	100% footage captured, ≤2 reshoots per scene, 95% visual approval.	Business or Project Goal: Deliver professional-grade visual quality consistent with industry production standards.	QA Tool & Technique: Equipment functionality checklist and lighting diagrams QC Tool & Technique: Pre-shoot inspections of lenses, batteries, and storage capacity Frequency: Before each shoot	Reporting Type: Visual quality summary Frequency: Daily (production phase) Phase(s): Production	
3	A. Kayla Bolton and Ashley Woodby B. Audio Technicians C. They are responsible for providing the highest quality audio and background music without background interference for short film.	A. Unknown B. 11/24/2025-12/02/2025	Provide clear, professional-quality sound and balanced lighting for all scenes, completing audio and visual adjustments by December 2, 2025, with no more than one reshoot due to lighting or sound issues.	95% audio clarity, 100% lighting consistency, ≤1 reshoot.	Business or Project Goal: Ensure lighting and sound meet professional film standards for clarity and mood consistency.	QA Tool & Technique: Pre-shoot environment checklist (lighting, noise level, microphone setup) QC Tool & Technique: Test recordings and lighting adjustments before filming each scene Frequency: Prior to each shoot	Reporting Type: Technical quality control report Frequency: After each production day and during post-production sound mix Phase(s): Production and Post-production	
	Hybrid Quality Management Plan (HQMP)							Template created by: Lester Frederick, 2020

# Team Project Agreement (TPA)

Team Name: \_\_\_\_\_

Project Name: \_\_\_\_\_

## Team Member's Contact Information

Member's Name	Personal and Alternative Emails	Social Media, Discord, Trello, Skype	Phone Number(s)

## Communication and Accountability

Member's Name	Best Available Days & Times (Be specific)	State or Country & Time Zone

## Conflict Resolution

Possible (Future) Conflicts	What are the specific steps to resolve the problem?
(e.g.) Teammate not responding	(e.g.) Contact teammate multiple times via multiple platforms—email, phone, Twitter, Facebook, Google Hangouts,

*If true, sign or initial that you helped with and agree with this TPA. (e.g. L.F., R. S., B.N., F.S., D.C.)*

I helped my team with this Team Project Agreement (TPA) and I agree with it \_\_\_\_\_

I will do my best to abide by this TPA and the Work Breakdown Structure for this project \_\_\_\_\_

## Meeting Management Basics

Agenda \_\_\_\_\_

Frequency, date, time, location \_\_\_\_\_

Attendees—facilitator, note-taker, etc. \_\_\_\_\_

Delegated or volunteered action items \_\_\_\_\_

Minutes: \_\_\_\_\_

# “Redefining the Game: Inside Ardigy Sports Group Resources



Week 1 References	Week 1 (in-text) Citations
Baldassarre, B., Calabretta, G., Karpen, I., & Hultink, E. J. (2024). <i>Responsible Design Thinking for Sustainable Development: Critical Literature Review, New Conceptual Framework, and Research Agenda</i> . Journal of Business Ethics.	“Design thinking is an approach that supports organizations in gaining competitive advantage, by balancing the desirability, feasibility and viability criteria in their innovation processes and outcomes.”
Brown, D. M., Smith, L. J., & Alvarez, R. (2025). <i>Internal marketing and organizational performance: Aligning employee engagement with brand strategy</i> . Journal of Business Research, 178, 114239.	According to Brown et al. (2025), internal marketing plays a crucial role in aligning employees with the organization’s mission and values. By ensuring that all team members clearly understand the company’s goals and unique value proposition, organizations can enhance service quality and brand consistency.
Lin, T., Xiang, R., Liu, G., Tiwari, D., Chiang, M.-C., Ye, C., Pfister, H., & Zhu-Tian, C. (2025). <i>SportsBuddy: Designing and Evaluating an AI-Powered Sports Video Storytelling Tool Through Real-World Deployment</i> . arXiv.	Although not exactly a short brand film, this recent study demonstrates how narrative video tools are used in the sports domain to convey stories, provide insights, and engage stakeholders. It shows that video storytelling is an established and studied method in sports communication contexts.
Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“Project success is defined by meeting the agreed-upon objectives of cost, schedule, and quality—and, most importantly, by delivering the benefits the project was designed to achieve.” (Verzuh, 2021, p. 41)
Week 2 References	Week 2 (in-text) Citations
Project Management Institute. (2021). <i>A guide to the project management body of knowledge (PMBOK® guide)</i> (7th ed.). Project Management Institute.	“Quality control involves monitoring specific project results to determine whether they comply with relevant quality standards and identifying ways to eliminate causes of unsatisfactory performance” (Project Management Institute, 2021, p. 286).

## “Redefining the Game: Inside Ardigy Sports Group Resources

Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“The project schedule represents our best understanding of the time required to perform the work. Effective project managers continuously refine these estimates as more information becomes available” (Verzuh, 2021, p. 168).
Project Management Institute. (2021). <i>A guide to the project management body of knowledge (PMBOK® guide)</i> (7th ed.). Project Management Institute.	“Resource management includes identifying, acquiring, and managing the human resources needed for the successful completion of the project. Compensation and recognition are vital to maintaining performance and motivation” (Project Management Institute, 2021, p. 314).
Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“Selecting the right tools and materials is part of risk mitigation—ensuring that the team has what it needs to produce quality results while staying within constraints of time, cost, and compliance” (Verzuh, 2021, p. 223).

Week 3 References	Week 3 (in-text) Citations
Project Management Institute. (2021). <i>A guide to the project management body of knowledge (PMBOK® guide)</i> (7th ed.). Project Management Institute.	“Project risk management aims to increase the likelihood and impact of positive events and decrease the likelihood and impact of negative events. Identifying and categorizing potential risks early helps project teams develop prevention and response strategies that reduce uncertainty” (Project Management Institute, 2021, p. 403).
Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“Each risk must be assessed for its probability and potential impact, and then monitored for warning signs that indicate it may be occurring. Early detection allows the project manager to take corrective action before the risk escalates into a crisis” (Verzuh, 2021, p. 252).
Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“Labor is the single largest component of project cost in most industries. Estimating labor hours and applying the appropriate labor rate provides the foundation for the project budget” (Verzuh, 2021, p. 198).

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Project Management Institute. (2021). <i>A guide to the project management body of knowledge (PMBOK® guide)</i> (7th ed.). Project Management Institute.	“Cost estimates should include all resources necessary to complete the project, including labor, materials, equipment, and facilities. Each cost element must be based on realistic assumptions to ensure budget accuracy” (Project Management Institute, 2021, p. 259).

Week 4 References	Week 4 (in-text) Citations
Hirsh, S. K., & Kummerow, J. M. (1998). <i>Introduction to type in organizations</i> (3rd ed.). CPP, Inc.	“The MBTI framework provides valuable insights into personality preferences that affect communication, problem-solving, and leadership behaviors, helping managers align roles and responsibilities with individual strengths” (Hirsh & Kummerow, 1998, p. 12).
Thomas, K. W., & Kilmann, R. H. (2008). <i>Thomas–Kilmann conflict mode instrument</i> (updated ed.). CPP, Inc.	“Understanding and applying conflict-handling modes—such as collaboration, competition, compromise, avoidance, and accommodation—enables leaders to select the most constructive response based on the situation and relationship goals” (Thomas & Kilmann, 2008, p. 3).
Project Management Institute. (2021). <i>A guide to the project management body of knowledge (PMBOK® guide)</i> (7th ed.). Project Management Institute.	“Quality management involves incorporating the organization’s quality policy regarding planning, managing, and controlling project and product quality requirements to meet stakeholders’ expectations” (Project Management Institute, 2021, p. 281).
Verzuh, E. (2021). <i>The fast forward MBA in project management</i> (6th ed.). John Wiley & Sons.	“Quality tools such as checklists, inspections, and audits are vital for ensuring that work processes deliver results that meet or exceed expectations. Building these tools into the project plan is essential to achieving consistent outcomes” (Verzuh, 2021, p. 261).

(Source: Adobe stock)

“Redefining the Game: Inside  
Ardigy Sports Group  
Project Management (PM) Plan



*We are NOT your typical sports agency.*

**Thanks for your time and consideration!**

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