



PRINCE2[®] 7 Practitioner

Sample Paper 1&2

Scenario Booklet

Examination | 2 ½ Hours

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Official Training Materials

Scenario 4: NowByou

NowByou is a not-for-profit organization that works with local communities to eliminate discrimination of any kind and help advance the international human rights system through local and targeted interventions.

NowByou forms, chairs, and equips networking and support groups, where anyone who has experienced discrimination can share their experiences and thoughts in a safe and empowering space. Additionally, NowByou is one of the few non-governmental organizations (NGOs) in the country that works directly with police forces to co-develop campaigns that encourage the reporting of discriminatory incidents to authorities.

Recent research has shown that discrimination against marginalized groups, particularly the homeless and refugees, is growing at a concerning rate. The increase in discrimination has led NowByou to believe that a new six-month campaign is required to address this issue.

They have decided to run the campaign as a project, aiming to both raise awareness of this type of discrimination and reinforce their own brand recognition (as NowByou is highly dependent on the goodwill of donors and financial aid from partners).

The project management maturity of the organization is very low, with no standardized processes or templates in place. For that reason, NowByou has contacted a professional project manager with a track record of successful delivery in the not-for-profit sector who will be responsible for:

- developing the initial project management documentation
- advising and coaching the NowByou director of campaigns, who is sponsoring the project
- mentoring the staff member who will be appointed as project manager
- advise the project team how to use a variety of media (tv, press, and social networks) for this, and other future projects.

There is a high-level view of the project, but this is to be confirmed, as pre-project discussions are still occurring:

Stage 1 (initiation)

- business case
- project initiation documentation

Stage 2

- campaign high-level requirements gathering
- options analysis

Stage 3

- implementation of chosen option(s)
- closure.

The main output from the project will be a delivered multi-channel campaign.

Additional Information

Roles

Chair of Trustees As a not-for-profit organization, there is a board of trustees who oversee the organization. The chair of trustees is the member of parliament for the area in which NowByou Head Office is located.

The **Chief Executive Officer (CEO)** of NowByou was one of the founders of NowByou and has been CEO for the whole of its existence. She is very experienced in the not-for-profit sector and is a Director of a number of other charities.

The **Chief Finance Officer (CFO)** of NowByou was appointed 6 months ago and has been very active with donors and partners to increase the financial standing of the organization. Was previously a senior executive with a major bank and is keen to bring good portfolio and project management practices to NowByou.

The **Head of Fund-Raising** reports to the CFO and previously worked within an organization with good portfolio, programme and project management practices and helped to gain approval for the appointment of the external professional project manager and the establishment of a Portfolio Office within NowByou. This role is PRINCE2 qualified.

The **Fund-Raising Administrator** reports to the Head of Fund-Raising. He joined NowByou 10 years ago and has previously worked in the HR and Campaign Departments. He has asked his manager if he can be trained in PRINCE2.

The **Human Resources Director (HR) Director** is responsible for ensuring the terms and conditions and working conditions are appropriate and in line with market expectations so that high-quality staff and volunteers can be recruited and retained. She is responsible for ensuring all NowByou staff, volunteers and contractors have been appropriately cleared and vetted to work with their vulnerable clients.

The **NowByou Director of Campaigns** has recently joined NowByou having previously been a senior marketing manager with a commercial organization manufacturing baby foods where he had a successful track record in managing a team launching new products. He has overall responsibilities for all campaigns within NowByou. This is his first director level appointment.

A **Portfolio Office Manager**, previously a senior administrative officer within NowByou, has been appointed to set up the portfolio office and work with the Contracted Project Manager to implement and establish the initial project management documentation and processes. This is a significant promotion for her and hopes that her role will ultimately be responsible for the line management of project staff across NowByou.

The **Contracted Project Manager** has worked with many NGO's across the world successfully helping them manage and deliver projects. This contract is initially for 50% of her time but this is expected to decrease to 25% after the first three months. She assisted in the selection and appointment of the Portfolio Office Manager.

The **Police Liaison Officer** joined NowByou five years ago after retiring from a successful career with the national police force as a Chief Inspector. He has worked closely with the HR Director on past initiatives and has been establishing a close professional relationship with the new Director of Campaigns.

Graduate Trainees The HR Director instigated a graduate trainee programme two years ago. The first four trainees will reach the end of their two-year training programme in two months' time and a decision needs to be taken as to whether they will be offered ongoing roles with NowByou. All have received PRINCE2 training.

Chair of User Group NowByou have set up a user group of interested parties from local communities, networking, homelessness and refugee groups. The chair of this group has recently retired and is keen to provide any support he can to this new campaign.

The **Chief Constable** who has been appointed as a member of the Board of Trustees. She has expressed support for the new campaign as one of her concerns is members of the homeless and refugee communities becoming victims of crime.

Head of Publicity and Social Media he reports to the Director of Campaigns and is responsible for Brand management, press release and social media. They have three full-time members of staff in their department.

The **Head of IT** manages all the IT resources and infrastructure for NowByou. The IT department has six specialist staff.

Marketing Agency Director NowByou have a relationship with a commercial marketing agency, CharityM, who works with the Head of Publicity and Social Media in developing and placing advertising on TV and radio stations.

Notes

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