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Powerful Management

- The Impact of Top Management on The Innovative Processor Development Project -

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Cell was innovative processor what attracted world's attention. And Cell was developed in near place of author. Cell was developed by Sony Computer Entertainment, IBM, and Toshiba. This paper's purpose is to clarify how top management impact on Cell Development Project which is case study.

Usually there is top management's involvement in success factor of project. Then in this case I studied major research question "What did the top management impact on the milestone of development project? ".

The answer was follows. In this case it was important that top management showed the vision. In detail there were three points.

- (1) Unify will by clear vision based on technology.
- (2) Set the BA.
- (3) Judge based on aesthetics.

By this solution I brought up "Pulling Type Top Management Model".

In this project the success factors were follows.

- (1) Show the vision under the roadmap based on technology.
- (2) Set creative BA.

- (3) Judge based on aesthetics.
- (4) Share top management's values based on technology.
- (5) Communicate closely.
- (6) Keep an even viewpoint thorough
- (7) Keep creative BA.
- (8) Share success and failure factor by postmortem.
- (9) Determine to never give up.