

Half Double: 10 years of Impact, Flow and Leadership

On June 17, 2015, the official launch of Project Half Double marked the emergence of a new, Nordic project management methodology.

Swipe through to get the short version of the full Half Double story.



2015 - 2025

The pre-phase to Half Double

2013

Born out of a **frustration** about the discrepancy between project models and real-life projects, Christina Sejr Pedersen, Niels Ahrengot, Michael Ehlers and Per Svejvig gather around a **rethinking project management** initiative.

They find that only 30% of projects succeed and want to change that...



A bold idea is born

An idea is born to increase project success rates and accelerate innovation.

Implement Consulting Group, a Danish consulting company, takes the lead in driving the discussion.

The initiative matures and starts to formalize during the spring of 2014, involving leading Danish companies and successful project professionals.

The working title is “Project 2.0”.

2014



25 partners creating 10 leading stars

2014 -
2015

10 leading stars for the Project Half Double methodology

Focus on customer value

Focus on the project benefits, not the execution model

Short and fat projects

Fewer people with more time allocated to the project

Put people before execution models

Human behavior is not a formula to be solved by detailed execution models

Quick insight

Effectiveness requires insight

Colocation

The right people work together as a team

From steering committee to chaos committee

Management help set ambitions and challenge the project

Lead inwards

Use your energy in the projects to create results

Work with visuals

Make it easy and intuitive to share insight

Leadership is hard-core trust

Being hard and creating trust goes together

Kill complexity

Focus on simplicity in solutions, not complexity in organizations

25 dedicated partners, represented by project professionals with diverse backgrounds and from various sectors, come together in a series of workshops from February 2014 to January 2015.

Together, they formulate **10 guiding stars for successful project management** – including principles like “Put people before modules” and “Short and thick projects.”



Project Half Double is born

A formal consortium is established with the Danish Industry Foundation, Implement, DTU, and Aarhus University.

The project receives funding from The Danish Industry Foundation, which sees great potential for companies.

2015

On June 17, Project Half Double is launched at a conference at DAC in Copenhagen.



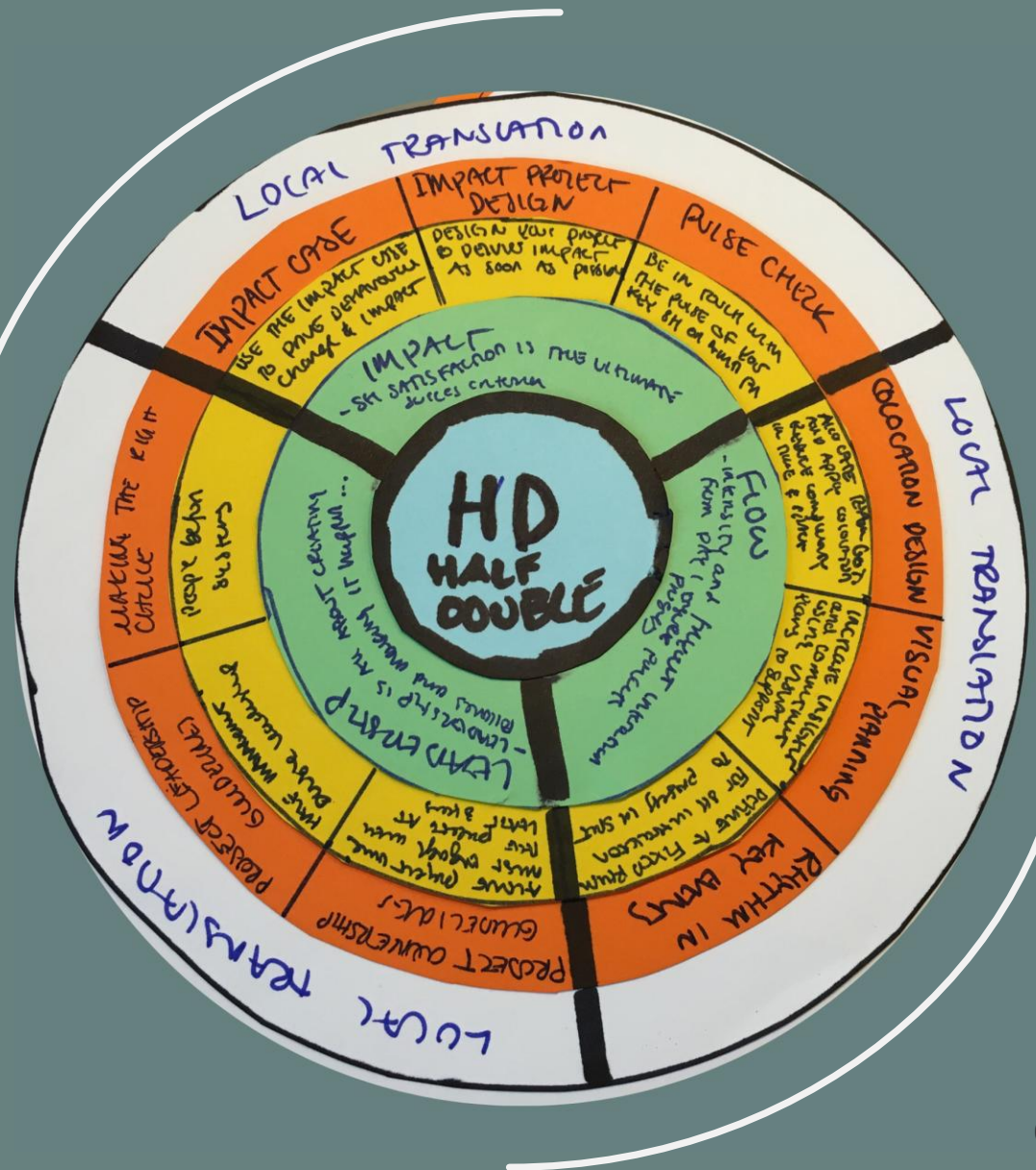
DO YOU REMEMBER?



Half Double Launch at DAC, Copenhagen

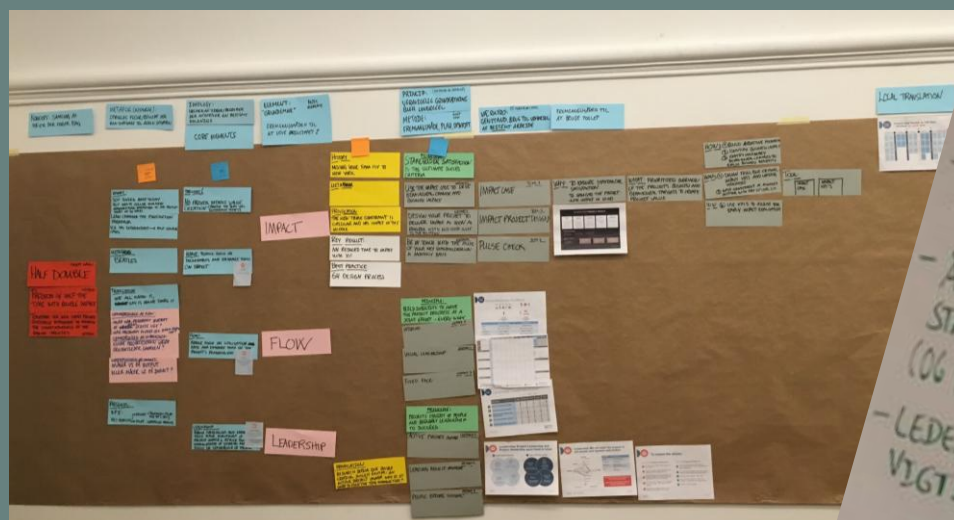
17 June 2015

From guiding stars to methodology



2016

In a series of workshop, the 10 guiding stars are turned into a methodology and the Half Double Wheel is born.



HUSK OM METODE
- MERE PLADS TIL "THE MESS" OG MINDRE FAST DEFINERET PROCES
- INVOLVERE SPONSOR I REVIEWMØDER
- INKLUDERE LEDESTJERNERNE TYDELIGERE (OG ERKENDELSE)
- ÅBNE OP FOR ERKENDELSE I START AF STYREGRUPPEMØDE (OG ANDRE STEDER I PROJEKTET)
- LEDESTJERNERNE SOM ET VIGTIGT SPØR

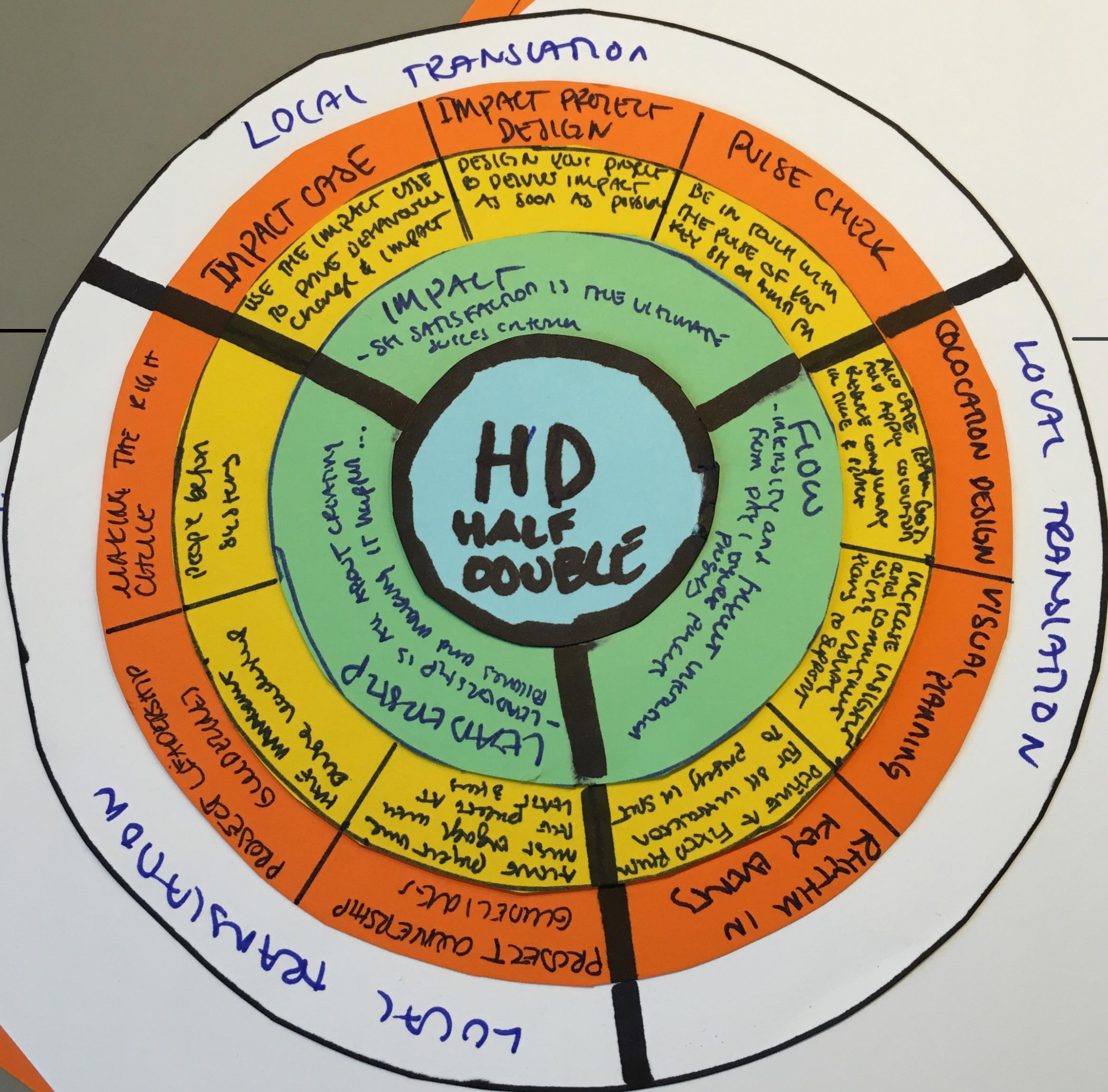
Nature

① PULSE

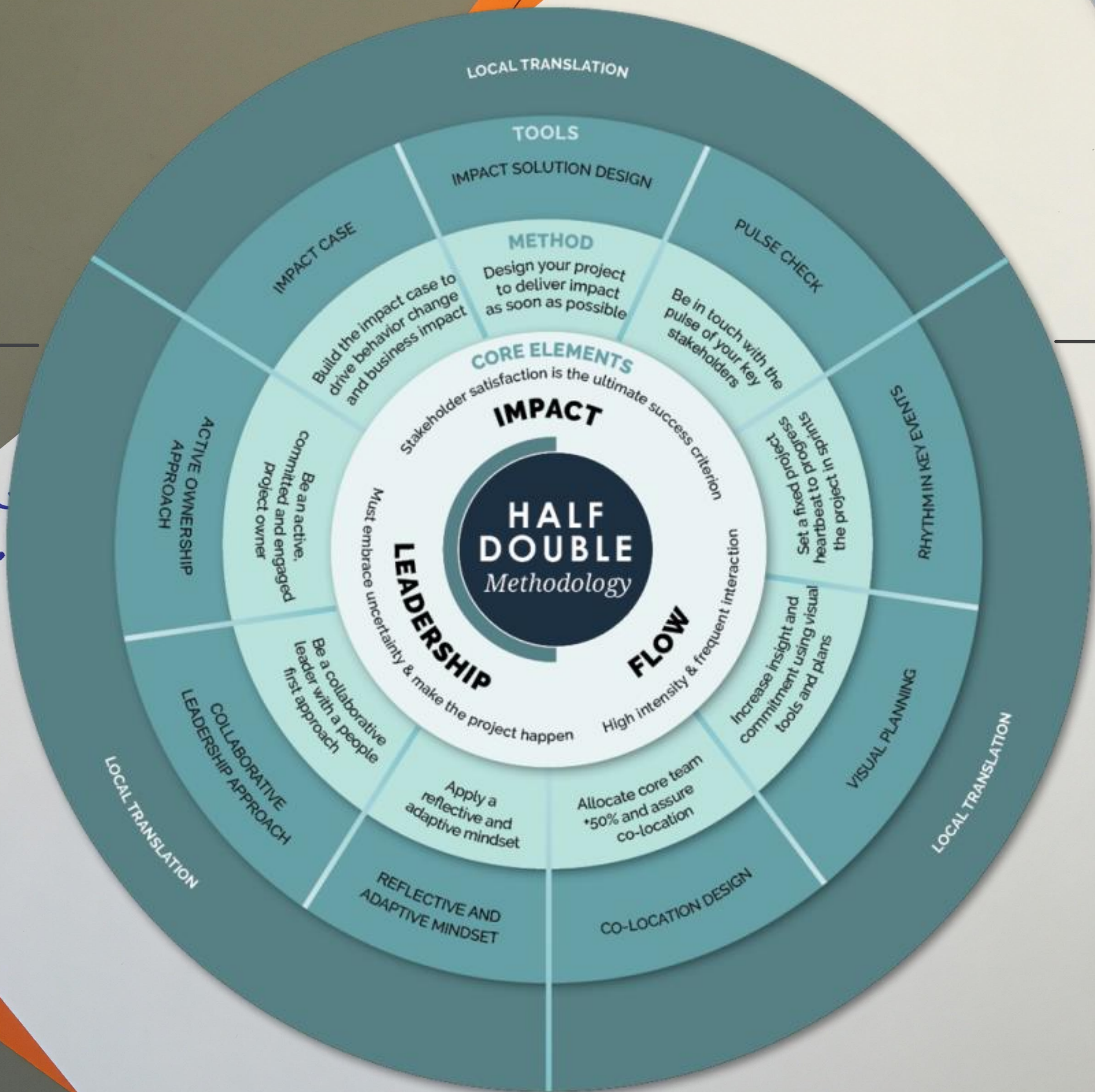
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FROM CARDBOARD MOCK UP
TO THE REAL HALF DOUBLE WHEEL



DO YOU REMEMBER?

Three Areas Distinguish Great Project Managers
MIT: Sloan Management Review, 2011

Factor	Business Value	Adapting Technology	Leadership Team Focus
1. Unique Competitive Advantage/Value	x		
2. Long preparation time for creating a strong vision and commitment	x		
3. A Unique Project Culture			x
4. Highly qualified leader with unconditional support of top managers	x		
5. Maximum use of existing knowledge and collaboration		x	
6. Integrated teams, adapting quickly to business, environment, and technology	x	x	x
7. Strong sense of partnership and pride			x

Conference in “Pakhuset”

23. Juni 2016 – Presentation of the methodology

16 pilot projects

The first 16 pilot projects testing the methodology in real business environments.

Results:

- 87% meet their success criteria
- 69% outperform comparable projects within the same organization

The new methodology proves its worth – with solid evidence!

2016



Training and endorsement

Believing that project management training must be rooted in real life, early Half Double courses ended with a 1:1 interview with Niels Ahrengot or Michael Ehlers.

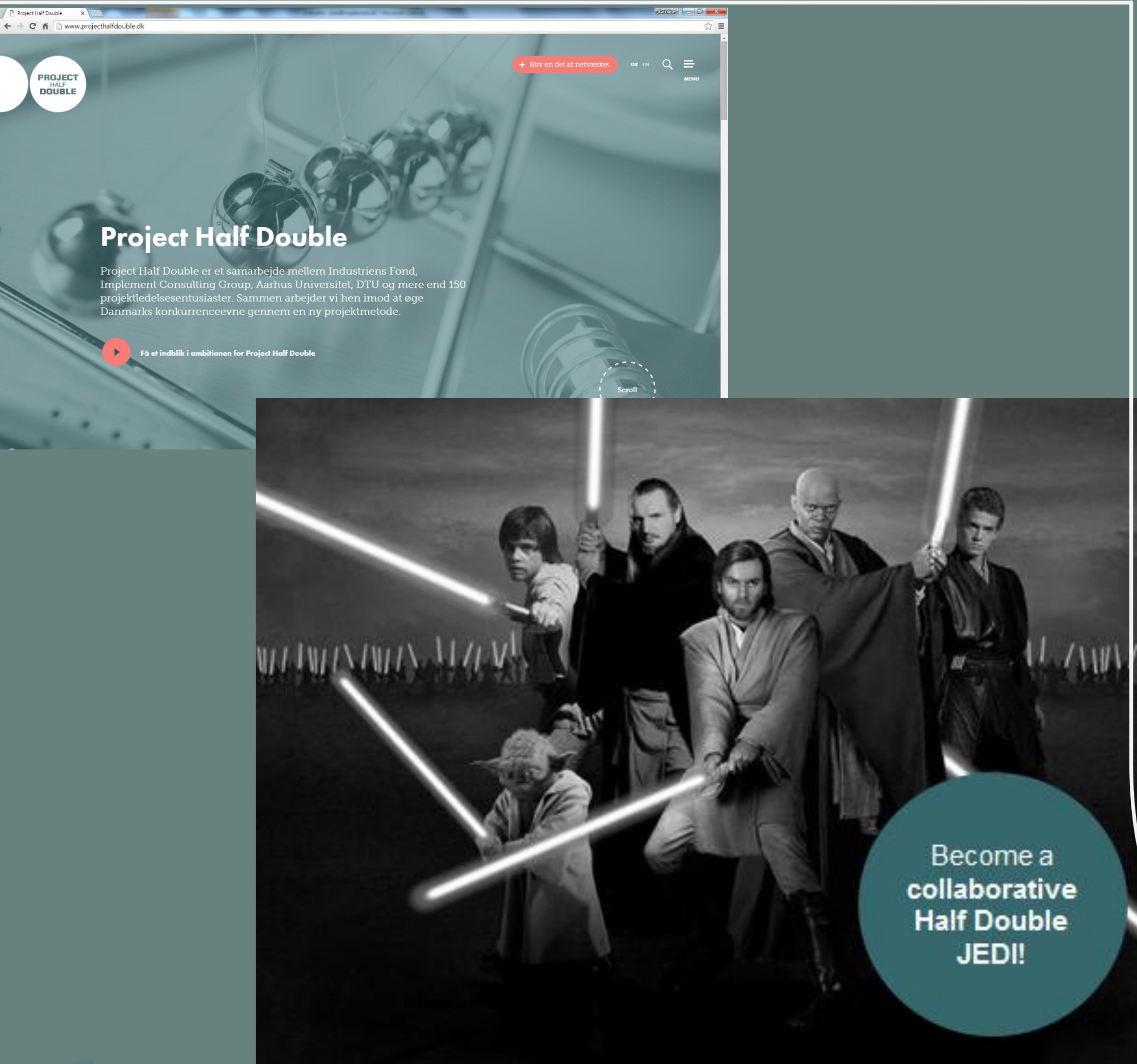
Here, the participants could be 'endorsed' if they succeeded in showing how they applied the methodology in their own project.

This practice became the basis for the Practitioner level and continued until 2020, when the accredited certification programme was introduced.

2016



Web platform, outreach and community building



Research and publication

2017



The first Half Double Manual is released, providing tools and shared language.

Academic evaluations are published - it's an evidence-based methodology.

Case studies such as SAS Ground Handling show real-world application.



Portfolio management



2018

The Half Double Portfolio concept is presented in a new Portfolio Handbook.

It's not the full story of portfolio management - but focuses on the practices that create the highest impact and explains how to create strong interplay between strategy, prioritisation, allocation and execution.



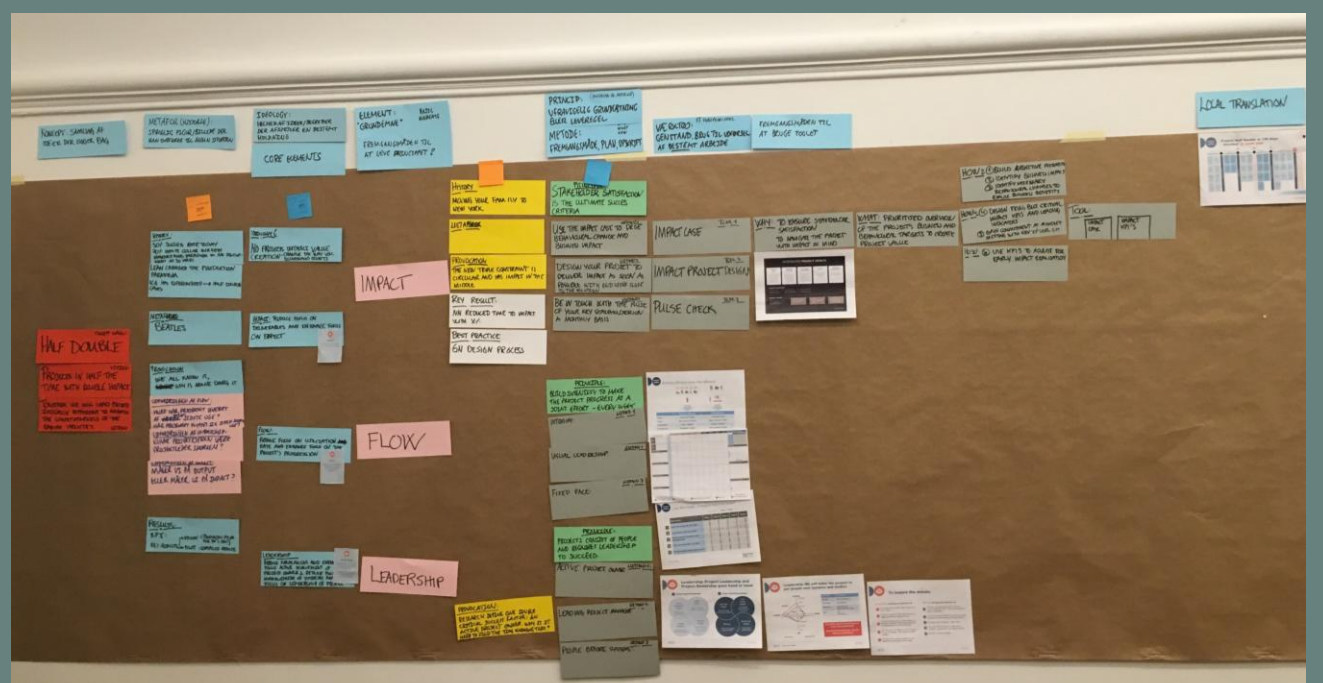
Levelling up Half Double

2019

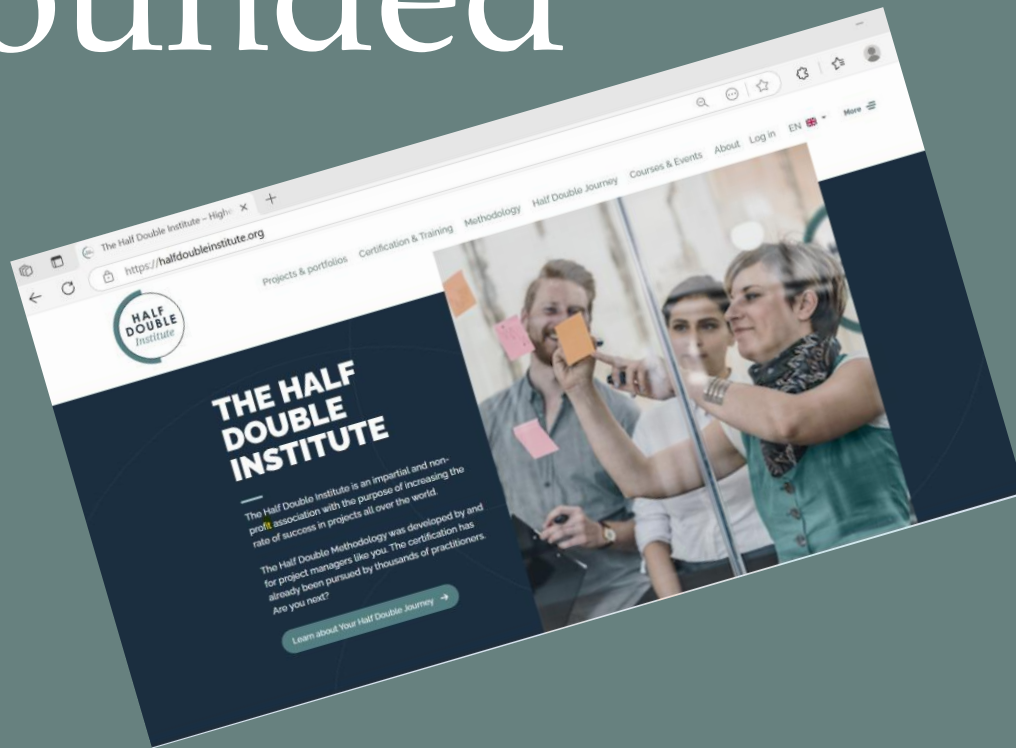
Private and public organizations begin to adopt the methodology more widely.

It is decided to take Half Double to the next level by establishing an association responsible for its development, creating a formal training syllabus, and introducing an international accreditation standard.

Intense work to make this happen!



The Half Double Institute is founded



A not-for-profit association is established to develop and expand the methodology.

New communication platform established to engage the Half Double Community

2020



An International Certification



2021

Half Double certification is made available in cooperation with APMG.

“Whether your organization is rolling out new products and services, improving customer experiences or business productivity - Half Double Institute’s methodology will transform the way you work.”

Richard Pharro, CEO of APMG



Growing number of Accredited Training Organizations

2022

Peak
consulting
group

HOUSE OF AGILE

Mannaz

IM_

More APMG-accredited training organisations are joining the movement – making high-quality Half Double training accessible to a wider audience.



HALF DOUBLE EVENTS & COURSES

Learn and be inspired!

Explore upcoming Half Double events, webinars, and courses. Stay updated, gain insights, and connect with fellow professionals by joining our community newsletter.

[Join the Community →](#)



Upcoming Events

2 - 4 JUN. | 09:00 - 16:00 | OSLO



Course in Norwegian

Half Double Foundation certification

The course provides you with knowledge about the Half Double method and how you can use it to create early impact in your projects. You will learn how to use the method's core elements of impact, flow and leadership, and with a new mindset and

10 - 12 JUN. | 09:00 - 16:00 | OSLO



Course in Norwegian

Half Double Foundation certification

Half Double is a hybrid project management method that focuses on the value created by the project rather than the project's deliverables. In this course, you will learn how to apply the Half Double methodology's core elements of impact, flow and leadership to create

11 - 13 JUN. | 09:00 - 16:30 | COPENHAGEN K



Course in Danish

Half Double Foundation course

This Half Double Foundation certification course offered by Mannaz equips you with practical tools to apply the three core elements of the Half Double methodology: Impact, Flow, and Leadership.

[→](#)

Publication and expansion

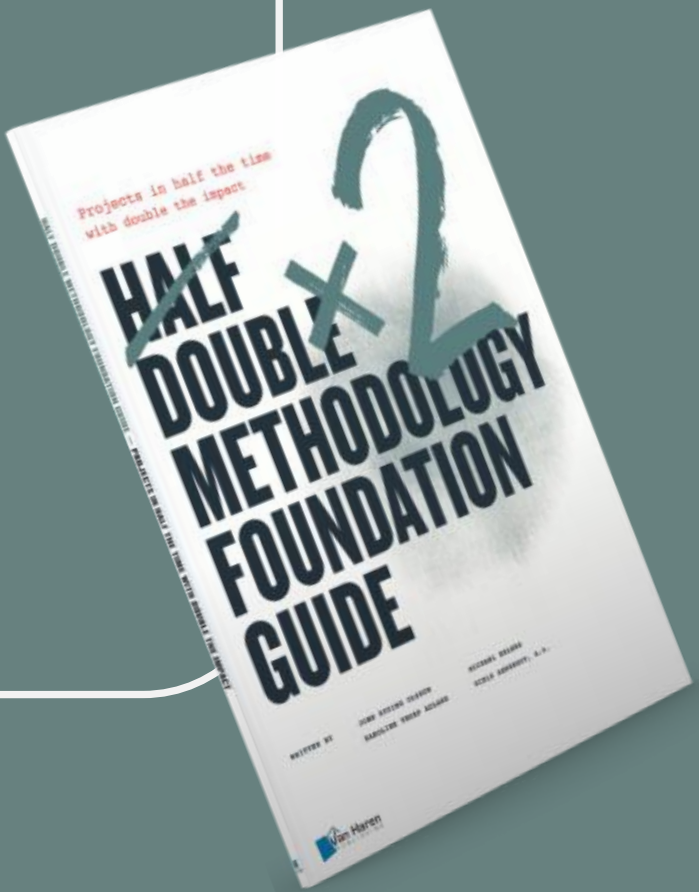
2022



The Half Double Foundation Guide is published.

Half Double certifications at Practitioner and Master level are launched.

Private and public organizations begin adopting the methodology widely.



Post project phase: Half Double is here to stay

The academic evaluation of the Project Half Double initiative is completed.

Strong evidence shows that Half Double is a superior project methodology, and the project phase is completed.

Christina Sejr Pedersen, one of the founders of Half Double, is assigned Director of the Half Double Institute.

2023



Internationalisation and spreading the word

Arkatay



2024

Focus on expanding Half Double to new markets and more organisations through reach out activities, physically and digitally.

Leading Norwegian training organisations join forces to launch Half Double in Norway in February.

First Swedish training organization follows at the end of the year.

Great interest from both public and private organization.



Half Double for the future

The world of projects is changing
– and so are the needs of project leaders.

As a hybrid, principle-based approach with a strong focus on impact, ownership and leadership, Half Double is well equipped for this shift. But we're not standing still:

2025

1. Enhancing the leadership dimension of Half Double

2. Adapting to the opportunities and challenges of AI

3. Further internationalisation

4. Developing new formats for training and learning

5. **Your input!**

