

# Beyond the Gantt Chart: Why Economic Acumen is Core to Project Success

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**The relentless drive to deliver projects on time and within budget often casts a narrow lens on the skills deemed essential for project management professionals.**

Yet, to truly navigate the complexities of today's global landscape and ensure project success, a fundamental understanding of macro and microeconomics, coupled with financial literacy, is no longer a peripheral advantage, it is a core competency.

Recent global events, such as those outlined in ["100 days of Trump: Tariffs, strategy, and global fallout,"](#) underscore the profound and immediate impact that economic policies and market dynamics can have on project delivery and the broader pipeline of activities.

As the Warwick Business School experts highlight, seemingly isolated policy decisions, like the imposition of tariffs, can trigger a cascade of consequences that directly affect project parameters.

Professor Nigel Driffield points out the flawed logic behind tariffs, explaining that they aim to make imports more expensive and incentivize domestic production. However, this strategy hinges on price-sensitive demand and the availability of domestic producers capable of filling the gap at a reasonable cost. When these assumptions fail, as witnessed in the US automotive industry where tariffs led to layoffs, supplier bankruptcies, and increased consumer prices, projects relying on these supply chains face immediate risks of cost overruns, delays, and even cancellation.

Similarly, Professor Irina Surdu-Nardella's analysis of the execution of these policies reveals a crucial insight for project managers: even well-intentioned strategic initiatives can falter due to a lack of understanding of the intricate economic web in which projects operate. The "one-size-fits-all" approach to tariffs, for instance, disproportionately impacted specific regions and industries, demonstrating the need

for project professionals to anticipate and mitigate geographically concentrated economic shocks.

The implications extend beyond domestic markets. As the article notes, Trump's policies have triggered "global ripple effects," leading to a more united Europe focused on reducing reliance on the US and a weakening of trust in international partnerships. For multinational projects, such shifts in geopolitical alliances and trade relationships can introduce unforeseen complexities in stakeholder management, regulatory compliance, and cross-border logistics.



A project manager equipped with an understanding of international economics and political dynamics is better positioned to navigate these turbulent waters and proactively adjust project plans.

Consider a hypothetical infrastructure project reliant on imported steel. A sudden imposition of tariffs, driven by macroeconomic policy shifts, could drastically increase material costs, jeopardizing the project's financial viability. Without a foundational understanding of trade policies and their potential impact, a project manager might be caught off guard, lacking the foresight to explore alternative sourcing options or negotiate contract clauses that account for such fluctuations.

Furthermore, financial literacy is paramount at the individual project level. Understanding basic financial statements, cost-benefit analysis, and risk assessment from a financial perspective enables project managers to make informed decisions regarding resource allocation, budget management, and investment appraisals. As the "100 days" article illustrates with crashing stock markets in response to policy announcements, even seemingly abstract financial indicators can have tangible consequences for project funding and stakeholder confidence.

The complex global landscape demands a more economically astute project management professional.

The ability to contextualize projects within broader macroeconomic trends, understand the intricacies of microeconomic factors influencing supply chains and markets, and possess a solid grasp of financial principles is no longer a niche skill, it is a fundamental requirement for effective project delivery and for safeguarding the pipeline of future endeavors.

As the article poignantly demonstrates, economic decisions made at a macro level have direct and often disruptive consequences for the very fabric of project execution. Project professionals who cultivate this

economic and financial acumen will be far better equipped to anticipate risks, seize opportunities, and ultimately drive successful project outcomes in an increasingly interconnected and dynamic world.

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