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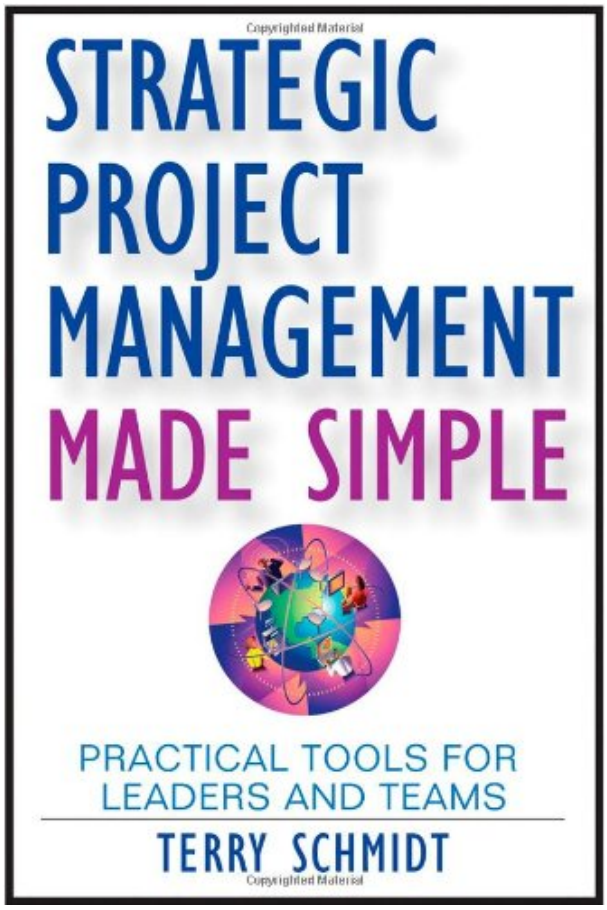

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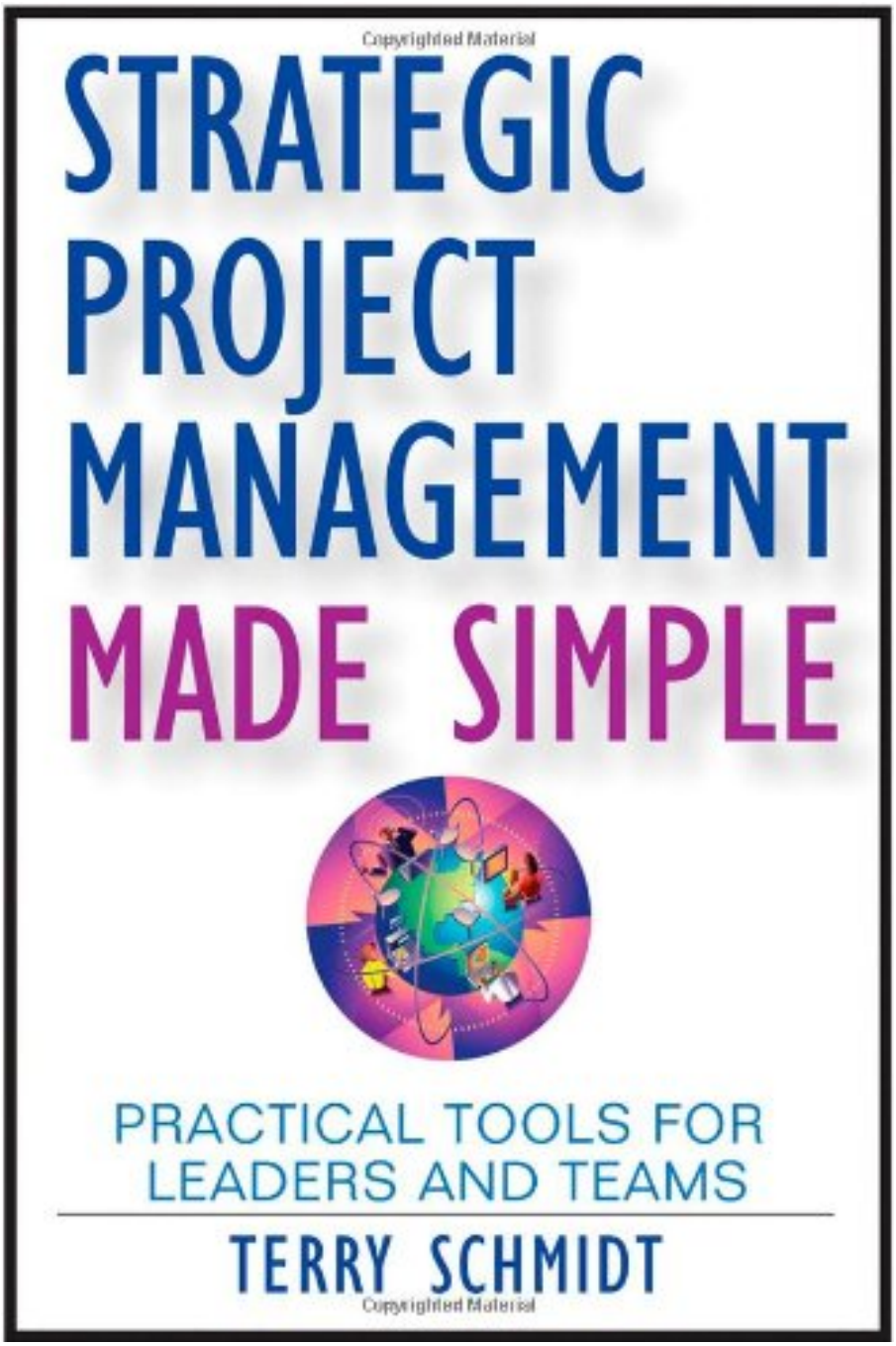

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From the Inside Flap
The business world is more demanding and competitive than ever, and the old project management tools and methods are no longer sufficient. Getting any project accomplished requires better methods to think, plan, and act to achieve successful results.

In Strategic Project Management Made Simple, Terry Schmidt offers a fresh approach specifically developed for today's challenges. This project management system provides all you need to get the results you want—whether you're a CEO, executive champion, project manager, or team member. Proven in large and small businesses, government agencies, nonprofits and global corporations alike, this system maps out a step-by-step, flexible approach to planning and executing change initiatives that work faster and more effectively than any other method.

This breakthrough combination of business strategy and project management will show you how to:

- Design practical action plans for any problem, idea, or opportunity
- Align project objectives with organizational goals, vision, and strategic intent
- Clearly communicate project strategy among stakeholders
- Discover and eliminate potential pitfalls in advance
- Get teams moving faster with clear plans that show who does what, when, and how
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Whether you're a seasoned pro or a beginner, by mastering the art of Strategic Project Management as outlined in Strategic Project Management Made Simple, you'll multiply your ability to execute new ideas and advance your own career in the process.

From the Back Cover

Praise for TERRY SCHMIDT and STRATEGIC PROJECT MANAGEMENT MADE SIMPLE

"Terry's books guide your thinking about any reasonably complex goal you're trying to achieve. I've seen very few things in this space that make sense past the paper they're written on. This is a remarkable exception." —David Allen, author, Getting Things Done

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When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of Strategic Project Management Made Simple is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. Strategic Project Management Made Simple is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. Strategic Project Management Made Simple builds a solid platform upon four critical questions that are vital for teams to intelligently answer in order to create their own strong, strategic foundation. These questions are:

1. What are we trying to accomplish and why?

2. How will we measure success?

3. What other conditions must exist?

4. How do we get there?

This fresh approach begins with clearly understanding the what and why of a project - comprehending the bigger picture goals that are often given only lip service or cursory reviews. The second and third questions clarify success measures and identify the risky assumptions that can later cause pain if not spotted early. The how questions - what are the activities, budgets, and schedules - comes last in our four-question system. By contrast, most project approaches prematurely concentrate on the how without first adequately addressing the three other questions. These four questions guide readers into fleshing out a simple, yet sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique.

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- Number of items: 1
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- Binding: Hardcover
- 272 pages

Features

- Strategic Project Management Made Simple Practical Tools for Leaders and Teams

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Most helpful customer reviews

3 of 3 people found the following review helpful.
Simple, yet powerful approach broadly applicable to many endeavors
By J. Snyder
I picked up this book based on a recommendation from a colleague. I was looking for tools for managing multiple projects. What I found was so much more. I have read and re-read this book several times -- each time new insights emerge! This book has become my go-to resource for planning.

The book outlines an approach that includes deep thinking and an actionable framework for achieving goals. Oftentimes, projects go off the rails because not enough time is spent upfront thinking through, what the author Terry Schmidt calls, the Four Critical Strategic Questions:

1. What are we trying to accomplish?
2. How do we measure success?
3. What other conditions must exist?
4. How do we get there?

The author's ability to link these four questions (the building blocks for well designed strategic projects) with an immensely practical framework for putting these ideas into action is really what distinguishes this book from others. The nugget here is the LogFrame (or Logical Framework) "an elegant, concise framework with

which one can build the simplest to the most complex projects from start to finish, providing a path through the jungle of complications and changing conditions." The framework provides the right mix of structure and flexibility for designing and managing initiatives in a rapidly changing context.

By connecting a process for gaining clarity of purpose and a path for action, Schmidt has provided readers with a simple, yet powerful approach to tackling all kinds of projects, strategic initiatives, and endeavors. Highly recommended!

1 of 1 people found the following review helpful.
Strategic, Simple and Effective
By D. Sheppard
I was looking for a project management methodology that would be easy and accessible for all members of our organization. Strategic Project Management Made Simple is exactly what we were looking for. The approach is clear and simple with tools that are powerful to help you plan well from the beginning regardless of your project management experience. I wish I had come across Terry Schmidt and this process sooner and it would have saved us countless hours trying to implement far more complicated and quite frankly less effective project mangement processes.

We are using this resource to build our project management office (PMO) and lay a solid foundation we can build from into the future. I can't recommend this resource more highly for anyone interested in building sound, strategic projects individually or for their organizations.

6 of 6 people found the following review helpful.
Could have saved me years if I read this earlier
By Central VA
This book documents a fantastic approach. I want to stress the fact that this book is not just for project managers as anyone that is involved with projects can benefit greatly from this book.
The author takes a very organized approach to presenting a flexible method that does two things: first, it makes sure that you are executing the right project; then it makes sure that you are executing the project right.
I've been managing projects for 17 years, and can't wait to apply the new ideas learned from reading this book. The material is presented in a step-by-step fashion, making it easy to follow, yet at the same time the approach is easily adaptable to solve just about any problem.
In the last 2 weeks I purchased 10 books related to Project Management and this one is the best by far.

See all 110 customer reviews...

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