



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

By Terry Schmidt

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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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Editorial Review

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
- Improve working relationships and reduce conflict
- Deliver on-target projects that increase performance, productivity, and profits

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*

"Terry has created a powerful and actionable methodology for change. Our team at eBay got immersed in it, loved it, and have taken it to heart. I'm definitely adding this valuable tool to my management tool belt." —Arnold Goldberg, Senior Director, Systems Engineering, eBay

"Pound for pound, Terry is the world's best strategic project consultant."
—Joseph Sunio, Project Manager, Boeing

"Learn from a master as Terry offers practical hands-on tools for tackling the tough issues that keep good leaders awake at night. Terry takes you from the surreal to the real world of strategic thinking and planning."
—James Whalen, Vice President, DirecTV, Inc.

"Most projects get off track because the rails have been improperly laid. Terry's insightful book provides practical ways to ensure that your rails are properly aligned." —Gordon Peters, Founding Chairman, CEO, Institute for Management Studies

"We used this method to organize and execute an awards campaign that earned numerous nominations and awards, including an Oscar®." —Don Levy, Senior Vice President, Sony Pictures Digital

"We are actively using these tools to develop global players, local champions, and knowledge entrepreneurs who make a difference in the world." —Dr. Booncharoen Sirinaovakul, PhD, Dean, Faculty of Engineering, King Mongkut's University of Technology Thonburi, Thailand

"Terry provides a clear and compelling methodology for creating enterprise-wide strategies that integrate all of our sub departments. This is a must-read book for all leaders who want to revitalize their organization." —Dale Hough, Chief of Reengineering, Los Angeles County Assessor's Office

"This book provides concise, simple, and highly effective tools to turn problems into action plans. No project is too complex when broken down using Terry's four strategic questions and his Logical Framework tool." —Anne Wu, Lean Six Sigma Black Belt, 3M Unitek

About the Author

TERRY SCHMIDT is a certified PMP and internationally known management consultant who helps organizations become more strategic, productive, and profitable. He has more than thirty years of experience as an executive, educator, and strategy coach in thirty-four countries. The founder of www.ManagementPro.com, he teaches strategic project management at the UCLA Technical Management Program and at the University of Wisconsin, and teaches team-building at the MIT Professional Institute. He is affiliated with the Haines Centre, a global alliance of master consultants in over twenty countries. Terry is a lifelong learner with a BS in aerospace engineering from the University of Washington and an MBA from Harvard.

For more on Terry and Strategic Project Management Made Simple, visit www.managementpro.com

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