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Management Made Simple cements this series' status as the leading resource for anyone looking for step-by-step guidance on project design and action initiatives. Written by celebrated management consultant Terry Schmidt, this book fully covers the necessity of systems thinking and

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the logical framework approach to solve today ' s challenging problems. Strategic Project Management Made Simple also includes: An expanded section on turning ideas, problems, and opportunities into projects A newly created chapter on managing your “ inner game ” to achieve

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When Fortune Magazine estimated that 70% of all strategies fail, it also

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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

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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.

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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

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addressing the three other questions.

These four questions guide readers into fleshing out a simple, yet

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out one's own project strategy in an

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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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