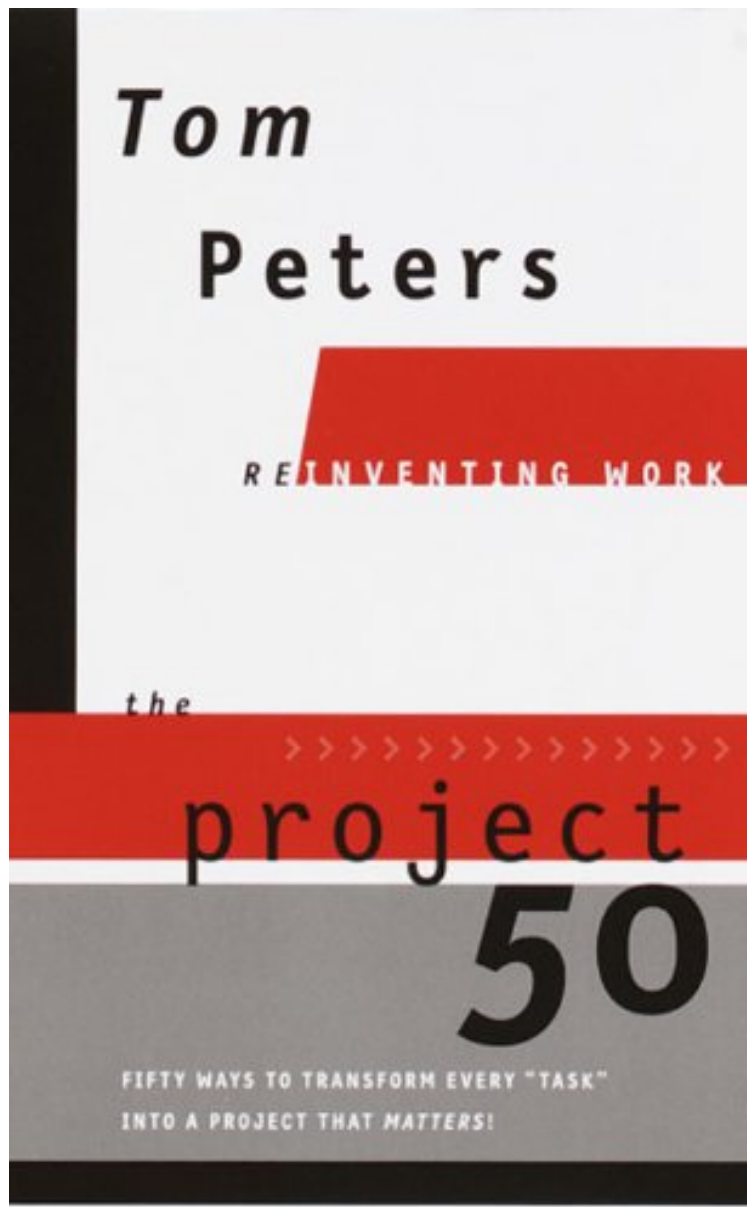


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The Project50 (Reinventing Work): Fifty Ways to Transform Every quot;Taskquot; into a Project That Matters!

Tom Peters

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Tom Peters : The Project50 (Reinventing Work): Fifty Ways to Transform Every quot;Taskquot; into a Project That Matters! before purchasing it in order to gage whether or not it would be worth my time, and all praised The Project50 (Reinventing Work): Fifty Ways to Transform Every quot;Taskquot; into a Project That Matters!:

0 of 0 people found the following review helpful. Life as a Project is Great Insight But the Book Lacked WOW! By Edward J. Barton This is not one of Peters' best books. In fact, I struggled with a four versus three star assessment. I succumbed to four, largely because the content is useful and needs to be absorbed. Unlike many of Peters other books, however, this one left me relatively flat during the read and at the end. Looking at all work as a project, and an opportunity to make a difference and infuse WOW! into the product or process is the basic foundation of the book. Approaching your life, career, work and any assignment as a project in which WOW! can be delivered will separate you from the lemmings in the crowd, will help you and your organization compete, and will lead to success. Unfortunately, the elements of the book that I would look to for inspiration or even perspiration resulted in a little irritation or constipation. Focus was on time management, list making, idea tracking, meeting management, team composition and creativity. In all, very solid advice, but the approach Peters used left me asking where the "WOW!" was in the writing - especially since I absolutely swear by his other works and find him to be one of my favorite authors and speakers. If you are a fan of Peters, you may find this book a bit of a letdown relative to others. The contents are good, the material and presentation solid - but not WOW! 15 of 16 people found the following review helpful. Reinvent your vision for your work By David E. Rogers As a multimedia software writer/producer, I thought my projects were pretty hot stuff. That might be true, but reading "The Project 50" sent me on a quest for the fabled "way cool" moniker for every project I do. In this practical and outrageously optimistic book, Peters makes a clarion call for work that matters, that takes your breath away--that, in short, WOWs not only your clients/customers but everyone who sees what you do. With 50 suggestions (each with a number of action items) for creating WOW projects, Peters stirs a divine dissatisfaction for business-as-usual. "Good enough" work no longer is--and will soon be the death knell of its practitioners. With characteristic bullets, colors, UPPER CASE PHRASES, and underlines, Peters confronts us with the challenge of the near-future: Making the most of the new millennium will require nothing else than producing WOW projects--whether they be spread sheets or theme parks. This book reinvigorated me and recast my vision for the future--so much so that I bought copies for my fellow writer/producers. Read it and you'll see why. 0 of 0 people found the following review helpful. Peters is always great By James V. Pritchert I have enjoyed Tom Peters books for years now. This is a must have if you ever hope to manage people or get a half-way decent job.

The common denominator/bottom line for both the professional service firm/PSF and the individual/Brand You is: the project. And for the cool individual in the cool professional service firm there is only one answer: the cool project. A seminar participant said: "Reward excellent failures. Punish mediocre successes." So, how many of you are at work -- right now -- on "mediocre successes"? At work on projects that won't be recalled, let alone recalled with fondness and glee, a year from now? We don't study professional service firms. (Mistake.) And we don't study WOW Projects. (Worse mistake.) There is, of course, a project management literature. But it's awful. Or, at least, misleading. It focuses almost exclusively on the details of planning and tracking progress and totally ignores the important stuff like: Is it cool? Is it beautiful? Will it make a difference? My No.1 epithet: "On time . . . on budget . . . who cares?" I.e., does it matter? Will you be bragging about it two--or ten--years from now? Is it a WOW project? So, then: Step #1 . . . the organization . . . the professional service firm/PSF 1.0. Step 2 . . . the individual . . . the pursuit of distinction/Brand You. And: Step #3 . . . the work itself . . . the memorable project/WOW Projects. The Project50 is a simple and handy guide that provides 50 easy steps to help the modern businessperson choose the right project, find the right team, develop strategies for success, and ultimately know when it's time to move on. See also the other 50 List titles in the Reinventing Work series by Tom Peters -- The Brand You50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world. From the Hardcover edition.

.com Does your work matter? Do you transform mundane tasks into "WOW Projects!"? And, most important, do you consider projects "dynamic, stimulating, a major bond builder with co-workers, a source of buzz among end-users, and ... inspiring, exhausting, hot, cool, sexy, where everyone else wants to be"? If not, consider reading this enthusiastic project primer, which joins The Brand You50 and The Professional Service Firm50 in Tom Peters's list-filled Reinventing Work series. Stressing the importance of following a project from start to finish, Peters breaks the WOW Project (also known as the "Way Cool" project, by the way) into four stages--create, sell, implement, and exit--and 50 lists. No. 24 (titled "Work on BUZZ ... all the time!") recommends making a stir about the "WOW-worthy project," showing off your team's success with buttons, mugs, and T-shirts. Shameless? Perhaps. But if the project is truly worthy, then "parading your team's spunk is a matchless sales/marketing--not to mention morale-building--ploy." Peters--who communicates in lists, one-word sentences, bold, capitalized, and half-tone text, parenthetical asides with jumpy punctuation, and more than a few interjections of "WOW!" and "Way cool!"--is not for everyone. Mellow readers may want, instead, to check out Eric Verzuh's The Fast Forward MBA in Project Management. But project managers seeking to shake up mundane assignments will find plenty of original, easy-to-implement ideas in this guide to getting things done. --Rob McDonald From the Inside Flap The common denominator/bottom line for both the professional service firm/PSF and the individual/Brand You is: the project. And for the cool individual in the cool professional service firm there is only one answer: the cool project. A seminar participant said: "Reward excellent

failures. Punish mediocre successes." So, how many of you are at work -- right now -- on "mediocre successes"? At work on projects that won't be recalled, let alone recalled with fondness and glee, a year from now? We don't study professional service firms. (Mistake.) And we don't study WOW Projects. (Worse mistake.) There is, of course, a project management literature. But it's awful. Or, at least, misleading. It focuses almost exclusively on the details of planning and tracking progress and totally ignores the important stuff like: Is it cool? Is it beautiful? Will it make a difference? My No.1 epithet: "On time . . . on budget . . . who cares?" I.e., does it matter? Will you be bragging about it two--or ten--years from now? Is it a WOW project? So, then: Step #1 . . .the organization . . .the professional service firm/PSF 1.0. Step 2 . . .the individual . . .the pursuit of distinction/Brand You. And: Step #3 . . . the work itself . . . the memorable project/WOW Projects. The Project50 is a simple and handy guide that provides 50 easy steps to help the modern businessperson choose the right project, find the right team, develop strategies for success, and ultimately know when it's time to move on. "See also the other 50List titles in the Reinventing Work series by Tom Peters -- "The Brand You50" and "The Professional Service Firm50" -- for additional information on how to make an impact in the professional world. About the Author Tom Peters continues to be in constant demand for lectures and seminars. In addition to researching and writing his books, he travels more widely than ever to monitor and observe the business environment worldwide. The founder of the Tom Peters Group in Palo Alto, California, he lives mostly on American Airlines, or with his family on a farm in Vermont or an island off the Massachusetts coast.