



Scrappy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces

By Kimberly Wiefling

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Projects are MESSY! From the minute the project begins, all manner of changes, surprises and disasters befall them. Unfortunately most of these are PREDICTABLE and AVOIDABLE.

Tact and diplomacy can only get you so far in the wild and wacky world of project work. A combination of outrageous creativity, sheer bravado and nerves of steel will serve you far better than any fancy-schmancy Microsoft Project Gantt chart!

'Scrappy Project Management' is about what REALLY happens in the project environment, how to survive it, and how to make sure that your team avoids the predictable and avoidable pitfalls that every project faces.

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Editorial Review

Review

"You can take the long, hard road to your dreams, or you can accelerate your success by grabbing a copy of Kimberly Wiefling's Scrapy Project Management and following the rock-solid advice there to achieving results with more pleasant surprises and fewer disappointing shocks along the way. Whether you're on the hook to deliver results for your company or you're getting your business off the ground, you'll learn a lot and avoid some common pitfalls by reading this book." - Christine Comaford-Lynch, CEO of Mighty Ventures, author of Rules for Renegades

From the Author

Hi, I'm Kimberly Wiefling, Founder and President of my own consulting business, Wiefling Consulting, Executive Editor of the Scrapy Guides™, and the Author of Scrapy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces, growing in popularity around the world and published in Japanese by Nikkei Business Press. The biggest compliment that anyone has ever paid me is that I am a "force of nature." Actually, I'm not sure they meant it in a positive way--they certainly could have been referring to destructive forces like hurricanes, tsunamis, earthquakes, and the like. Nevertheless, Mother Nature is one of my favorite gal pals, and I'm pleased to be associated with her in this way.

My dad was a welder, my brothers were both welders, and, if I had been born a boy, I probably would have been a welder, too! But, as luck would have it, I grew up in a time when girls weren't encouraged to be welders. So I went to college instead, earning a B.S. in chemistry and physics and an M.S. in physics. But don't be so quick to write me off, 'cause I've got marketable skills, too! For example, I earned a marksman's ribbon while in the U.S. Air Force right after high school (I used my GI Bill money to pay for college), where I learned to repair electronics equipment. And I spent ten years working at HP in various engineering and technical jobs, including one that involved a long stretch of explosion testing and other destructive testing of lovingly iii handcrafted one-of-a-kind R&D prototypes. (My motto was, "When it absolutely, positively has to be destroyed overnight--bring it to me!")

I got bored with all of the stability and job security of HP, so I quit and joined a series of failed startups (not all my fault!) and then started my own consulting company during the dot-com bust of 2001--not exactly the most hospitable environment in which to launch a business. I lurched fitfully forward for three long years before my big break came--a chance to work in Japan with my Japanese "sister" Yuko Shibata of ALC Education, Inc. starting up their Global Management Consulting Group. In typical Silicon Valley style, I've helped to start, run, and grow about a dozen small businesses, some of which are still in business and profitable. My clients include Cisco Systems, Symantec, Intuit, HP, Agilent Technologies, Mazda, Daiichi Sankyo, Dow Corning Toray, Mitsubishi Heavy Industries, the University of California, Siemens, Hitachi, Alcoa, Xerox PARC, NECsoft, NTT DoCoMo, and many more.

More than half of my consulting work is with globalizing Japanese companies, and I've traveled to Japan over 100 times to deliver intensive workshops that enable participants to achieve what seems impossible but is merely difficult. (That's my specialty!) These global leaders emerge from these programs with new eyes to see the opportunities in which we are all swimming, a global mindset, and the determination to solve global problems profitably--for their companies and for the sake of all the people of the world. It's like a dream come true for me, and my experiences have ranged from hilarious to deeply moving.

In pursuit of planetary transformation, I'm contributing to making the world a better place in a number of ways. I'm the facilitator of the Sustainable Silicon Valley board of directors, and the founding co-chair of the Silicon Valley Engineering Leadership Special Interest Group (EL SIG). I'm supporting micro-finance for entrepreneurs throughout the world via Kiva, and I support the economic independence of women in various ways because I believe that this is the most effective way raise the quality of life for all people.

I am obsessed with collaboration, and you can reach me via email at kimberly@wiefling.com.

From the Inside Flap
Meet the Scrappy Guides!

"The Scrappy Guides" is a series of books to help you accomplish the impossible. Those of you who say it can't be done should stay out of the way of those of us doing it!

Scrappy means ATTITUDE.

Scrappy means not relying on a title to be a leader.

Scrappy means being willing to take risks and put yourself out there.

Scrappy means doing the right thing, even when you don't feel like it.

Scrappy means having the steely resolve of a street fighter.

Scrappy means sticking to your guns even if you're shaking in your boots.

Scrappy means being committed beyond reason to making a difference.

Scrappy means caring about something more than you care about being comfortable, socially acceptable, or politically correct.

Scrappy means being absolutely, totally committed to extraordinary results.

Scrappy means EDGY! . . . and is your edge in achieving outrageous results even when they seem impossible.

The Scrappy Guides help you muster the courage and commitment to pursue your goals--even when there is no evidence that you can succeed. They are your shield against the naysayers who will try to undermine you, and they will give you comfort during the inevitable failures that accompany most worthy pursuits. When you fail, fail fast, fail forward, in the direction of your goals, lurching fitfully if you must. Sometimes success is built on the foundation of a very tall junk pile.

Let's get scrappy!

Users Review

From reader reviews:

Wayne Santiago:

The guide untitled *Scrappy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces* is the publication that recommended to you you just read. You can see the quality of the reserve content that will be shown to you. The language that writer use to explained their way of doing something is easily to understand. The writer was did a lot of research when write the book, hence the information that they share for your requirements is absolutely accurate. You also might get the e-book of *Scrappy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces* from the publisher to make you far more enjoy free time.

Macie Tiffany:

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Sarah Petty:

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Suzanne Mitchell:

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