The Project 50 (Reinventing Work): Fifty Ways to Transform Every Task into a Project That Matters! by Tom Peters

Guides You In Making Your Work And Your Life Matter.

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 Verzuhs 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

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When you learn to use this little book you can turn nasty little jobs into opportunities that are rewarding. Sounds like the same old words but it
sure doesn't feel like "the same old" when you get it to work the first few times. It MAGIC and it makes your project fun, manageable, and they are all set up for further correction and deeper development.

I used to hate making some business telephone calls and after I defined the project and found the WOW in it, it became O.K and then went on to be one of my strengths and I'm making friends on the telephone now and have doubled my income. This is powerful and Tom Peters is to big a part of our business evolution to not have as a traveling companion as we become more and more part of the global brain.

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