





# START HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

# WITH

SIMON SINEK

# WHY

WITH A NEW  
PREFACE  
AND  
AFTERWORD



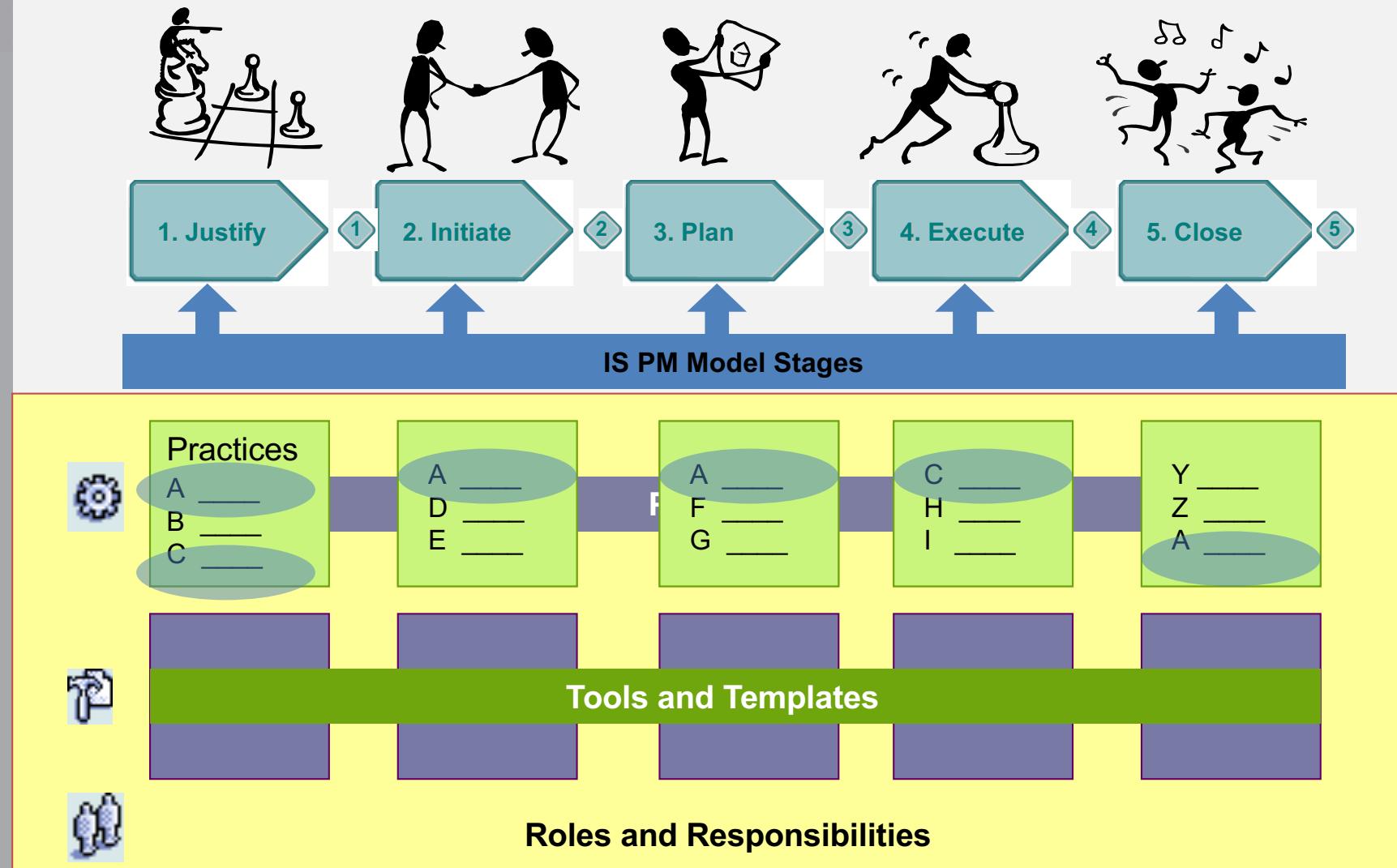


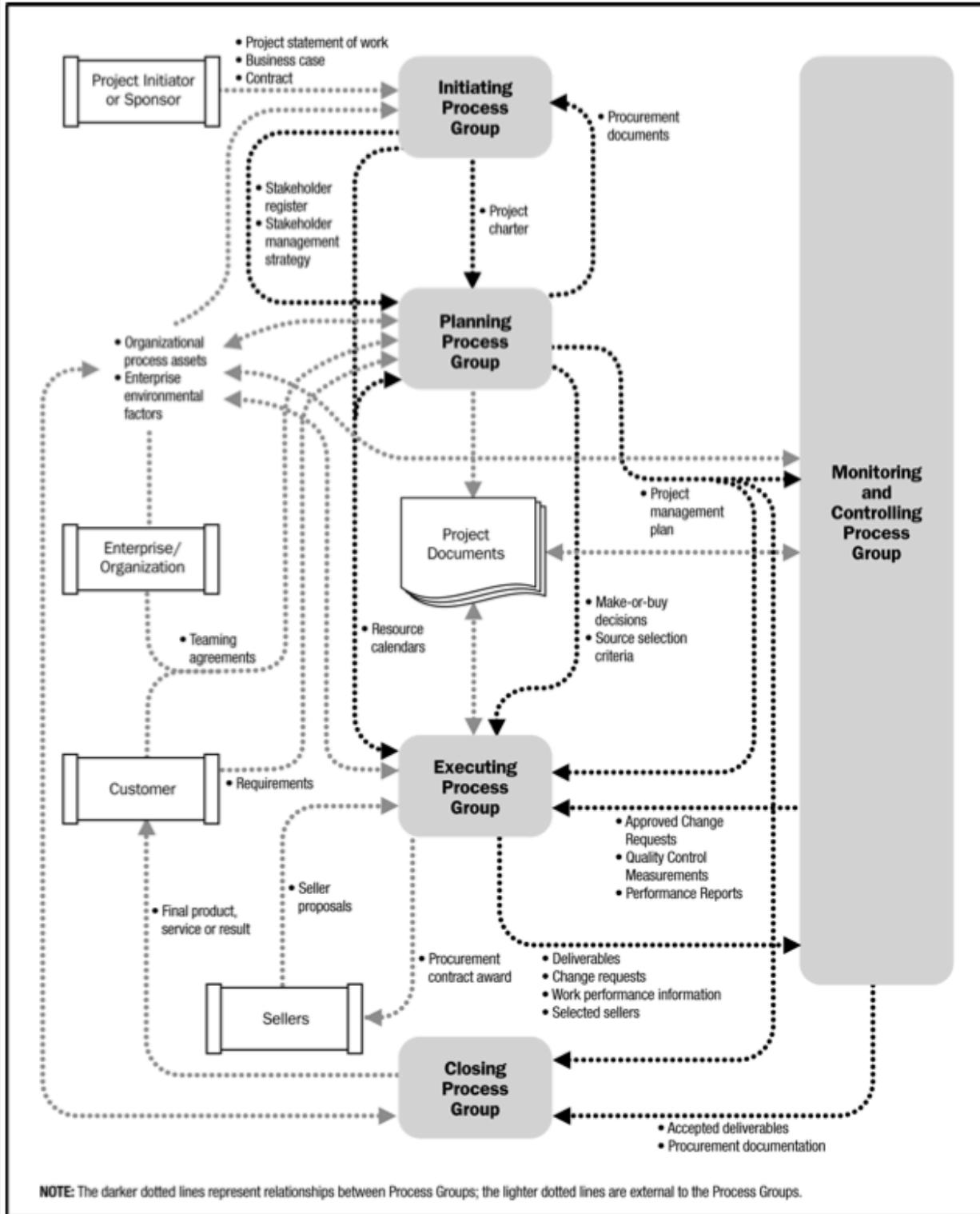
# Project definitions

Why spend time on it?



# AZISPMM Structure









# Basic definitions

- A project is a **temporary** endeavor undertaken to create a **unique product or service**. [Project Management Institute, 2004]
- A management environment that is created for the purpose of **delivering one or more business products according to a specified business case**. [Prince2, 2009]
- A temporary organisation that is needed to produce a unique and predefined outcome or result at a **given time using predetermined resources**. [Prince2, 2009]





# Basic definitions

1. Unique
2. Temporary
3. Focused
4. Emergence
5. Uncertainty
6. Integration
7. Social construction
8. Change





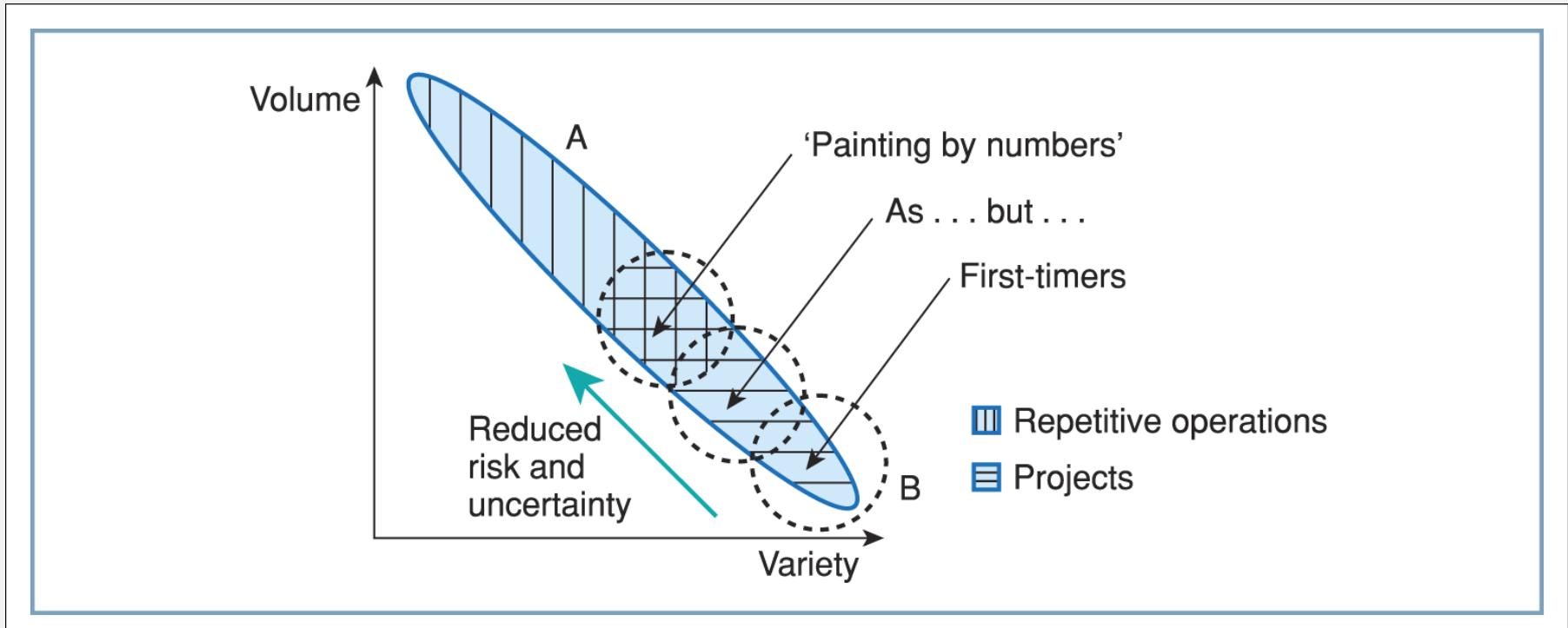
*“There is nothing more difficult to take in hand, more perilous to conduct or more uncertain in its success than to take the lead in the introduction of a new order of things.”*

Niccolo Machiavelli (1469 – 1527)





# Basic definitions





# Project management challenges

- ‘Ready, fire, aim’
- ‘It’s all in my head’
- ‘We work in a nanosecond environment, we don’t have time to do this stuff’
- ‘Project management – we have a procedure for that’
- ‘It’s all just common sense, isn’t it?’
- ‘I’ve got the badge, therefore I am a project manager’
- ‘We’ve done this lots of times before. It never worked then, why should it this time?’
- ‘It won’t work here!’

