



Don't Worry – Be "Scrappy": Silicon Valley Vet Kimberly Wiefling's New Book "Scrappy Project Management" Exposes the 12 Hidden Pitfalls of Managing Every Project

Redwood City, CA, September 30, 2007 --(PR.com)-- This Dirty Dozen won't get you past enemy lines. In fact, they are the enemy to every project manager. And like that covert band of ex-cons granted the opportunity to commute their sentences in the movie by the same name, this group of 12 project pitfalls - if not eradicated from the start -- will run like hell all over your project from conception right up to the minute before presentation. 20-year Silicon Valley project management veteran and management consultant, Kimberly Wiefling, leads the charge to take back the project in her new book: "Scrappy Project Management™: The 12 Predictable and Avoidable Pitfalls Every Project Faces." [Happy About, 156 pages, available at www.happyabout.info and www.amazon.com]

This very readable, practical guide is soon to become standard issue for every executive responsible for the success of any complex project and every project leader who struggles day-to-day to juggle relentless competing priorities, to stretch paper-thin resources and to deliver extraordinary results. 'Scrappy Project Management' shows you how to deliver those results every time.

According to Wiefling, "Scrappy means having the spirit of a street fighter. Scrappy means focusing on creating something extraordinary. Scrappy also means always finding (or making) ways to get the job done. 'Scrappy Project Management' reveals the dirty dozen worst project practices that can spell doom for any venture and the twelve best practices that can accelerate a project toward victory and outrageous success."

Wiefling takes real time crises directly from her work in the field, tapping the hundreds of high tech companies and small to mid sized businesses she has helped take from the pitfall precipice to the point of well-oiled, structured success. 'Scrappy Project Management' doesn't sugar coat the solutions or the problems. Readers will find clear examples and specific actions for every project phase, from kick-off to the wrap-up celebration. This edgy diatribe is indispensable to any business and every project that requires identifying customer needs, managing risks and using resources wisely.

In 'Scrappy Project Management,' readers will learn:

- The top reasons that teams fail are completely avoidable and are typically due to leadership in absentia. Wake up before it's too late.
- How to avoid the rip-tide model of teamwork, where everyone jumps in and drowns together.
- Ignore the voice of the customer at your own peril. They are the ones with the money, after all.
- Are you a wage slave? If you want to be a great project leader you'd better be able to put your job on the line.
- Stop pretending that everything is top priority. Sometimes you've got to choose between your heart, lungs, and kidneys.

"Scrappy Project Management" is the premiere volume in "The Scrappy Guides" series. Conceived by Kimberly Wiefling, "The Scrappy Guides" will cover a wide array of business and management issues in



a slightly irreverent and extremely engaging style and will always remain firmly rooted in the real-world problems every organization must tackle to provide a platform for success. 'Scrappy' captures both the attitude and the actions you need to deliver results and thrive in the global, competitive marketplace.

In her personal, scrappy style, Wiefling adds, “This book deals with realistic problems that every project leader faces. It contains a Scrappy Project Management checklist and tools essential to avoid the usual - and often very unusual -- project pitfalls. You won't find theoretical concepts or high-minded postulates in this book, only the real deal from someone who's been there and done it so you don't have to learn these lessons the hard way.”

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About the Author: Kimberly Wiefling (www.wiefling.com) is the founder of Wiefling Consulting, LLC, a scrappy global consulting enterprise enabling individuals, teams and organizations to achieve results that seem nearly impossible. She has worked with companies of all sizes, from one-man-bands to Fortune 50 and has helped to launch and grow more than a half-dozen startups, some of which are actually profitable at this very moment. Kimberly spends about 1/3rd of her time overseas teaching Japanese businesses to be scrappy. Yikes.

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