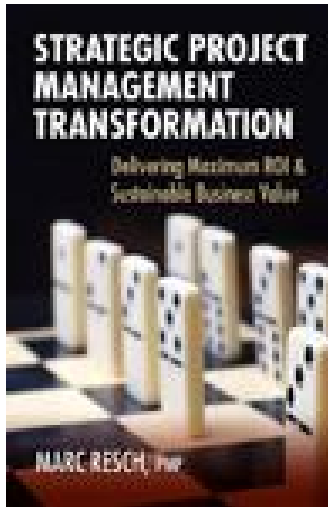


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## PM WORLD BOOK REVIEW



Book Title: ***Strategic Project Management Transformation: Delivering Maximum ROI and Sustainable Business Value***

Author: ***Marc Resch, PMP***

Publisher: **J. Ross Publishing**

List Price: \$54.95 USD

Format: Hardcover; 272 pages

Publication Date: June 2011

ISBN: 9781604270648

Reviewer: ***Y. Paul Lee, PMP***

Review Date: June 2012

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### Introduction to the Book

In *Strategic Project Management Transformation: Delivering Maximum ROI and Sustainable Business Value*, author Marc Resch presents the idea of realigning project management processes towards a focus on value creation, attainment and management. The author extends the traditional project management framework by incorporating value management concepts into the fabric of the project management lifecycle. Project value attainment, the author argues, is achieved by strong collaboration between project and operational teams, as maximum benefits from a project often cannot be realized until well into operations. This is because values are created during and after the “traditional” ending of projects.

Integrated with business strategies, the value process is no longer a passive companion but a leading driver towards project management success. This is based on Resch’s introduction of the value-centric project lifecycle methodology, which incorporates value-based business processes and metrics to help guide projects. Furthermore, this methodology redefines the project closeout phase, bringing operations into the process to help realize long-term business benefits instead of the traditional narrow focus of completing projects on time and within budget. The author utilizes many different examples to show how project managers can use value-centric concepts to guide and steer projects that would consistently deliver business values throughout the life of the project and beyond.

## Overview of Book's Structure

The target audience for this book includes all stakeholders who participate in the project lifecycle processes. The key premise of the author's thesis argues that value creations in a project occur from end-to-end. Everyone involved in the project contributes to the value creation and attainment processes. As such, this book largely follows the traditional project management lifecycle processes (similar to the PMBOK process flow) with the book chapters aligning with the different project management process groups and knowledge areas. It opens with strategic planning and project initialization, then planning, execution, monitoring and control, and a conclusion. With the project management lifecycle framework as the basis, the author introduces and incorporates value centric concepts and ideas into each lifecycle phase.

Each chapter ends with the "Professional Development Game Plan for Success". It highlights key concepts covered in the chapter by posing questions for readers to ponder. Finally, the "Game Plan" also comes with various "Action Plans" prompting the readers to use what their newly gathered knowledge in their own projects, thereby turning their projects into learning opportunities.

## Highlights: What I liked!

This book introduces various project management principles and concepts at a level similar to other introductory project management textbooks. Traditional project management textbooks map their discussions primarily at the conceptual level with limited examples of how one can apply those concepts to real life situations. In this book, Marc Resch strikes a nice balance between theories and real life applications.

The author fills his book with detailed examples, useful guidelines, checklists, metrics and tips that beginning project management professionals can use right from the start. For beginning project managers, this book is a great guide with tons of worked examples. For more experienced project managers, the focus on the value centric approach to project management adds a new dimension to the more traditional aspects of the project management process.

Reading through the ideas and concepts only exposes us to the surface of the subject; we all learn by doing. Concluding each chapter with a "Professional Development Game Plan for Success" and an "Action Plan" provides a framework for the readers to put their new knowledge into action and practice, while also reviewing key concepts. Additionally, these framework templates are available for download at the book's website, and they can serve as a useful guide through the project process. These actions plans are useful for beginning project management professionals, and experienced project managers would find them helpful as well!

## **Shortfalls: What was Missing!**

Currently there are several global project management standards in use by practitioners, such as the PMI PMBOK, APM BOK, IPMA ICB, P2M, PRINCE2 and GAPPS. How does value-centric methodology fit into these global standards? Traditional project management paradigms are process driven, but more and more we recognize that people and soft skills are equally important in driving a project's success.

The value-centric discussions focus a lot on the processes, but how about the human element of the equation? Bringing in the discussion of the "people processes" will further enhance the value of the text.

## **Who might benefit from the Book**

For new project management professionals, the hardest part is to relate abstract project management concepts to everyday tasks. The detailed walk through by the author of the concepts serves to assist new practitioners in tying the abstract concepts to situations they are familiar with. The many checklists, templates, and the list of value measurement metrics, for example, take the guessing work from beginning project managers. For seasoned project managers, the list can serve as a reference, as well as something they can use as a starting point for future projects; experienced project management professionals can build on the lists and adapt them for their work.

## **Conclusion**

The value-centric methodology adds a new dimension to the project management framework. The author makes a strong case on how value-centric methodology can transform projects from failures to successes by shifting the focus from project delivery to long-term project value attainment. Beginning project management professional will find this book easy to read, and experienced project managers will find it to be an indispensable reference.

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*Strategic Project Management Transformation: Delivering Maximum ROI and Sustainable Business Value*, by Marc Resch, PMP, published by J. Ross Publishing, 2011, ISBN 9781604270648; \$54.95 USD; 272 pages, hard cover. More about the book at <http://www.jrosspub.com/Engine/Shopping/catalog.asp?store=12&category=182&itempage=4&item=14234&itemonly=1>

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## About the Reviewer



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**Y. Paul Lee** is a Project Engineer at the Space Telescope Science Institute in the United States with 20 years of experience working on NASA flagship missions: the Hubble Space Telescope and its successor, the James Webb Space Telescope. He is currently a PhD student in the Project Management Program, A. James Clark School of Engineering, University of Maryland, College Park, Maryland, USA.

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