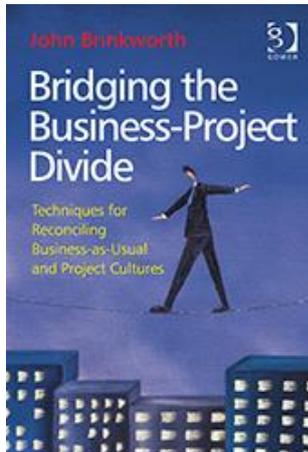


## PM WORLD BOOK REVIEW



Book Title: *Bridging the Business-Project Divide*

Author: John Brinkworth

Publisher: Gower

List Price: US \$124.95

Format: hard cover; 213 pages

Publication Date: September 2014

ISBN: 978-1-4094-6519-5

Reviewer: Diane Morris

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### Introduction to the Book

*Bridging the Business-Project Divide* is a one-of-a-kind book that provides a dual perspective of both the business and project viewpoints for various stages of a project. The author, John Brinkworth, aims to help teams, comprised of both business and dedicated project resources, better understand each other's viewpoints. He then provides practical steps to bridge any gaps that occur at each stage of the project. These steps can be a real breakthrough for teams to stay on track.

### Overview of Book's Structure

*Bridging the Business-Project Divide* is structured into two major sections: Part 1: The Project Lifecycle and Part 2: Common Strands. The book also includes an introduction and conclusion.

Within Part 1, there are nine chapters related sequentially to the project lifecycle from "Identifying the Project" to "Post-Live Realization of Changes". Part 2 has six chapters of central themes such as "Quality" and "Finance". The main chapters are organized the same way with the following outline: The Business Perspective, The Project Perspective, Bridging the Divide, and Key Points.

### Highlights: What's New in this Book?

*Bridging the Business-Project Divide* provides a thorough and organized approach to understanding viewpoints of team members who have to work together to achieve project goals. By having this perspective, each team member, no matter which side they are on, can best build common goals and ensure the project success.

A book dedicated to really understanding the differing perspectives of team members is unique in helping teams to overcome potential pitfalls caused by these differences.

John Brinkworth does a great job of really describing each side's perspective that can hinder success or cause conflict on a project. He follows these examples with a practical approach for overcoming these differences in viewpoints.

### **Highlights: What I liked!**

There are several key things I really liked about *Bridging the Business-Project Divide*. First, I like the organization of the information and how it is presented. It is nice to have the chapters follow a project lifecycle. This allows the reader to quickly review viewpoints before entering a phase of a project. Reviewing this information before each phase can be a great reminder for the team to continually consider each other's perspectives as they move through a project.

Another aspect I enjoyed about the book was the focus on key points at the end of each chapter. These summarized points can help the reader quickly review items in the future. Also, these key points could be helpful for training teams or team leaders.

Finally, I appreciated the thorough and practical nature of the perspectives. There are so many subtle issues that can influence team members. Many of these issues may not be apparent and can have a detrimental impact on a project. By going through so many different, but real situations, the reader can have a better awareness of underlying issues.

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

*Bridging the Business-Project Divide* is a good resource for all project teams. It provides value for all levels of experience and roles. For experienced teams, it is a good reference. For new teams, it is a good training tool as they move through the project to ensure both business and project team members' perspectives are understood. Finally, for business leaders responsible for project deliveries, the book can help ensure their leadership navigates through both perspectives to achieve the overall goals.

### **Conclusion**

*Bridging the Business-Project Divide* provides an in-depth, project cycle and topic centric explanation of different business and project viewpoints that can cause gaps or conflict in project teams. By being aware of these gaps and by having practical ways to bridge these gaps, project teams can overcome these obstacles and achieve better success. John Brinkworth effectively provides practical steps for overcoming differences in viewpoints for the sake of a project's success.

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*Bridging the Business-Project Divide; Techniques for Reconciling Business-as-Usual and Project Cultures*, by John Brinkworth, published by Gower; 2014; \$124.00 ISBN: 978-1-4094-6519-5; 213 pages, hard cover. More at: <http://www.gowerpublishing.com/isbn/9781409465171>

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## About the Reviewer



### ***Diane Johnson Morris, PMP, MBA***



**Diane Johnson Morris** is an Industrial Engineer and certified PMP. She has over 25 years of experience in the Defense and Retail Industries. She has worked in the Manufacturing, Supply Chain, and Information Technology areas as an Engineer, Process Leader, Strategy Manager, and Program/Project Manager.