PM World *Journal*   *Co-Create: Harnessing the Human Element in Project Management*
Vol. VII, Issue VIII – August 2018   Author: Steve Martin
www.pmworldjournal.net   Book Review   Reviewer: Srinivas Jonnalagadda
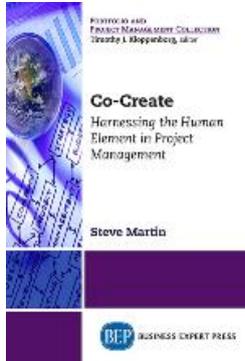
PM WORLD BOOK REVIEW

Book Title: ***Co-Create: Harnessing the Human Element in***

Project Management

Author: **Steve Martin**

Publisher: Business Expert Press

List Price: $34.95   Format: Soft cover, 123 pages

Publication Date: 2017   ISBN: 978-1-63157-627-0

Reviewer: **Srinivas Jonnalagadda**   Review Date: June 2018

Introduction

Successfully moving a large organization forward is a complex task specifically if it is projectized. The day-to-day activities synchronize and generate commitment, clarity, and momentum magically steer a large organization to its strategic goals. The co-create model establishes a framework for slow agile transformation from which teams can flourish.

The model provides excellent project execution, change leadership by providing a roadmap, team member commitment which is secret to high performance, and create a value for all. The aforementioned framework contents are also pillars of SAFE Agile methodology. Members of projectized teams such as project managers, team leaders, organizational development coaches, and team members with focus on engagement and performance improvement can benefit from this short and concise book. I sincerely thank Steven Martin for excellent job of sharing his valuable experience and insight through this book.

Overview of Book's Structure

The book **Co-Create: Harnessing the Human Element in Project Management** reviews the co-create model. It starts with providing a case for co-create model's usage in a large organization. The next four chapters provide big ideas used to generate team member engagement while describing day-to-day project journey which made the difference. The addendum chapter provides other co-create elements which help teams to successfully implement the model. The organizational readiness questions for successful transformation are also listed in the concluding chapter.

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Highlights

The core of the model illustrates the project journey and depicts the task, team and individual project changes and positive changes due to team member commitment. This model presents a conceptual understanding and method not currently found in the literature. This book provides chance for team members to learn about the human experience during the project life cycle paving way for an organizational agile mindset change.

Highlights: What I liked!

The *Co-Create Harnessing the Human Element in Project Management* book can be viewed as a short course in project life cycle techniques. The main idea of agile transformation focusing on group and individual day-to-day engagement is the attraction of this book.

Who might benefit from the Book?

Members of projectized organization such as project managers, team leaders, organizational development coaches, and team members with focus on engagement and performance improvement can benefit from this short and concise book.

Conclusion

The co-create model helps bring out the best in teams and individuals by focusing on generating ideas and the power of commitment as change agents. A traditional waterfall oriented projectized large organization transitioning to an agile model can benefit from using the Co-Create method as an intermediary phase.

For more about this book, go to: https://www.businessexpertpress.com/books/co-creating-projects-harnessing-the-human-element-in-project-management/

Editor's note: This book review was the result of a partnership between the publisher, PM World and the PMI Dallas Chapter. Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@pmworldjournal.net.

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About the Reviewer

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Srinivas Jonnalagadda is a seasoned software project management professional with 16 plus years of hands-on experience in Software Project Management, Software Design, Development and Implementation using Agile Scrum Software Engineering methodologies and standards. Leadership experience includes Banking, HealthCare, Telecommunication, Aerospace, and SCADA domains. Software Development Manager, Scrum Master, Lead Developer, Senior Software Developer, Software Engineer, and Analyst/Programmer, and software programming trainer roles performed.

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