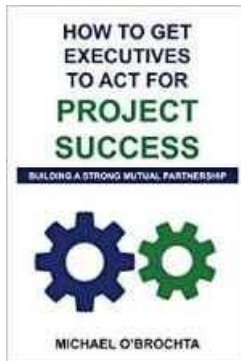


## PM WORLD BOOK REVIEW



Book Title: ***How to get Executives to Act for Project Success: Building a Strong Mutual Partnership***

Author: Michael O'Brochta

Publisher: Zozer, Inc.

List Price: \$22.50

Format: Soft cover

Publication Date: February 2018

ISBN: 978-1981283439

Reviewer: **Kimberly Scott, PMP**

Review Date: July 2018

### Introduction

Michael O'Brochta is passionate about Project Management. He has been a PMP for over 30 years and has held senior positions at the CIA and served as the Chair of the Ethics Member Advisory Group at the PMI Corporate level and has written papers for a wide range of project management topics.

*How to get Executives to Act for Project Success* is a great go-to book that every Project Manager (and Stakeholder) should have on their desk.

### Overview of Book's Structure

The book is nicely and succinctly broken down into 6 chapters that build from Examining the Problem to (doing) What it Takes (to get things done). Each Chapter gives a "Problem Story" using the character(s) George or Georgette as the Project Manager that are meant to be relatable to the Project Manager.

If you want a book that's a quick guide on how to handle challenges with your Executive or Stakeholders, this is a great book. The examples used are on point and relatable.

### Highlights

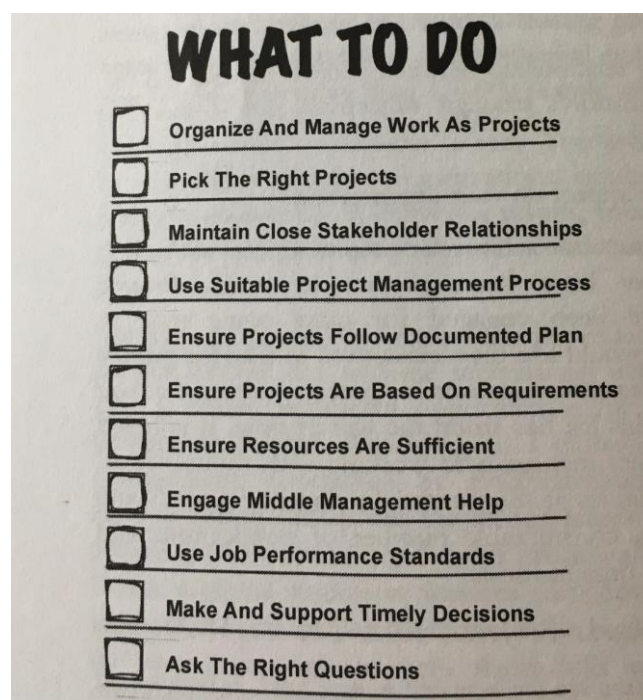
O'Brochta provides good solutions for the typical problems Project Managers face when working with executives. For example, how to respond to an executive when they are asking you do more with less resources.

He also reminds the reader/PM that it's not unusual for executives to have a lack of basic understanding of project management; hence the premise of the book, and therefore the PM's should be prepared for this knowledge gap and respond accordingly.

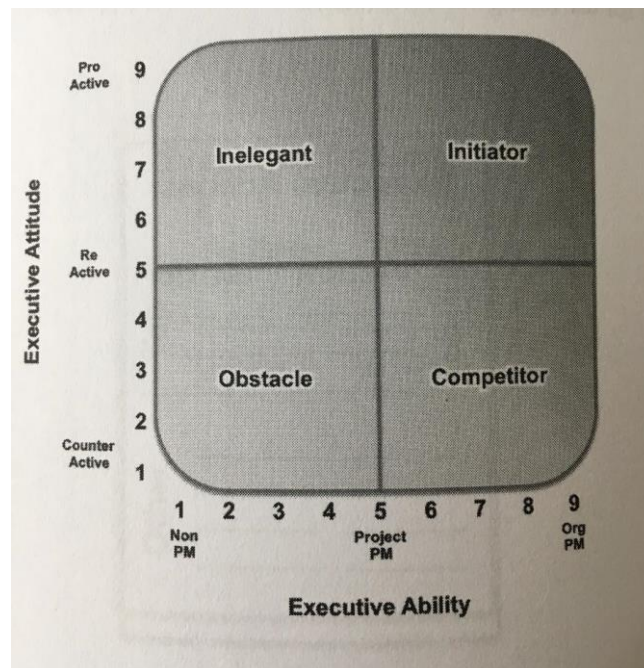
O'Brochta goes a step further explaining the gap may not necessarily be the executive but the organization's level of maturity. "Lower" maturity organizations tend to be more responsive and ad-hoc'ish while "Optimized" organizations focus on continually improving process performance via incremental and innovative changes.

### Highlights: What I liked!

I loved the "What to do" checklist. There's 11 action items listed to help move projects, Project Managers and the organization towards a more successful project most of the time. A paragraph is devoted for each item to help the PM understands what's expected from the check list. What I also like about the check list is some of them can be transferred to everyday.



O'Brochta also developed a new measurement model *Executive Support for Projects* (shown in chapter 4) as a result of the barriers that even the most seasoned Executive might face. Once the PM determines the Executive's (observable) attitude and abilities toward the project, they may then use an approach to help the executive take the actions necessary for project success.



### Who might benefit from the Book?

Any Project Manager or stakeholder that wants to have a successful project; that wants to learn how to have a better relationship with their executive(s), or that needs some reinforcement under the belt, especially a new Project Manager.

The more I read, I also found that this book could be used in day-to-day (non-PM) relationships. Chapter 5, for example is Take Project Manager Steps. However, suggestions on Behave like an Alpha spoke to me (because my Alpha personality transcends most areas of my life). It validated why I'm such a planner and a strong communicator.

### Conclusion

The book is an easy read that's packed with good fruit for novice or experienced Project Manager. Executives also have a dedicated chapter/appendix to give them guidance on how to act and be a contributor to project success.

How to get Executives to Act wraps with a practical exercise titled "The Fractured Review". It's a great example of what can go wrong with a project and what it'll take for a Project Manager to get it back on track.

I would highly recommend this as an exercise for PMO's or project teams.

For more about this book, go to: [https://www.amazon.com/How-Get-Executives-Project-Success/dp/1981283439/ref=sr\\_1\\_1\\_twi\\_pap\\_1?ie=UTF8&qid=1518794068&sr=8-1&keywords=o%27brochta](https://www.amazon.com/How-Get-Executives-Project-Success/dp/1981283439/ref=sr_1_1_twi_pap_1?ie=UTF8&qid=1518794068&sr=8-1&keywords=o%27brochta)

*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@peworldjournal.net](mailto:editor@peworldjournal.net).*

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## About the Reviewer:



**Kimberly Scott**

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**Kimberly Scott** is a fairly new PMP (as of 12/2016) and her projects have been based in the Mortgage industry; she enjoys system conversion and working with the end user to ensure project success. Kimberly has a Bachelor of Science in Business Administration from the University of Texas at Dallas. She's a member of PMI, PMI Dallas and Dallas Toastmasters.

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