

## PM NEWS

### Wideman PM Website updates announced for March 2021

1 March 2021 – Ontario, Canada – **Max Wideman** has announced updates to his popular project management website, [www.maxwideman.com](http://www.maxwideman.com). According to Max (pictured), this month we've posted the following:



**Guest:** In his paper **Project Management Caught in a 1960's Time Warp - The Sequel?** *Dr. Paul D. Giammalvo* discusses the disappointing levels of success in today's projects given the past thousands of years of "world wonders" projects to draw from. In this paper, he digs into the concepts of "Asset Life Span development" in great detail, including: "What Is an Asset?" "How Do We Manage Assets?" and "How do Operations, Assets and Project Management all fit together?"

**Guest:** *Dr. Philip Crosby* researches the **Front End Conditioning of Complex High-Technology Projects**, i.e., activities-beyond-the-basics that impact success of ten high-tech mega-projects. He identifies nine factors over the normal that require attention, three of which are "attitudinal" and the remaining six are "conditioning". All are discussed in detail.

**Musing:** *Max* takes to heart, *Dr. Paul Giammalvo's* graphical illustration of the project management **Asset Delivery Methodology Spectrum** that identifies five possible Options [See also Figure 7 in Part 2 of *Dr. PDG's 1960's Time Warp* paper of March 1st, 2021]. *Max* identifies five corresponding types of people involved by drawing an analogy of how each might view entering a dense forest. It all boils down to whether you want your project to succeed by design or by chance.

### Project management tip of the month

The better not bigger principle:  
*The size of a spreadsheet is  
no indication of the value of the contents therein.*

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If you are looking for answers, guidelines or templates, check out *Max's Issacons* - "Issues and Considerations" - that are presented in bullet form for quick and easy reference by project managers.

Have you seen *Max's* book **A Management Framework for Project, Program and Portfolio Integration?** For information or to order a copy, visit [http://www.maxwideman.com/papers/framework\\_book/intro.htm](http://www.maxwideman.com/papers/framework_book/intro.htm).

**Max Wideman** is one of the world's best-known project management authorities. An engineer and professional project manager, his experience includes systems, social

and environmental projects, as well as design and engineering projects. He is a Fellow of the Project Management Institute, of which he is past president and chairman and for which he led the development of the 1987 version of the Project Management Body of Knowledge. He is also a Fellow of the Institution of Civil Engineers (UK), the Engineering Institute of Canada, and the Canadian Society of Civil Engineering. His personal web site at <http://www.maxwideman.com> is a source of superior project management knowledge and information. It is free to the public.