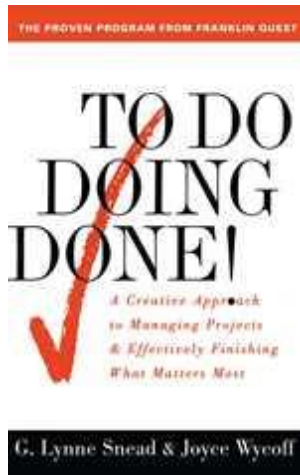


## PM WORLD BOOK REVIEW



Book Title: **To Do Doing Done: A Creative Approach to Managing Projects and Effectively Finishing What Matters Most**<sup>1</sup>

Authors: **G. Lynne Snead & Joyce Wycoff**

Publisher: Simon and Schuster

List Price: \$17.99      Format: Paperback, 255 pages

Publication Date: 1997    ISBN: 0-684-81887-6

Reviewer: **Jaime Chavira Moreno, MBA, PMP, CSM**

Review Date: February 2023

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### Introduction

In their book, G. Lynne Snead and Joyce Wycoff have written an insightful guide that provides readers with valuable insights on how to align their values, improve productivity, enhance focus, and effectively manage time and self-organization. The authors present a practical and straightforward method for organizing one's beliefs, managing time, organizing tasks, and executing projects in a manner that is both achievable and efficient. Despite the prevalence of digital tools, the authors demonstrate the continued relevance and applicability of the traditional "paper-planner-files" approach to modern-day challenges.

### Overview of Book's Structure

The book is structured into three sections, each of which delves into a distinct topic. The first section focuses on developing a personal vision and utilizing one's principles to make informed project decisions based on individual values. The second section is dedicated to the critical themes of organization and time management. Finally, the third section combines the insights and tools from the first two sections with general project management principles. Throughout the book, readers will find invaluable guidance, practical examples, and expert recommendations to help them define their values, establish structure, and effectively execute tasks to boost productivity.

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<sup>1</sup> How to cite this work: Moreno, J. C. (2023). To Do Doing Done: A Creative Approach to Managing Projects and Effectively Finishing What Matters Most, book review, *PM World Journal*, Vol. XII, Issue V, May.

## Highlights

The authors discuss the importance of selecting projects that align with one's values in the first section of the book. They highlight the significance of creating a personal vision, identifying one's values, and exploring creativity by using mind-mapping techniques to unleash one's full potential. The authors also emphasize the need to define success by aligning it with one's values. In the second section of the book, the authors delve into time management and organization. They provide a comprehensive guide to effectively using a planner to manage time and developing consistent habits within 30 days. The authors introduce the "1-2-3 and time-activation" filing system as a means of quickly retrieving information. Additionally, they offer several project management techniques to aid in the closure of projects. The book offers several key highlights to readers, including the importance of aligning one's values with project selection, exploring creativity, defining success, managing time, developing habits, and utilizing efficient filing and project management systems. The authors provide practical guidance and helpful examples to assist readers in achieving their goals and boosting productivity.

### Highlights: What I liked! 10

One of the things I particularly appreciated about this book is how it helped me identify my core values and how they relate to my personal projects. The authors advocate a values-based approach that connects one's values to their projects. Additionally, the book provides a valuable guide to using a planner effectively, which was particularly relevant at the time of its writing. However, the principles and techniques outlined in the book are still applicable today and can be adapted to modern technology such as smartphones to improve time management, organization, and information retrieval. Overall, the book has been an invaluable resource in enhancing my productivity and aligning my personal values with my projects.

### Who might benefit from the Book?

This book is an excellent resource for anyone seeking to improve their time management, work, and project management skills. It is a priceless tool for project managers, corporate executives, entrepreneurs, students, and anyone else looking to develop themselves or gain a better understanding of what is most important in their lives and work. The book offers practical strategies for enhancing productivity, reducing stress, and maintaining organization, making it a valuable guide for individuals seeking to achieve success in their personal and professional lives.

### Conclusion

While some of the techniques presented in the book may be considered outdated, it remains a valuable resource for anyone seeking to improve their values, organization, and project management skills. The book offers a wealth of tips, suggestions, and visual examples to help readers adopt a value-based approach and enhance their productivity, efficiency, and success. Although the authors suggest skipping sections

that may be familiar to the reader, I would recommend reading them anyway, as it can be beneficial to refresh one's understanding of these topics. Overall, this book is a must-read for anyone looking to improve their organization and project management skills and achieve success in both their personal and professional lives.

For more about this book, go to: <https://www.simonandschuster.com/books/To-Do-Doing-Done/G-Lynne-Snead/9780684818870>

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## About the Reviewer



**Jaime Chavira Moreno**

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Jaime Moreno is a motivated leader who is knowledgeable in the areas of customer service, healthcare process improvement, Accounts Payable automation, project, and product management. He is highly organized, results-oriented, and has a passion for helping businesses grow and succeed. PMP certified in early 2023. He can be contacted via e-mail at [Jaime.Moreno@JVKStrategies.com](mailto:Jaime.Moreno@JVKStrategies.com)

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