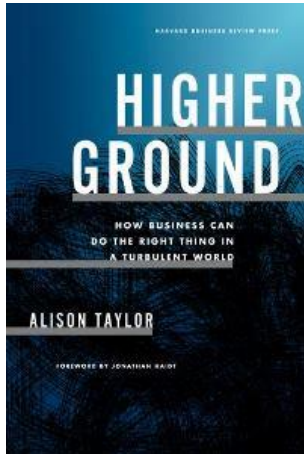


PM WORLD BOOK REVIEW ¹



Book Title: ***Higher Ground: How Business Can Do the Right Thing in A Turbulent World***

Author: **Alison Taylor**

Publisher: HBR Press

List Price: \$32.00 Format: Hardcover, 304 pages

Publication Date: 2024 ISBN: 978-1-64782-343-6

Reviewer: **Blake Hampton**

Review Date: March 2024

Introduction

Living in a space where we are experiencing 100-year disasters, once in a lifetime financial collapse, and on top of it everyone with a smartphone can see everything that leaked and published online. How can Project Managers navigate through volatile ethical challenges?

Overview of Book's Structure

The book reads similar to a textbook. Its chapters are broken down by section headers. They are either several font sizes larger and bold, or they are slightly larger in a different font. Either posing a question or in a sentence summarizing the paragraphs ahead. Making it easier to go back to recall an idea or a citation.

Highlights

The “Steps to Higher Ground” at the end of chapters is unique in a couple ways. Summarizing a chapter of the book to a presentable short read helps drive her ideas to the reader. Because of the way they’re summarized. These sections of the book can be a way to reference, as a Project Manager, how to structure stakeholder strategies.

¹ How to cite this review: Hampton, B. (2024). Higher Ground: How Business Can Do the Right Thing in A Turbulent World, book review, *PM World Journal*, Vol. XIII, Issue IV, April.

Taylor acknowledges the challenges of running an ethical business. A challenge that she presents various solutions for including, my favorite, working with rival companies.

The case studies and references are a great inclusion. With comprehensive charts to show data as well. Taylor brings her analysis to the page but also offers a way for the reader to look through it as well.

What's New in This Book

Honesty. Maybe there isn't anything new in this book, but it's message is clear. It takes more to build an ethical company beyond following sustainability, the ESG, and legal compliance. Feedback loops must be worked and created between internal culture and external impact. Human rights, checks and balances against corruption, working with other companies. Doing the work to understand these topics can help create structure in making a positive impact.

Who might benefit from the Book?

All project managers can benefit from having this in their library. I would include business leadership and entrepreneurs as well. "Stakeholder" is a complicated topic and having a book like this to remind us who those are is important in improving an ethical business environment.

Conclusion

Alison Taylor's perspective is an advanced approach of looking at a key aspect for Project Managers. Understanding how important Stakeholders are in a project is essential, but it's not always clear how to prioritize and manage Stakeholders outside of the PMP exam. This book offers different options to analyze and prioritize this complex aspect of a Project Managers job.

For more about this book, go to: <https://store.hbr.org/product/higher-ground-how-business-can-do-the-right-thing-in-a-turbulent-world/10558>

About the Reviewer



Blake Hampton, PMP

DFW, Texas, USA



Blake Hampton is a seasoned project management professional with extensive experience in coordinating high-level corporate meetings and facilitating cross-departmental collaboration. With a background in audiovisual technology, IT project management, and PMP certification Blake has successfully overseen multimillion-dollar projects, ensuring adherence to PMI standards and agile methodologies. Blake's dedication to excellence extends beyond his professional endeavors, as evidenced by his volunteer work in social media project management and audiovisual consulting for PMI.

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