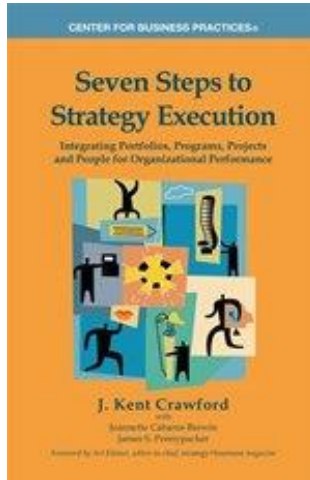


PM WORLD BOOK REVIEW



Book Title: ***Seven Steps to Strategy Execution: Integrating Portfolios, Programs, Projects and People for Organizational Performance***¹

Author: **J. Kent Crawford**

Publisher: PM Solutions

List Price: \$31.00

Format: softcover, 315 pages

Publication Date: 2008

ISBN: 1-929576-25-0

Reviewer: **Johnie Bush, PMP**

Review Date: June 2024

Introduction

This book is a great guide to understand how to properly align your organizations vision, goals, etc to an effective framework that falls under the foundation of project management principles.

Overview of Book's Structure

The book's structure had a well put together flow of establishing the SPM (Strategic Performance Management) framework and how to lay the groundwork for organizational change. This book hits at every level of an organization to effectively integrate change with metrics for any type of company & industry.

Highlights

Strategic Performance Management! I enjoyed the models and frameworks referenced throughout the book. This was my first time seeing these explained and the context was in great detail that was very easy to follow. The level of detail of this framework was new to me and I will take this one throughout my career. This should be a book for all looking to grow into leadership roles throughout their careers. This can be any area of a company not just project management, which is explained in the seven key areas.

¹ How to cite this review: Bush, J. (2024). *Seven Steps to Strategy Execution: Integrating Portfolios, Programs, Projects and People for Organizational Performance*, book review, *PM World Journal*, Vol. XIII, Issue VIII, August.

Highlights: What I liked!

As a PMP, the program/project management frameworks were highlighted effectively where it will be fairly easy to pick up if I didn't have my certification. Portfolio management is relatively new as well, but I really like the "Have You Asked These Questions?" example which asked quick questions to determine how a company is managing a portfolio. This was easy to digest and I will definitely take these with me further in my professional development.

Who might benefit from the Book?

Strategy/Portfolio/Program Managers will benefit from this book. More specifically owners who have direct influence on building, performance and accountability for strategy. Not only are data points for various models used in specific examples but the structure for processes, strategy & execution are used to lay a foundation on how to incorporate this within any company and level of maturity.

Conclusion

This book perfectly sums up each execution area discussed and falls back on some key project management solutions. For great performance from strategic organizational changes, it was refreshing to hear the management of this relies on feedback & lessons learned to refine and realign strategies to produce effective results from this process.

For more about this book, go to: <https://www.amazon.com/Seven-Steps-Strategy-Execution-Crawford/dp/1929576250>

About the Reviewer



Johnnie Bush

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Johnnie Bush is a Strategic Senior Project Manager with 12+ years' experience in driving complex projects to success (across automotive, construction, digital & complex engineered environments). With a strong background in electrical engineering (University of Toledo) and an MBA (University of Cincinnati), he blends technical expertise with strategic insight. He's passionate about delivering high-quality

results and optimizing operations. Mr. Bush received his PMP certification on March 15th, 2024 to further enhance his skills and career.

Originally from Cincinnati, Ohio, he currently lives in Dallas, Texas with his wife Roquel and their dog Maxine. He is an active member of the PMI Dallas Chapter & the PMI organization. Johnie enjoys fitness activities with his wife (biking, running, spin class, flag football, basketball & yoga).

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Editor's note: This book review was the result of a partnership between the PM World Journal and the [PMI Dallas Chapter](#). Authors and publishers provide books to the PM World Journal Editor; books are delivered to the PMI Dallas Chapter where they are offered free to PMI members who agree to provide a review within 45 days; book reviews are published in the PM World Journal and PM World Library. Reviewers can normally claim PDU's for PMP recertification upon publication of their book reviews.

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