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Customer-Driven Project Management:
Authors: Bruce T. Barkley and James H. Saylor
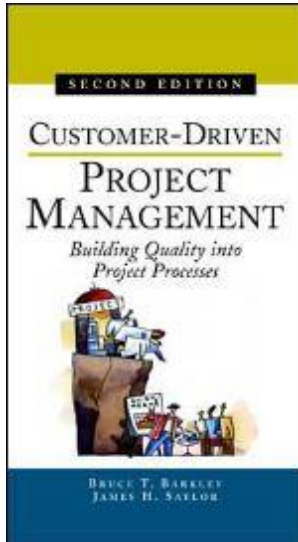Book Review   Reviewer: Crystal N. Whitesell

PM WORLD BOOK REVIEW

Book Title: ***Customer-Driven Project Management: Building Quality into Project Processes, 2nd Ed[1]***

Author: **Bruce T. Barkley and James H. Saylor**

Publisher: McGraw-Hill

List Price: $64.00

Format: Hardcover, 607 pages

Publication Date: 2001

ISBN: 9780071369824

Reviewer: **Crystal N. Whitesell**

Review Date: July 2024

Introduction

In *Customer-Driven Project Management: Building Quality into Project Processes*, authors Bruce T. Barkley and James H. Saylor create urgency around placing the customer at the center of our projects and businesses in our digital era and offer a complete guide for implementing customer-driven project management.

Overview of Book's Structure

The early part of the book explains why project managers must place the customer and quality at the nucleus of their projects and businesses. The authors then detail the many components of implementing customer-driven project management, including building quality into project processes, tools and processes to consider using, and how to continue growing as leaders. The book ends with a look at future considerations and an appendix to explore cases in project quality management, the Project Management Institute's Body of Knowledge, section 8 on project quality management, and ready-to-use individual and team performance assessments.

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Highlights

Customer-Driven Project Management: Building Quality into Project Processes makes clear that this is an impactful and beneficial way to implement projects, given the speed with which customers can find competitors who better meet their needs by making them their focus in this interconnected, digital world.

The book shows the clear difference between traditional and customer-driven project management. Another book highlight is the chapter on the eight-step process of the customer-driven project management improvement methodology for total customer satisfaction, which is: 1) define the quality issue, 2) understand and define the process, 3) select improvement opportunities, 4) analyze the improvement opportunities, 5) take action, 6) check results, 7) implement the improvement, and 8) monitor results.

Highlights: What I liked!

I liked that the case studies provided examples for project managers in various industries. One case involved implementing customer-driven project management in my industry while using similar metrics to evaluate progress. The case brought customer-driven project management to life for me.

I liked how convincing the authors were, making me see the value of customer-driven project management. As I continue to work on projects or read about them, I constantly think about the lessons from this book. That has been a lovely surprise!

Lastly, I immensely enjoyed that this book demonstrates the need for leaders to continue seeking professional development, what principles they may want to embody, and assessments for the leader and the team that can help guide the leader's actions.

Who might benefit from the Book?

New or experienced project managers, business leaders, entrepreneurs, or anyone in the early stages of project planning could benefit from reading *Customer-Driven Project Management: Building Quality into Project Processes*. Another group that would benefit from the insights in this book would be those whose customers keep leaving them for competitors. Readers would benefit from learning about the importance of putting quality and their customer's wants, needs, and expectations at the center of their endeavor, how to continuously improve, what tools and resources might exist, how to schedule quality into project processes, and even how to improve as leaders.

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Conclusion

Customer-Driven Project Management: Building Quality into Project Processes by Bruce T. Barkley and James H. Saylor is a complete and robust resource for implementing customer-driven project management. It ensures that quality and the customer remain the top priorities for project managers and the project team. It is worth reading and keeping close by to revisit critical concepts.

For more about this book, go to: https://www.mhprofessional.com/customer-driven-project-management-9780071369824-usa or https://www.barnesandnoble.com/w/customer-driven-project-management-james-h-saylor/1127943622.

About the Reviewer

Crystal N. Whitesell

Rockwall, Texas, USA

Crystal Whitesell has over ten years of experience in the education field. She founded an educational technology startup, LUMI Learning, where she led a team to create a web application and over 600 sight word videos starring child actors as the instructors to aid English Learners in gaining background and sight word knowledge. Crystal received her Master's in Technology, Innovation, and Education from the Harvard Graduate School of Education. She enjoys volunteering as the Project Manager for the Association of Business Technology Professionals, indoor and outdoor gardening, reading non-fiction, and having little adventures with her family.

Connect with Crystal at https://www.linkedin.com/in/crystalwhitesell/.

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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

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