



Creative, Efficient, and Effective Project Management

Ralph L. Kliem

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Creative companies are distinguished by their ability to adapt and thrive in a dynamic, changing economy. Their products and services stand out in the market, and these companies' ability to be agile and innovative is key to their success.

Creative, Efficient, and Effective Project Management supplies an in-depth discussion of creativity and its relationship to project management. Specifically, it explains how the tools and techniques of creativity can be used to enhance the five processes executed during a project: defining, planning, executing, monitoring and controlling, and closing.

Establishing the groundwork for encouraging and sustaining creativity in your projects, the book details the benefits of integrating creativity in projects. It discusses common, and not so common, tools and techniques for developing project management deliverables and identifies the challenges that can arise when using creativity in a project. It also details ten little-known facts that can help you overcome the obstacles that often prevent organizations from tapping into the power of creativity in their projects.

Each chapter includes a checklist and a case study on the application of the concepts presented. The book also indicates, where applicable, how the topics of discussion relate to the Project Management Institute's (PMI®) Project Management Body of Knowledge (PMBOK®).

Creativity resides in everyone, but for the most part remains untapped. In this book, you will find thoughts, tools, and techniques that will enable you to tap into your team's creative energy and direct it towards achieving your project goals and objectives.

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