

Press Release, For Immediate Release

New Book, *Rescue the Problem Project*, Released by Project Rescue Expert Todd C. Williams

Camas, WA

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Just published and available for purchase at your favorite local or online bookstore. For a personalized copy please purchase one from <http://RescueTheProblemProject.com>.

“An insightful, comprehensive guide for recovering failing projects.”

—Jackie Barretta, Senior Vice President and CIO, Con-way, Inc.

Fail-Safe Steps for Bringing Any Project Back from the Brink of Disaster

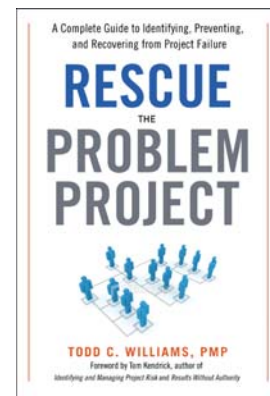
RESCUE THE PROBLEM PROJECT

A Complete Guide to Identifying, Preventing, and Recovering from Project Failure
by **Todd C. Williams, PMP**

Have you ever been on a project that has burned through 90 percent of its budget before completing 50 percent of its tasks, sucked the morale out of team members, and provoked the customer to threaten legal action? Given the fact that about 65 percent of projects fail to meet their goals, this nightmare scenario isn't far from the reality routinely faced by project managers. Aside from pointing fingers or throwing up their hands, what can managers do for a project that has gotten into serious trouble?

Plenty, according to Todd Williams, certified Project Management Professional and accomplished turnaround specialist. While delving into a variety of unacceptable and shambolic situations, he discovered the key to fixing any “red status” project: figuring out why it went wrong in the first place. In his new book, **RESCUE THE PROBLEM PROJECT: A Complete Guide to Identifying, Preventing, and Recovering from Project Failure** (AMACOM; March 31, 2011; \$32.95 Hardcover), Williams shares his field-tested project recovery process with every project manager struggling to avoid—or slog through—a disaster. Not another how-to book on project management, it's also not a book just for project managers, but, as the author stresses, “for anyone involved in a project—project manager, customer, project sponsor, executive management, steering committee member, or individual contributor—and trying to find the missing link in managing it.”

Offering plentiful expert advice and practical guidance, **RESCUE THE PROBLEM PROJECT** leads readers through a step-by-step process of investigation, negotiation, and action. It starts with what Williams calls “step zero,” the prerequisite to success: the *realization*, particularly on the part of the project manager, that a problem exists and needs solving. After declaring a project



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“red” and accepting their new role as a recovery manager, project managers will follow four integral steps:

1. *Audit the project.* Acquire data about the subject. Determine the customer’s goals based on what is truly valuable to them in the product—the items critical to quality.
2. *Analyze the data.* Determine the options to meet the request. Weigh the available options based on the data accrued. Highlight the proposed solution’s advantages.
3. *Negotiate the solution.* Propose the options. Barter around the recommended solution to address the concerns voiced by the customer and management. Achieve the highest values for all stakeholders.
4. *Execute the new plan.* Close the deal. Document and implement the agreed upon solution.

Along this step-by-step process, readers will learn proven techniques for assessing a project’s scope, timeline constraints, budget, and methodology. They’ll develop awareness into not only the role of technology on project goals, but also its effects on team behavior. They’ll also gain valuable insights into rebuilding an extended project team—and regaining its members respect and commitment; proposing and getting agreement on a recovery plan; ensuring a smooth project start; and preventing the problems that derailed earlier project efforts from recurring. And they’ll become more adept at managing risk and managing change.

Featuring nearly 70 case studies—real-world examples of what works, what doesn’t, and why—drawn from Todd Williams’ extensive experience, **RESCUE THE PROBLEM PROJECT** is an indispensable resource for everyone with a stake in project success. “In an ideal world, using good project management skills coupled with common sense should render project recovery unnecessary. But we know that’s not always how things go,” as noted project management expert Tom Kendrick acknowledges in his Foreword. “Should you have a project that’s wandering into the red zone, you’ll find effective guidance here to help you bring it back on track.”

ABOUT THE AUTHOR

Todd C. Williams, PMP is a senior project audit and recovery specialist with more than 25 years of experience. As a manager and consultant, he has worked on projects, ranging from large-scale integration of manufacturing systems to web-based collaboration tools, throughout North America, Asia, and the Middle East. A frequent lecturer and blogger on project recovery, he makes his home in Camas, Washington.

Title: **RESCUE THE PROBLEM PROJECT**
A Complete Guide to Identifying, Preventing, and Recovering from Project Failure

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Foreword by Tom Kendrick

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About Todd Williams



For twenty-five years Presidents, Vice Presidents, and C-Level executives of manufacturing and service companies have asked Mr. Todd C. Williams to help them build leading-edge systems, improve organizational efficiency, and turn-around troubled projects. From this experience, he has developed methods to streamline organizations, recover red projects and help prevent recurring failures.

In his first book, *Rescue the Problem Project: A Complete Guide to Identifying, Preventing, and Recovering from Project Failure*, published by the AMACOM Books (2011), he defines a project audit and recovery process that rescues failing projects while focusing on root cause correction and prevention.

Mr. Williams holds a Project Management Professional (PMP) Certification from the Project Management Institute.

About eCameron, Inc.

eCameron, established in 2002, is a consulting firm comprised of senior-level management professionals providing company, departmental and project set-up, turn-around, and project recovery services. It is a privately held Washington-based corporation located in Camas, Washington. eCameron services the manufacturing and information technology (IT) sectors of multi-million to multi-billion dollar companies. For more information visit <http://ecaminc.com>.

Further Information:

Todd C. Williams <http://toddcwilliams.com>

PR Package available at <http://bit.ly/TCWInfluence>

Rescue the Problem Project: A Complete Guide to Identifying, Preventing, and Recovering from Project Failure <http://www.RescueTheProblemProject.com>