

Press Release, For Immediate Release

Todd C. Williams Signs Contract on Book to Prevent Project Failure

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Project failure is rampant. In some industries the failure rate is as greater than 50%. Having spent most of his business life rescuing failing projects, Mr. Todd C. Williams has spent the last year organizing and writing a 95,000-word manuscript, which was recently accepted for publication by AMACOM Books (the publishing arm of the American Management Association). The publication date is not set but will either be in the fall of 2010 or the spring of 2011.

Back From Red: Recovering Failing Projects, the working title for the book, describes a tried and tested approach that:

Helps everyone in the project understand the root causes. Everyone in the project needs to understand how to determine the source of problems. To bring a project successfully back from red, one must step past the symptoms and find problems' root causes. By correcting problems at their source:

Recovered projects become successful projects;

The organization avoids repeating the failure.

Defines a recovery process to facilitate the required negotiation. This is essential since the recovery manager works as a mediator between all project stakeholders to negotiate the recovery plan. *Back From Red* discusses how to focus skills in management, leadership and negotiation to uncover the problems with red projects and coordinate customers, managers and teams to correct the project.

Is objective, thorough and methodical. Taking an objective approach calms the situation replacing emotion with fact. Although other books deal with this by recommending the project follow a strict set of procedures, they omit the techniques for objectively assessing the technology, people and applicability of the process they recommend implementing.

Provides a holistic approach. The steps of auditing, acquire the data to create a plan; analyzing, formulate the plan; negotiating, sell the plan and executing, implement the plan to create a successful project are a holistic approach to addressing the problems with the project. The process was developed and tuned through years of experience in recovering projects.

Defines the recovery manager as a mediator. Defining the recovery manager as a mediator is a common sense approach very different from other methods. To make the project viable changes are required. Stakeholders that have different goals and objectives must be sold on, negotiated with and approve those changes.

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Educates the reader on how to prevent red projects. By knowing the reasons projects fail, the reader understands how to prevent the occurrence.

This comprehensive approach benefits a wide range of people broadening the sales demographic.

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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.

Mr. Williams is holds a Project Management Professional 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/>