



Read and edited by Miriam Cross | Ogilvy North America

How Big Things Get Done

The surprising factors that determine the fate of every project from home decorations to space exploration and everything in between

Never in history the data of Big Projects around the world, all continents, were brought together to compare them on budget, timing and the realization of vision or purpose. Never before the authors could conclude, from extensive decennia long research, that only 1 out of 10 projects delivered within the parameters of budget, timing, and purpose. Only 0.5% of projects are completed on time, on budget, and deliver their projected benefits. What goes wrong consistently, why, and how to avoid the traps in complex projects. The key lesson is ‘Think slow, Act fast’. Whereas most projects of any type start on the wrong foot by applying ‘Think fast, Act slow’. These are the two big differences.

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The Global Reading Club also recommends:

The Black Swan

The Impact of the highly improbable

The Impact of the highly improbable ‘Black Swans’ are events we have not been able to predict. 9/11 was such a rare event, completely unpredictable and not expected, with extreme impact and consequences. What can we learn from the characteristics of ‘Black Swans’ when making our own predictions and plans? And why are our predictions and plans so often failing? We overestimate what we know and underestimate uncertainty. How to become better plan makers, by strengthening our knowledge about predicting..

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