

Projects50

We think the WOW Project! is the fundamental atomic particle of the NWW (New World of Work).

In the midst of a discussion in June 1998, my comrade in arms, Julie Anixter, turned to me and blithely said, "So, how about making a list of the 50 things you think are most important about Way Cool Projects [that's what we called them at the time]." Turns out I had just finished reading a terrific management book, Stan Davis' *Blur*. His last chapter had been a list of 50 practical things that captured the essence of the book. I'd glanced at Stan's main body of text and then meticulously gone through the list.

Light bulbs flashed in my mind. We're all insanely busy. We want stuff we can use ... now! Sooooo ... why not (1) construct a whole book around 50 ideas that illuminate an important topic, (2) do a series of books that collectively go to the heart of the work place madness engulfing us all, (3) make each one portable as Hell ... i.e., pocket size, and (4) action oriented to a fault?

A year later we're delighted to announce the first three of a dozen or more "50 Lists" that will encompass all the important elements of our The Work Matters! movement. Below you'll find the basic, barebones "list" from *the Projects50*.

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I. Create!

1. REFRAME. Never ever! accept a project/assignment as given.
2. Translate your daily experiences into "cool stuff to do."
- 2a. Look at every-small-thing-that-happens-to-you as a Golden Learning Opportunity.
3. Learn to love "WOW!" Use "the word." WOW!
4. THERE ARE NO "SMALL" PROJECTS: In every little form or procedure, in every "little" problem there usually lurks a b-i-g project!
- 4a. Any activity can be converted to a WOW!
5. Put on the brakes. Never forget: Will the results of this project be Memorable / Braggable / WOW?
6. LOVE makes the world go 'round. Keep rethinking / reframing the project ... until you fall in love!
7. Will "it" the project, our baby be BEAUTIFUL?
8. Design-Is-It! Beauty / Grace / Friendliness / Identity / WOW / Magical Moments: It's a designer's world.
9. Is the project Revolutionary? (ARE YOU SURE?)
10. Is the Web factored in? (Big time?)
11. IMPACT! Was it worth doing? (DOES IT MATTER?)
- 11a. Made anybody angry lately? (All WOW Projects piss off The Establishment.)
12. RAVING FANS! Wanted: Clients who L-O-V-E our stuff.
- 12a. WOMEN-as-Raving Fans. Cater to women's (different) needs ... explicitly.
13. We are ... Pilgrims ... Pioneers ... Pirates ... embarked on a Crusade.
14. Create a "place"/ lair with cachet.
15. Put it--our WOW Project in your résumé now. Does it Sing to you?
16. Think Rainbow! Cool projects come from cool people. I.e.: a creative-diverse mix.
17. Treat the WOW Project like a Small Business. (It is.)
18. Obsess on Deadlines. WOW Projects deliver!
19. Find a Wise Friend. WOW Project leaders need a terrific counselor.
20. Find co-conspirators. ASAP. Start networking n-o-w.
- 20a. Find a customer. Think User ... from the start.
21. Carry a little card that reads WOW! / BEAUTIFUL! / REVOLUTIONARY! / IMPACT! / RAVING FANS!

II. Sell!

22. Develop a succinct WOW Project sales pitch. Selling = Brevity.
- 22a. Metaphor time! You need a compelling theme/image/hook.

23. "Sell" anyone and everyone ... anytime ... not just The Big Cheese.
24. Work on BUZZ ... all the time!
25. Do your "community work." CONSTANTLY EXPAND THE NETWORK!
26. Love Janie-come-lately! A supporter is a supporter ... regardless of when she signs on.
27. Preach to the choir. NEVER FORGET YOUR FRIENDS! (No matter how busy you are.)
28. DON'T WASTE TIME ON YOUR ENEMIES. (You ain't gonna convince 'em.)
29. Create an A-Team Advisory Board. (You are as Cool as the Cool People who are seen to be supporting you.)
30. Become a Master Bootstrapper. Live Lite. Too much money turns you into a slave.
31. Think Beta! You need Customer Test Sites. ASAP.

III. Implement!

32. Chunk it! / Test It! / Try It!
33. LIVE ... EAT ... SLEEP ... BREATHE ... PROTOTYPE!
- 33a. Teach prototyping. CREATE A "CULTURE OF PROTOTYPING."
34. PLAY. Find Playmates. Scintillating "implementation" is about a Culture of Play.
35. Scrunch the Feedback Loops! GET FAST FEEDBACK ... FROM THE "REAL WORLD." (Again. And again. And ... then ... again.)
36. BLOW IT UP! You've gotta have the guts to destroy-and-start-over ... if you are serious about WOW!
37. KEEP RECRUITING! You always need more WOW People.
- 37a. WANTED: COURT JESTER! Humor makes the World-of-WOW go 'round ... when you are under constant attack.
38. Make a B-I-G Binder! You need a Master Document. (And it's a Big Deal.)
39. Make Lists! Succinct lists may be Power Tool No. 1.
40. THINK / LIVE / EAT / SLEEP / BREATHE TIMELINE. BECOME A MILESTONE MANIAC.
- 40a. Wanted: Ms. Last Two Percent. Finishing Fanaticism is what separates a "pretty good job" from a "WOW."
41. Master the 15-minute meeting. The succinct summary morning meeting matters!
42. CELEBRATE! The smallest success deserves celebration: Call it "momentum management."
- 42a. Celebrate FAILURES! Only fast failure foreshadows fast success.
43. Keep your eye on the WOW Ball! Don't let the exigencies of "implementation" distract you from WOW!
44. A WOW Project has Identity ... Spirit ... Personality. Keep focused on these ideas!
45. Time to Cast The Net More Widely: EMBRACE THE SUITS!
46. KEEP FOCUSED ON THE USER COMMUNITY. (Now more than ever.)
47. Concoct a Buzz Management Program! Implementation = Marketing. (Call it: The Permanent Campaign.)

IV. Exit!

48. SELL OUT! We must put Our Baby into The Mainstream if we want lasting impact.
- 48a. Recruit a Mr. Follow-Up. Take succession planning seriously.
49. Seed your Freaks into The Mainstream ... where they can spread The Word of WOW!
50. Write up your WOW Success. Celebrate. MOVE ON!