

150 word synopsis:

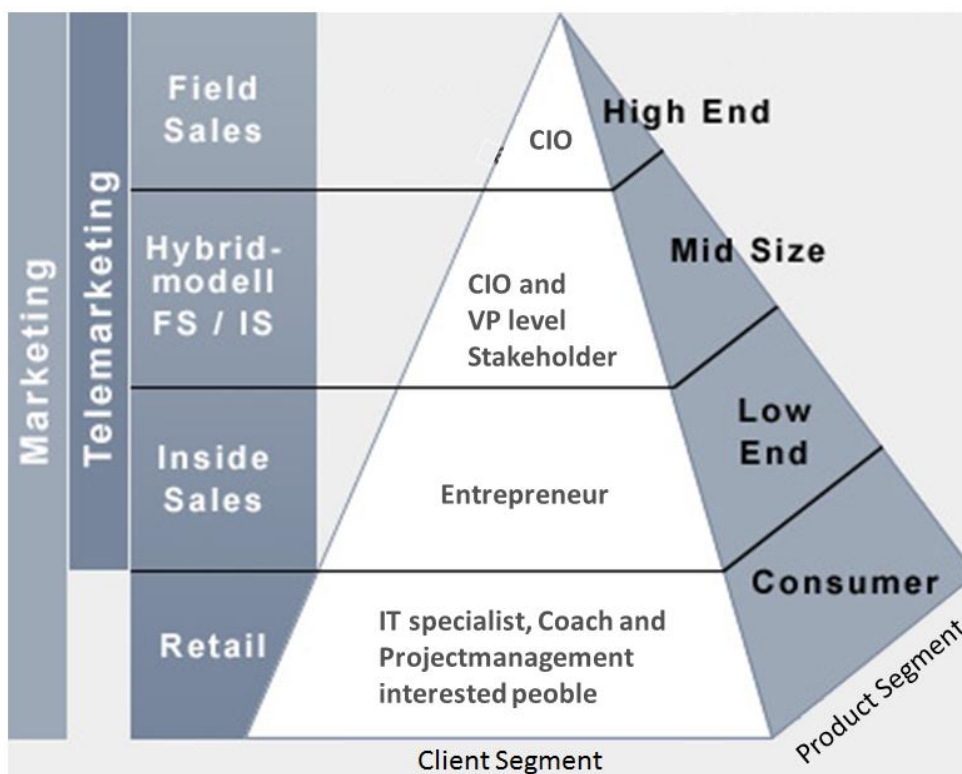
Through extensive analysis, I discovered a wide range of studies and statistics showing all that 30 - 70% of IT projects fail. Financially of great importance is the fact, that the average company has listed "at risk – projects" for 74 million dollars every year. This important gap in IT project management calls for action.

In my book I describe the important and neutral role of the IT Project Coach to ensure the success of an IT project. As a pilot who helps big ships to enter the harbor safely, an ITP Coach assists all project members to build a guaranteed success with the highest motivation. I show a process to improve the IT Project Management, saving a massive amount of revenue. I aspire to make working more enjoyable in IT, refocusing from Human Capital to Human Beings. A holistic vision of leadership, communication and success in today's IT world.

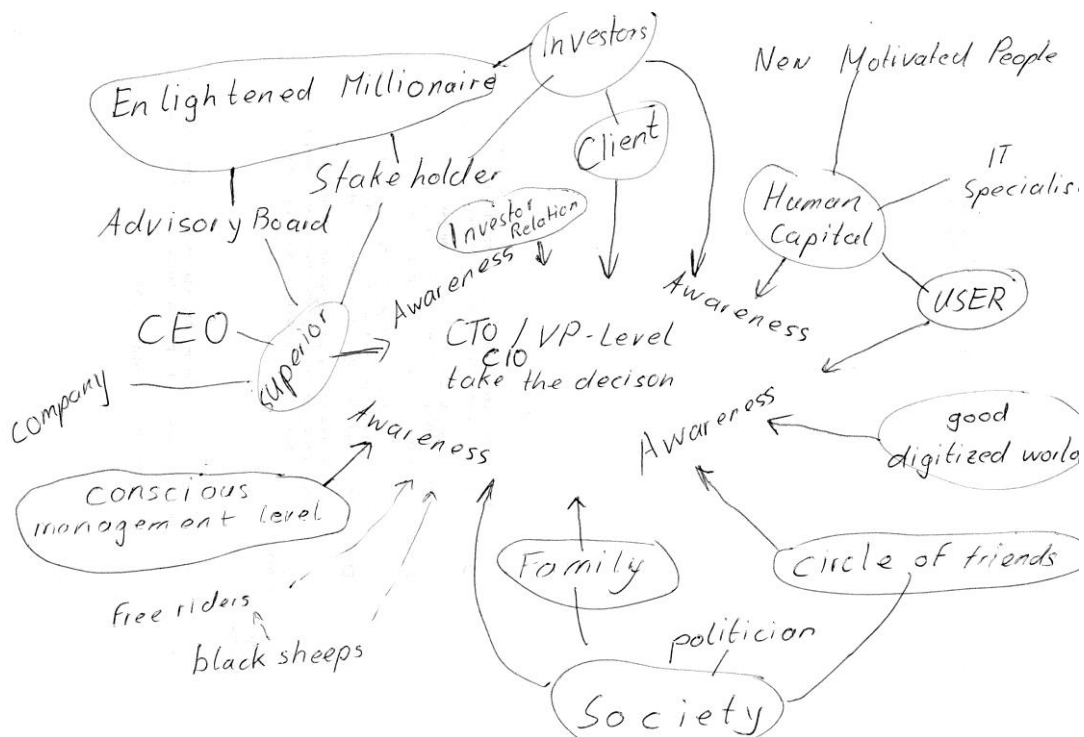
Clear statement of target market:

I dedicate my professional expertise to Multinationals. The enter level are CIO's or VP's from IT departments of larger companies. This is the way to impact and re-motivate a huge amount of involved employees.

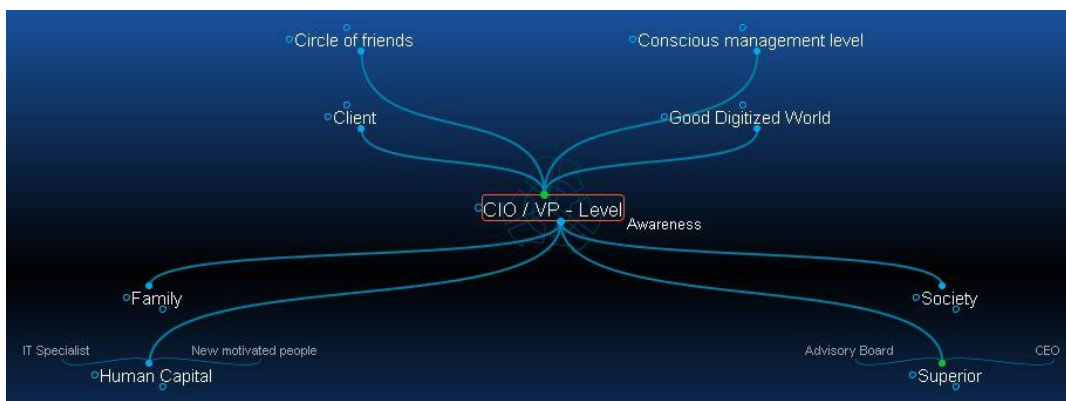
As a side effect I want to address directly project management interested people, IT specialists and other coaches.



Target market in mind map:



Mindmap final with software:



Topics to discuss in the book:

1. The biggest pain or why half of all IT projects fail
2. The success story of IT project coaching
3. Underline the meaning of "human" in human capital
4. Save a big amount of money, time and human motivation
5. Actual challenges in IT project management
6. The power of the team
7. Actual challenges versus the team power
8. The ideal solution of a strong network
9. The ITP Coach Association (may 8+9 comes together)
10. The way to join the winner team