

Comment Kit

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Reviewer's Guide

Thank you for reviewing the Preview Pages of my new book:

The Trillion Dollar IT Revolution
An Ultimate Approach to Stop Massive IT Project Failures.

I would like to put a brief comment from you regarding the book's message.

To make it quick and easy for you to participate, please feel free to make use of the enclosed sample quotes.

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, save your company a lot of IT expenses. 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.

For more information on the author, please see information on the last page.

In an effort to make your review process go smoothly and to ensure you get the most benefit from these pages, please keep the following questions in mind as you read:

1. What information did this book reveal that you believe the book's readers do not already know?
2. What business or financial principles did this book reinforce for you?
3. How do you envision people applying this book's information in their business and life?
4. What benefit do you see this book having in the reader's business and life?
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Based on the pages you read and the above questions, please write your comments for the book on the attached fax back form.

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FAX FORM

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PERMISSION AND RELEASE

I understand that Urs Milz is writing a book tentatively entitled, *The Trillion Dollar IT Revolution: A Unique Process to Stop Enormous IT Project Failures* (the "Book"), to be published in English, in both paper and eBook formats. I also understand the Book may be published in other languages, and may receive worldwide distribution.

I understand that Urs would like to the following quotes from me in the Book (the "Quotes"): _____

By signing below, I grant Urs Milz and his editor, publisher and authorized agents permission to use, in perpetuity and irrevocably, at no charge, the Quotes in the Book, its foreword, promotional materials (including websites and social media) and in material that is related to or based on the Book or its themes, as well as permission to use my name, likeness, biographical material and other information about me that I provide to Urs in connection with the Quotes.

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I have read and understand this permission and release, and acknowledge that it expresses the complete understanding with respect to the subject matter herein.

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Sample Quotes

If you would like, please feel free to use any or all of the wording from the sample quotes below. You can even expand on a quote to add your own personal style to it.

1. "A revelatory exploration of an IT project coaching approach. I highly recommend this book."
2. "This brilliant book present essential information about business management in a way that is very meaningful and easy to understand."
3. "In today tough economic times – it's easy to get stuck in details that all business owners must manage, oversee and navigate. This brilliant book is an amazing asset to every company."
4. "This book is a must-read for anyone who wants to stay ahead of one of the key trends defining the future of IT business."
5. "An optimistic and practical look at the big IT project revolution – just the thing to get your head around the big chances already under way and the bigger changes to come."
6. "This brilliant book cuts through the mystery and the hype surrounding IT projects and reveals the important and neutral role of the ITP Coach to ensure success."
7. "The book teems with great insights into the new ways of project management and offers a convincing vision to produce optimized solutions in a highly motivating teamwork."
8. "Every decade, there are a handful of books that change the way you look at everything, like this book. Society has begun to reckon the potential of motivated IT project teams. This book is an incredibly important start."
9. "Argued boldly and written beautifully, the book clearly shows how companies can unlock value, how policymakers need to be on guard, and how every IT project need to change."
10. "In this brilliantly clear, often surprising work, the author explains what IT project coaching is, how it will change our lives, and what every business owner or IT executive can do to quickly rise to a whole new level of IT project success. A great book."
11. "An extraordinary and unique way to produce optimized solutions in a highly motivating teamwork."
12. "This book supports everyone who wants to quickly rise to a whole new level of IT project success."
13. "Realize your competitors running out of money and take this opportunity for an effective coaching process that will keep you on top of the business and create new opportunities and possibilities to make your IT projects a success."
14. "Improve your IT Project Management to the next level with these insights and save a lot of revenue in your IT business."

The Trillion Dollar IT Revolution

Content overview and first excerpt of two book chapters

Yes, this ambitious *IT Project Coaching Approach* makes companies definitively profit from remarkable benefits. It increases IT Projects' success exponentially and improves financial wins. Later, in the excerpt you get revealed the reasons making this new technique for IT projects' management a powerful, breakthrough process.

CONTENT

Chapter 1: Introduction

Chapter 2: The Stunning Truth: Why Half of All IT Projects Fail.

Recapitulation of the themes of this chapter 2:

1. Communication and leadership transformation

Strong need to leverage leadership and communication;

2. Tasks of an ITP coach

Main project oriented and networking tasks of an ITP coach;

3. Global market challenges

Communication challenges because of the globalized labor market;

4. Wealth of management tools challenges

The challenge about the wealth of project management tools;

5. Success story of the ITP coaches network

The advantage of the ITP coaches network to let flourish your success;

6. A basket full of challenges

Different studies and reports about the todays challenges.

Chapter 3: The Power and Purpose for Success Stories in IT Project Coaching.

Recapitulation of the themes of this chapter 3:

1. Grow together through collective learning
2. ITP Coach tasks to success

Building a success story with the collective learning approach in the ITP coaches network and following tasks of an ITP coach:

- Accompanying IT projects up from the development of the business case;
- Selective meeting participation - within the project team, as well as with stakeholders;
- Coaching sessions with all "key roles" of the project team;
- Field reports on project management and stakeholders;
- Ensuring "Lessons Learned" scenarios;
- Summation and perfecting of all these characteristics.

The support of the coach in the world of information leads then to the whistleblowing topic. The theme of linearity to organic passes through the chaos theory.

3. Let information support this world
4. A creative, organic and successful world

Chapter 4: Underline the Importance of "Human" in Human Capital.

Recapitulation of the themes of this chapter 4:

1. Motivation is the road to success

Increasing success rates occurs with motivated employees;

2. Understand through questions

Asking questions leads to a better understanding of the project team;

3. ITP Coaching for motivation and performance

Utilizing ITP coaching motivates individuals to work for higher performance;

4. Coaching definitions

Recognizing the difference between business coaching and ITP coaching;

5. The founders motivation return

Realizing the difference between the founding years of IT and the current working pressure and how break times help to increase productivity;

6. Well defined and successful targets

Establishing values and purpose and monitoring goal setting enhances the likelihood of success.

Chapter 5: Save Significantly: Money, Time and Human Motivation.

Summary of the themes of chapter 5:

1. Enjoy work and multiply success

Multiply success rates of IT projects to enable people to enjoy their work;

2. Motivational awareness

Improve motivation by making it conscious.

3. Center the attention to human being

Counter the Burn-Out challenge successfully with human scope;

4. The important trust factor

Build trust to close an important gap in IT project management;

5. The effective Pareto principal

Monitor the 80-20 rule to be more effective in IT projects.

6. ITP coaching improves project management

Improve overall project management by using an ITP coach who knows the right tools to use to save time and money and to increase employee motivation.

Chapter 6: Actual Challenges in IT Project Management.

Summarization of the themes of this chapter 6:

1. Challenging global and local factors

Global and local factors that affect the labor market, methods and goals;

2. How the employees express their challenges

Project members have different ways to express themselves and out of those differences challenges can arise;

3. Changes and cost pressure

Cost pressure is intense in a rapidly changing environment;

4. Challenges of the global market

Global labor market exploitation for self-interest;

5. Abuse of power and forced success

Power and success factors that lead to current challenges;

6. Big programs and their communication challenges

Communication challenges exist in big programs;

7. Destructive competition in innovation

Projects involving innovation and competitive modes;

8. Inherent challenges to the system

Challenges arise because of matters inherent to the system.

Chapter 7: The Power of the Team.

Summarization of the themes of this chapter 7:

1. Delegate to the team power

Team building by delegating more and controlling less;

2. Awareness of the team power

Strengthening a team and moving the team to live consciously;

3. ITP coach team power

Positive qualities the ITP coach reinforces;

4. Motivating team power

The motivation of being part of a team and goal commitment;

5. Promoting skills to the team power

Skills that are constantly promoted in the ITP coach approach;

6. Incorporate the team power

Suggestions for assessing teamwork to the project management.

Chapter 8: Actual Challenges Versus the Team Power.

Summarization of the themes of chapter 8:

1. Approaching an agile solution

Learning the importance of an agile system to generate ongoing positive responses to all past, current and future challenges;

2. Team power by collective learning

Understanding that teamwork and the use of collective learning theory provide a path for success;

3. Dissolve challenges in the procurement process

Transforming the challenge in hardware and software management by team power and knowledge advantage;

4. Sustainable target definitions

Recognizing that employees' understanding about company objectives can work against company success;

5. Clear target communication

Presenting goals clearly and properly so team players pull in the same directions.

Chapter 9: The Ideal Solution of a Strong Network.

Summarization of the themes of this chapter 9:

1. The core idea

The core idea of the advantages of a strong network and team network;

2. Member principles

The network member principles of continually building a code of ethical conduct;

3. The impact of Networking

The impact of Networking effectively on something that's relevant;

4. The collective learning approach

The different benefits that the revolutionary collective learning approach will grant;

5. Rules of intelligence

The varieties of "intelligence" and how to combine and multiply them in a winning network;

6. Analogies to sports

The comparisons from the world of sports.

Chapter 10: The ITP Coach Association the Framework for the Network.

Summarization of the themes of this chapter 10:

1. Trust is basic

The importance of trust in building the framework of the ITP coaches network;

2. Successful formation

The successful formation of the framework;

3. Proof of concept

The review of the concept of coaching;

4. Makes a difference

The difference the network and the collective learning approach provides in a special market niche;

5. The power of a pool approach

The Pool approach highly influences the world of employment.

6. Strategic alliances

The strong tool that emerges when coaching approaches are combined.

Chapter 11: How to Join the Winning Team.

Summarization of the themes of this chapter 11:

- Identifying and sending a person of trust for participation in the network;
- Recognizing several positive effects of the two step approach in becoming an active member.

Chapter 1: Introduction

The Trillion Dollar IT Revolution presents a revolutionary idea with well-defined processes and procedures to significantly increase the success rate for IT projects.

Studies indicate that 30 – 70% of all information technology (IT) projects fail. Curiously, projects do not fail because of the technology or the choice of a procedure.

Projects fail due to:

- A lack of information given to the project team;
- Poor communication among the team members or between other groups and the team;
- Lack of confidence in the project among the team members assigned to the project;
- Lack of confidence by management in the team's ability to solve problems.

A study conducted by the University of Mannheim concerning successful IT projects discovered that IT teams whose projects were successful worked fewer hours than other IT projects that were not successful. In other words, long hours and overtime does not contribute to and certainly does not guarantee project success.

From a financial perspective, the average company lists "at risk – projects" totaling \$74 million every year.

The huge gap between projects initiated and projects successfully completed in IT project management begs to be addressed.

The primary purpose of this book is to convince IT managers that each IT project needs a coach. The dedicated role of an ITP coach dramatically increases the likelihood of success for IT projects.

By following the advice of a notable, "big thinker," I attempt to make the vision behind the ITP coach approach very easy to understand:

"If you can't explain it to a six year old, you don't understand it yourself."

— Albert Einstein

To implement this revolution, this book presents a process to bring together ITP coaches in a collective learning group. In Chapter 8, I discuss the core idea of creating an ITP coaches network comprised of a community of IT specialists and good coaching professionals. This community will grow together, building and certifying a new profession: the IT project coach.

In chapter 2, I discuss the strong need to leverage leadership and communication which are the main project oriented and networking tasks of an ITP coach. This includes consideration of communication challenges in the globalized labor market. Other topics are the challenge of

choosing the right tool from the wealth of project management tools and different studies and reports about the today's' challenges.

Chapter 3 addresses the specific tasks of an ITP coach which, when implemented in an IT project, generate success by effectively using collective learning.

Chapter 4 describes how companies can increase success rates through motivated employees and by generating better understanding among members of the project team. Also found in this chapter are the ways in which business coaching and ITP coaching differ and the significance of those differences. Chapter 4 closes with a look at values, purpose and goal setting.

Methods to multiply success rates of IT projects while helping people experience more satisfaction at work are at the core of Chapter 5. We learn the importance of building trust within a project team. Chapter 5 also challenges managers to make effective use of the 80-20 rule and to recognize that ITP coaching improves project management.

Chapter 6 leads the reader through issues relevant to

- Global and local factors that affect the labor market, methods and goals;
- Challenges that arise because project members have different ways to express themselves;
- Cost pressures in a rapidly changing environment;
- Global labor market exploitation for self-interest;
- Power and success factors that lead to current challenges;
- Communication issues in big programs;
- Projects involving innovation and competitive modes;
- Challenges arise because of matters inherent to the system.

Chapter 7 discusses matters specific to team building, particularly instilling positive qualities to motivate the team to work with deep commitment for project success. The steps to creating an adaptable system that relies on focused teamwork to address current and future challenges and then drawing upon collective learning theory to consistently attain success are the lessons taught in Chapter 8.

Chapter 9 topics focus on the core idea of the advantages experienced with a strong network and team network. Also discussed is the critical importance of network member principles' to establish and maintain a code of ethical conduct.

How to build trust as the foundation of the ITP coaches network is the primary topic of chapter 10. The chapter closes with a look at the Pool approach and its influence on the world of employment and the importance of strategic alliances.

Chapter 11 describes how to identify and send a person of trust to become a part of the network. Additionally the reader learns the several positive effects of the two-step approach to becoming a member of the ITP coach association.

About the Author



URS MILZ knows Multinational's IT business from top to base. He got the large picture to optimize processes, communication and strategies. Be it programming, testing, quality or project management, Urs got extraordinary knowledge. As experienced Senior Consultant, business analyst, project leader and professional Coach he consistently proved to know, how to lead IT projects to success. Along his career Urs gained mature skills to cultivate opportunities and resolve disagreements. With heavy emotional intelligence he builds confidence and group synergies to produce optimized solutions. Today Urs dedicates his professional expertise in IT project management to Multinationals - improving processes and work quality. His new, unique ITP Coach Process marks best practice of leadership and communication to success in

today's IT world.