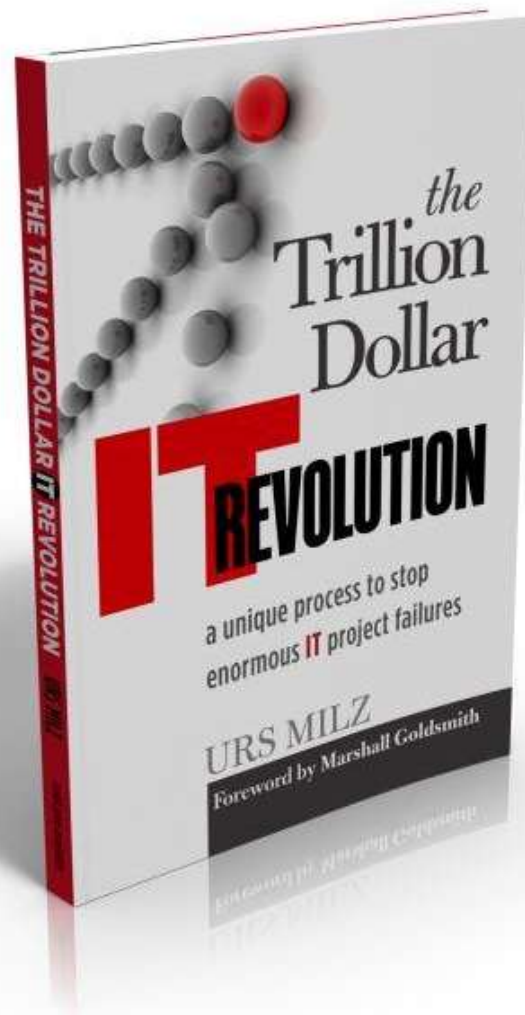
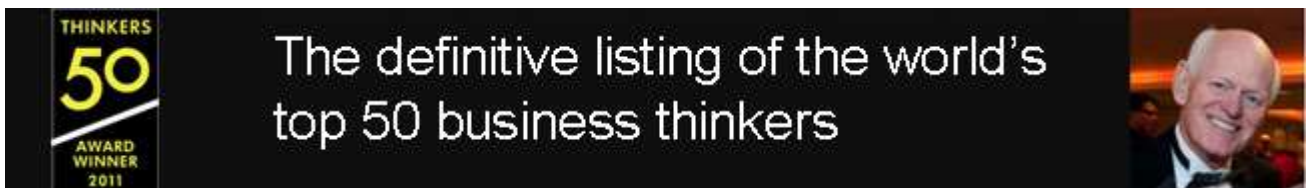


“This book reveals the important role of an IT project coach to ensure a much higher rate of success in IT projects.”

— Thomas K. Escher, former member of the group managing board at UBS



Foreword by Marshall Goldsmith



Marshall Goldsmith – Thinkers50 Top Ten Most Influential Management Thinker in World

PRESS RELEASE

The Trillion Dollar IT Revolution

Hi, I'm Urs Milz, I assist Business Leaders to save a big amount of money, time and make people enjoy at work. I dedicate my professional expertise establishing a unique and sustainable IT coaching approach with my book, entitled „The Trillion Dollar IT Revolution – A Unique Process to Stop Enormous IT Project Failures“.

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.

Top 3 transformational technologies trends of the 21 century:

First trend - The ITP coach represents a process to drastically reduce project failure which conversely means significantly increasing the success rates!

Second trend - Emotional intelligence should be significantly more important than one's cognitive intelligence in achieving career success.

Third trend - Educating the mind with educating the heart and go forward with a highly motivating collective learning approach. The ITP coach network will highly benefit from talent and passion.

Every decade, are a handful of books changing the way you look at everything!

3 simple secrets successful IT executives knew that help them avoid IT project chaos.

Success Secret # 3: PaP - People are People

People want to be recognized as people and not as an asset. This success secret refocuses to the word human in human capital. Companies like Google, Apple and the Virgin Islands airline are examples of having top motivated employees. Team members want to be heard and not be treated as machines or nerds.

By ignoring this success secret, team members lose their motivation to bring in a full workload and focus on catching the salary only. In IT project teams are working top specialists together, and each one has to offer the full potential and creativity in order to reach out for success solutions, especially in challenging times.

Right away you can start to create the conditions under which human power will begin to flourish. Just to name a few starting points that shift to a working model that supports high motivated people: Check the workplace design – create social events – encourage to establish team-finding processes and finally . . . get the assistance of an IT Project Coach.

Success Secret # 2: CC – Complete Communication

This success secret refers to an overall communication model that includes all involved persons and demonstrates an excellent feedback culture. Companies, who focus on employment motivation, also cultivate an excellent communication culture, where not only a few people are informed about project goals.

Studies reveal that the most important reason that IT projects fail is communication challenges. I observed during migration from XP to Win7 that some projects did too long communicate independently, and finally were unable to be merged on program level.

Most companies have already established structures and processes for optimized communication and feedback. An IT Project Coach can continuously ensure and check-back that those tools are respected and applied. It is of utmost importance starting the projects from the beginning with a holistic communication culture, including feedback and tracking reports.

Success Secret # 1: CTC – Create Team Culture

Team culture is the behavior of humans who are part of a team and the meanings that people attach to their actions. “Culture” includes the team values, visions, norms, working language, systems, beliefs and habits. Multinationals on the global market place are focusing on cultural awareness. But creating team culture is not to command a specific culture to a diverse team. Don't just talk about, let teamwork make the dream work.

If people with different cultural backgrounds are working together, some misunderstandings can interrupt the team spirit. A seemingly small disharmony may grow to a big impact and final project failure. Make teamwork one of your core company values, and put a clear emphasis on team culture by accepting the globalized world and all their opportunities. An IT Project Coach is sophisticated to be aware on unconscious patterns in the team interaction and supports the team to reveal the cultural differences. Also, an IT Project Coach assists the team to have a profound understanding of diversity and cultural awareness in the work place as well as the ability to adapt their teamwork to different situations.

What Others Say:

"Information Technology, as an engineering science, is a people business at heart. That's why we are carefully and constantly combining innovative minds with high performance technologists and banking business experts, on a global level."

— Stefan Arn, CIO Wealth Management, Head of WM IT and UBS Switzerland IT & Head Group Technology for Strategic Regulatory Initiatives, UBS AG

„This innovative and unique book examines the most important factor in IT project management: the human factor. It gives solid advice on how to steer any IT project through the challenges of its team members' interactions. The book should be required reading for every project manager who wants to gain inside into human psychology and how it determines his own and his teams' success or failure .“

—Jörn Galka, Moderne IT, European Business Consultant

"I have met more people who perceive they have worked on failed projects, than on success stories. There is no doubt in my mind, that if their project sponsors had read this book first, the balance would tip strongly in the other direction"

—Dr. Graham King, CEO BRINE SA

“In The Trillion Dollar IT Revolution, Urs Milz provides an excitingly fresh perspective on managing IT projects to increase the likelihood of success in an arena in which failure coupled with loss of significant are far too common. He writes with insight and passion while meticulously outlining the steps businesses and corporations can take to join the revolution and in joining the IT revolution can generate an immediate boost to their bottom line.”

—Tim Morrison, D.Min, ND, President Write Choice Services, Inc.

“This Trillion Dollar IT Revolution offers a great collection of insight and advice that supports business executives and business owners as well as IT managers.”

—Dr. Richard Vögeli, Managing Partner at ensurAccess GmbH

“It's not uncommon for projects to fail. Even if the budgets and schedules are met, one must ask ‘did the project deliver the results and quality we expected?’ During the course of managing a project, the project manager must monitor activities (and distractions) from many sources and directions. Complacency can easily set in. When this happens, the process of ‘monitoring’ breaks down. This is why the project manager must remain in control of a project and be aware of any activity which presents a risk of project failure. This book reveals the important and neutral role of the IT Project Coach to ensure extraordinary results of each IT project. It also reveals an extraordinary and unique way to produce optimized solutions in a highly competitive World.”

— Raj Kosaraju, CIO at Maxil Technology Solutions Inc

Frequently Asked Questions:

The “50%-success-chance” of IT projects is a fact, why the ITP coach approach should change this?

Through the own network, the ITP coach has learned how and is certified to address challenges in a creative and constructive fashion. The ITP coach possesses the requisite tools that he teaches to the project team. The coach begins by demonstrating to the team the advantage experienced in taking on project goals. Using a creative and constructive attitude combined with an open and accepting presence, the ITP coach creates a solidly integrated team that does work together.

This powerful coaching approach helps to solve the number one problem in IT projects - the communication challenges.

Why do we need a new role in this multitude of tasks in IT projects?

All past, current and future challenges leave an impact on the Team. Therefore, it is essential to have a well-designed system that triggers confidence in confronting the challenges. Many factors which adversely affect an IT project are inherent in the system. An ITP coach will not only identify these challenges but also minimize the negative impact of these factors.

Especially the multitude of tasks in IT projects and the diversity of roles from design, development through testing and managing an IT projects, require dedicated communications coordination.

The job of an ITP coach is to always hold to the observer role. The ITP coach can explain to project team members how their individual understandings of appropriate actions and behavior create problems for the process and what corrective actions need to be taken.

Why this task cannot be solved within the team?

There are many communication layers involved in a system and so it's inherent that not just one single person cause problems. The role of an ITP coach includes watching these challenges and to make early warning of vulnerabilities. Outside the system (out of the box), this is much easier.

Systems are subject to inherent complexity. Clients seldom know how, if or when their concerns will be implemented in an IT project. The computer in turn does not know exactly how the client works and what the client expects from the IT system. The ITP coach brings together business representatives, business analysts, IT project managers, developers and many others involved in an IT project to make sure of a solution-oriented implementation.

From the neutral point of view as an observer, the ITP coach approach takes action to success. A success story is born!

About the Author

URS MILZ knows Multinational's IT business from top to bottom. He sees the large picture in order to optimize processes, communication and strategies. Be it programming, testing, quality or project management, Urs possesses extraordinary knowledge. As an experienced Senior Consultant, business analyst, project leader and professional Coach, he consistently demonstrates his ability in knowing how to lead IT projects to success. Along his career, Urs gained extensive experience in cultivating opportunities and resolving disagreements. With insightful, emotional intelligence, he builds confidence and group synergies to produce optimized solutions. Urs dedicates his professional expertise in IT project management to Multinationals - improving processes and work quality. His new, unique ITP Coach Process defines best practices of leadership and communication to achieve success in today's IT world.



Since ever „to make a Difference“ states his motto that motivates him professionally.

7 years ago, Urs decided a significant upgrade of his professional skills as a project manager and business analyst. He invested in an additional formation program as professional coach, according to the standard of the International Coaching Federation (ICF), the largest, globally recognized Coach Association.

By quoting Sir Richard Branson (CEO der Virgin Airlines) . . .

„Great Leaders are Great Listeners!“

. . . He detected in a coach education the missing piece of the puzzle, achieving excellence in IT projects.

The IT project coaching approach, to stop enormous IT project failures, was born.