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Creative, Efficient, and Effective Project Management

Creative, Efficient, and Effective Project Management supplies an in-depth discussion of creativity and its relationship to project management. Specifically, it explains how the tools and techniques of creativity can be used to enhance the five processes executed during a project: defining, planning, executing, monitoring and controlling, and closing.

Establishing the groundwork for encouraging and sustaining creativity in your projects, the book details the benefits of integrating creativity in projects. It discusses common, and not so common, tools and techniques for developing project management deliverables and identifies the challenges that can arise when using creativity in a project. It also details ten little-known facts that can help you overcome the obstacles that often prevent organizations from tapping into the power of creativity in their projects.

Chapter 7, excerpted here, focuses on creativity life cycle models. Contrary to popular belief, creativity requires having some type of discipline in place to allow it to be further exercised and result in something that is understandable and meaningful to others. Without some kind of rigor, creative energy is dissipated and its effectiveness becomes less than optimal. The following models are just a few of the ones that can blend well with the project life cycle and its defining, organizing, planning, executing, monitoring and controlling, and closing processes.

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The attached zip file includes:

- Intro Page.pdf
- Terms and Conditions.pdf
- CreativityLifeCycleModels.pdf