



# Project Identification: Capturing Great Ideas to Dramatically Improve Your Organization

*Jr., Charles A. Tryon*

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Organizations of every type struggle to remain relevant in their marketplace. They continuously strive to introduce new products and services at a rate that satisfies their customers. In their search for fresh ideas, organizations often overlook the most significant source of new thought — their employees. Today's employees are knowledgeable and able to see opportunities or solutions to problems. This book describes a process for turning "great ideas" into actionable proposals. It presents a simple, but powerful set of questions that has proven to deliver a never-ending stream of inspiration to an organization.

Although formal processes for project initiation, execution, and completion may be firmly embedded in an organization's project life cycle, little is said about project origins. In **Project Identification**, the author provides a formal process that encourages and enables all of your employees, from the corporate suite to the college hire, to participate in the innovation process. The book presents a mechanism for identifying and capturing great ideas and inspired thought as new project proposals. It provides you with a repeatable process to organize, evaluate, and then select candidate projects for initiation.

In the first part of the book, the author describes the complete project life cycle and explains how the Project Identification process complements the formal Project Management methodology. The book then presents a series of questions that guide the decision-making process for identifying new projects. For each question, the author includes an example from a real proposal that demonstrates how to craft useful content.

The book concludes by explaining how to capture and manage each of the formal proposals and make sure they are properly considered. It details the transition of a candidate project to a live effort, ready for project initiation. This book can help streamline how your organization conceptualizes and approves projects. It will help you deliver a continuous source of fresh ideas for solving your most challenging business problems.

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