



# FranklinCovey

## FranklinCovey Releases Updated Edition of Project Management for the Unofficial Project Manager, Based on FranklinCovey's Popular Course, Available Through The FranklinCovey All Access Pass

January 23, 2024

***The Book Blends the Best Practices of Agile and Waterfall Project Management and Educates "Unofficial Project Managers" on How to Lead and Manage Products Successfully***

SALT LAKE CITY--(BUSINESS WIRE)--Jan. 23, 2024-- [Franklin Covey Co. \(NYSE: FC\)](#), one of the most trusted leadership companies in the world, today announced the release of an updated edition of [Project Management for the Unofficial Project Manager](#), one of its bestselling books, published by BenBella Books and available at book retailers everywhere.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240123981221/en/>



Book Blends the Best Practices of Agile and Waterfall Project Management and Educates "Unofficial Project Managers" on How to Lead and Manage Products Successfully (Graphic: Business Wire)

The book is based on content from one of FranklinCovey's most popular courses, [Project Management for the Unofficial Project Manager™](#), which is available to organizations as part of [The FranklinCovey All Access Pass®](#). FranklinCovey has taught thousands of project managers a proven formula for project success, and the authors are now sharing with readers what they've learned. The book, like the course, blends the best practices of Agile and Waterfall project management and educates "unofficial project managers" on how to lead and manage projects successfully to meet the demands of the agile project economy.

In addition to FranklinCovey's insights about what makes projects successful, the book is aligned with the robust principles and processes from the *Guide to the Project Management Body of Knowledge (PMBOK)*, seventh edition, produced by the [Project Management Institute \(PMI\)](#).

[Kory Kogon](#), co-author of *Project Management for the Unofficial Project Manager*, and FranklinCovey vice president of Content Development said, "Today's knowledge workers are paid to think, innovate, create, and execute projects. They've slipped into being *unofficial* project managers with little or no training at all, which is why it's not surprising that 65 percent of projects fail each year.\* They not only struggle in finding and following a doable project management process, but in leading matrixed project teams that don't formally report to them."

That struggle results in low employee morale and in mistakes which cost organizations millions of dollars in wasted time and desired results. To be successful, they need practical, up-to-date skills to execute high-value projects on time and with quality.

"There are hundreds of books written about project management, most of which are written in the official, formal voice of 'real' project management and are full of intimidating, complicated processes, and specialized language," said Kogon. "This book differs because it's based on current principles and practices of project management that are easy to understand and apply."

This revised edition includes an updated success formula and primary mindset - *project value, plus people, plus process equals success*. With that mindset as the foundation, readers learn how to confidently lead high-value projects and to engage and inspire everyone, even those who may not report to them, to volunteer their very best efforts for successful project completion.

The book also includes engaging real-life stories featuring everyday people who are *unofficial project managers* charged with delivering projects with quality. It also contains Application Challenges so readers can practice using the tools in the book, as well as including a summary at the end of each chapter to reinforce the learning.

Kogon said, "We provide readers with a practical methodology, framework, and process, equipping them with the mindset, skillset and toolset that allows them to release their fear of managing projects. In fact, they may see themselves in the stories in the book."

Projects must deliver value to an organization, and once value is established, it's the people who make the projects successful by following a consistent process. In the book, readers learn to:

- Ensure the highest value to the project and organization from beginning to the end of the project.
- Model five leadership and informal authority behaviors to keep teams engaged and accountable for results: Respect, Listen First, Clarify Expectations, Extend Trust, and Practice Accountability.
- Optimize five project phases to set up projects for success: Scope, Plan, Engage, Track and Adapt, and Close.
- Create shared expectations with key stakeholders to influence and engage others to define a clear project scope including clear deliverables and risk strategies.
- Adapt to change with flexibility and agility to apply proactive change management to deliver high-value projects.

Robert Fitt, Chief HR Officer at Backblaze, Inc. said, "In this age of lean corporate headcount, everyone, no matter what their title, is required to fill the role of project manager. *Project Management for the Unofficial Project Manager* covers the core areas that any project professional needs to be successful. Additionally, FranklinCovey's course gives you straightforward content that builds learners' confidence to successfully complete high-value project time and time again. The book can also serve as a reinforcement tool to remind course participants of their learning. Both are invaluable resources to any organization interested in improving efficiency and outcomes."

