We're the walnut shells for your turbine.

PROBLEM: 80% of all projects fail (*Peopleware* + many other sources).

Bad project manager, no biscuit!

ROOT-CAUSE: Current methods of communicating project management requirements (CPMR) suck like a turbofan aircraft engine. Like foreign object damage (FOD in aircraft lingo), these current methods destroy almost anything in their path, which in like manner, destroys the engine itself as the foreign object goes through.

See Dick. See Dick manage. See engine explode. Sad Dick, sad. CFO Jane unhappy.

OPTIMUM SOLUTION: Deliver project requirements in ways that motivate people to use their whole brain, or in other words, to **effectively sell and scale engagement**.

BACKSTORY: In God's Divine Economy, crushed walnut shells are currency of choice for turbine blade maintenance. They're soft enough that they can be thrown in by the hand-full while the engine is at low idle. Yet they're abrasive enough that they clean away grime, polishing the blades to a mirror finish w/o having to disassemble the engine.

Point, set, match – the Ultimate Product Marketing Specialist: God.

RELEVANCE: *You first have to know that walnut shells exist* and that they are US Naval Aviation approved, so that they can be used for this necessary task in other applications.

KNOWLEDGE ACQUISITION STRATEGY: *Can ya see the train coming?* Ask ridiculous, irrelevant and unreasonable questions like "What cheap, naturally occurring product can we throw into our multi-million dollar engine that will clean it auto-magically?" rather than assume the old ways are the only ways. The Systemkey™ Risk Innovation Platform is a structured way to introduce and reinforce the cardinal virtue of humility.

PROJECT MANAGEMENT BASELINE: Trust + relationship = People don't care how much you know until they know how much you care.

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