

Inside This Section

- ☆ GPM Certification
- ☆ In Search of Equilibrium
- ☆ This Month's Tip – Add a 2nd Email Account
- ☆ Master Mind Alliance
- ☆ Project's Aha Moments



Green Project Management Certification

Backed by the American Academy of Project Management®

The GPM™ is a designation for Project Managers that use environmentally conscious standards in their project processes. In order to receive this designation, you must meet the following Criteria:

You must have at least three consecutive years experience as a project manager with credible references, and can submit a case study on one or more projects that you managed from initiation to closing totaling a minimum of 36 months. A project summary; what green methodologies/processes you utilized;

SEE FURTHER APPLICATION DETAILS ..

This Month's Tip: *Add 2nd Email Address to LinkedIn*

• Adding a 2nd email address to your LinkedIn account has 3 advantages:

1. It sends email to your social or personal email address, instead of your primary
2. Deflects potentially large amounts of email from interrupting you
3. Gives you an alternate mode of contact
See How To Do From MSI

I.H.T. Global Agenda 2011

In Search of Equilibrium

By JEFFREY SACHS

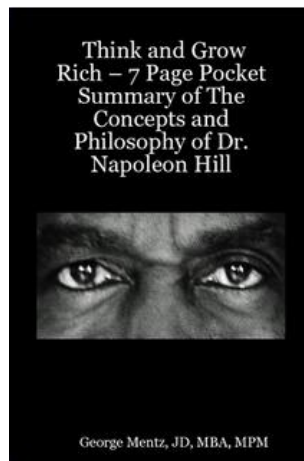
The world, indeed, is long on worries and short on happiness. The problem, as Prime Minister Thinley incisively explained, is not really a shortage of material goods, even in a year of economic recession. The world is richer than ever before in history... Happiness, according to Bhutan's great tradition of Himalayan Buddhism, comes not from the raw pursuit of income but, in Thinley's words, from "a judicious equilibrium between gains in material comfort and growth of the mind and spirit in a just and sustainable environment."

[Read The New York Times article](#)

Think and Grow Rich – 7 Page Pocket Summary of The Concepts and Philosophy of Dr. Napoleon Hill

By George Mentz, JD, MBA, MPM.

Discuss your goals with other professionals who want to help you. This is known as the **Master Mind Alliance**. In the book it suggests that you learn up with other professionals with related goals and expertise to obtain counsel. In this alliance you give as much as you receive in a harmonious fashion while always supporting the group members with your insight and advice.



FAILED PROJECTS CAN BRING AHA MOMENTS

by Michele Guttenberger, MPM®

Sometimes our biggest failures can also bring an **Aha Moment** in the course of direction for future projects. This was true for Thomas Edison when he thought his phonograph was strictly a tool to be used for the business world and didn't phantom this invention would have mass appeal to the average household. It took a talking doll to let him know there was an untapped market for the phonograph and possibly a big aha moment in entertainment marketing history.

The first talking doll was invented by Thomas Edison in 1877. Ironically, this doll was technically the first home phonograph when it was released to the public in 1890. Each doll housed an internal phonograph 7" tall, with a wax cylinder measuring 3" in diameter containing a six second prerecorded nursery rhyme. This was a new marketing concept for Edison. His expectations of the phonograph were solely as a valuable businesses tool in dictating letters.

Initially Edison thought his talking doll would bring him huge success. In the April 26, 1890 issue of Scientific America, he boasted that he would be manufacturing 500 dolls per day and had a doll factory staffed with 100 employees.

Edison success in the doll making business would be short lived. The returns on these dolls were massive. One toy retailer returned 188 dolls out of their 200 doll order. The dolls' delicate built-in phonograph could not hold up to a child's hard use. The dolls soon stopped talking or became inaudible. The best they could do to save this doll production from a total sales disaster was to remove the voice device and drastically mark down the price. It is a wonder how many little girls found their doll's metal body with an empty compartment a bit peculiar.

The doll business would be noted in history as one of Edison's marketing failures. However, his home phonograph business was a great success. In retrospect, this failed toy was the miniature prototype of a great idea in home entertainment and demonstrated the demand for his phonograph by the average family household.



AAPM® new Website

<http://www.certifiedprojectmanager.us>

A Great Place for latest AAPM Info

Inside This Section

- ☆ Courses in 10 Major Cities
- ☆ Free CEO Guides
- ☆ 5 Step Guide For Members
- ☆ Job and Career News
- ☆ PM Continuing Ed Online

Career Articles - AAPM® and the International Project Management Commission:

powered by **careerbuilder.com™**

SHOULD YOU GET OUT BEFORE YOU WASTE TOO MUCH TIME IN A JOB YOU HATE?

You looked at job postings, polished your résumé, researched the company, went on the interview, imagined yourself starting fresh at a new job. Then two weeks later you find yourself wishing you had stayed where you were. Is it just a case of settling into a new position or is it a sign

- [Read more](#)

AAPM® Approved USA Training in Major Cities.

Click on Location links for more info

1. [Denver, CO - January 25 - 28, 2011](#)
2. [San Francisco, CA - February 1 - 4, 2011](#)
3. [Chicago, IL - February 15 - 18, 2011](#)
4. [Minneapolis, MN - March 8 - 11, 2011](#)
5. [Washington, DC - March 22 - 25, 2011](#)
6. [Atlanta, GA - April 5 - 8, 2011](#)
7. [New York, NY - April 19 - 22, 2011](#)
8. [Cleveland, OH - May 3 - 6, 2011](#)
9. [Houston, TX - May 10 - 13, 2011](#)
10. [San Francisco, CA - June 7 - 10, 2011](#)
11. [Minneapolis, MN - June 14 - 17, 2011](#)
12. [Houston, TX - September 6 - 9, 2011](#)
13. [Denver, CO - September 27 - 30, 2011](#)
14. [Washington, DC - October 18 - 21, 2011](#)
15. [Chicago, IL - October 25 - 28, 2011](#)
16. [Phoenix, AZ - November 15 - 18, 2011](#)
17. [New York, NY - December 6 - 9, 2011](#)
18. [Seattle, WA - December 13 - 16, 2011](#)

New CEO AAPM® Guides

Edited by Prof. Dr. George Mentz, JD, MBA, MPM®

In these FREE GUIDES, the fundamentals and refresher information about E-Business Management and Management Consulting are revealed. This is released as a member exclusive.



Download the [E-Business Guide](#) and the [MBA CEO's Management Consulting Guide](#)

The AAPM® has been featured in the New York Times, Dept of Labor Sponsored Career Guides, PM Qualifications, and works with the United Nations as a Volunteer.

The AAPM® Certifications - MPM® and CIPM® are offered exclusively from the USA International Commission and Board of Standards. www.CertifiedProjectManager.US or www.AAPM.info or www.AAPM.eu



AAPM® Success and Project Management

Other books and articles that have been instrumental to Project Management success are:

- 5 Step Executive Project Manager Guide..
- Risk Management looking at Opportunities alongside Threats by Anthony Bowen, CTC, MPM®, CIPM® - USA - Faculty – Chapter Chairman New York Queens College AAPM® Chapter
- Download the [E-Business Guide](#) and the [Management Consulting Guide & MBA Summary for CEOs](#)



AAPM® Online for Annual Continuing Education

Project Management and Ebusiness with **Mindleaders**.

Feel free to take this online course for your annual CE for PM

Project Management from a People Perspective.

• [Click Here to Register](#)