

YOUR PROJECT ISN'T TELLING YOU THE TRUTH

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A story of doing everything right – and
getting the wrong results.



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Process ≠ Success

Judgement matters most when the data looks fine but feels wrong.



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Phoenix:
All ashes, no rising.

Machinery focuses on adherence,
not progress.



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Bad news becomes something to manage, not surface.



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The battle for relevance: the organization versus the project.



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How well do you know your project goals?



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NASA:
To the stars and back down
again in a hurry.



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The Bystander Effect in your
project.



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Are your partners showing up or
giving up?

Leadership lies *between* the data points.

Both prudent and ambitious are
possible.

The dreaded “R” word.

Know what could sink your project –
so that it doesn't.



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Culture shifts when questions
change, not when frameworks do.

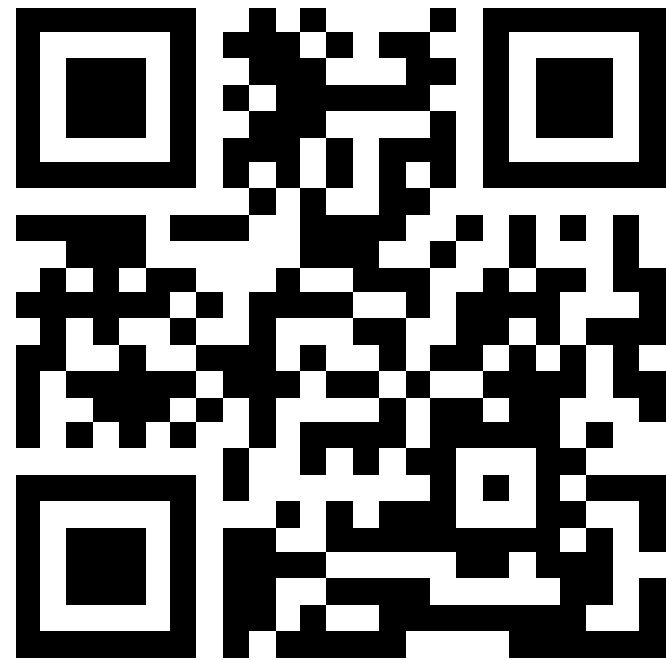


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London calling (for a reset)

Ambition isn't just possible – it's
defensible.

CONTINUE THE CONVERSATION



A short resource that helps
leaders spot early project signals
while there's still room to act.

<https://nasfa.hiddensignals.net>