# YOUR PROJECT ISN'T TELLING YOU THE TRUTH

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

# Process ≠ Success

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

Phoenix:

All ashes, no rising.

Machinery focuses on adherence,

not progress.

Bad news becomes something to manage, not surface.

The battle for relevance: the organization versus the project.

How well do you know your project goals?

NASA:

To the stars and back down

again in a hurry.

# The Bystander Effect in your project.

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.

Culture shifts when questions change, not when frameworks do.

# 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**