



NEW TOOL FOR TRAINERS FINDCOURSES.COM

by George Mentz, JD, MBA, CWM®, MPM®, QFP

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LITE RECOMMENDED READ

MINIMIZING BIAS OF SUBJECT MATTER EXPERTS THROUGH EFFECTIVE PROJECT MANAGEMENT -By Gary Hamilton, Gareth Byatt, and Jeff Hodgkinson.
[Read](#) this paper



The Implicit Association Test (IAT) measures attitudes and beliefs that people may be unwilling or unable to report. The IAT may be especially interesting if it shows that you have an implicit attitude that you did not know about. Uncover yours from this Harvard Study Project go to:

<https://implicit.harvard.edu/implicit/takeatest.html>

Editor's Notes :

by Michele Guttenberger, MPM®

THE FIRST MOVIE FILM PROJECTS HAD HIGH DIVERSITY & LOW BIAS

Launching an innovative product that is the start of a new industry needs to evoke excitement to entice a new market. Finding the unique but yet accustomed practice for a new device can charm buyers towards this revolutionary new product. This theory was used when Thomas Edison obtained his patent for the very first movie camera in 1889. He recognized that enticement was required to get people to pay to view what his studio was creating. He knew he needed a delight factor for his unparalleled technology. He found the right factor in another American celebrity while attending the 1889 Paris Exposition. Annie Oakley was the top star attraction for her performance in the Paris Wild West Show. Both Edison and Oakley were impressed with each other's accomplishments. Annie Oakley was a diminutive female sharpshooter with a holding record among the best of her male counterparts. She was a novelty that drew large audiences not only for the sport but for being a woman who could expertly handle a commanding firearm. Oakley was an awesome curiosity that could draw crowds and Edison realized that this curiosity could also help draw crowds to a unique new concept in entertainment - the movie films. In the fall of 1894, Annie Oakley's sharpshooting show was captured on film by Edison's Kinetograph camera with individual pay per views released in public parlors later called nickelodeons. Unfortunately, Edison did not have the same free thinking and mindset in diversity for his phonograph recording industry. Edison had shown his own biasness against signing on artists of popular emerging musical styles for his record label and this caused him to lose market share in the early 1900's to his rival the Victor Talking Machine Company.

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Nohar Martinez, PMS®, MPM® PM College Training & Consulting

Nohar Matinez , is an experienced trainer and consultant in PM Certifications. He is the General Director of the Project Management College and Consulting providing MPM certification training in Nicaragua, Venezuela and Honduras. Visit webpage www.pmcollege.co.nf

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About the Instructor



Mick Campbell is a best selling author of The NEW One-Page Project Manager and Managing Partner of

OPPM International. Mick is a recognized authority in traditional and agile project management. He is a former telecom vice president who has certified project professionals worldwide and advised hundreds of companies large and small.



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