



*Whether You're a PM or a CPA
USING TECHNOLOGY TO ... SEARCH
GLOBAL*

– THE INTERNET RESUME

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

Typically, your specializations are the way that you'll help other companies and other people increase productivity. In this economy, the way to get paid your highest value is to convey the impression that you are indispensable and cost-effective.

It also helps to use such digital-tactics as employing the most prolific and most searched keywords and key phrases on your Web sites, social media and resume. That way if people are searching for a certain product or skill, hopefully your resume and Web site have a better chance of coming up in the search. *Read the article at efinancialcareers.com*

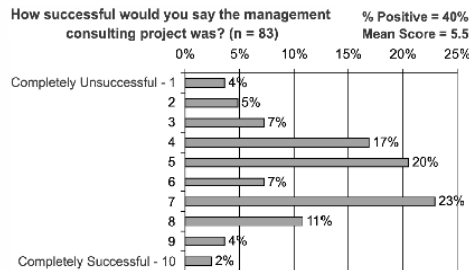
AAPM® RECOMMENDED READ

THE CRITICAL SUCCESS FACTORS IN THE CLIENT-CONSULTING RELATIONSHIP

A STUDY BY STEVEN H. APPELBAUM & ANTHONY J. STEED

This study by Appelbaum and Steed examined projects of an external management telecommunications firm, from the employees' point of view, to measure "critical success factors" and were they being perceived as evident. They also examined which, if any, of these factors differ (more or less) between successful consulting projects. From this they created a model view to predict employees' perceptions to the level of a projects' success. Their third objective was to gather employee opinions on the use of management consultancy and other factors that might contribute to the success of consulting projects.

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Editor's Notes :

by Michele Guttenberger, MPM®
COMMUNITIES OF PRACTICE

In 1991 theorist Etienne Wenger coined the term Communities of Practice (CoP) as "groups of people who share a concern or a passion for something they do and learn and how to do it better as they interact regularly." In 1998, many started to take notice of Wenger's theory in society today with the advent of virtual social networks that have the elements of what Wenger described as a CoP. His theory on this topic has caught the interest of many in Project Management academies with PM course lectures that reference the CoP theories of Etienne Wenger, Jean Lave and Richard McDermott especially in the context of knowledge management.

In this internet age, we find the same drivers that help bring together groups to form CoP's also attract particular types of CoP's to their platforms. Facebook CoP's vary greatly from CoP's on LinkedIn.

History shows examples of how different newspapers and journals attracted different CoP's by their typical readership. In Rawlins, Wyoming, on July 18, 1878, there were group expeditions to view the total eclipse of the sun. Coverage of CoP's expeditions to the site was determined by the reporter's group affiliations. This also helped develop a rivalry between theoretical astronomical scientist vs. the application inventors, engineers and professional practitioners. Thomas Edison would receive much fanfare from national newspapers for his participation in this event where he demonstrated his invented instrument to measure the sun's corona - the tasimeter. However, he was not respected by the academic scientific community for his celebrity status as the Wizard of Menlo Park since he did not have a college degree but was often referred to as Professor Edison. Likewise, he had the same level of respect of theoretical scientists. He did not get an invite from them when he offered his tasimeter for their astronomical measurements of this event. He did get invited by a wealthy doctor that funded his own group expedition. Edison contributions to the expedition would be omitted from astronomical journals. Although, Edison had the only instrument that was successful in taking a thermal reading of the corona - an example of the same event but different CoP.

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This Month's Tip:

Excel AutoFill Tool

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the International Project
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Ms Kivett has a M.S. in Engineering
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Director of Quality, Logistics and
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