



AAPM® PROGRESSIVE PM THOUGHTS FOR THIS MONTH

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

1. *Constructive Motives with Attentiveness* (page 34)

The first principles of the path, attention, concentration, are described as a laser focusing on the mind, which is a state in which all cognitive facilities are unified and directed to a particular objective. This is not simply being aware of your environment but being conscious of your thought energy.

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Recommended Links

AAPM® is a United Nations Civil Society Member which connects AAPM® to the missions of UNESCO. There is a strong synergy of AAPM® global profession PM objectives to that of the University-Industry Partnerships (UNISPAR). Both universes acknowledge that endeavors in science and technology drive industrial, economic and social development. The UNISPAR program fosters university-industry linkages that are vital to this process. UNESCO's University-Industry-Science Partnerships have been at work since 1993.

"Today, the program is helping universities in developing countries to forge partnerships with industry...strengthen their capacity for innovation, so that they can embrace the knowledge economy and sustainable development." Projects have included boosting innovation and entrepreneurship in Burkina Faso, Niger and Senegal and creating innovation hubs at Arab universities.

RESOURCES



UNESCO Science Report: towards 2030 English (pdf)

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Editor's Notes :

by Michele Guttenberger, MPM®

A LEGENDARY MARKETER THAT PUSHED THE PHONOGRAPH INTO A PRODUCTION PROJECT

Not all dynamic patents immediately take flight into grand projects. This was true of the first audio recorder – the phonograph. Thomas Edison did not have great enthusiasm to put his phonograph into mass production compared to his lightbulb. However, there was a respected US – European broker who instinctively saw the immediate need to move Edison's phonograph from an innovative patent to a communication instrument that connected world news to everyone. A retired and highly honored U.S. Cavalry Colonel; George Edward Gouraud had the right stuff to motivate Edison. George Pullman, the renowned inventor of the sleeping car hired him as a marketing agent to spread his luxury railcars to the railways of Europe. The Colonel had an unconquerable winning attitude that made him hard to refuse. In 1885 Gouraud met up with Edison again at a London press conference regarding the military use for the telegraph. Back in 1880 Edison had spoken of the great uses of his new phonograph recording invention he had just patented. Edison touted that this invention could replace mailed paper documents with cylinders of recorded voice mail sent parcel post. So, Gouraud was deeply dismayed by Edison's abandonment in advancing his remarkable phonograph invention. Gouraud urged that he would market and sell the phonograph in Europe if Edison would only produce it. Gouraud knew this was a unique means of communication, which prompted him to make an ambitious promise. He would personally stand at the inventor's side until he had carried out the commercial ready development of the phonograph and its cylinders. It took nearly two years of revisions and improvements to make the phonograph market ready. As promised, in 1887 the Colonel sailed off to England to promote and market his small cargo of appliances that included Edison's phonograph and recording cylinders. Thomas Edison was already considered a marvel who was dubbed the Wizard of Menlo Park. This small town in New Jersey quickly became an international iconic landmark of a modern future recognized by many informed Victorian Londoners. Creating a buzz on the modern wizardry of Thomas Edison's equipment and appliances was an easy sell for the good Colonel.

Inside This Section

- ☆ AAPM® Testimonial – Endorsements
- ☆ From G Mentz –COG-PM Progressive thoughts
- ☆ Recommended Link: UNESCO's University-Industry Partnerships
- ☆ This Month's Tip: Smart Music
- ☆ Editor's Notes– History's Marketer for a dynamic project



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This Month's Tip:

How to Get Motivated

All instrumental music is designed to help you relax, enjoy, do projects, or even for a workout, or simply to stimulate thought. It is cognitive stimulation

[Selections of good cognitive stimulation](#)



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Spotlight on: Gashaw Woldemichael

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**Master Alumnus Spotlight on
Gashaw Haile Woldemichael**
CIPM, Lecturer Addis Ababa University, Ethiopia
- AAPM Honorary Global Advisory Board

Mr. Woldemichael is the Managing Director, Hammer International Knowledge Management Institute. He provides extensive training programs for clients and spearheads projects for clients, resulting in strategy and implementation of change initiatives. For over 10 years he has been a business course lecturer at Addis Ababa University.

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MASTER'S MONTHLY

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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.

- Boston MA
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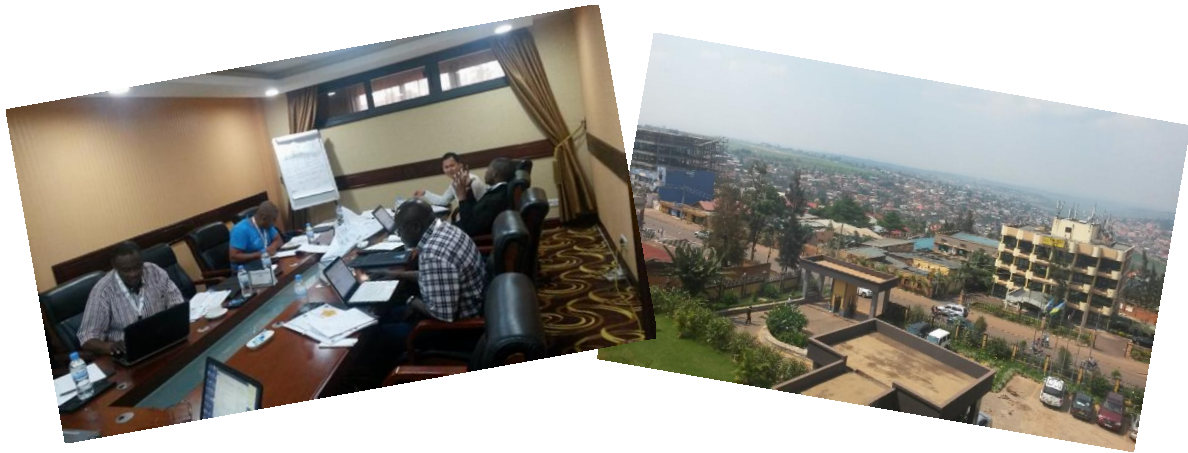


City & Date

Las Vegas NV
Tue, June 21, 2016 -
Fri, June 24, 2016

**AAPM® Project Management Certifications Expands to
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Kigali, Rwanda
by
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Coordinator Joseph Mogu selected The Grand Legacy Hotel in Kigali, Rwanda as an excellent venue choice with seamless accommodations for this opening training site. Delegates came from four African nations where they were introduced to an applied learning approach to project management besides the usual examination coursework. Expert instructor led learning and added online review provided a successful class formula where delegates passed the online certification examination with absolute confidence in their qualification knowledge.



ABMC International, Mark Reeson's -M R Project Solutions Ltd and AAPM® accreditations are paving the future in East Africa with knowledge/training classes and examine certification. Scheduled AAPM® accreditation classes are planned for Kenya and Uganda in November and January respectively. In the planning stage are AAPM® special post certification classes in Rwanda, Kenya and Burundi for continued professional development knowledge. Nairobi and Kampala are already in the book for further class visits that will begin a new 'African Adventure'. Visit ABMC Intl website for more info <http://www.intl-abmc.com/>

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