

start at the end

'Start at the end' is all about universal principles. By specifically envisioning the end result you create an energy that significantly increases the success rate of programmes and projects. This is a very special phenomenon.

By working with requirements one can very effectively implement the principle 'start at the end'. In the book 'Start at the end with SMART requirements' this is explained in clear language and with many practical examples. It is no coincidence that this book is rapidly becoming the standard on how to write requirements.

The book is characterized by

- direct and wide applicability
- clear examples
- handy size (A5)
- practical checklists and tips

The universal principle 'start at the end' has a global reach. That makes the English language version ideally suited to serve as basis for the successful working with requirements in an international context.

**Ordering information: www.synergio.nl,
ISBN 978-90-78990-01-07
Price: € 37,50 (incl. 6% VAT)**



In the same series ('Working with requirements') the book 'Steer towards the end' will be published at the end of this year. The book describes how SMART requirements can be used as a powerful steering instrument for programmes and projects, etc.

**'a very handy
book that shows
vision and guts'**