

## Break Down to Build Up

### Module 1: Introduction & Topics



### Introduction

Hi, I'm John Williams, welcome, and thank you for obtaining this tutorial and granting me the opportunity to show you how you can create your product or service in full control of the production process.

With my knowledge from lessons learned during decades of leading a hundred plus major successful and also failed projects, I developed this no-nonsense pragmatic approach, especially for the creation of

products and services in the small business domain. I call this approach: Break Down to Build Up. I will cover this lean and mean approach in 10 short concise modules. No unnecessary bells and whistles to waste your time and energy. This is Module no. 1 so you have 9 more to go.

If you follow this approach to the T, at the end you will have a feasible plan for creating your product and service with in-depth insight and full control of the production process.

Just to be clear, this tutorial is not meant to help you find a product or service, but to produce your product or service once you have an idea or the big picture for your product or service. On the other hand, you might come up with an unexpected idea just by following this tutorial.

A last note in this introduction. You will get the most benefit from this tutorial by following the modules in the sequence as they are numbered. There is a reason why they are in that order. Go through all 10 of them the first time to get the full lowdown, and then come back to the ones you want to see again, and pause and rewind as you please.

### What is covered

Now let me give you an overview of what is covered in this tutorial.

We will start by setting the Focus so we are clear on the objective. Then I will go into the 'Break Down to Build Up' approach and illustrate this approach with a Realistic Example of a small business product. The next topic is about Dependencies in the production process. And now that we know what we want, we will dive into the

Resourcing and Planning to get the job done. Finally, we will do a Check and a Dry Run to be sure we have everything in place and we are ready for production. After that, I will, of course, cover the bonus I promised, and wrap up with an interesting final thought.

Now that we know what's waiting ahead, let's go to Module no. 2: Focus & Best Practice.



John A. Williams  
"The Pragmaticioner"

Break Down to Build Up

How To Create  
Small Business Product & Service  
Under Control!



What is covered
Focus
Break Down to Build Up
Example Project
Dependency
Resourcing
Planning
Check & Dry Run

