

## Break Down to Build Up

### Module 2: Focus & Best Practice



#### Focus

Hi, I'm John Williams, welcome to Module no. 2: Focus & Best Practice.

The objective here is to create or produce a product or service for the small business while having full control of the production process. We will do that by treating this objective as a lean and mean project. So no unnecessary activities but we only do what is really relevant for production and control purposes. We want to spend as little time as possible setting up our project.

On the other hand, by giving the proper attention in setting up the project, will save you a lot of time and frustration in the production stage. So if you want to create a rather small product or service, you should consider if this approach is really efficient for your purpose. Maybe it will take more time to set it up as a project than is necessary to produce the product or service itself. Just keep that in mind. But if quality or security is your concern, then, by all means, use this approach, no matter the size of your product or service.

So in short, we execute as a lean & mean PROJECT!



#### Best Practice Approach

For our objective and purpose, which again is a small business product or service, the Best Practice Approach by far is 'Break Down to Build Up'. It's the top-down decomposition of the work to be done and creating the required deliverables. Look at it as a puzzle. In your mind, you have the big picture of your product or service. That's the completed or almost completed puzzle, only, you don't really know yet what all the

different pieces of this big puzzle look like. So you break down the big picture into smaller pieces that seem realistic to you. It's your product or service so you know better than anyone else which possible realistic smaller pieces you could think of. You repeat this decomposition a few times until you have the smallest useful pieces of the puzzle. That is the Break Down part. When you have these smallest pieces, you will be able to design a feasible plan to acquire them. And once you have these smallest pieces delivered, you fit them together to build up the big picture being your product or service. And this is the Build Up part.

Now let's go look how that works in Module no. 3: Illustrating Decomposition Process.

