

In the Fog, first focus and then move forward one-step-at-a-time!

How to deliver results in-spite of not knowing WHY the opportunity or problem has arisen, not knowing WHAT to do or HOW to do it!

Dr Eddie Obeng

Your eyes feel full of grit. And so they should. Three hours sleep on a Thursday night after a tough week isn't enough for anybody - not even you. Three hours sleep. Four hours spent worrying. It started with, *'Something must be done about our level of innovation. And it must be done urgently. We are not growing as fast as the market place. You are going to deliver and I need a detailed plan and business case by Monday.....'*

When your organisation asks you to deliver a project different from any that have been done in the organisation before, a project where the **goals are unclear** and **how to achieve them are unclear** (and often no one even understands why it needs to be done) you will find your self walking through what I call a thick FOG. These days 'Foggy projects' (as opposed to Painting-by-numbers projects) are more and more common (along with the other two types, Quests and Movies¹). Foggy projects are hard to get a handle on and they engage your emotions. So does that mean that if you end up leading a Foggy project you are doomed?

No. I believe not....