

## Partial Contents

### Part One: Empowering the Individual

- The Role of Testing  
**James Bach**
- A Brief History of the Accessibility of Computers by Blind People  
**Kevin Fjelsted**
- Solving Other People's Problems  
**Don Gray**
- The Perils of Parallel Projects  
**Johanna Rothman**
- Do I Want to Take This Crunch Project?  
**Sharon Marsh Roberts and Ken Roberts**

### Part Two: Improving Interpersonal Interactions

- Life as a Software Architect  
**Bob King**
- Step One in Building Strong Business Relationships  
**Naomi Karten**
- Congruent Interviewing by Audition  
**Gerald M. Weinberg**
- Maneuvers to Disable a Team  
**Becky Winant**
- How to Deal with Irate Customers  
**Naomi Karten**

### Part Three: Mastering Projects

- Ten Project Haiku  
**Rick Brenner**
- It's Just the First Slip  
**Johanna Rothman**
- Quality Begins at Home  
**Brian Pioreck**
- Managing Your ERP: How to Avoid Common Pitfalls of Implementation  
**Marie Benesh**
- Recognizing Runaway Projects  
**Eileen Strider**

### Part Four: Changing the Organization

- The Satir Change Model  
**Steven M. Smith**
- Modeling Organizational Change  
**Esther Derby**
- How to Create a Process for Developing Useful Scientific Software  
**Patricia Medvick**
- Good Practice Hunting  
**James Bach**

## Amplifying Your Effectiveness

"If you're involved in software development, the following chapters will justify your purchase of the book:

- Don Gray: 'Solving Other People's Problems'
- S.M. & K. Roberts: 'Do I Want to Take This Crunch Project?'
- Gerald Weinberg: 'Congruent Interviewing by Audition'
- Johanna Rothman: 'It's Just the First Slip'

... stimulating and easy to read. ... Recommended for your project-management shelf."

—Conrad Weisert, Information Disciplines

"... can help you master your own fate and become a more productive employee, team member, and team leader. The editors have collected 19 essays from software developers and managers who write about their own experiences and how they have become more effective in their roles. ... the book's message is clear and on target. Using some basic tools and common sense, you can get projects back on deadline, teams working together, and products delivered on time. ... I enjoyed this book's firsthand accounts of projects. ... It's the kind of book you'll want to share with others in your organization."

—Jon Titus, *Test & Measurement World*

## About the Editors



A highly influential lecturer and consultant, Gerald M. Weinberg is author, coauthor, or editor of several popular Dorset House books.

Tester, developer, speaker, consultant, and writer James Bach is founder and principal of Satisfice, Inc., based in Front Royal, Virginia.



Popular speaker and consultant Naomi Karten offers people-oriented perspectives and practical techniques. She is the author of *Managing Expectations* (elsewhere in the catalog) and editor of a newsletter, *Perceptions & Realities*.



# Amplifying Your Effectiveness

Collected Essays

edited by Gerald M. Weinberg,  
James Bach, and Naomi Karten

Explore the People-Oriented Challenges  
That Software Engineers Must Master

Gerald M. Weinberg, James Bach, Naomi Karten, and a group of successful software consultants present powerful ideas on how software engineers and managers can amplify their professional effectiveness—as individuals, as members of teams, and as members of organizations.

The collected essays address diverse topics in personal empowerment, interpersonal interaction, mastering projects, and changing the organization.

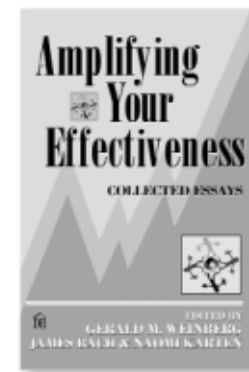
Contributors include James Bach, Marie Benesh, Rick Brenner, Esther Derby, Kevin Fjelsted, Don Gray, Naomi Karten, Bob King, Pat Medvick, Brian Pioreck, Ken Roberts, Sharon Marsh Roberts, Johanna Rothman, Steve Smith,

Eileen Strider, Gerald M. Weinberg, and Becky Winant.

The idea for this collection arose out of a brainstorming session for the inaugural Amplifying Your Effectiveness Conference (AYE), in 2000, for which the contributing authors served as hosts. Like the book, this annual conference is designed to help technical people become more effective individually, within a team, and within an organization. For details on the next AYE Conference, visit [www.ayeconference.com](http://www.ayeconference.com).

The variety of techniques and perspectives represented in the book will help you amplify your effectiveness—whether or not you attend the live event.

Read more about this book at  
<http://www.dorsethouse.com/books/aye.html>



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