

Blog number 10

People Prisoners of the Parade of Pointless Projects

Are you tired of feeling like you are stuck in a never-ending cycle of frustration, anger, or disappointment with the projects your organization is pursuing? You are not alone. In fact, so many of you reached out to me that I was motivated to write these posts about the Parade of Pointless Projects.

In my previous post, I gave a few examples of Pointless Projects and explained why they exist. In this post, I will offer my advice for those feeling trapped on the treadmill of Pointless Projects.

As an R&D veteran, I have seen my fair share of changes. I am so old that I used a slide rule during my engineering studies (yes, that is a thing!). The tools have changed over the years, but the culture has not kept pace.

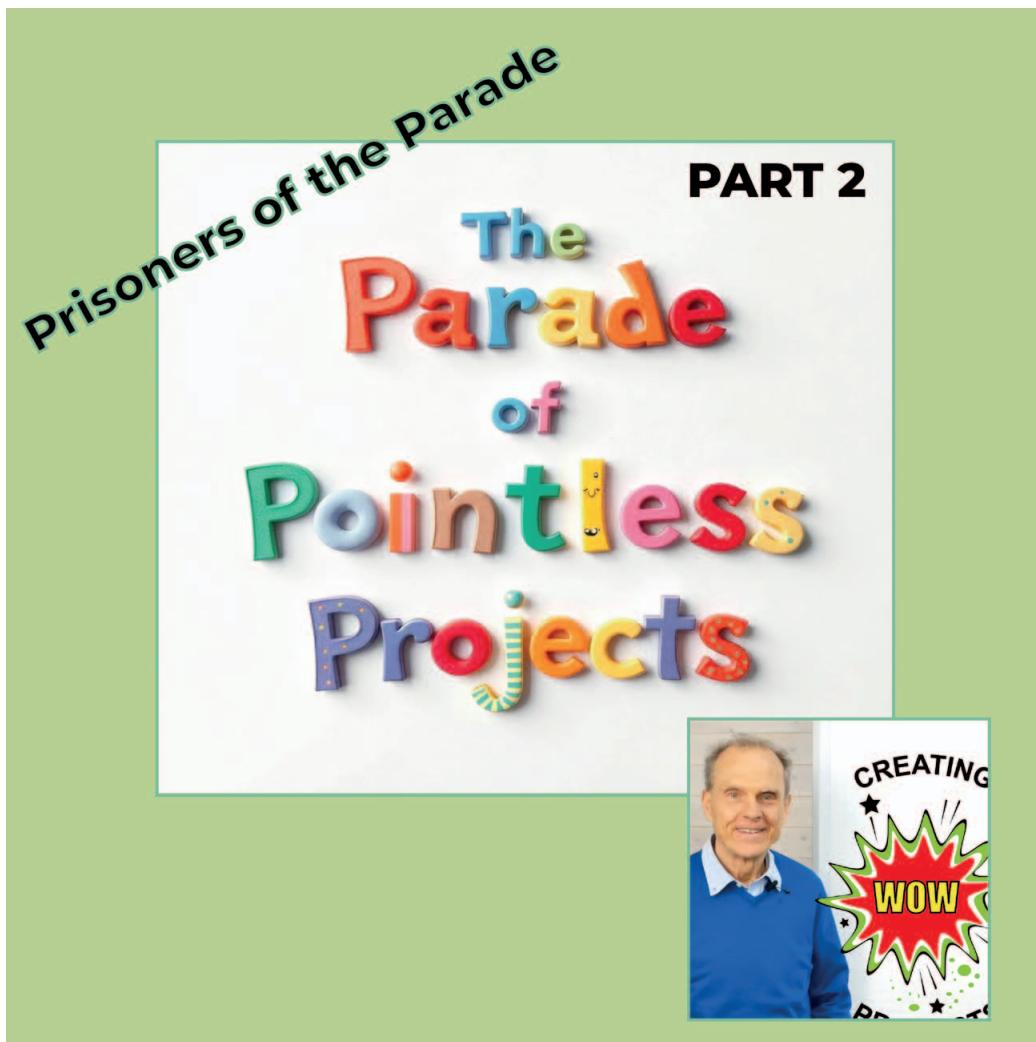
The old mantra was that employees were a company's most valuable resource. Now, however, it

feels like employees are more like consumables. Today, organizations are less loyal to their employees, and employees are less loyal to their organizations. Trust and respect have taken a hit on both sides, ultimately creating a lose-lose situation that erodes the very foundation of a healthy work environment.

If you feel like you are a "Prisoner of the Parade of Pointless Projects," I think you have three options, each with its pros and cons.

Option 1: Wait for a Miracle (but don't hold your breath)

You could hold out, hoping that a new leader will sweep in and revolutionize the organization. I have seen it happen before, but let us be real – it is like winning the lottery. Your chances are slim, but hey, someone's gotta win, right? If you are patient, you can bide your time, keep your head down, and hope for the best.



Option 2: Jump the Ship (but don't burn bridges)

Some of you will choose to leave, and who can blame you? Sometimes, it's just time to move on. Before you make your grand exit, take a moment to reflect on what you have learned.

Identify the red flags to avoid similar organizations in the future. And please, do not leave hasty or in anger – you never know when you might need a reference.

Option 3: Take the Fight (but not alone)

This is the option that gets me excited. By definition, revolutions do not start at the top; they begin with passionate individuals who refuse to accept the status quo. Find like-minded colleagues, and together you can build a movement. It will not be easy, it will take time, but it will be worth it.

I have learned not to underestimate the power of a few motivated and passionate individuals. If you choose to follow the Creating WoW Products approach, your projects will be more inspiring and motivating, and they will also bring prosperity to your organization—a win-win scenario that nurtures trust and respect, restoring a healthy work environment.

Whatever option you take, I urge you to join the movement #creatingwowproducts

Per Lindstedt