

Why?

Piazza Rosso will work with you to answer the following questions about a project:

What's the objective?

What are you trying to achieve?

WHY do you want to do this?

WHEN do you want to do it?

Is this part of a larger objective? Should it be?

What are the consequences of NOT doing it?

What are the foreseeable consequences of not doing it?

What other consequences might you face?

What are the consequences of not doing it NOW?

How much will it cost?

What are the direct costs?

What other costs might you incur?

How long will it take?

Is there another way – maybe even a better way – to achieve the same thing?

What are the answers to all these questions for a more limited objective?



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