

The Blackridge Group

PRESS RELEASE

Document and Debate Culture Dramatically Improves Project Success Rates

For Future Release

Salt Lake City, Utah – July 1, 2021

The Blackridge Group announced today the results of a 3-year study of the impacts of the Document and Debate Culture and a framework for implementing the culture. Results showed implementing Document and Debate culture in an organization results in a 25% increase in project success rates. A similar increase in project success rates has not been seen in decades. Document and Debate Culture is a set of principles and tools focused on promoting correct thinking to improve results through a focus on document creation and debate of the documents.

The principles of the Document and Debate Culture were originally put into practice by Jeff Bezos, CEO of Amazon. He sought to increase the quality of thinking of his workforce to promote better deliverables. It was highly successful. The Blackridge Group has built upon the principles of Mr. Bezos' ideas to standardize the Document and Debate principles and tools to enable other organizations to benefit and enjoy the significant improvement in project success rates.

The Document and Debate Culture focuses on improving the thinking process as change management initiatives are being initiated, planned, executed, monitored, and closed. Standard documents are written, revised, reviewed, and rewritten. It promotes detailed planning, deep understanding, and alignment across disparate groups.

Over the last 20 years, project success rates have remained generally flat around 65%. The study, with the accompanying principles and tools, provide a real and significant increase to project success.

To find out how your organization can benefit from implementing the Document and Debate culture, contact the Blackridge Group at www.theblackridgegroup.com.

About the Blackridge Group:

The Blackridge Group is a global consulting group focused on improving project results. The Blackridge Group advises clients on organization, framework, tools, roles and responsibilities, training, resourcing, portfolio management, prioritization, performance metrics, reporting, and communication in regard to project management. The firm's fee structure is directly linked to client success metrics. The Blackridge Group works across all industries and economic sectors.

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Purpose of the Press Release:

The purpose of the press release is to encourage focused and detailed thinking. Starting backwards and first focusing on how the change will impact the end users will help focus the work on the deliverables and build towards that end. The press release should be a working document having experienced debate, collaboration, and iteration.

Press Release Format

The standard press release format includes the following:

1. **Headline:** brief attention-grabbing statement summarizing the news.
2. **Subhead (optional):** secondary statement(s) which builds on the headline and further fleshes out the message.
3. **Dateline:** the city where the news is originating and the date of the release.
4. **Lead or introductory paragraph:** first paragraph of the release which generally answers the who, what, when, where and why questions; in other words, the facts.
5. **Body:** additional paragraphs which provide supporting material and further details (i.e., direct quotes, relevant background information, statistics, etc.) - as well as the Call to Action (e.g., Download, Learn More, Purchase).
6. **Boilerplate:** short paragraph giving information about the issuing company or organization.
7. **Source:** the company or organization issuing the release.
8. **Media contact information:** at minimum, the name, phone number and email address for the PR or media relations contact who can answer any questions about the release.

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