



AZAM ZAQZOUQ

A to Z of Project Management

Ver. 3.0

... وَالْأَثْرُ يَدُلُّ عَلَى الْمَسِيرِ

ثَمَّةَ فَرْقٍ مُعْتَبَرٍ بَيْنَ التَّأثيرِ (Impact)
وَالْأَثْرِ (Effect) فَحِوَاهُ أَنَّ الثَّانِي نَاتِجٌ
عَنِ الْأَوَّلِ! فَإِذَا أَرَدْتَ أَثْرًا إيجابيًا عَلَيْكَ
تَبَنِّي تَأثيرٍ إيجابِيٍّ؛ كَمِثْلِ مَنْ يَبْتَغِي
جَمَالَ وَزِينَةَ الْأَشْيَاءِ (الْأَثْر) عَلَيْهِ
بِالرَّفْقِ فِيهَا (التَّأثير)...! "إِنَّ الرِّفْقَ لَا
يَكُونُ فِي شَيْءٍ إِلَّا زَانَهُ..." (مُحَمَّدٌ ﷺ - مُسْلِم)

عزّام محمد زقزوق

Social - Managerial Capsules

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