



**AZAM ZAQZOUQ**

A to Z of Project Management

Ver. 3.0

# إِسْتِرَاتِيجِيَّةُ "أَضْرِبْ كَفَّ وَعَدَلْ طَاقِيَّةُ"

فِي مَهْمَةِ التَّغْيِيرِ عُمُومًا، وَالتَّحَوُّلِ  
عَلَى وَجْهِ الخُصُوصِ... لَا مَفَرَّ مِنْ  
مُوَاجَهَةِ العَنِيدِينَ (Stubborn) مِنْ  
المَعْنِيِّينَ (Stakeholders)! وَمَنْ كَانَ  
هَذَا حَالُهُمْ فَلَا يُجْدِي مَعَهُمْ إِلَّا اتِّبَاعُ  
إِسْتِرَاتِيجِيَّةِ المُرَاوَحَةِ (Alternating)  
الحَكِيمَةِ بَيْنَ التَّرْغِيبِ وَالتَّرْهِيْبِ!

عزّام محمد زقزوق

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