

Houston, We Have a Problem !

The Lessons from Project Apollo



Presented to



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TOM TAORMINA
THINK OUTSIDE THE GLOBE

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It WAS ROCKET SCIENCE
Flying the Mission of Business Success
FOREWORD BY ROBERT JOE YOUNG

The complex block contains a promotional image for Tom Taormina. It features a man with a white beard and glasses, wearing a white lab coat over a blue shirt, speaking into a professional microphone. To his left is a book cover titled "It WAS ROCKET SCIENCE: Flying the Mission of Business Success" by Tom Taormina, with a foreword by Robert Joe Young. The background is dark with a subtle star pattern. Contact information and a website are listed at the top, and a phone number is at the bottom right.

Our Mission

- Land men on the Moon and return them home safely
- Enrich mankind with the lessons learned and with technology developed

Your Mission

To advance the capability of practitioners to practice their profession of project management for the benefit of other project managers, themselves, and for whom they do project management work while building professional relationships in a fun and learning environment.

The Imperative

- To learn from the mistakes of history without repeating them!
- To be the agents of positive change

*The Only Human That Embraces
Change is a Wet Baby*



The Apollo Business Model

FOUNDATION	ORGANIZATION	OUTCOMES
VISION	LEADERSHIP	METRICS
MISSION	PROCESS	CONSISTENCY
VALUES	BOUNDARIES	ACHIEVEMENT

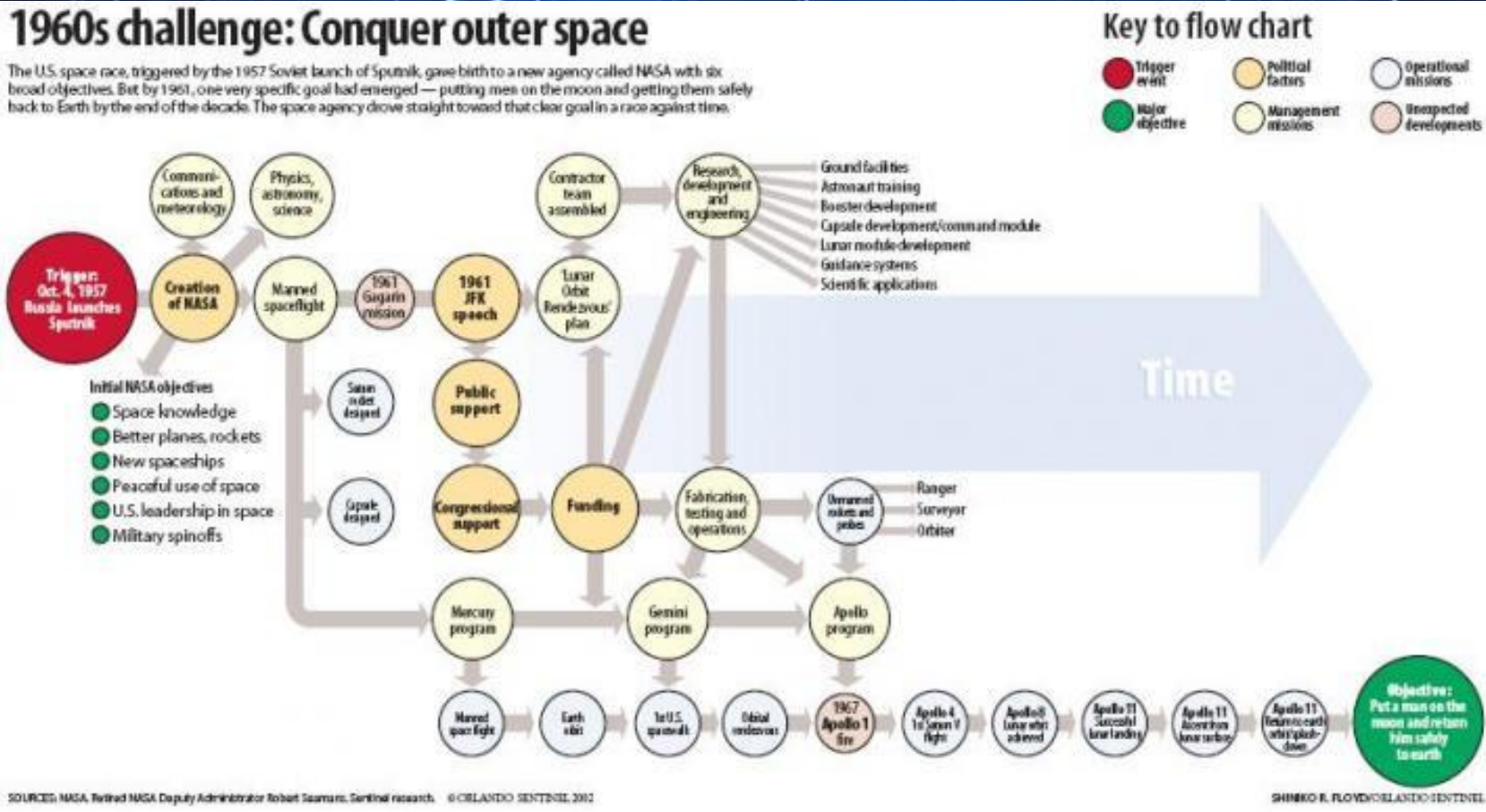
Vision

I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.



---John F Kennedy

Mission



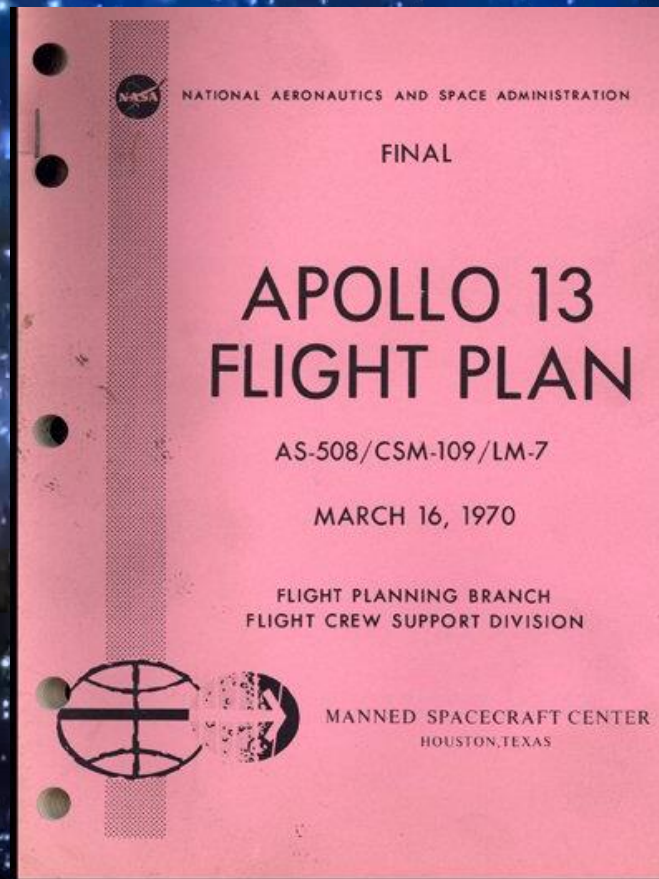
Values



Leadership



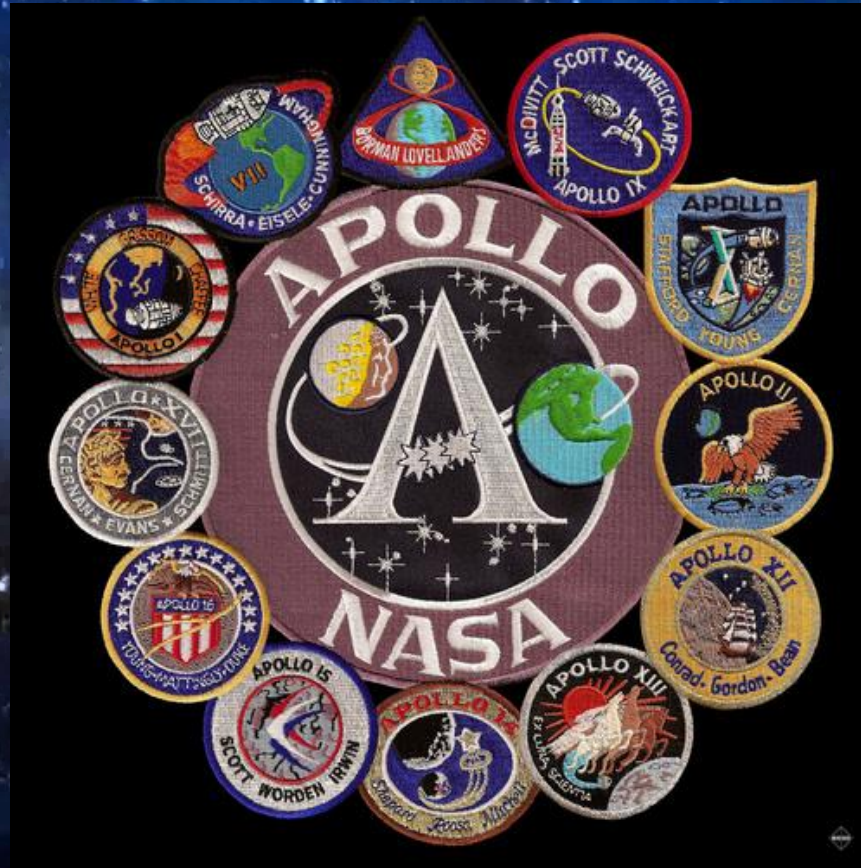
Process



Metrics



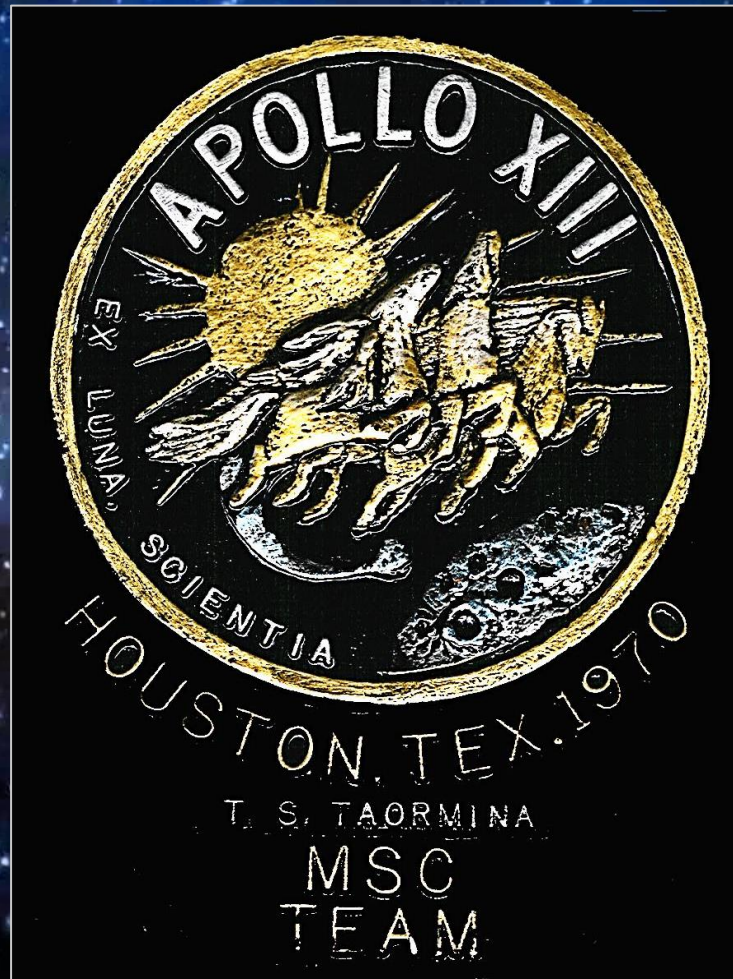
Consistency



Achievement



Then...



April, 1970

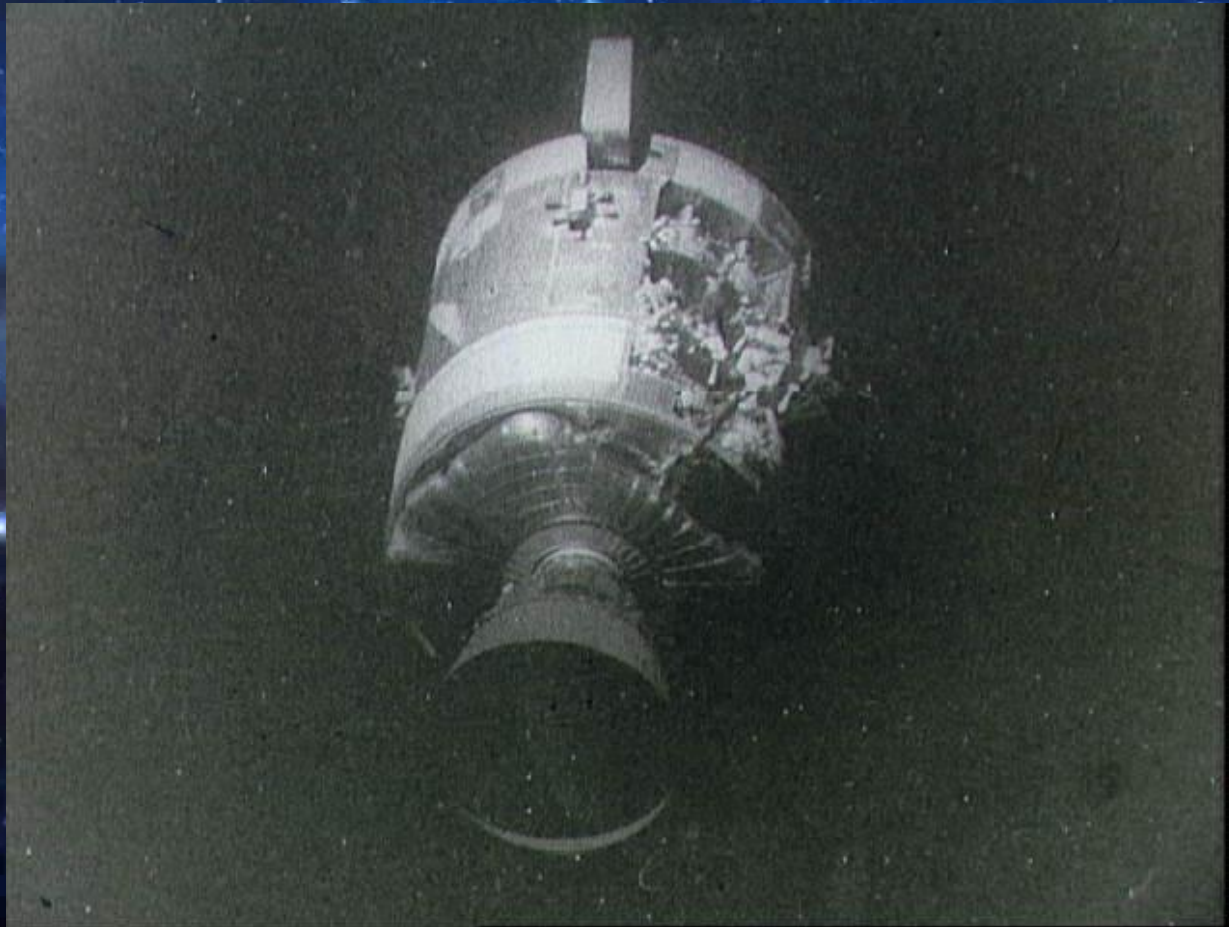


Two Days Later...

Mission Control, Houston



What Actually Happened



Tom Taormina

Quality Control Engineer



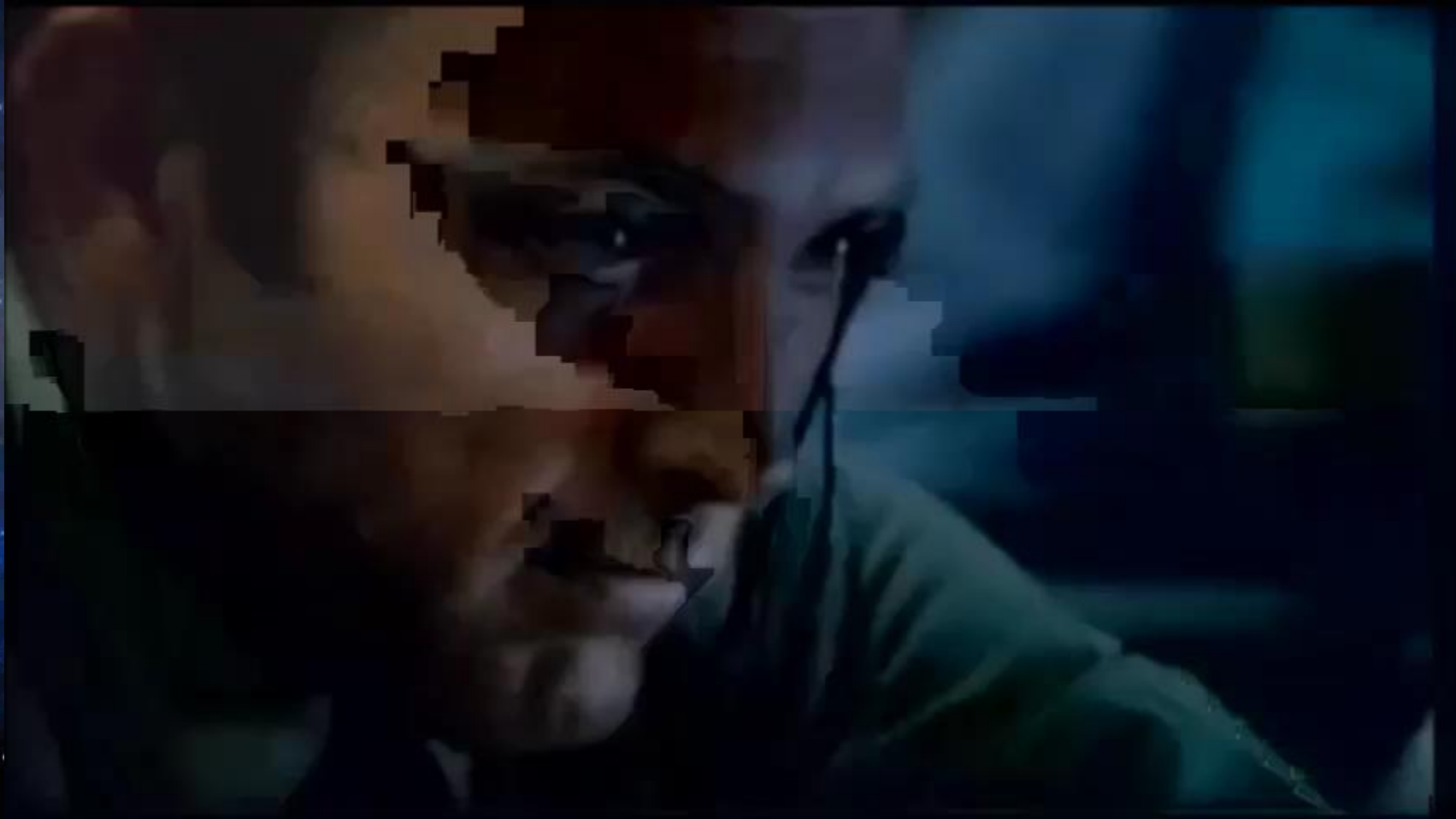
The Story

Narrated by Matt Lauer, NBC News



Houston, We Have a Problem

Apollo 13 Commander Jim Lovell



The Mission Control Culture

Lead Apollo 13 Flight Controller, Gene Kranz



Solving Complex Problems



Believing in the Process



Failure is NOT an Option

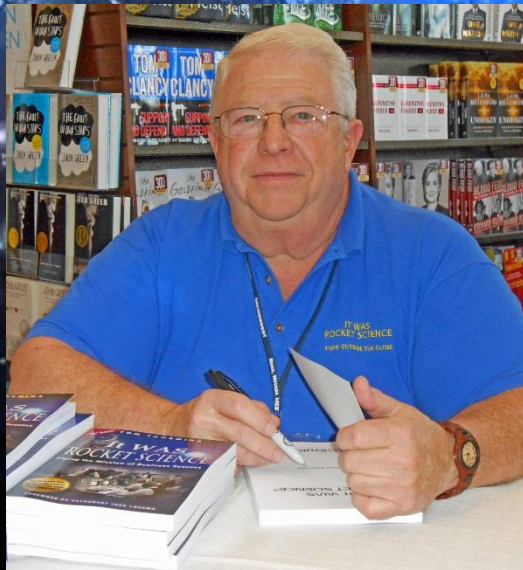


My Experiences



Since Leaving NASA...

- Worked with more than 700 companies
- Written 12 Books
- Conducted workshops all over the Country



Currently

- Board Member of the Challenger Learning Center of Northern Nevada
- Founding Member of the Nevada Space Museum
- Director of Enterprise Missions for CLC



Also

- Member of the Advisory Board of The Space Center Museum (Novato, CA)

2016 Novato Space Festival
"Over 4,000 in attendance last year!"

Saturday, August 6th (10am to 4 pm)

Meet Legendary Astronauts & See a Lunar Module and a Lunar Rover!

Spacefest 2015



- 1 – Shuttle Astronaut Rhea Seddon
- 2 – Space Station Director Debbie Wreyford
- 3 – Shuttle Astronaut Hoot Gibson
- 4 – Apollo 15 Astronaut Al Worden
- 5 – Mission Control Houston Tom Taormina
- 6 – Shuttle Astronaut Jerry Ross

Recap

The Apollo Business Model

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Learning The Lessons

- Enlightened Leadership
- Shared Vision
- Critical Thinking
- Strategic Planning
- Process Excellence
- Accountability
- Shared Rewards

Your Challenge

- Learn from the insightful lessons of the past
- Realize your vision of success by adopting the model that achieved the impossible



For More Information

