WHEN TO PERSIST

"You gotta know when to hold'em and know when to fold'em." - Kenny Rogers

Factors Supporting "Go"   **Factors Supporting "No Go"**

Tune in to the Environment for Need and Opportunity

Factors Supporting "Go"	Factors Supporting "No Go"
__ Identified user need remains	__ User needs have changed or can get satisfied elsewhere
__ Existing or potential crisis if not continued	__ No existing/potential crisis
__ Initial reasons for the project remain valid	__ A larger/better alternative has since come up
__ Restart costs are too high; cheaper to continue	__ Cost of continuing exceeds expected benefits
__ No competing solutions	__ Competing solutions emerging

Examine Vision, Coalition, Team Support

Factors Supporting "Go"	Factors Supporting "No Go"
__ Leadership enthusiasm, commitment remains	__ Leadership commitment deteriorating, losing interest
__ Company still has ability to provide resources	__ Company can't afford more investment
__ Vision still makes sense to all hands; resistance declining	__ Vision under attack; resistance growing
__ Team can still be motivated	__ Team morale can't recover

Assess Evidence of Potential Success

Factors Supporting "Go"	Factors Supporting "No Go"
__ Milestones passed	__ Milestones consistently missed
__ Some measurable success	__ No measurable success
__ Signs of progress; some problems solved and new activities underway	__ Wheel-spinning; very little new activity