

A CONVERSATION WITH THE AUTHORS: NEW TRICKS FOR OLD BUREAUCRACIES



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FREE WEBINAR
1 PDH CREDIT

SJSU SAN JOSÉ STATE
UNIVERSITY



Background

- **Funding Support:** Mineta Transportation Institute
- **Publisher:** Business Expert Press
- **Timeline:** Available for purchase in hard copy and eBook on Amazon



Origin Story



Lessons Learned

1. Pick Your Battles And Win Them
2. You Need to Make Friends to Fix Processes
3. Recognize Impenetrable Fiefdoms
4. It's a Marathon and a Sprint
5. Both Naivete and Experience Are Required
6. Beware Your Expiration Date