

START AT THE END

with SMART requirements

“start at the end” has to do with universal principles. By keeping the end result precisely in mind, you put an energy into force that will greatly increase the success rate of programs. It is extraordinary how that works.

It is very effective to give substance/ interpretation to the principle of "start at the end" when you work with requirements. This is clearly explained with the use of practical examples in the book "Start at the end with SMART requirements". No wonder this book is the standard for writing requirements correctly.

This book is characterized by:

- Immediate and broad applicability
- Clear examples
- Handy size (A5)
- Practical checklists and tips

The general principle 'start at the end' is global. This English version is therefore ideal as a base for successfully collaborating on a worldwide basis with requirements.



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**'very handy book
demonstrating both
vision and guts'**