

<i>The tip of the iceberg</i>	Focus on similarities:Bothwrong paradigm!Focus on similarities:
unique, temporary, innovative, risky, collaborative, interfunctional, non-recurring	
<ul> <li>Project The identified of the identifie</li></ul>	<ul> <li>berg! Program</li> <li>Emergent strategy</li> <li>Scope determined in progress</li> <li>Achievement of benefits</li> <li>Business oriented</li> <li>Extended duration</li> <li>Realises change</li> <li>Ad-hoc and on-going work</li> <li>Consistency among program components</li> </ul>