

CONSTRUCTION SCRUM

How to Deliver Projects **Easier**,
Better, and **Faster**

Felipe Engineer-Manriquez
Foreword: Dr. Jeff Sutherland



CASE STUDY BOOK EDITING



ABOUT THE AUTHOR

Felipe Engineer-Manriquez is a Registered Scrum Trainer™ (RST), Registered Scrum Master™ (RSM), Registered Product Owner™ (RPO), and Registered Scrum@Scale Practitioner™ (RS@SP). He is an author, international keynote speaker, business leader, podcast host, and proven entrepreneur in the construction industry pioneering the use of Scrum in design and construction.

VISION FOR CONSTRUCTION SCRUM

"My vision for this book is to enable project managers, superintendents, and whole project teams in the construction industry to take action to make project delivery easier, better, and faster."

RESULTS

Construction Scrum is selling worldwide and has repeatedly appeared on the Amazon best-selling business books list.

It is a great resource for students seeking to become a Registered Scrum Master™.

As the biggest reason why he would recommend Bettina's writing and editing services, Felipe named her combination of expertise, humour, professionalism, and overall approach to their project.

"I highly recommend Bettina's services to anyone who is wanting to write a book or needs expert advice for any other business writing with the goal to make an impact on their audience."

CHALLENGES

Before working with Bettina Deda, Felipe Engineer-Manriquez was writing his book one chapter at a time. "I had only a rough outline and around 20,000 words. I wrote in a diary-like style and without too much thought about the reader," he recalls.

Initial feedback from a beta reader made him realise that his manuscript wouldn't make the impact he wanted to achieve. He wanted a book that would draw people in and help them get started with Scrum right away. So he decided to find an editor.

The main areas he struggled with:

- A clear and consistent tone of voice
- How to convey his message in a story narrative
- Switching between writing and editing

SOLUTION

Felipe appreciated Bettina's expert guidance on creating a compelling manuscript that would meet his vision for Construction Scrum.

"It was extremely easy working with Bettina. We soon determined it would be a win/win situation."

He appreciated the unfiltered and honest feedback to his first draft and valued being guided along his writing journey towards publication.

"What resulted from your advice and coaching made my book extraordinary."

DO YOU HAVE AN IDEA FOR A BOOK AND DON'T
KNOW HOW TO START?

CONTACT BETTINA TODAY!

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