



Confluity
Project Model

The Simple Rules Sourcebook

DISTILLED INSIGHTS FROM THOUSANDS OF EXPERTS



Hello, I'm Greg Krawczyk

Lead Author | Founder at Confluity
Chartered Project Professional

I have spent the last 15+ years leading complex projects and transformations across industries, and seeing first-hand how success often comes down to the same hidden factors.

After delivering and overseeing hundreds of projects, I realised the tools most teams were using weren't the factors I knew to be true. So, I built Confluity to simplify proven, Nobel Prize-winning insights and give people practical ways to make "highly successful" the norm.

Along the way, I became a Chartered Project Professional, got numerous qualifications from Agile to PRINCE2, worked as a consultant, and in-house, volunteered with the APM and PMI, and led thinking on Strategic Misrepresentation and Human Behaviour for the APM's Governance Network.

Today, I work with project leaders, changemakers, and teams who want to deliver smarter, faster, and better, with less stress and more impact.

This Sourcebook is a shortcut to some of the biggest lessons I've learned.

Thanks for being here.



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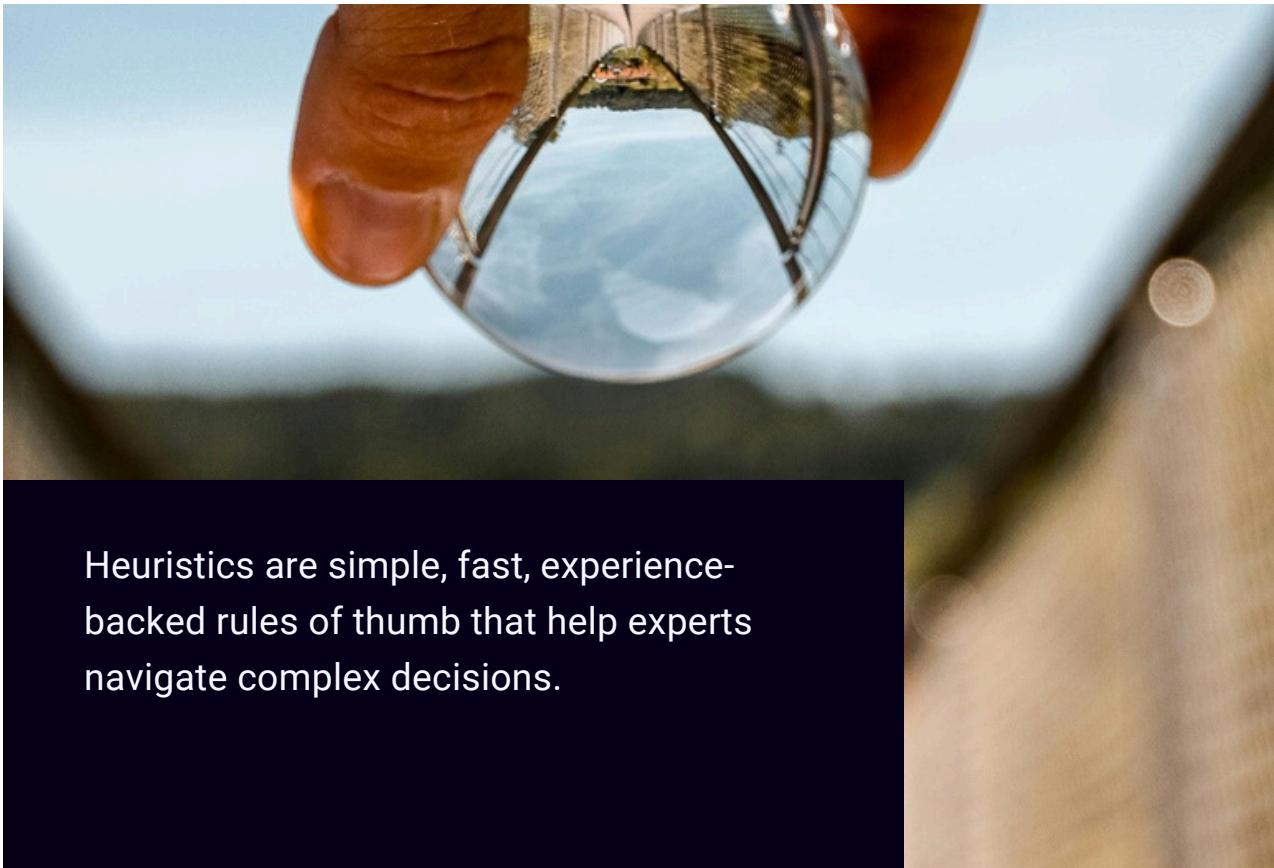
Welcome & Why This Matters

About 10 years ago, a NASA cost estimator suggested I read a book: *Thinking, Fast and Slow*.

This moment introduced me to behavioural science and heuristics as fast, effective shortcuts for success.

What is a Heuristic?

Example: 'Start small before you scale big.'



Heuristics are simple, fast, experience-backed rules of thumb that help experts navigate complex decisions.

Where It Gets Interesting...

Why the best heuristics feel like Eureka moments.



Eureka

The word "Eureka", the famous cry of discovery, actually shares the same Greek origin as "heuristic."

We used to call it "heurēka"



Wisdom

Every time an expert says something simple but powerful like:

"Test small before scaling big,"

They're handing down a heuristic a Eureka moment they've already discovered.



Expert Secrets

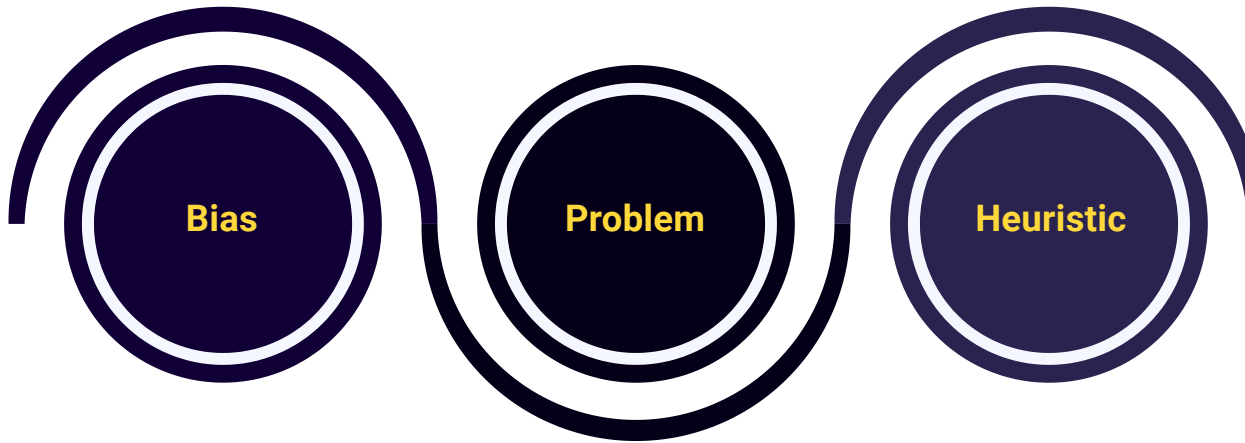
When you take thousands of these Eureka moments from top researchers, successful project leaders, executives, and seasoned change-makers, you can get something special. Clear, evidence-backed shortcuts.

You can call them hacks if that works for you, or expert secrets.



Why Heuristics?

Heuristics help us avoid common thinking traps that derail projects.



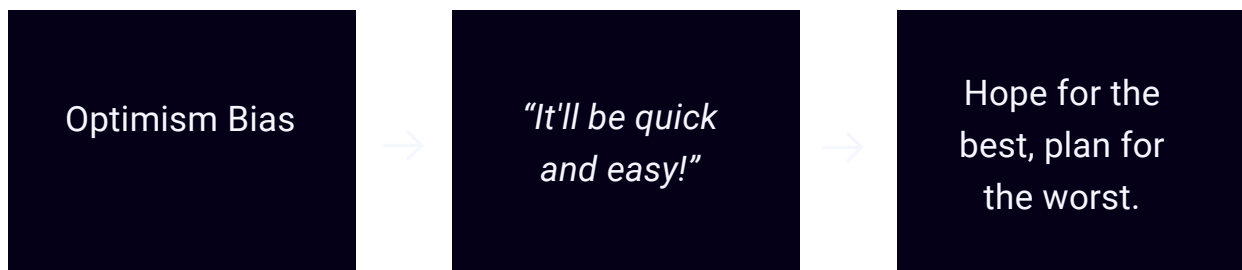
We all have mental blind spots, called biases, that affect our decisions.

In projects, these biases often lead us to underestimate risks, stick with poor choices, or rely on wishful thinking.

Heuristics are simple rules-of-thumb, drawn from experience, to avoid these traps.

→ For Example

Here's how they connect:



Heuristics help you make better decisions quickly and confidently, because they've worked before.

Heuristics in Action

Real-world examples

Heuristics aren't theory, they're practical shortcuts that successful project teams use daily.

Heuristic

Real-life Example

Ask Why First

Find the goal before kick off.

Get Expert Guidance

Get advice from someone who's done it before.

Get your People on the Bus

Run a team workshop to build trust and set clear roles.

These simple, proven rules give you clarity, helping your team stay focused on success.



Why Trust These Heuristics?

Over 10 years of deep research and practical experience form the backbone of these heuristics. Sources include:

Nobel Prize winning behavioural science



Daniel Kahneman & Amos Tversky

PMI Pulse of the Profession reports



APM's Dynamic Conditions for Success

Oxford University's SAID Business School



You could spend hundreds of hours going through all these yourself. Or, you join the movement building project clarity, with Confluity.

Simple Rules

Simple Rules connect your idea, project or change to underlying factors for success.



Confluity's Projects Model distils thousands of expert interviews and academic research into the top heuristics.

Curated by experts, we call them
Simple Rules.

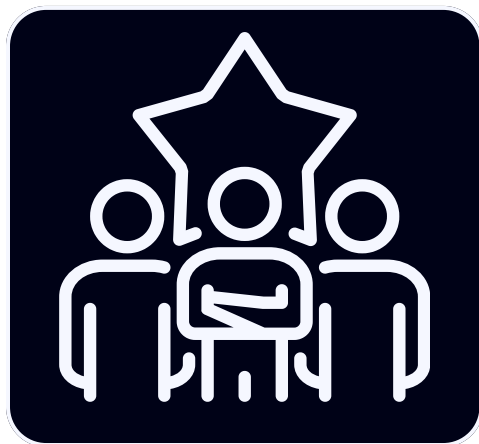
There are 12 Simple Rules, similar to the Heuristic Examples you saw earlier.

This PDF introduces you to the four Simple Rule groups. If you're looking for the detail and how to deliver them, go to <https://confluity.co.uk/model/deliver-a-project>.

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[Project Model →](#)



Give a great idea to a bad team and they will mess it up. Give a bad idea to a great team and they will make it work.



Simple Rule 2: Look Outside

Many projects fail by believing they are unique or jumping into solutions too early.





Simple Rule 3: Plan for Speed

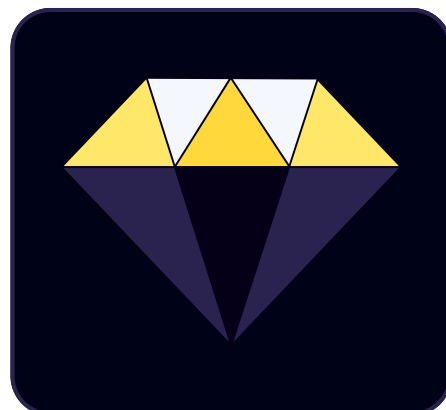
Think slow, act fast. Shorten the window for things to surprise you and cause disaster during the expensive and highly risky stage of delivery



Simple Rule 4: Get Big Decisions Right

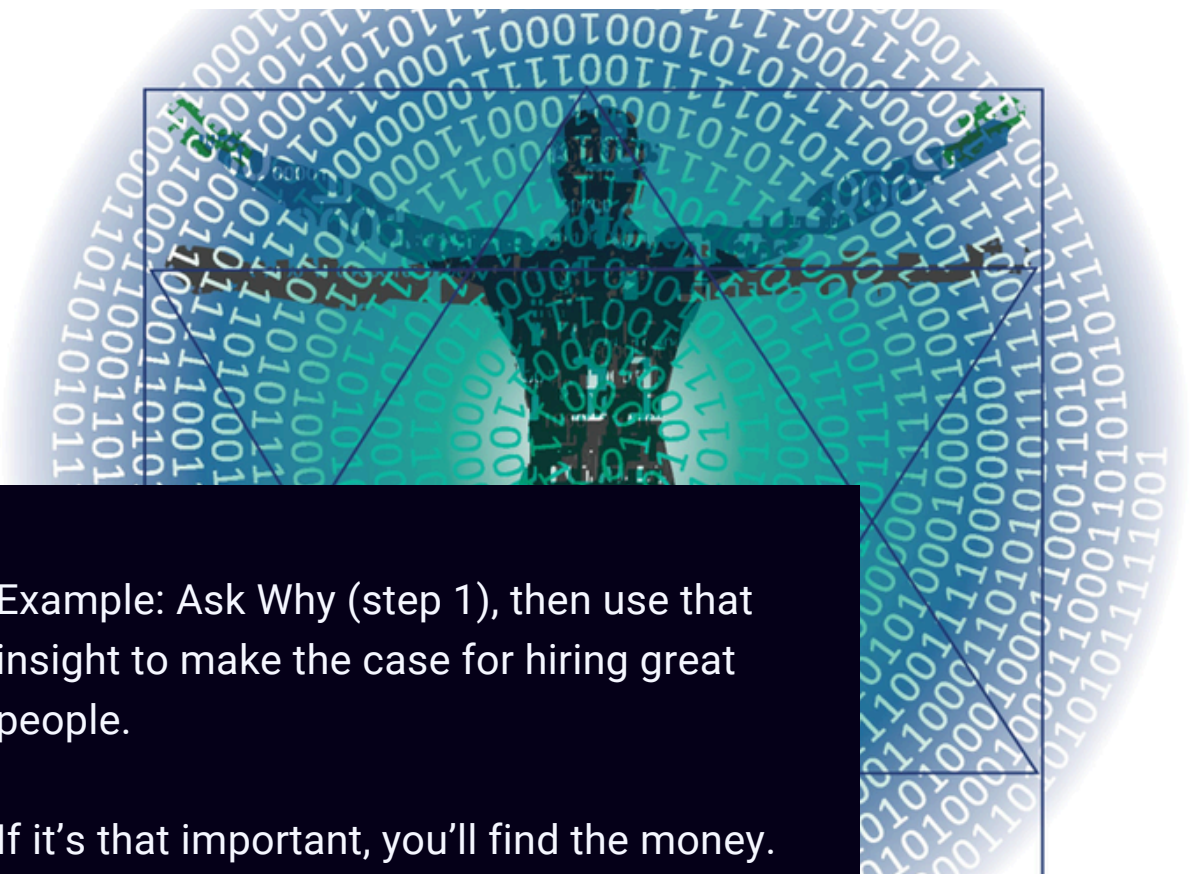


The biggest risk is you. Our natural optimism, and in-ability to let go can lead to poor choices.



Why Sequence Matters

Applying Simple Rules in this order boosts their effectiveness.



Example: Ask Why (step 1), then use that insight to make the case for hiring great people.

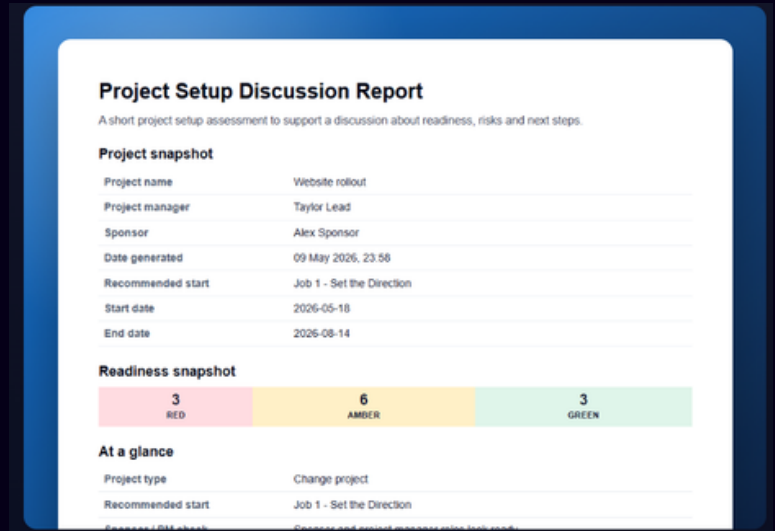
If it's that important, you'll find the money.

Ready to go?

Want the ready-made approach?

Deliver any project and gain more support and recognition, using Simple Rules

Confluity Project Model is the #1playbook for Applying Wisdom From Thousands of Experts.



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Confluity Project Model

This publication is brought to you with thanks from the community who supported the development of the Confluity Project Model.