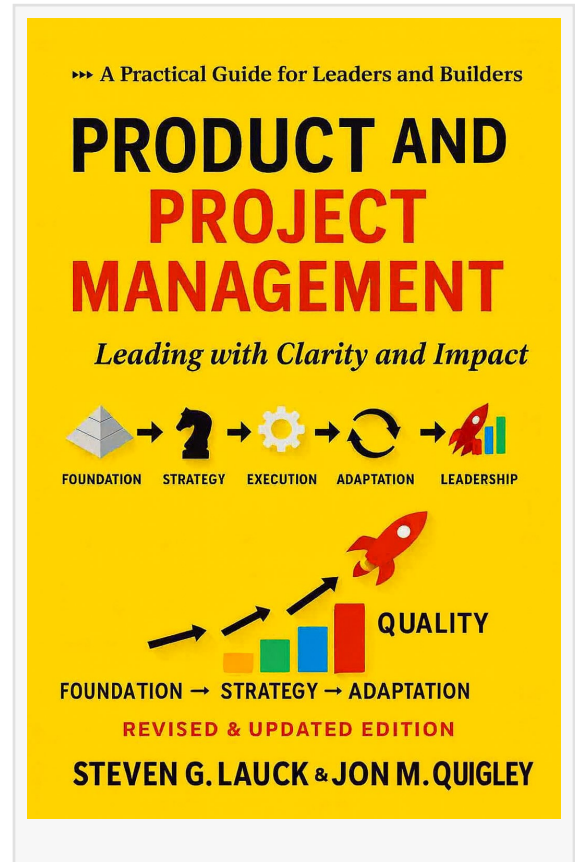


New Book Explores Why Hybrid Project Management Is Becoming the New Standard for Successful Project Delivery

The Insightful PM: Lessons and Reflections provide practical guidance for project leaders navigating Agile, predictive, and hybrid environments.

LEXINGTON, NC, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Organizations are discovering that the debate between Agile and traditional project management is no longer productive. Today's most successful projects often require a thoughtful blend of both approaches, a hybrid model that adapts to the realities of modern business rather than forcing projects into a single methodology.

Recognizing this shift, project management experts Steven G. Lauck and Jon M. Quigley have released *The Insightful PM: Lessons and Reflections*, a practical guide that challenges conventional thinking and equips project professionals with the tools needed to lead complex initiatives in today's rapidly changing environment.



Rather than advocating for Agile over traditional project management or vice versa, the authors demonstrate how experienced project leaders select and tailor practices based on project risk, organizational maturity, customer expectations, regulatory requirements, and business objectives.

Hybrid project management has become increasingly important as organizations combine Agile software development, predictive engineering, product development, manufacturing, infrastructure, digital transformation, and enterprise initiatives into integrated programs. Successful project managers must understand when structure provides value, when agility creates advantage, and how to combine both effectively.

Throughout the book, Lauck and Quigley draw on decades of experience leading projects across automotive, manufacturing, embedded systems, software development, product engineering,

and organizational transformation. The result is a collection of practical lessons learned, not theoretical discussions that help readers improve decision-making, leadership, stakeholder engagement, risk management, and project execution.

Topics explored include:

- Hybrid Project Management
- Agile and Traditional Project Integration
- Leadership and Decision Making
- Project Risk and Uncertainty
- Organizational Learning
- Product Development
- Continuous Improvement
- Quality Management
- Team Development
- Practical Lessons from Real Projects

"Project success isn't about choosing Agile or Waterfall," said co-author Jon M. Quigley. "It's about understanding the problems you're solving and selecting the practices that create the greatest value. The best project managers are adaptable."

As organizations continue investing in digital transformation, AI-enabled delivery, systems engineering, and increasingly complex cross-functional programs, the need for adaptable project leadership continues to grow. Industry experts increasingly recognize that hybrid delivery approaches provide the flexibility required for many modern organizations while maintaining governance and predictability where appropriate.

Whether you're an experienced project manager, PMO leader, engineering manager, Scrum Master, product manager, executive, or someone preparing for greater leadership responsibilities, The Insightful PM offers practical insights you can apply immediately.

Learn more or purchase the eBook:

<https://valuetransform.com/product/product-project-management-ebook/>

Additional resources, articles, podcasts, books, and project management guidance are available at:

<https://valuetransform.com/resources/>

About the Authors

Steven G. Lauck is an accomplished project management professional with decades of experience leading complex technical and business initiatives.

Jon M. Quigley, PMP, CTFL, is an internationally recognized author, speaker, consultant, inventor, and project management practitioner. He has authored numerous books on project

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