

Social Project Management

Everything small is big again



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Flow Interactive
Enterprise 2.0
The Collaborative Technologies Conference

who are we?

a *tiny* bit about me

what are we talking about?

so... social project
management, eh?

why is this interesting?

the 'social' revolution

changing the way we do
many things

a new way of
'doing' projects...

well... not *really* new...

...it's just that they're
being taken a lot more
seriously these days.

limited planning
no documentation
do it yourself (small team)
multiple skillsets
small budget
release ASAP

what was once a hack,
is now an accepted
methodology

project management 2.0?

social project management

[project management]?

what does
project management 2.0
look like?

small teams

smart, motivated people

limited planning

a clear vision

minimal scope

small projects

multi-skilled teams

fast pace

rapid release

alpha

beta

feedback

responsiveness

iteration

is this really so new?

but, there are
not-so-new
alternatives...

agile

Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

www.agilemanifesto.org

short development cycles,
iteration,
end user involvement,
multi-disciplinary teams

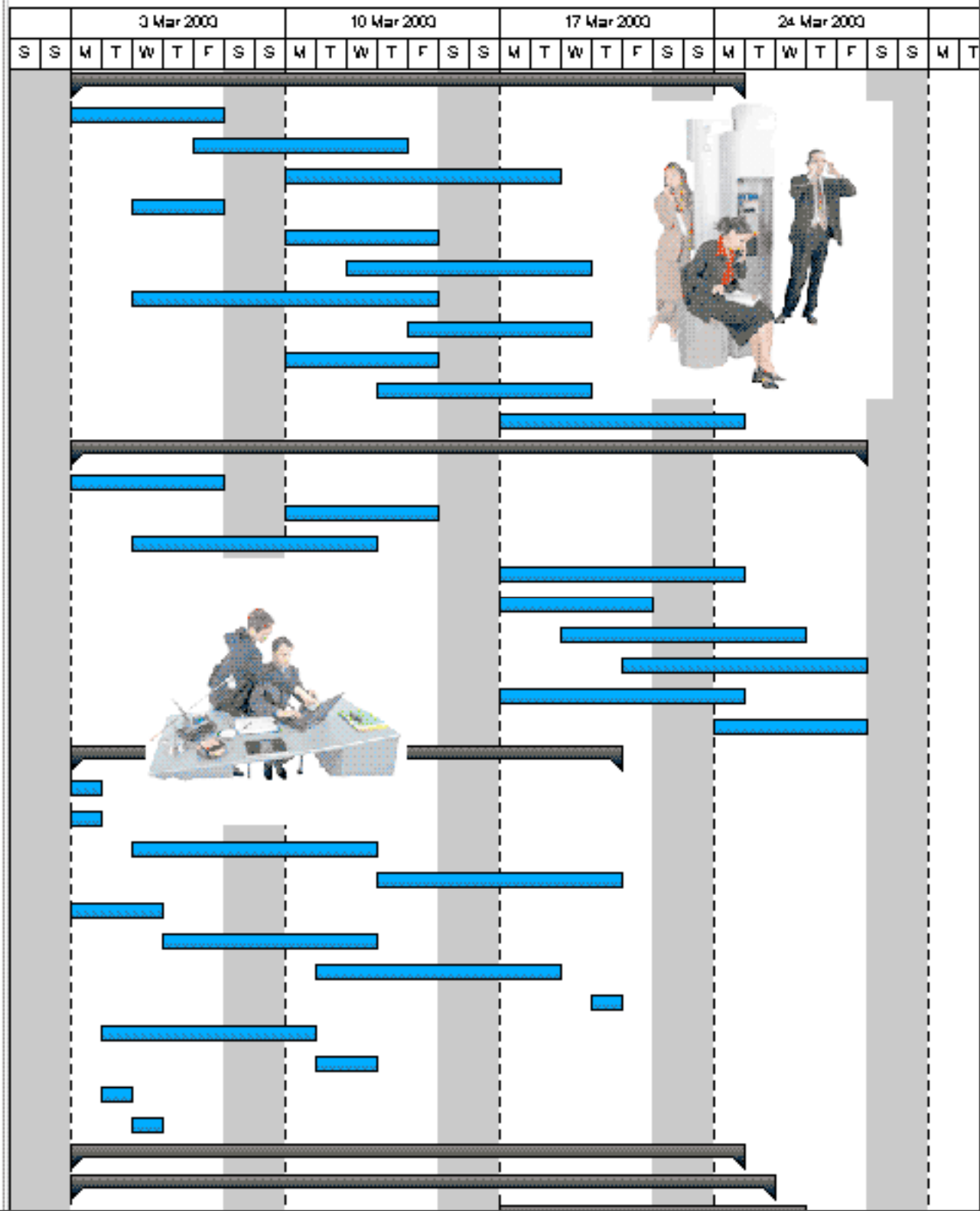
compare & contrast with
'project management 1.0'

large scale projects

top down

Gantt charts

Name	
Plan	
Determine requirements, guidelines, dictates, standard procedures	
Find out the SW's (who, what, when, where, why)	
Check available expertise that can help you	
Write out your general objective	
Write out the specific objective - the end product	
List factors associated with meeting conditions that might influence presentation	
Identify and assess audience	
Develop your presentation strategy	
Identify resources needed for each task and determine availability	
Set a realistic schedule	
Get colleague or management review before proceeding	
Organize	
Check how requirements affect organization	
Focus ideas and information	
Choose best topic order	
Develop detailed outline	
Assign times per section and speaker(s)	
Develop introduction to get audience on board and focused	
Develop summary to reiterate main points and ask for the order	
Create story board integrating outline with visual aid support concepts	
Get management review of your organization	
Support	
Again check how requirements dictate support	
Add to your outline the examples you will use to illustrate, substantiate or liven up.	
Develop details of examples, stories, statistical support, etc.	
Consider what other forms of support can add value	
Make sure you know what your graphics production capability is	
Make a test run to ensure graphics quality and capability	
Transform the concepts from your story board to complete graphics	
Review/test visual aids	
Refine graphics to get best effectiveness	
Now complete your delivery script	
Develop backup charts and plan	
Meet printing deadlines	
Stage	
Deliver	



many stakeholders

escalating requirements

complex dependencies

risk registers

mammoth teams

scary/crazy budgets

horizon & beyond
timelines

expected failure.

why do these types of
project fail?

firstly. do they fail?

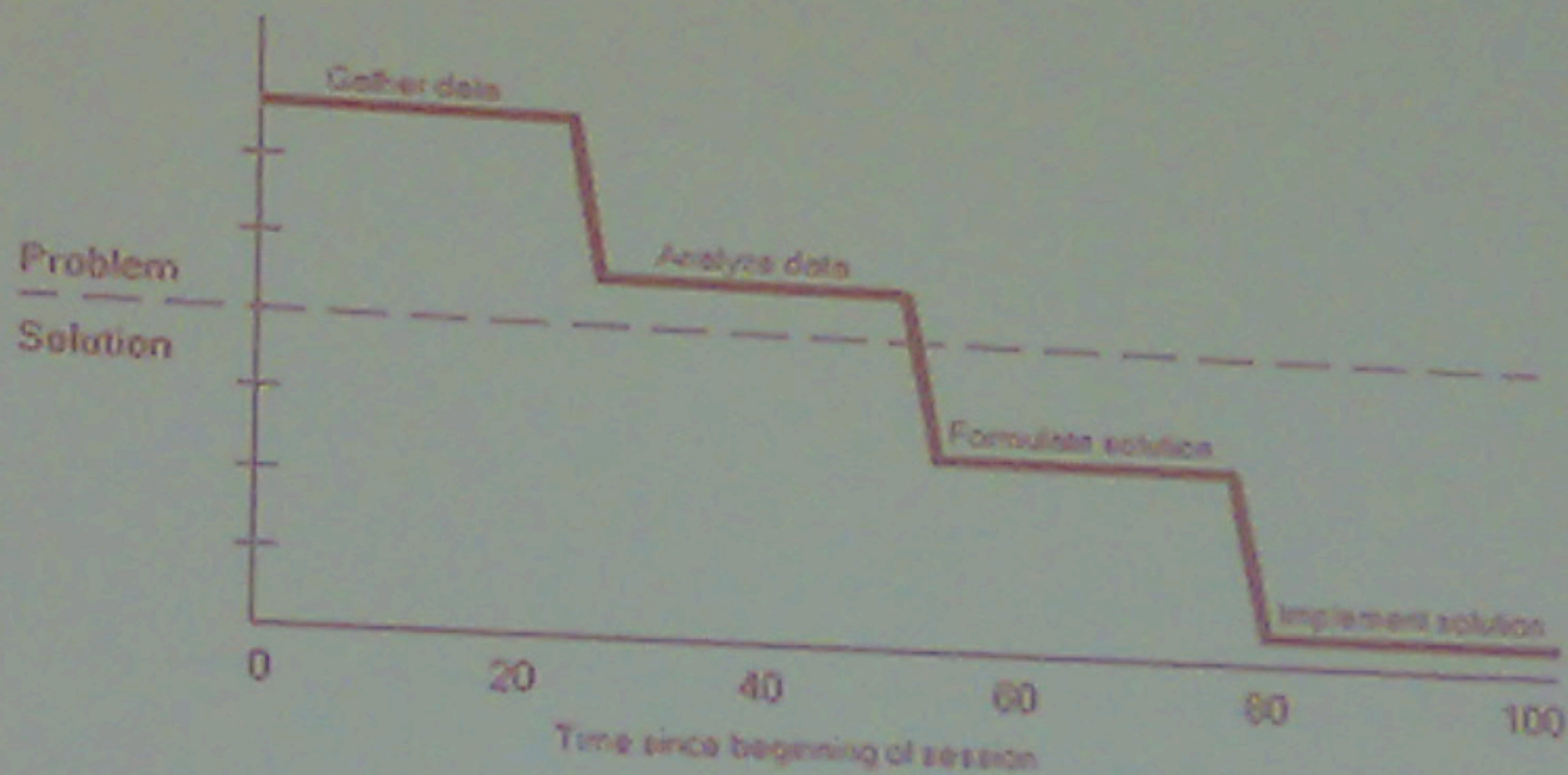
Oracle, PeopleSoft,
SAP, Accenture,
IBM Global Services

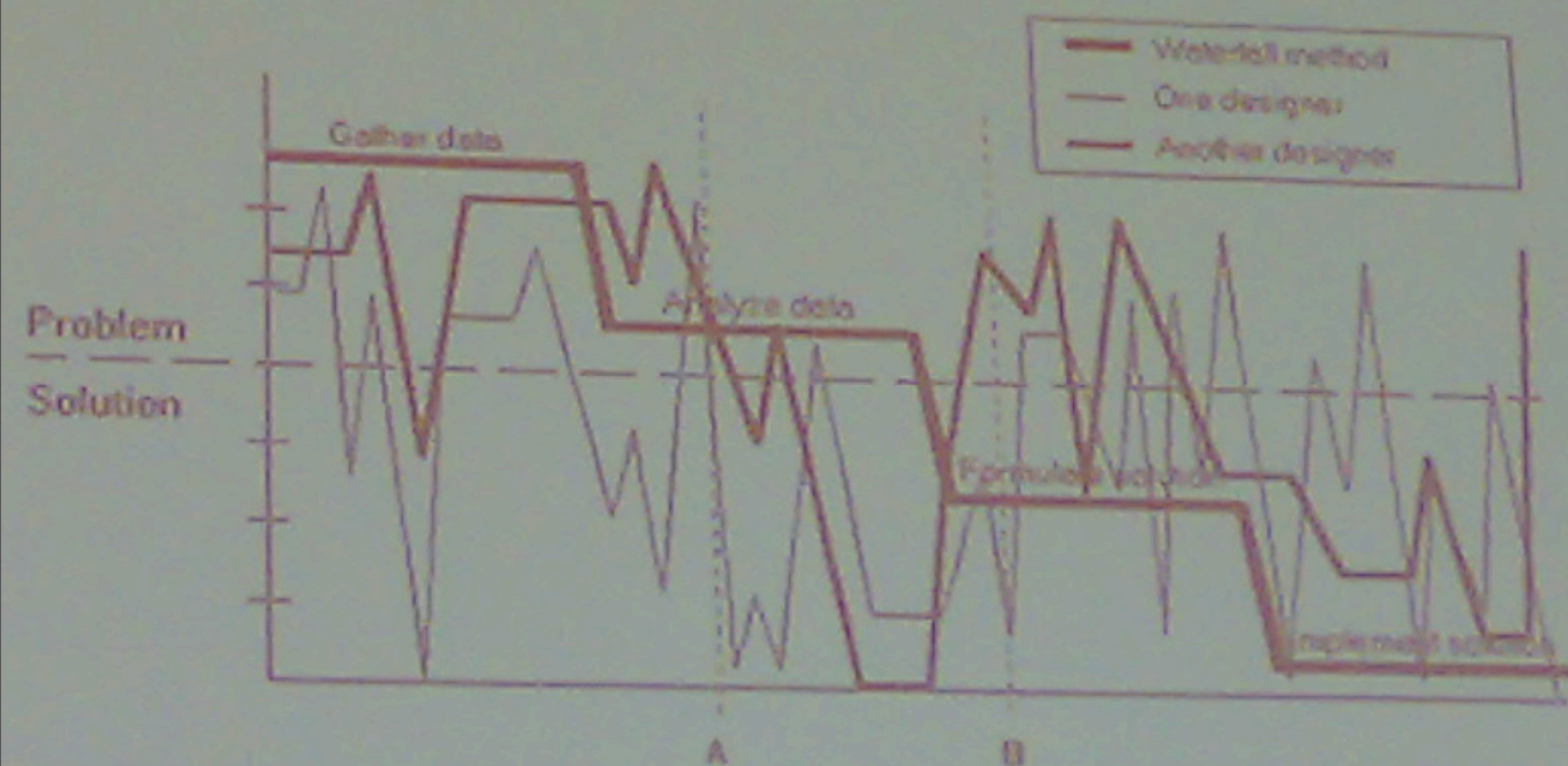
the 1.0 'large scale', top
down project approach
fails spectacularly.

All the time.

except, they don't
officially fail. Because
we update the Gantt
chart as we go. We
move the goal posts

but why?





traditional project
management doesn't
match the way we work.

war story

project management 2.0
projects *also* fail
all the time.

for different reasons...

usually because it just
wasn't such a great idea.

or the implementation
was completely wrong

or the audience doesn't
exist yet.

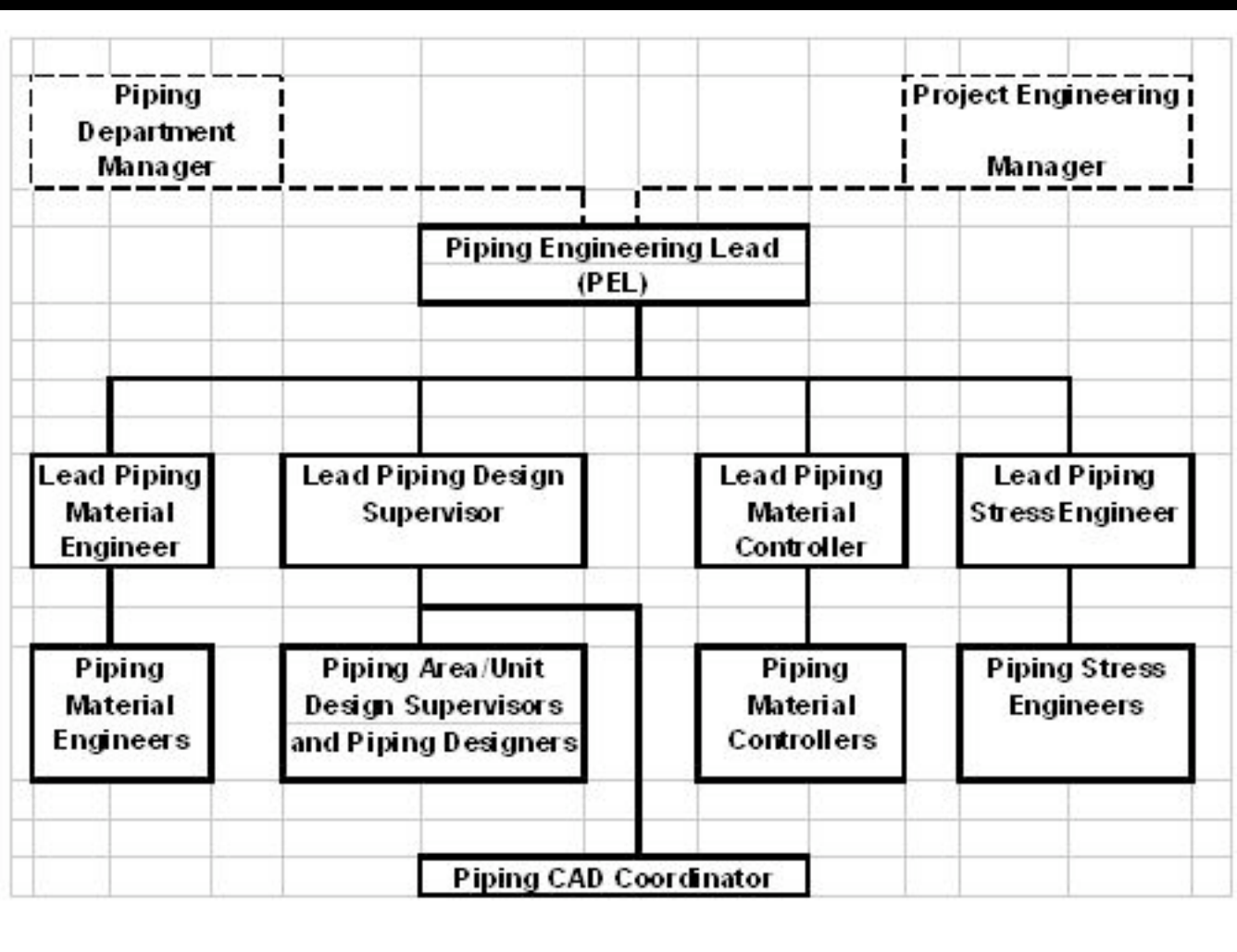
but it doesn't matter.

because they're
smaller and faster.
there's less invested.

dust off.
take the learning.
move on.

ok.

so what's all this social
stuff got to do with it?





new toys

1

Late Milestones

7 days late: [Awaiting payment so we can release the document](#) [Smithco | Intranet experience review | Matt Linderman]

2



4

Your projects

[Create a new project](#)

eNormicom

[Office relocation](#)

[Site redesign](#)

Martin

[Backoffice screens](#)

Smithco

[Intranet experience review](#)

Tilted

[Snowglobes](#)

TravelCenter

[Web Site Redesign](#)

Projects on hold

eNormicom

[Bring portfolio up to date](#)

[Archived projects](#)

3

Due in the next 14 days

Wed	Thu	Fri	Sat	Sun	Mon	Tue
TODAY	Oct 27 Review Personal/Basic	28	29 Kick off meeting	30	31	1
2	3	4	5	6	7	8

Latest activity

5

Martin — Backoffice screens

MESSAGE	TODAY	New Order Process: Revised "Find Item"...	by Jason Lindy
COMMENT	22 Oct	New Order Process: Initial Screens	by Sam Linderman
MESSAGE	21 Oct	Search/Browser Questions	by Matt Ruby
FILE	21 Oct	Order Screen Flow	by Sam Linderman
TO-DO	20 Oct	New CUSTOMER SERVICE order Screens	by Lisa Price

Tilted — Snowglobes

COMMENT	TODAY	Re: IP allocation	posted by David H.
COMMENT	Yesterday	Re: Cluster Network Performance Analysis	posted by James K.
COMMENT	24 Oct	Re: Cluster Network Performance Analysis	posted by James K.
COMMENT	24 Oct	Re: Cluster Network Performance Analysis	posted by James K.
COMMENT	24 Oct	Re: IP allocation	posted by James K.

Smithco — Intranet experience review

MILESTONE	Yesterday	Get sign-off from Marcus	assigned to Fischer J.
TO-DO	Yesterday	Add new categories inline on the...	assigned to Anyone



Dashboard



Notes



Blog



Calendar



Tickets



Tasks



Files



Chat

[Home](#) [Activity timeline](#) [Users and profiles](#) [Project settings](#)

Latest project activity

- Ticket** Ticket closed – Site is still not available in Asia Change by fred, 5 hours ago
- Ticket** Ticket closed – Ajax call to rank movie is glitchy on IE Change by fred, 4 days ago
- Ticket** Ticket created – Site is still not available in Asia Change by fred, 4 days ago
- Ticket** Ticket created – Ajax call to rank movie is glitchy on IE Change by fred, 4 days ago
- Ticket** Ticket created – RSS feeds don't work Change by fred, 4 days ago
- Ticket** Ticket created – Movie producer doesn't have a picture Change by fred, 4 days ago
- Ticket** Ticket created – User collection doesn't show movie names Change by fred, 4 days ago
- Task** Task reopened – Hire photographer Change by fred, 4 days ago
- Task** Task closed – Hire photographer Change by fred, 4 days ago
- Task** Task created – Hire photographer Change by fred, 4 days ago

Tickets assigned to you

Trivial (#1) User collection doesn't show movie names Low @fred

[View all tickets](#)

Tasks assigned to you

- 6 days @fred Contact usability test team
- @fred Build website wireframes
 - @fred Build project wireframes
 - today Build homepage wireframes



Activity feed

If you want to keep up with everything going on in your project, subscribe to the activity feed by dragging this link to your feed reader.

[Activity RSS feed](#)

but, will it scale?

creating a composite

a recent war story

old principles
new principles

the take home lesson

want to share your
thoughts or experience?

thank you :)

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[work: flow-interactive.com](http://work.flow-interactive.com)

image credits

Gantt Chart image:

http://www.conceptdraw.com/products/img/ScreenShots/project/gantt_chart_presentation.gif

How waterfall doesn't fit the way we work

images taken by me, of Johnnie Moore's presentation at Reboot 9.0 (johnniemoore.com)

Org. chart:

<http://www.pipingdesigners.com/Tips/org%20chart.JPG>

Happy Project Team:

<http://flickr.com/photos/grazi/204789193/>