

Social Project Management (vere

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, ambitious
people

limited planning

a clear vision

minimal scope

small projects

multi-skilled teams

global teams

fast pace

rapid release

alpha

beta

feedback

responsiveness

iteration

being bought by
Yahoo!

(just kidding)

fun.

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

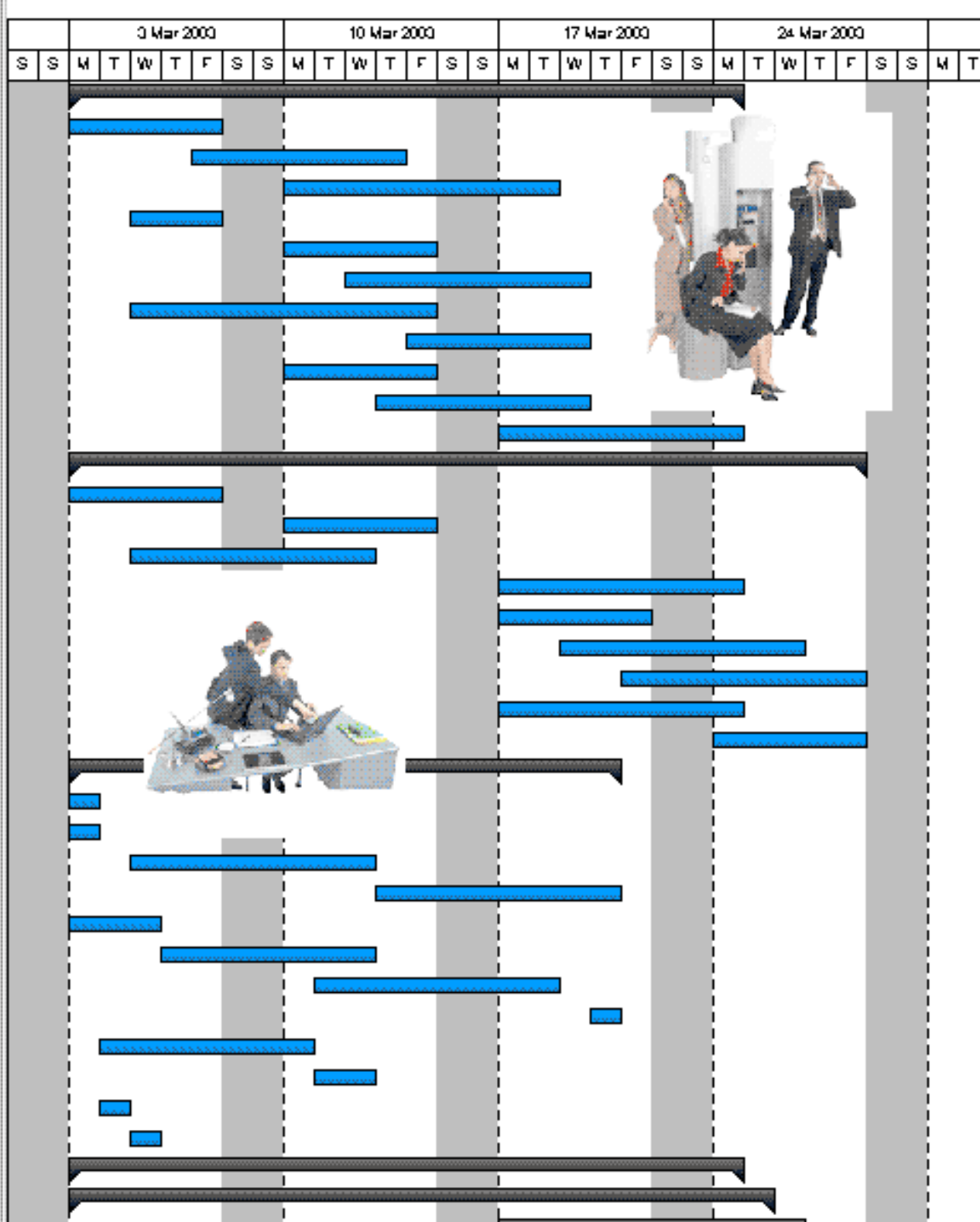
compare & contrast
with
'project management
1.0'

large scale projects

top down

Gantt charts

Name
Plan
Determine requirements, guidelines, dictates, standard procedures
Find out the 5W'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

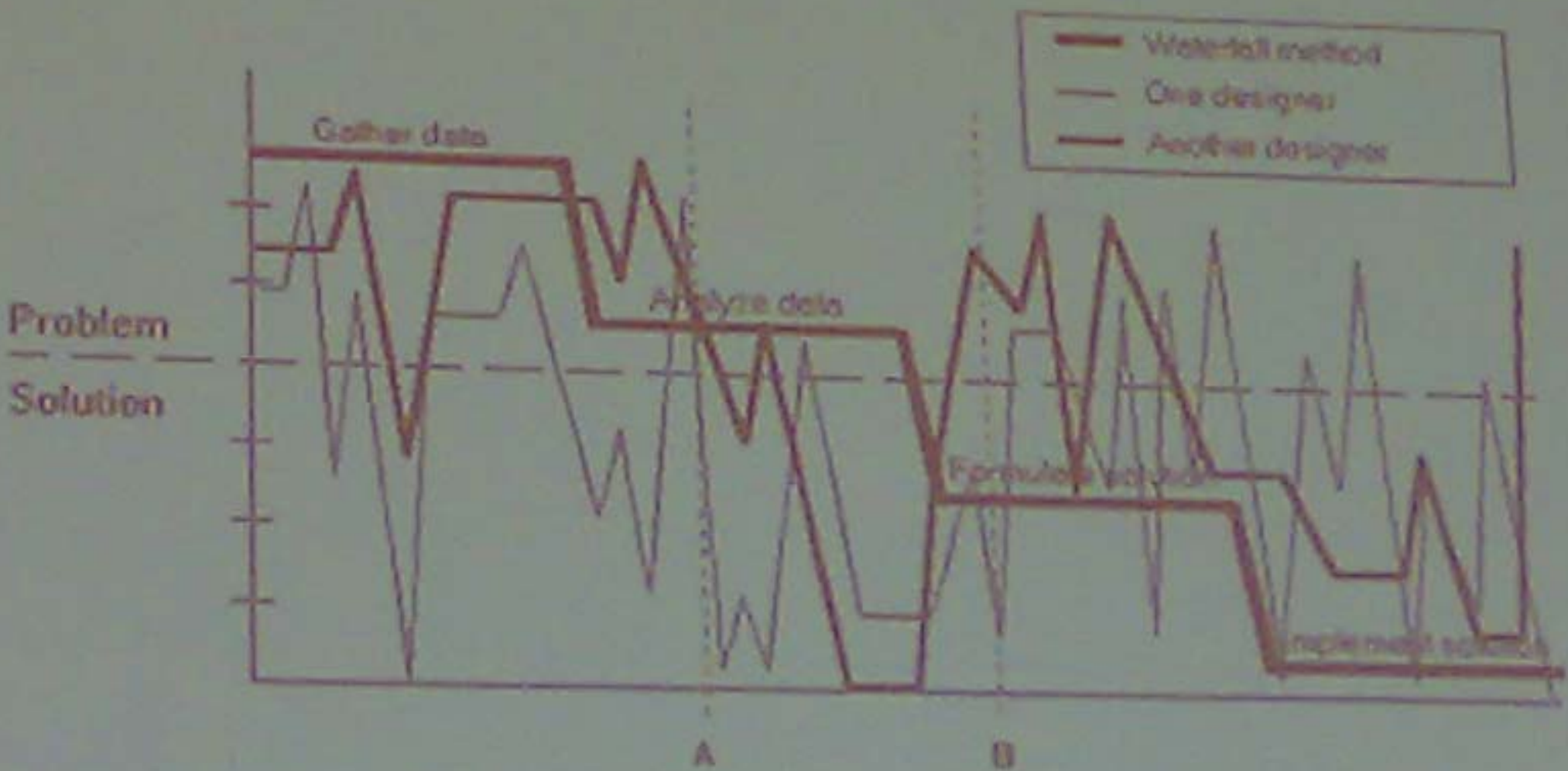
the 1.0 'large scale',
top down project
approach fails
spectacularly.
All the time.

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.

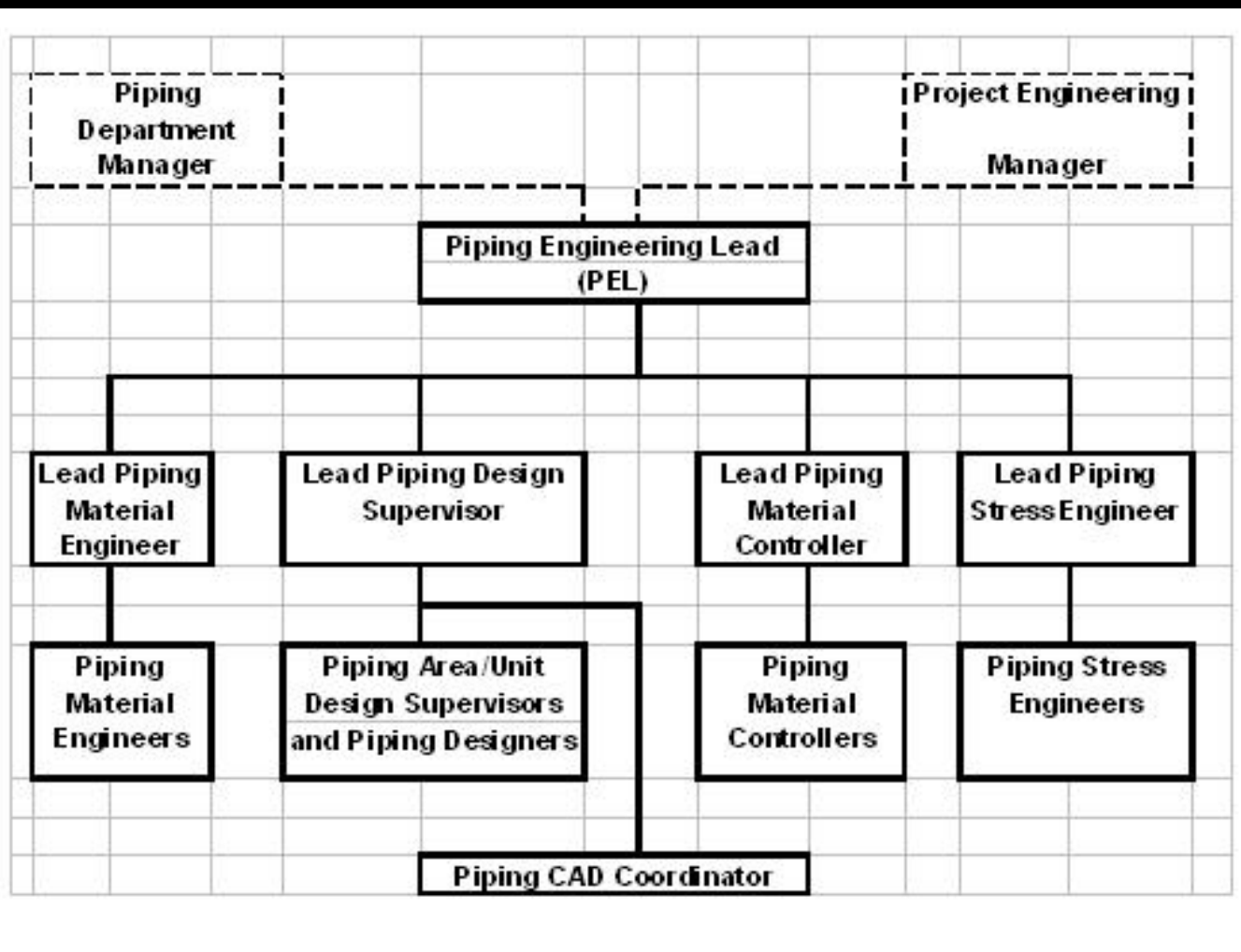
but it doesn't matter.

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?





D ICH BIN
HERRSCHT
CHAOS,
aber ich kann nicht überleben

new toys

eNormicom Extranet

Dashboard

To-Dos

Milestones

People

Templates

Settings

1 Late Milestones

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

Due in the next 14 days

3

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

2



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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](#)

[Dashboard](#) [Notes](#) [Blog](#) [Calendar](#) [Tickets](#) [Tasks](#) [Files](#) [Chat](#)[Home](#) [Activity timeline](#) [Users and profiles](#) [Project settings](#)

Latest project activity

- Ticket** Ticket closed - Ajax call to rank movie is glitchy on IE Change by fred, about one hour from now
- Ticket** Ticket created - Site is still not available in Asia Change by fred, about one hour from now
- Ticket** Ticket created - Ajax call to rank movie is glitchy on IE Change by fred, about one hour from now
- Ticket** Ticket created - RSS feeds don't work Change by fred, 32 minutes from now
- Ticket** Ticket created - Movie producer doesn't have a picture Change by fred, 29 minutes from now
- Ticket** Ticket created - User collection doesn't show movie names Change by fred, 26 minutes from now
- Task** Task reopened - Hire photographer Change by fred, 15 minutes from now
- Task** Task closed - Hire photographer Change by fred, 15 minutes from now
- Task** Task created - Hire photographer Change by fred, 15 minutes from now
- Task** Task reopened - Build website wireframes Change by fred, 14 minutes from now

Tickets assigned to you

- | | | | |
|-----------------|---|------|-------|
| Critical | (#3) RSS feeds don't work | High | @fred |
| Trivial | (#1) User collection doesn't show movie names | Low | @fred |

[View all tickets](#)

Tasks assigned to you

- 9 days** @fred Contact usability test team

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 current war story

old principles
new principles

the take home lesson

want to share your
thoughts or
experience?

thank you :)

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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/>