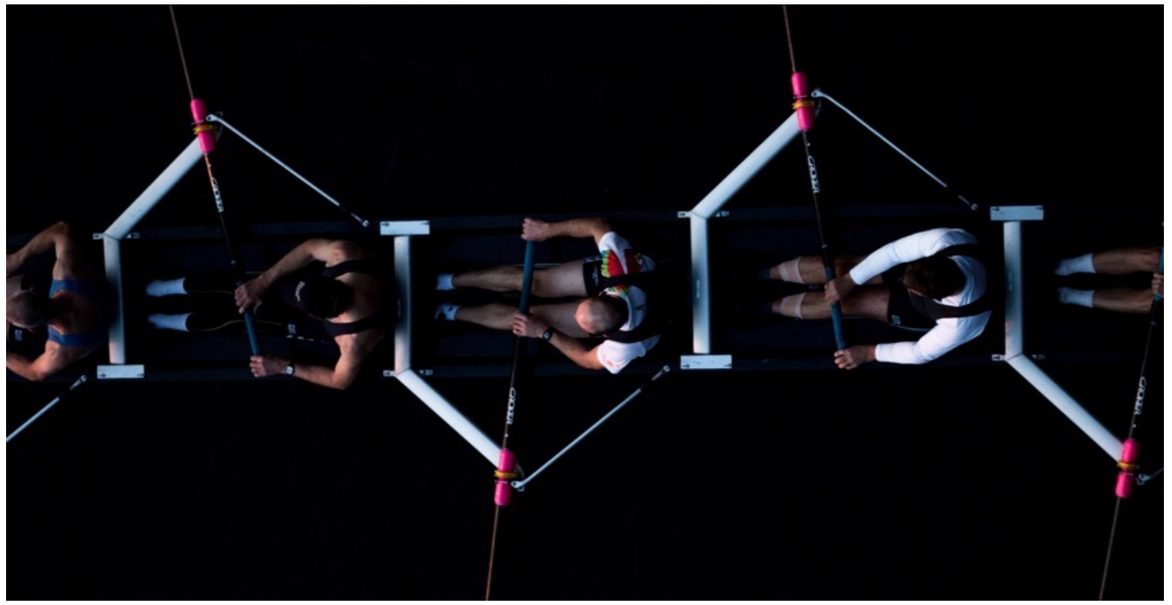
FROM HANDS TO ENDS: WITH MULTIPLE HANDS UNTIL THE RESULT

SCATTERED NOTES ON ORGANIZATION AND PROJECT MANAGEMENT

"A GOAL WITHOUT TO PLAN IT'S JUST A WISH."

- Larry Elder
(and maybe Antoine de Saint-Exupéry)



TODAY WE WILL TALK ABOUT HOW

WORKING TOGETHER

FOR

VALUE EACH OTHER'S WORK

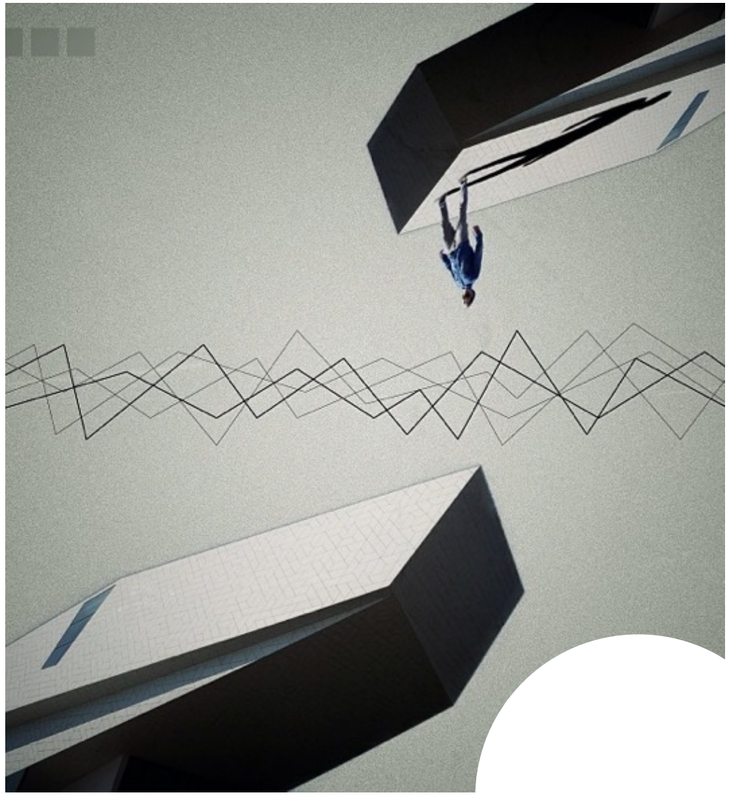
OPTIMIZE RESULTS

ESTABLISH A LASTING COLLABORATION

GO
BEYOND
THE BRIEF

WE STIMULATE THE CRITICAL APPROACH

SOLUTION STARTING FROM THE BUSINESS NEED





TALKING ABOUT BUDGET

THERE ARE NO HIGH OR LOW FIGURES: THERE ARE **HIGH OR LOW RETURN INVESTMENTS**

THE KICKOFF

LET'S START BY ASKING THE RIGHT QUESTIONS

CUSTOMER
CUSTOMER

What is the scenario?

PROJECT
PROJECT

What are the objectives?

SCOPE
SCOPE

What should we produce and why?

APPROACH
APPROACH

How will we do it?

ROLES
ROLES

Who will do what?

TEAM
TEAM

How will we work together?

ONGOING
ONGOING

How will we maintain alignment?

Q&A
Q&A

Are there any doubts to clarify?

THE RELATIONSHIP SYSTEM

PEOPLE ARE WHAT MAKE PROJECTS HAPPEN



MAKING THE TEAM TRANSPARENT WITH THE CUSTOMER, YES OR NO?

PRO

- GRATIFY YOUR RESOURCES
- FACILITATE FEEDBACK
- INCREASE AUTHORITY



AGAINST

- INCREASES EFFORT
- IT COMPLICATES ALIGNMENT
- IT CAN BE A SOURCE OF STRESS

TO DEFINE

ROLES E RESPONSIBILITY

IT WILL HELP

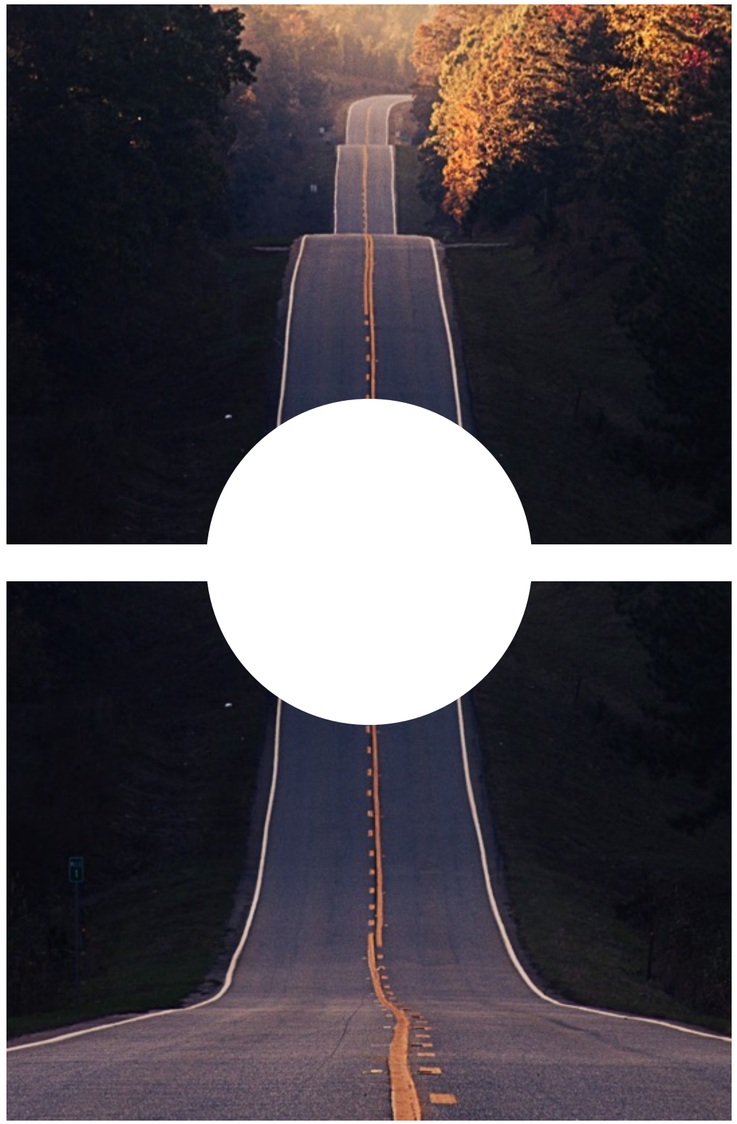
- CONVEY SECURITY
- REASSURE THE CUSTOMER AND THE TEAM
- CLARIFY EXPECTATIONS
- GIVE AUTHORITY TO RESOURCES



RACI CHART

	PROJECT ROLES											
Area of focus	**Global content writer(s)**	**Regional writer(s)**	**Translator**	**Graphic designer**	**Photographer**	**Videographer**	**Front-end developer**	**Web analyst**	**Subject Matter Expert ***	**Digital director**	**Quality Assurance**	**Producer or PM**
Write content (Global)	R	C	C	I	I	I	I	I	C	A	-	I
Write content (Regional)	I	R	C	I	I	I	I	I	C	A	-	I
Translated content	I	C	R	I	I	I	I	I	I	A	-	I
Graphics & visual design	I	I	I	R	I	I	I	I	C	A	-	I
Create photos	I	I	I	I	R	I	I	I	C	A	-	I
Create videos	I	I	I	I	I	R	I	I	C	A	-	I
Create page layouts	C	C	I	I	-	-	R	-	I	C	-	I
Create page templates	C	C	I	I	-	-	I	-	-	C	-	I
Analytic set up	I	I	I	-	-	-	-	R	-	C	-	I
Content accuracy	R	R	R	R	R	R	-	-	A	I	-	I
Experience strategy	R	R	R	R	R	R	R	I	I	C	-	I
Content quality & brand	R	R	R	R	R	R	R	I	I	A	-	I
Web readiness	R	R	R	R	R	R	-	-	-	C	A	I
Project management	C	C	C	C	C	C	C	C	C	A	-	R
Final approvals & publishing	C	C	C	C	C	C	C	C	C	A	C	I

Example taken from http://www.contentstrategyinc.com



WHO DRIVES?
WHO DRIVES?

S ALWAYS POSITION OURSELVES AS ENABLERS

A CUSTOMER PROBLEM IS MY PROBLEM IF IT JEOPARDIZES THE SUCCESS OF THE PROJECT.



ORGANIZE AND PLAN

"Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent return on energy!"

Brian Tracy



THE MOST TYPICAL CRITICISM
TO PLANNING

PLANS ARE NEVER REALISTIC

PLANS CREATE CONSTRAINTS



PLANS LIMIT CREATIVITY

PLANS ARE CONSTANTLY OUT OF DATE

THE TRUTH IS THAT

EVERY PROJECT NEEDS A CLEAR DIRECTION



HOW MUCH
WHEN
WHAT
HOW

INFORMATION ASYMMETRIES

OF THE TEAM

IT IS NOT ESSENTIAL THAT EVERYONE KNOWS EVERYTHING, BUT THAT EVERYONE HAS A **CONSTANTLY CLEAR VISION**



OF THE CUSTOMER

A WELL ALIGNED CUSTOMER IS A **CALM** CUSTOMER .

AN EXAMPLE

First name	Role	Frequency	Mode	Note
Mario Rossi	Head of Marketing	Main project milestones and strategic decisions	Steering committee	Prefer to see final approved files only
Elena Bianchi	Brand Manager	Weekly	Weekly alignment and CC in emails	Final approval of outputs, sharing of strategic direction
Guido Verdi	Brand Manager assistant	Daily	Weekly alignment, daily email and telephone communications	Point of contact for all operational issues, questions, etc

WORK FROM REMOTE

[THINGS TO REMEMBER]



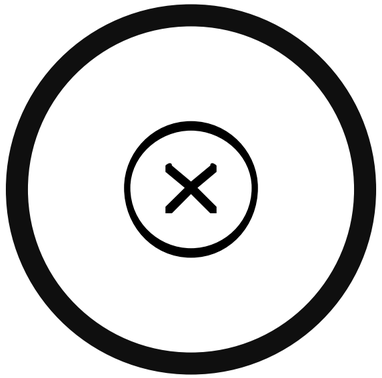
IF DONE

BAD

POTENTIALLY IT IS

 # MORE COMPLICATED

 # LESS EFFICIENT



MAY CAUSE

 # FRUSTRATION

 # SOLIDUTINE

 # INSECURITY

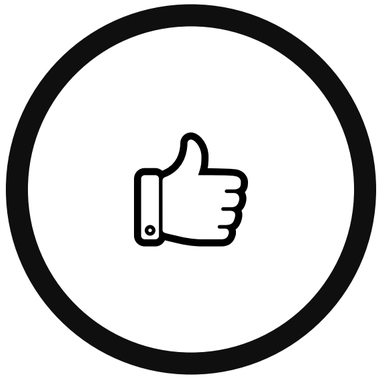
DO IT RIGHT
YES YOU CAN

FOR THE TEAM

 # ALIGNMENT

 # OVER COMMUNICATION

 # TO PLAN



FOR YOUR WORK

 # ORGANIZE YOUR TIME

 # MANAGE NOTIFICATIONS

 # ACTIVATE VIDEO IN CALLS



APPROVAL TIMES

"Don't try to rush things that need time to grow"

Anonymous



THE PERFECT FEEDBACK

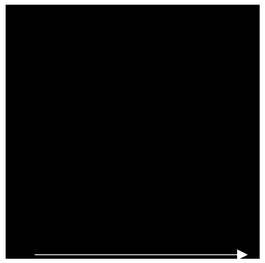
AKA
THE 5 THINGS THAT EVERY CREATIVE
WOULD LIKE TO SAY TO HIS CLIENT (BUT HE DOESN'T DARE)

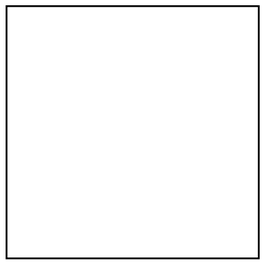
THE

PERFECT

FEEDBACK

IS





BASED ON TRUST



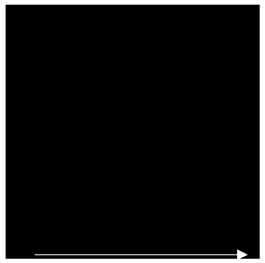
Don't give us your solution,
but explain the problem to us
and we will be able to solve it.

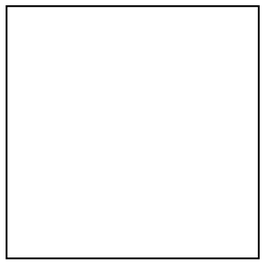
THE

PERFECT

FEEDBACK

IS





NOT DICATED

FROM INSTINCT



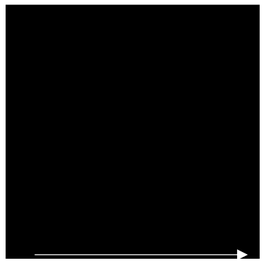
If something doesn't convince you,
try to ask yourself
and explain why.
"I don't like it" doesn't help us

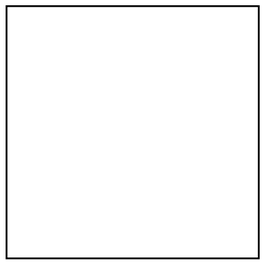
THE

PERFECT

FEEDBACK

IS





AWARE

AWARE



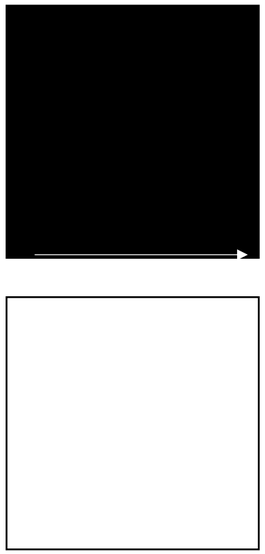
Try to put on
in the shoes of your target.
Personal tastes matter,
but they can't
make us forget
the project objectives

THE

PERFECT

FEEDBACK

IS



EXAMPLE

EXAMPLE



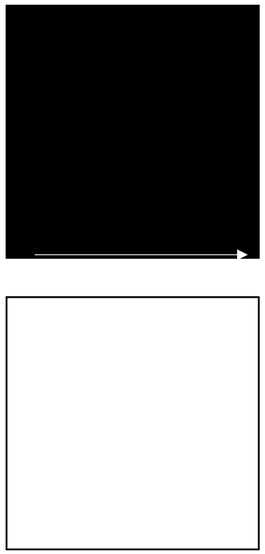
Have examples
helps us understand better
and find solutions
faster

THE

PERFECT

FEEDBACK

IS



EXHAUSTIVE

EXHAUSTIVE



Have different opinions
from different referents
it creates confusion.
Collect and consolidate feedback
so we can communicate
a shared direction

AND WHEN A PROJECT IT SEEMS TO GO OFF ROAD?



1

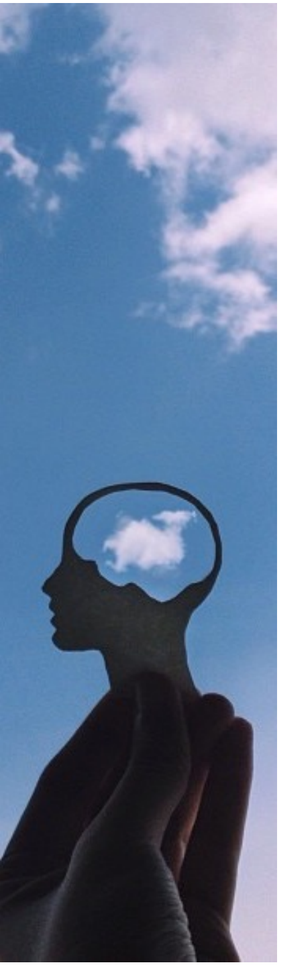
SELF–CRITICISM

2

SCENARIO ANALYSIS

3

ACTION



"A man who doesn't plan long ahead will find trouble at his door."

Confucius

