

# Crucial Communication for Project Managers

**The New Generation PM:  
Technology, Media, & Communications**

Sigmund Fidyke  
September 2012

# Product's View of Social Media

- For Product Development

Real-world Input

Customer & Partner Buy-in

- For Project Management

Developing & Using Communities

Sharing Information & Decisions

Team Building & Communicating

# Product Development

- Establish your roadmap  
YouTube, Twitter, Facebook
- Ask questions  
Crowdsourcing, voting
- Deliver on the promise  
Show that you have listened!



# The Future of Shopping

ciscovid



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573 videos



0:13 / 0:49



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7,227,482



Uploaded by [ciscovid](#) on Oct 2, 2009

<http://bit.ly/FMenv> Try on the latest innovations from Cisco, and see how the changing room is really changing.

1,279 likes, 44 dislikes

As Seen On:

[Interior Design Ideas](#)

Show more

## Top Comments

Polacy, gdzie jesteście? gdzie najlepszy komentarz z Polski? :D



### The Future of Energy Management

by ciscovid  
22,223 views



### The Future of Healthcare

by ciscovid  
47,114 views



### Cisco ISR G2: Innovation Engine for

by ciscovid  
13,583 views



### Cisco HealthPresence Patient Experience

by ciscovid  
14,776 views



### RFID Chip finally arrived in society

by doomdaily  
155,730 views



### Advance Future Technology, Must See

by TheDjaditya  
112,071 views



### Braziliska skrivena kamera-Doktor manijak

by darkox85  
1,478,959 views



### fishing 2010 in maserah island

by profreediver







365

Day Return Policy

FREE

Shipping Both Ways

In other words, 1 full year!

It's always on the house!

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES

CLOTHING

BAGS &amp; HANDBAGS

AT HOME

BEAUTY

ACCESSORIES

SHOP BY...

WOMEN'S

MEN'S

KIDS'

ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX

# • A • B • C • D • E • F • G • H • I • J • K • L • M • N • O • P • Q • R • S • T • U • V • W • X • Y • Z

## ZAPPOS BLOGS

### Birthday Marching Band Surprise

by Hannah E. on Jan 10, 2012 in Zappos Family

3 comments



When our Senior Director of Accounting, Mike A. turned the big 4-0 recently, he was surprised by a local high school marching band. Just another Zappos birthday in the office!

0

tweets

tweet



Like 12

GO BEYOND THE BOX  
**BLOGS.ZAPPOS.COM**



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IDEAS



STORM SESSIONS  
*in progress...*



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## Featured

1 | **2** | 3 | 4 | 5

### XPS 13z Memory options



Posted by: [theEmpiricist](#)

Why is the new XPS 13z limited to 4GB of memory? If Dell offered it in an 8GB model I would order i ...

[Learn More](#)

16 Votes | 17 Comments



## Recent Ideas

[Explore More](#)



### XPS 15 Ultrabook

Posted by: [Thrall](#)

Status: *Acknowledged*

May 14, 2012

After trying to find an ultrabook to purchase, I found that the

## Trending Ideas

[Explore More](#)



### Better screen

Posted by: [vartec](#)

Status: *Acknowledged*

May 8, 2012

Laptop for developer needs to be ergonomic, allowing for

## Top Recent Contributors

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[yesmathew](#)

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12 Ideas



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*in progress...*

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Hi Sigmund3rd, Welcome Back!

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## Welcome to Storm Sessions!

 [View Archived Sessions](#)

Storm sessions are hyper focused idea generating sessions centered on a specific topic or theme and open for a limited time. You can also submit ideas for future sessions to the "Storm Sessions Topics" category.

### Project Sputnik: Exploratory pilot to develop an Ubuntu-based developer laptop



Duration: May 6, 2012 - Sep 16, 2012

Posted by: *Dell*

Status: *Active*

Made possible by an internal innovation program, project Sputnik is a 6 month exploratory effort to develop a laptop targeted directly at developers working on mobile and web apps. Project Sputnik is based on Dell's XPS13 ultrabook and supports Ubuntu 12.04. The image will come with the necessary drivers to support the HW along with a very basic set of general dev...

83 Ideas

#### My Activity



Sigmund3rd

Points: 0

#### Your Recent Activity

- 0 My Ideas
- 0 My Votes
- 0 My Comments
- 0 My Saved Items
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- 0 All Recent Replies

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221 Ideas  
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phubert

15624 Points  
359 Ideas



Despair.com

Timeline ▾

Now ▾

Highlights ▾



Liked



Despair.com shared a link.

April 20

TODAY IN THE DESPAIR BLOG- Caption Contests Foo!

Finally, it's the thrice overdue winner of the "Bike" Caption Contest... Check it out in its full glory at the Despair blog- and if you like it, LIKE IT!

Plus, if you DARE, you can finally start scoring entries in the "Cat and Mouse" contest... (But seriously, brace for dumb before you go in there. And be BRUTAL. We would be.)



Introducing the "Adventure" Demotivator® from Despair.com!

spin.despair.com

Here's our latest Demotivator® contest winner! "Adventure - If you keep living life like there's no tomorrow, you'll eventually be right."

Like · Comment · Share

82

171 people like this.

View all 15 comments



**Judy Obelnycki** Right to the point. Just looking at the picture turns my stomach right upside down.

April 21 at 5:38am · Like



**Natasha Ward** I just love everything about this.

April 24 at 11:53am · Like

Write a comment...





**Introducing "Adventure" - The Latest  
Caption Contest Winner**

Like 793 +1 12



### WELCOME TO DESPAIR

(Blog Beta)

Daily commentary, weekly videos. Brought to you with limited commercial interruption. For her pleasure.

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371,963,472 People like **Despair.com**.



# Project Management

Manage:

- Scope
- Resources
- Time
- Money



# Project Management

- Communication
- Team Building
- Working Together
- Tracking/Recording





# Time for New Methods

- Traditional (1900)
- Agile/Scrum (1995/2001)
- Today's Challenges

Economic Priorities

Technology

In/Out/On/Off

Real Time Expectations



# Social Media Tools

- Blog
- Instant Messaging
- Twitter
- Wiki
- Skype
- Podcasts
- Social Networks



# Blog (Project Notebook)

- Works with dispersed workforce
- Build relationships in team
- Easy feedback from stakeholders
- Outlet for others to see
- Knowledge repository
- Doesn't mean people will read it





# Instant Messaging (fast email)

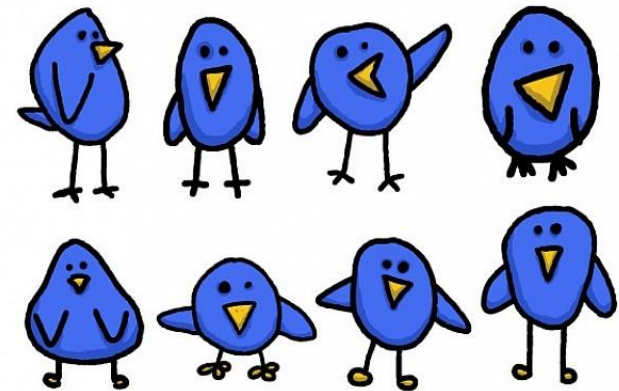
- Easy conversation
- Quick status updates
- See if someone is available
- Asynchronous conversation
- Direct and fast
- But – interruptive



**AOL Instant Messenger**<sup>SM</sup>

# Twitter (Push/Get Info)

- Access can be controlled (but not secure)
- Quick status updates, less interruptive
- Good for project status updates
- Live tweeting during meetings (open!)
- Meeting minutes from many
- Short messages a problem
- Overwhelming



# Wiki (What I Know Is)



- Collection of web pages
- Easy to have multiple authors
- Overview with drill-down links
- Knowledge repository (permanent!)
- Can be secure
- Encourage knowledge sharing
- Takes a bit to set up (longer projects)
- Learn to manage duplicate entries



# Skype



- Easy and free!
- Includes chat, audio, video, files
- Visual communication
- Connect to stakeholders
- Need to keep focus

# Podcasts / Vodcasts / Webinars

- Get information out (easy, fun)
- Very portable
- Simple recording equipment
- Save travel costs (time/\$)
- Video files are large
- Working with RSS
- Distractions a problem



# Social Networks

- Public version of blogs, etc.
- Manage contacts and connections
- Build relationships with team
- Build relationships with vendors & partners
- Information / Learning source

**Linked** 



Find us on  
**Facebook**

# Using Social Media

Project Task	Social Media Tools								
	Blog	Collaboration Tools	Instant Messaging	Micro-Blogging	Podcast	Social Networks	Webinar	Wiki	Vodcast
Career Building						●			
Collaboration/Team Working	●	●	●	●					
Knowledge Management	●							●	
Meetings		●					●		
Project Log	●							●	
Status Updates			●	●					
Training	●				●				●



Social Media for Project Managers by Elizabeth Harrin





# Making It Happen

- Are you ready?

Is team in same office?

Does the team adapt to new technology?

Is project long enough?

Do YOU have enough time?

How does the team like to communicate?

Other social media efforts in company?

# Prepare the Ground

- Who needs to be involved?  
IT, HR, Legal, Manager, Senior Execs
- Survey opinions  
These are collaboration tools
- Define success
- Dispel myths  
Security, wasted time, too much information
- Set boundaries

# Sage (Software)

- Started with Sharepoint (cumbersome)
- Community sites by product
  - Partner / Reseller / Developer
- Project Management
  - Wikis
  - Blogs
  - Skype
  - YouTube
  - Yahoo Messenger (Internal)

## Projects/5.0

[< Projects](#)



### Contents [\[hide\]](#)

- 1 [MAS 90/200 5.0 Release](#)
  - 1.1 [Release Summary and Schedule](#)
  - 1.2 [Epics](#)
  - 1.3 [Completeness Template](#)
  - 1.4 [All Sub-Pages](#)
  - 1.5 [Reporting](#)

## MAS 90/200 5.0 Release

The purpose of this page is to provide a common repository for sharing information.

### Release Summary and Schedule

- 5.00 Feature Summary: [5.00 Feature Summary.xls](#) 
- 5.00 Project Schedule: [Schedule.xlsx](#) 

### Epics

#### Note:



Each Epic will contain links to the BA Research documents (i.e. Requirements, Survey, Customer/Partner Interviews), Design Specs, QA Test Cases, the Demo Recording and any supporting information.

- [Main page](#)
- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

- ▶ [quick links](#)
- ▶ [General Information](#)
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# Final Thoughts

- All these tools are being used now!
- For Development:
  - Direct link to your customers and partners
  - Treat crowd like partners
- For Project Management:
  - Use the tools your is already using
  - Find new ways to work together
  - **Build relationships**