

Simplicity

Our Role in Creating Value



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SUCCESS BY 9PM

Aha!'s **vs.** Answers



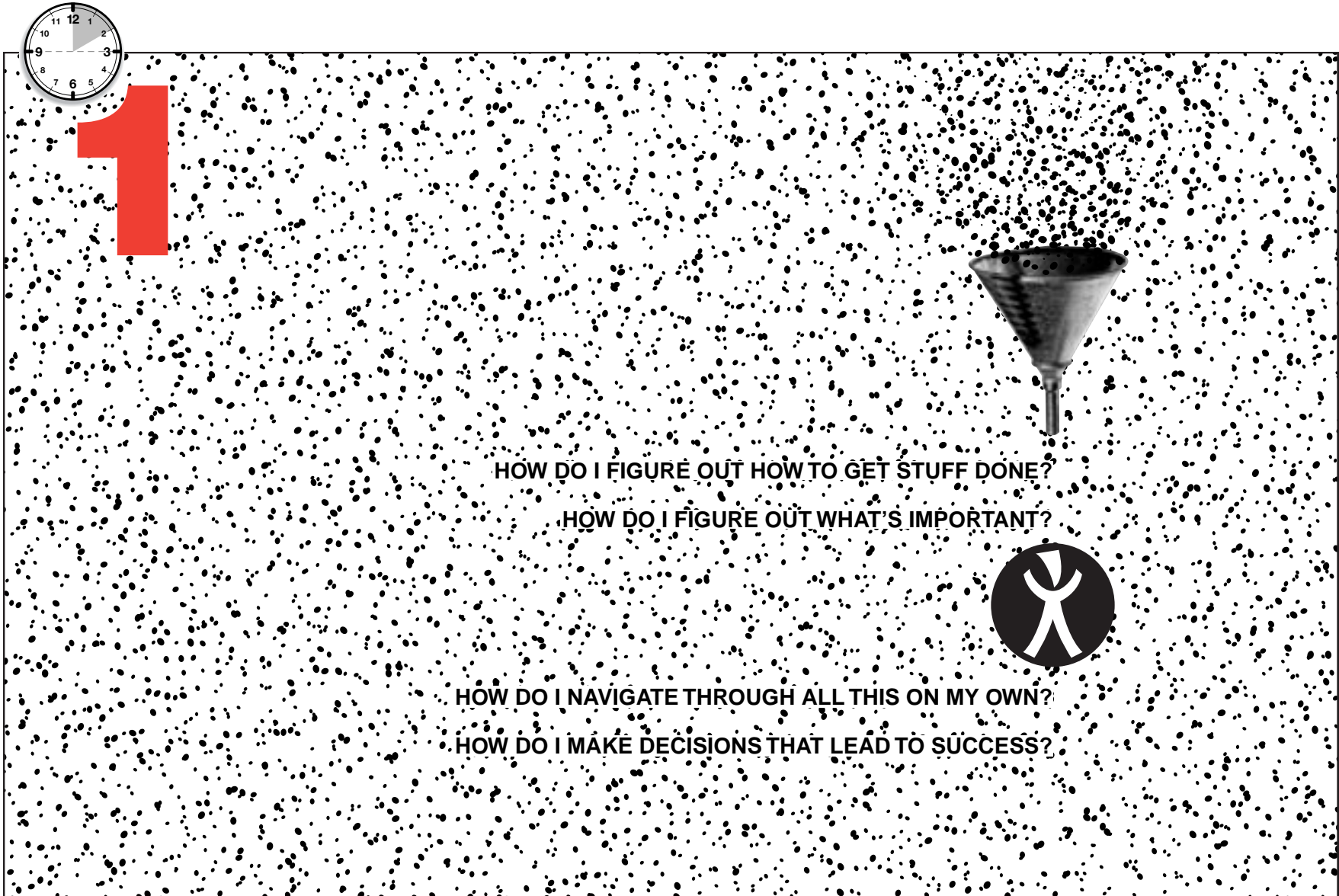
(Possibly...)

Redefining Our Role as Project Managers

Can our best-of-the-best create new value for all?

New Lens Toolkit

7 FAST FACTS TO WHIPSAW ANY CONVERSATION ABOUT COMMUNICATION, CHANGE, AND BEHAVIORS



HOW DO I FIGURE OUT HOW TO GET STUFF DONE?

HOW DO I FIGURE OUT WHAT'S IMPORTANT?

HOW DO I NAVIGATE THROUGH ALL THIS ON MY OWN?

HOW DO I MAKE DECISIONS THAT LEAD TO SUCCESS?

2

CAN YOU PLAY 'TELEPHONE'?

Important NASA Ratio: 1:10

~45 @ Masters Forum : ~450 Best of Best Project Managers

~1 NASA Employee : ~10 Contractors

3

CAPABILITIES, SKILLS

Every 1100 days, we have to be twice as good

at transforming information into action

...Every three years, the amount of information we each need to capture, organize, communicate, understand and build into solutions will double
(During the life of a 15-year NASA project, the amount of information to be project-managed will increase, at the very least, 32 x's.)

4

RAW MATERIALS FOR DECISIONS

60% to 80% of us can't find or understand

the information we need to make fast, smart decisions

(80% of workers; 60% of managers, VPs and above)

Jensen/NIU: The Search for a Simpler Way; Seven-year study on Corporate America's ability to design work in the Info Age

5

ABILITY TO DEAL W/ COMPLEXITY

75% of workforce are missing key literacy skills to perform moderately complex procedures, analysis and reasoning

US Bureau of Labor Statistics: Only 5% have skills to do highly complex analysis, reasoning, coordination and integration

6

SEISMIC SHIFT COMING

The people in this room...

What is our average age ?

25, 30, 35, 40, 45,

50, 55 ?

6

FACT

MEET THE NEW NEW-ECONOMY WORKFORCE

80million **Net Geners** are joining, or are 'in-training' to join the workforce. (College class of 2000 and down.)

For the first time ever, business is hiring a workforce who grew up on mass-market, user-centered, interactive experiences.*

IMPACT

Unlike any generation before,*

they **will not accept**
anything but user-centered experiences.

*The previous generation, Gen Xers, are already 'disturbing the force' — but statistically aren't large enough to force wide-scale changes in business' approach to smarter, faster work

CAUTIONARY QUOTE:

"There is no fear about pushing upward. Nonnegotiable are the best tools, total flexibility on how to achieve results, and completely open information-sharing."

Jane Harper

IBM Extreme Blue:

Student internship program designed to lure the best-of-the-best from the Stanford's and MIT's around the world

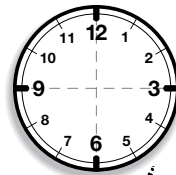
- Do we connect peers-to-peers better than Groove does?
- Do we customize info, forms, and project details for individuals, like great CRM or great E-gaming do?
- etc.

7

We **all** live in the **Attention Economy**

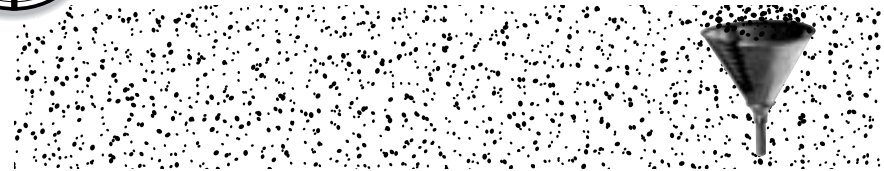
Work = Figuring out what to do

with **finite**

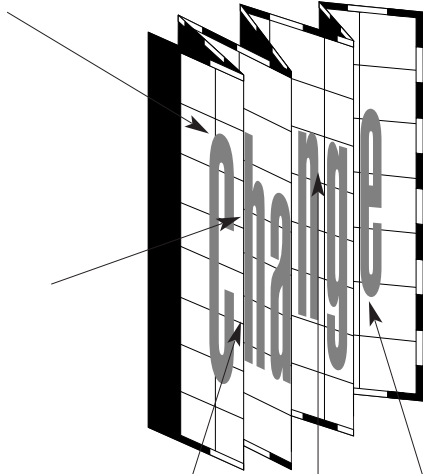


time and attention,

and **infinite**



information and choices.



THE BIG 'SO WHAT?'

Warm-up discussion

Based upon what we just covered...

Any aha!'s?

Or random thoughts / musings about...

- 1 Current project management challenges,
and your own ability to cut through the clutter?
- 2 Future challenges?

SimplerWork Index™

	STRONGLY AGREE	AGREE	NEITHER AGREE/ DISAGREE	DISAGREE	STRONGLY DISAGREE
1. Competing on Clarity My project manager organizes and shares information in ways that help me work smarter and faster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Navigation On my project, it is easy for me to find whomever or whatever I need to work smart enough, fast enough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Fulfillment of Basics On my project, it is easy to get what I need to get my work done—right information, right way, in the right amount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Usability My project management tools* are easy to use <small>*Processes, procedures, training, instructions, information technology, etc.; all that is designed to help you do your work</small>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Speed On my project, those same tools get me what I need, as fast as I need it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Time The project management process is respectful of my time and attention, and is focused on using it wisely and effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BREAKOUT

Are there new ways in which we could add value?

YOUR ROLE

Do the voodoo that Masters do : Push beyond current thinking, explore new territories

EXPECTED OUTCOME OF THIS DISCUSSION

New aha!'s • Redefined challenges • Both concern & excitement

THREE QUESTIONS TO CONSIDER

Consider your answers to apply across **ALL** Competency Categories: Organizational Effectiveness, Project Life-Cycle Development, Risk Management, Mission Assurance, etc.

1 So What?

Do any of our scores
on the SimplerWork Index
really matter —
in what we accomplish,
and how
we accomplish it?

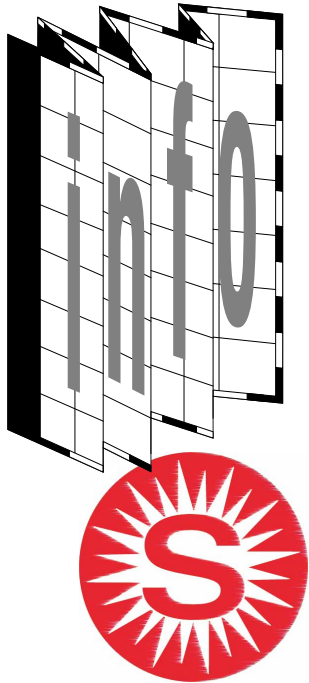
2 If enhanced / improved:

Which of the
six dimensions
in the Index
would have
the biggest short-term*
impact?

*(6 mo's to 2 yrs)

3 If we made those improvements:

Would that change
how ~ 450 Project Mgrs
create value for others,
and what we ask
of them as leaders?

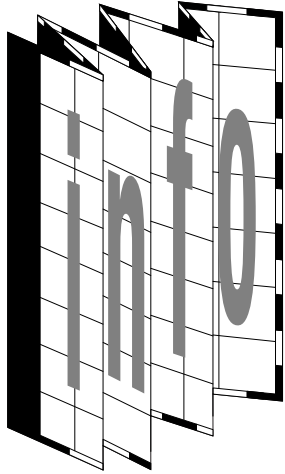


AND IF WE EVER BELIEVE WE'VE GOT IT ALL FIGURED OUT. . .

Simple Truths

SOUNDBITES FROM SIMPLICITY

- Simplicity is the discipline of common sense.
It works because it is based on human nature and common sense, not corporate/bureaucratic logic
- Business must compete on speed *and* use your time effectively.
- We live in the Attention Economy; Every project is about bartering for someone's time and attention
- The paradox of simplicity is that making things simpler is hard work
- Change all you want, just know that execution travels at the speed of sense-making
- Create less clutter, or make sense of it faster than the competition, and you win



THE BIO OF **A Simpleton**

ABOUT THE FOOL BEFORE YOU

Bill Jensen has spent the past decade studying business' ability to design work in the information age. (In case you're interested, much of what he found horrifies him.) He is an information architect with 25 years of experience in communication and change consulting.

His first book, *Simplicity*, has been hailed as a "breakthrough in the design of communication and understanding," and was the Number 5 Leadership/Management book on Amazon in 2000.

Herman Miller CEO Mike Volkema has described Bill's new book, *Work 2.0*, as "the roadmap for effective leadership in the 21st century."

He holds degrees in Communication Design and Organizational Development.

He's CEO of The Jensen Group, whose mission is 'to make it easier to get stuff done'.

Among the Jensen Group's clients are Oracle, Bank of America, Eli Lilly, Pfizer, Shell Chemical, Merck, Accenture Consulting, Walt Disney World, Duracell, NCR, Verizon, Chase JP Morgan, Road Runner/Time-Warner, and the Swedish Postal Service

Some people see things that are
and ask, Why?

Some people dream of things that
never were and ask, Why not?

Some people have to go to work
and don't have time for all that...

George Carlin