



## **Learning Session**

Improving Alignment in Your Project Team

James Goebel

Wednesday, March 5<sup>th</sup> 1:00 PM – 2:15 PM

Thursday, March 6<sup>th</sup> 1:00 PM – 2:15 PM

**Location:** Palm Ballroom 5

### **About the session:**

Whether you are working on a new product, a long-range high-budget project, or a quick process improvement engagement, misaligned assumptions can create expensive and time consuming mis-steps.

Many initiatives would be well served to have explicit discussions regarding which key stakeholders require the greatest amount of attention, and then exploring the challenges regarding too much scope and too few resources.

In this hands-on high energy workshop, we will simulate a \$72,000 project. Teams of attendees will work through stakeholder prioritization using a tool that we call Persona Mapping. These teams will then work through a scope prioritization process that we affectionately call The Planning Game.

We will wrap up the workshop by exploring how one company uses these tools to help its clients design and build products that end users love.



**James Goebel**

COO and Co-founder, Menlo Innovations

James Goebel is a founding partner of Menlo Innovations, which uses highly collaborative project teams to design and implement innovative products for clients that place high value on user adoption.

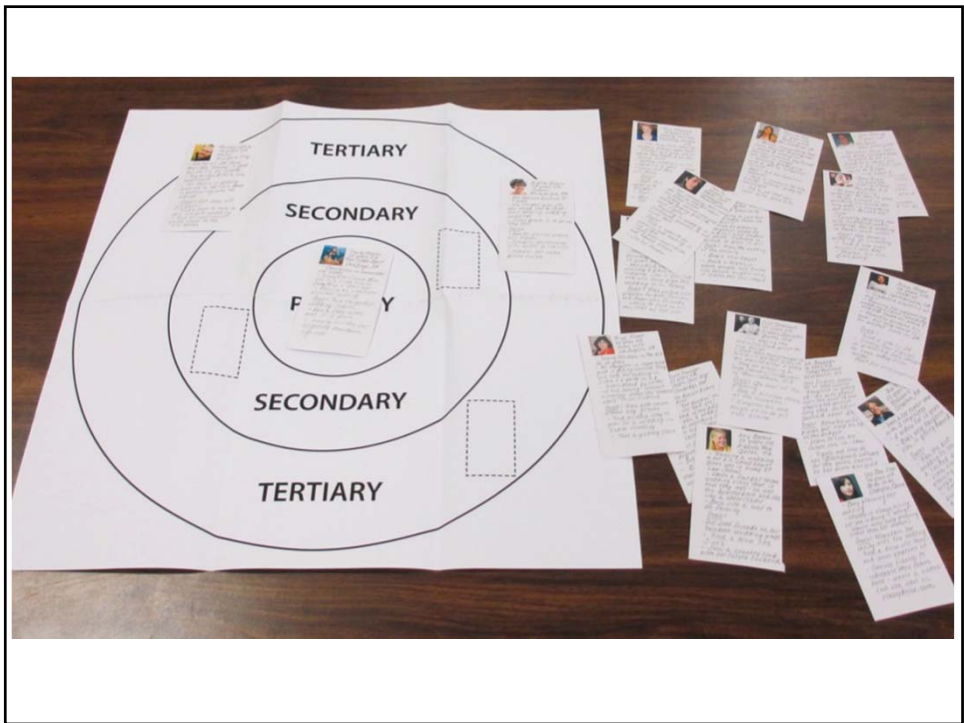
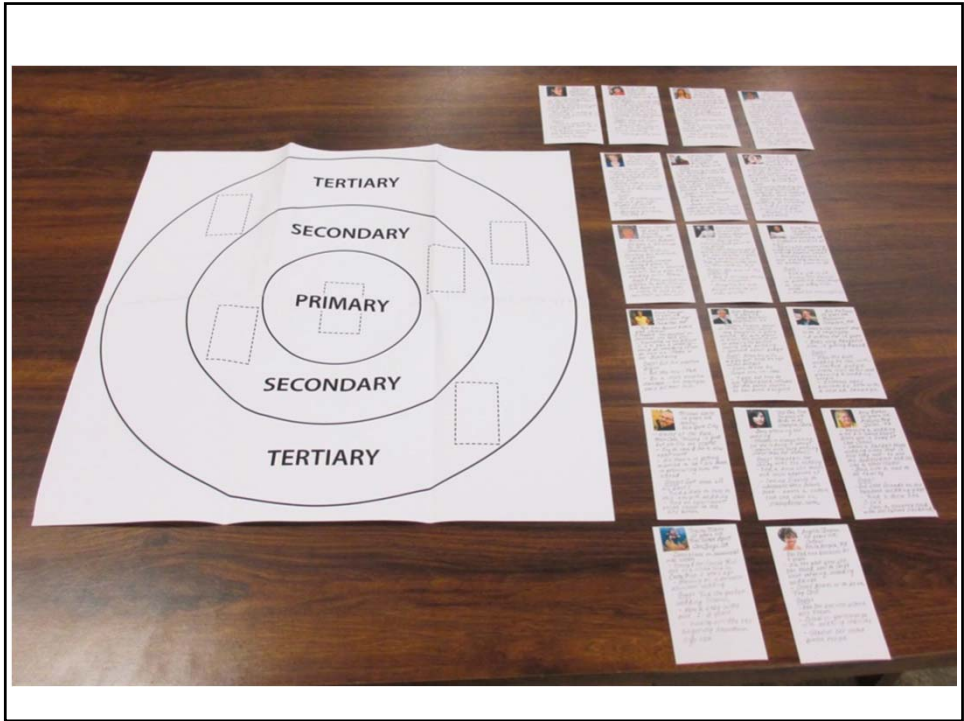
The team Goebel helped build at Menlo has successfully blended an extreme programming development team, usability design specialists, a quality assurance practice, and formal project management. Representatives from startup companies as well as large Fortune 500 firms routinely tour Menlo's Software Factory environment to study its implementation of agile software development. As a coach and change agent, he has helped organizations achieve dramatic transformations in both process and culture.

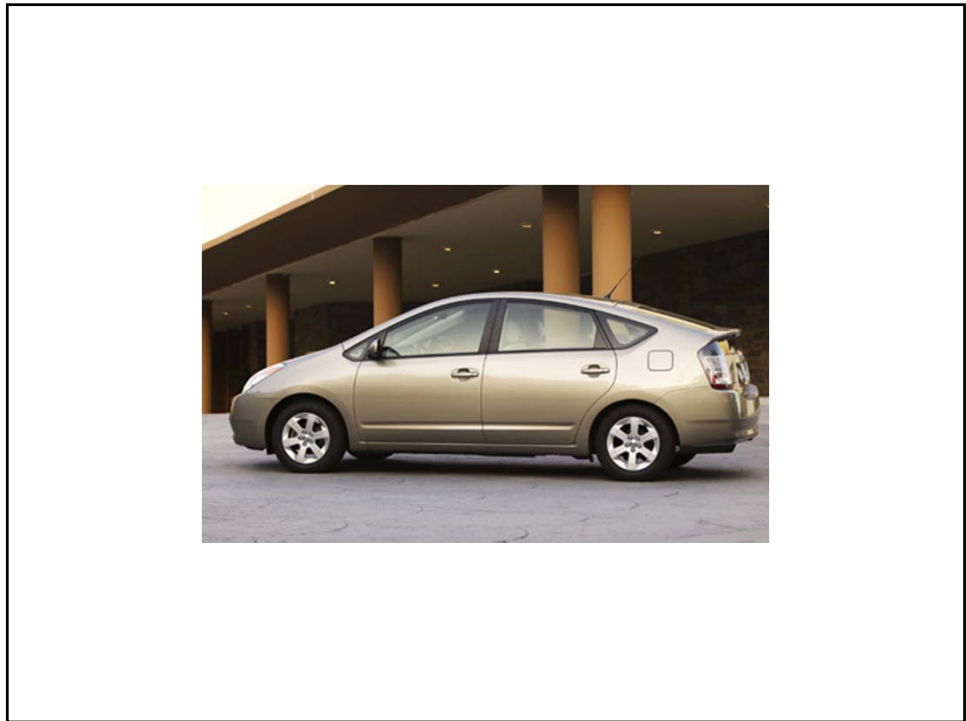
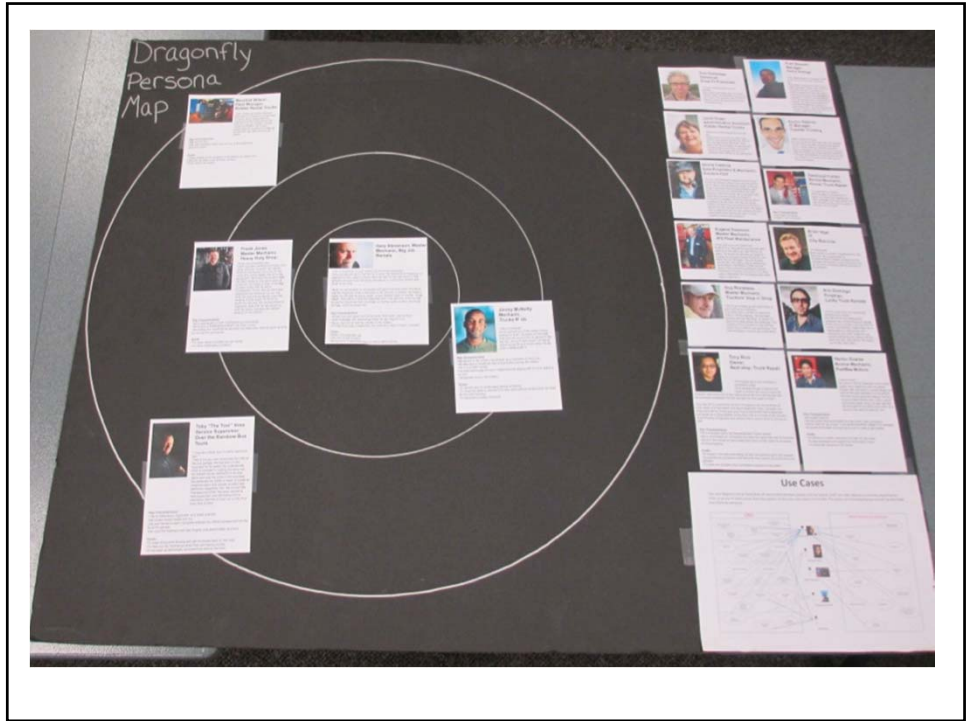
Goebel has practiced software product development for more than 20 years as a developer, team lead, system architect, project manager, practice director, and executive coach. He holds a master's in business administration from Eastern Michigan University. He is a certified Project Management Professional, a certified Scrum Master, and enjoys speaking at conferences, teaching classes, and speaking to small local groups to share the lessons he has learned.

# User Centered Design

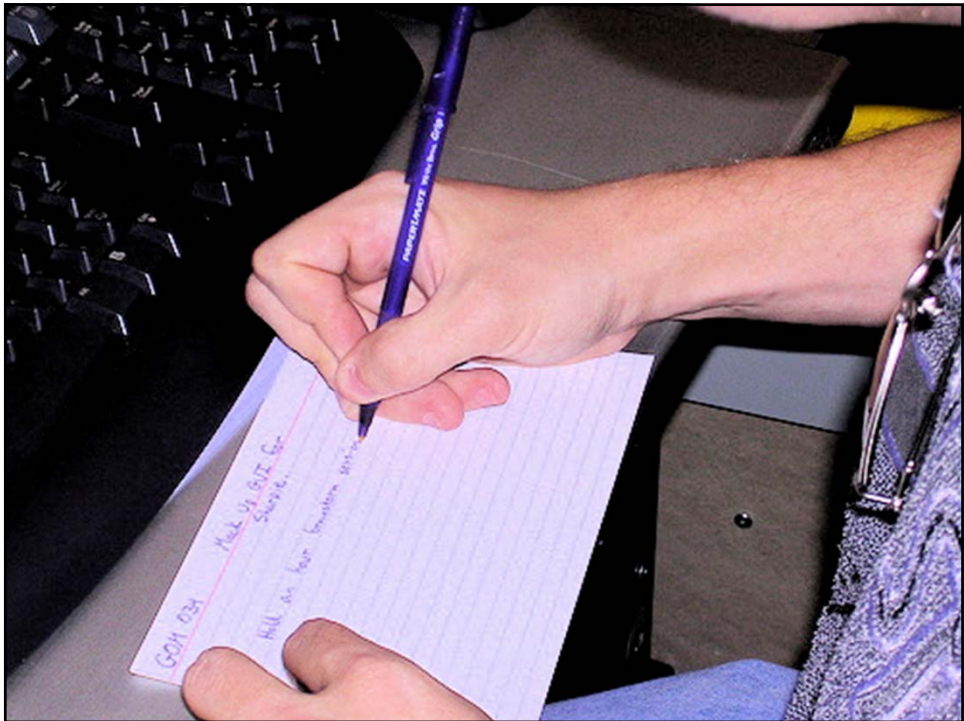
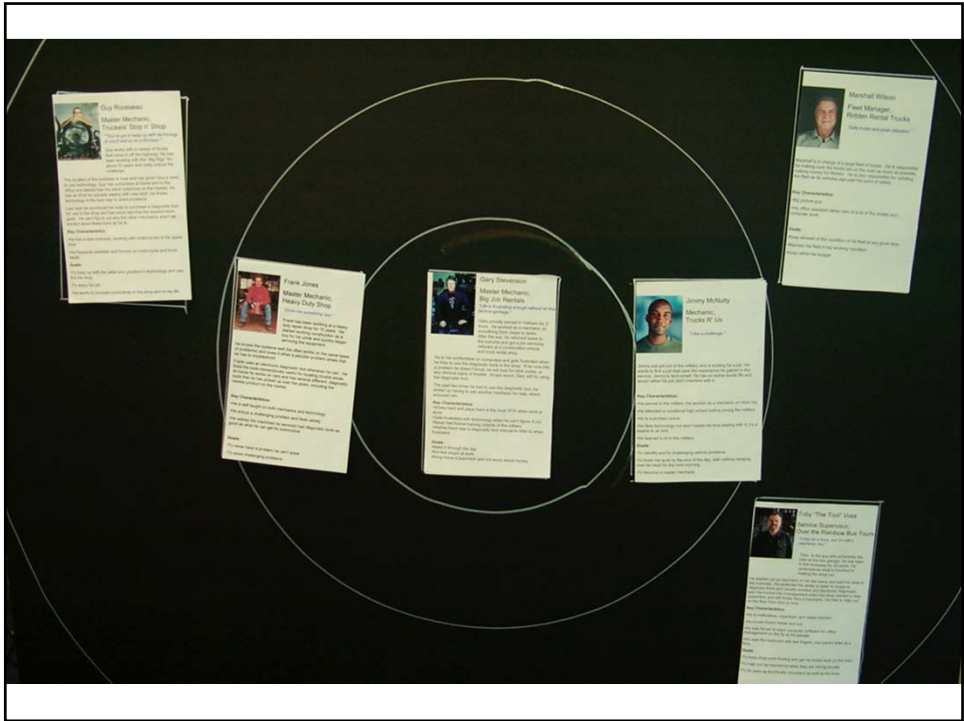
Transformation Summit



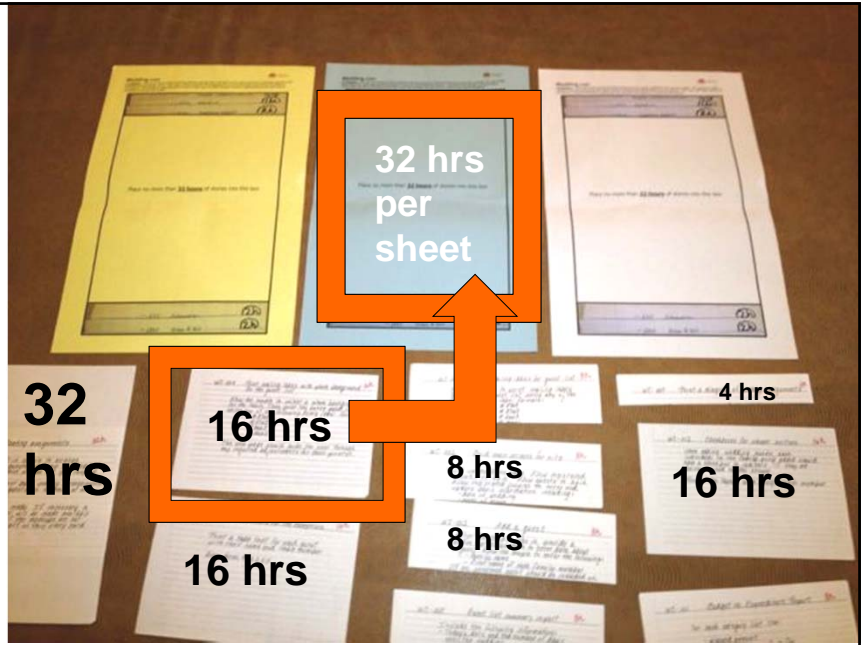




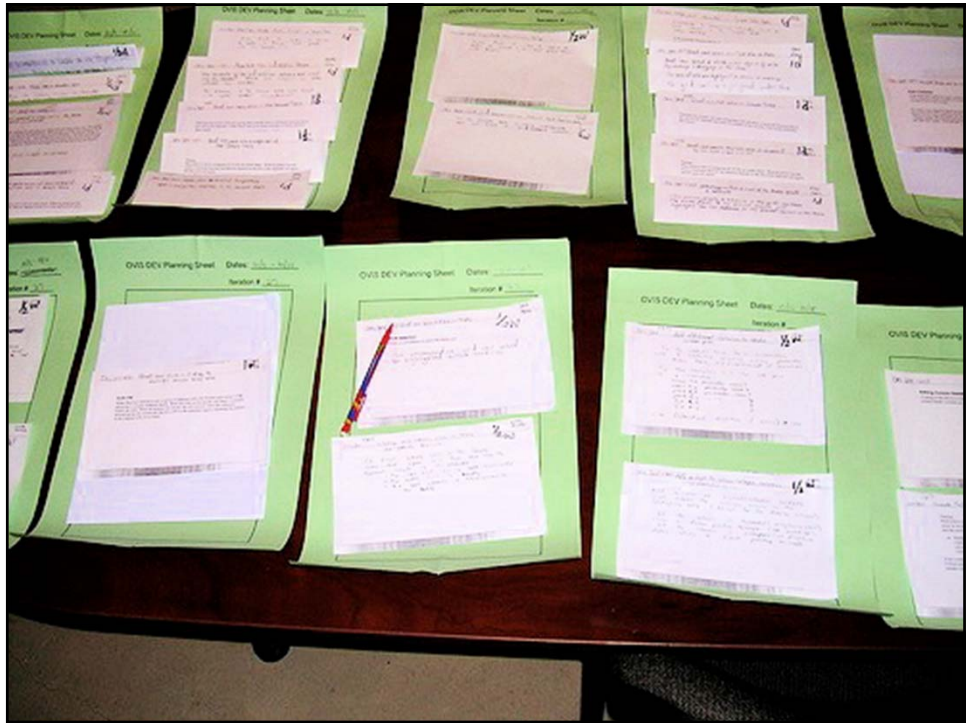




Work Packages & Budget

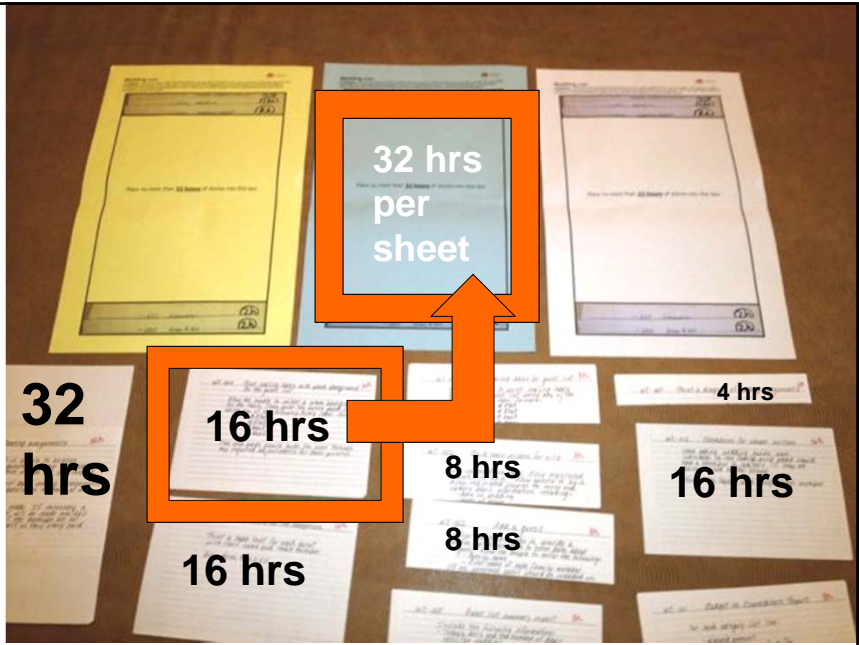


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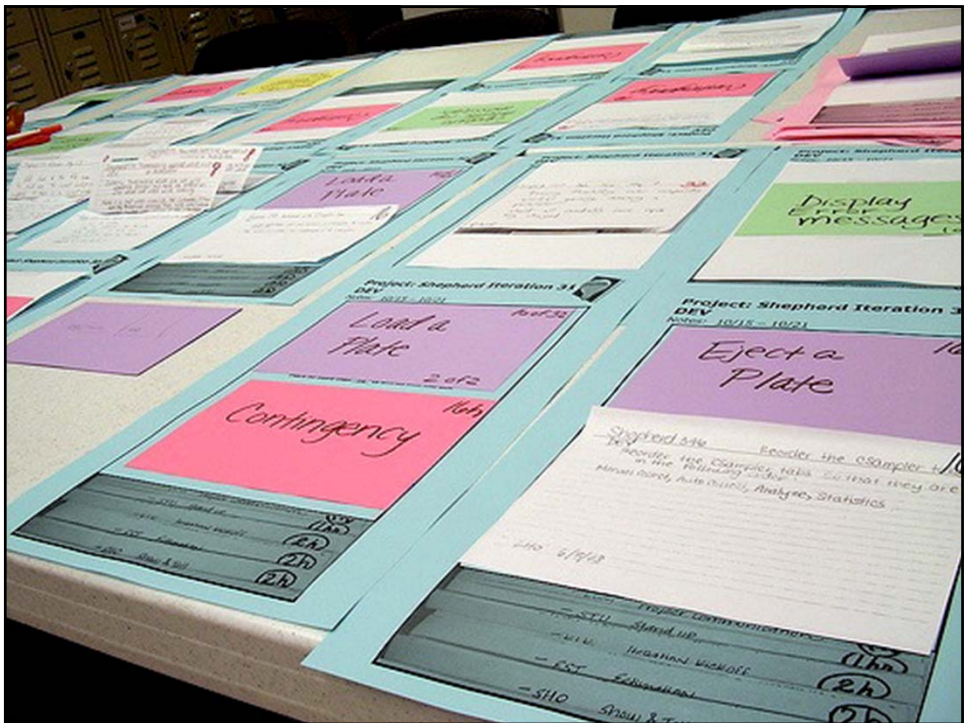




Work Packages & Budget



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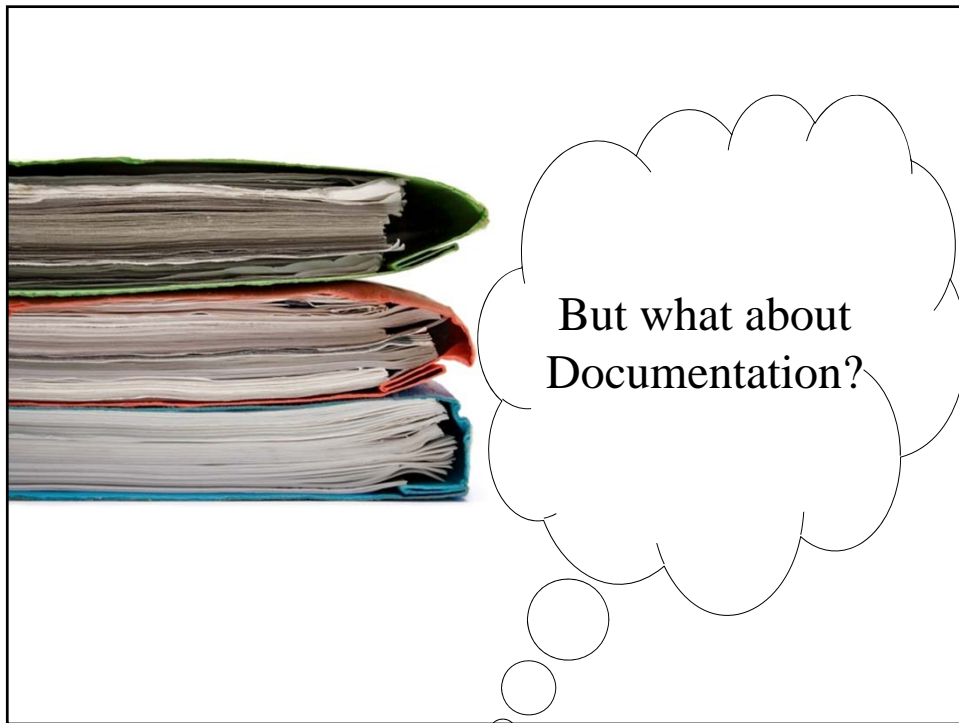


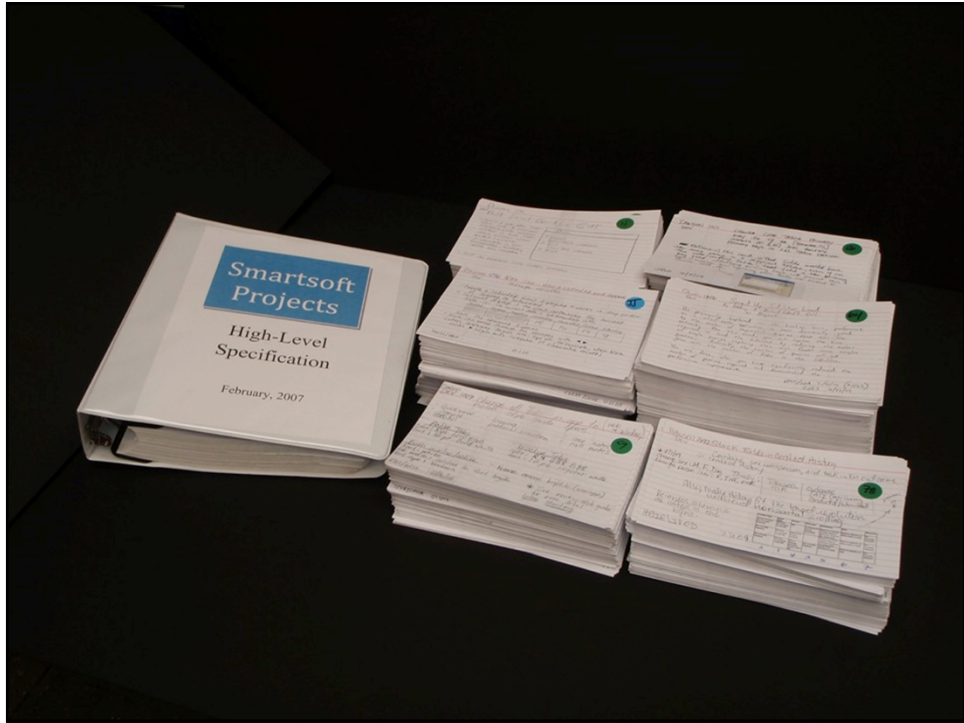


A plan for a medium sized project plan - \$570,000

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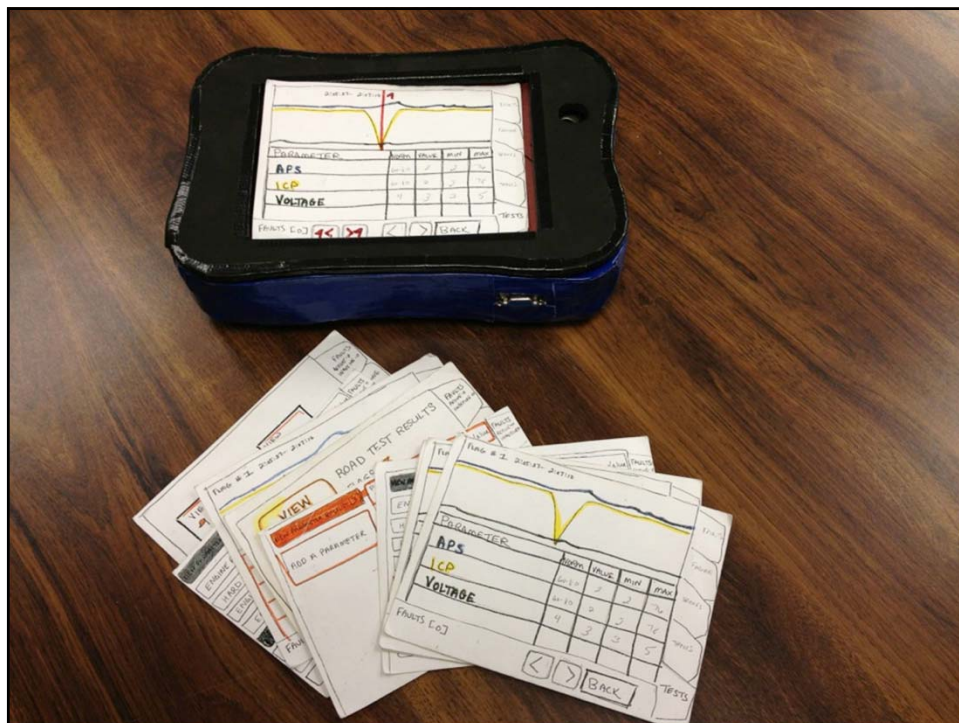




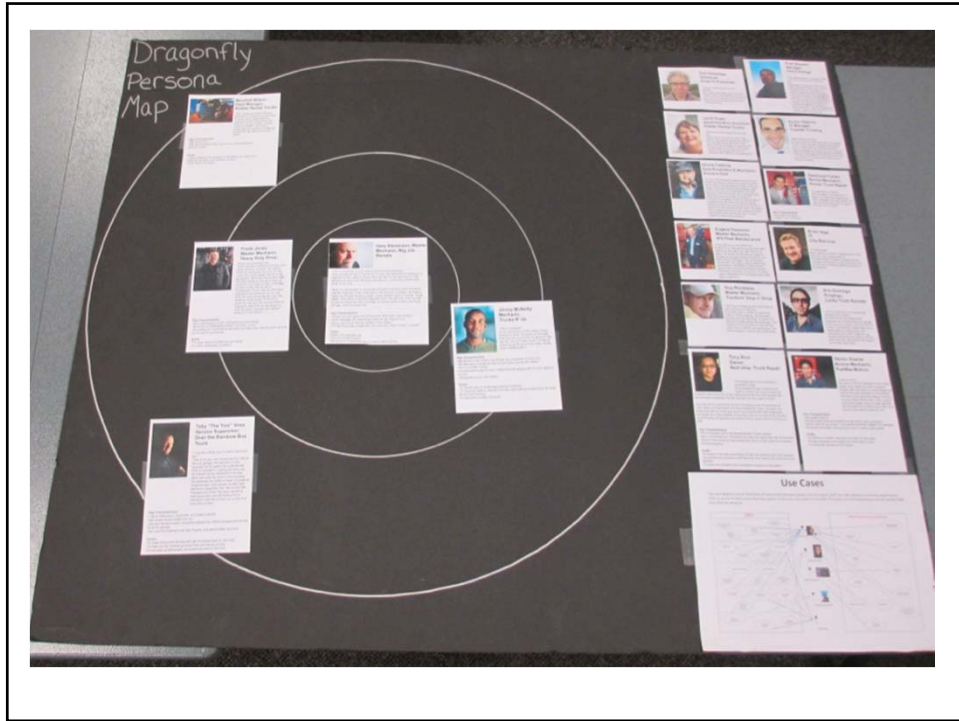




How do we know if we are building the right thing?





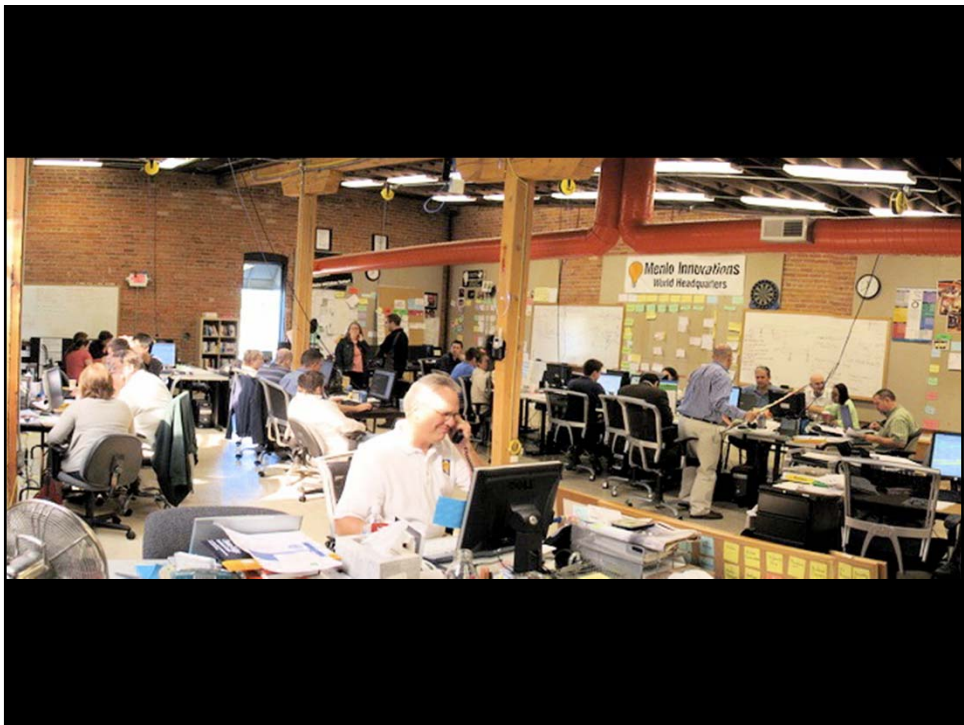


Q & A

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BUMPER











# We Pair All the Time, Every Day

