WP Roadmaps *presents*

How to Leverage Your Project Management Methodology to Set Yourself Apart from Your Competition

What You Will Learn Today

- The importance of the PM Methodology

- Key elements of a PM Methodology and how to craft them

- How to use your PM Methodology as a Unique Value Proposition

Who Am I?

Beth Livingston, M. Ed.

wproadmaps.com
beth@wproadmaps.com

25+ Years Experience in the Financial and IT Consulting Industries

Max My Shopping

Winner – 3rd Place
Triad Startup Weekend 2013

WP Roadmaps and Coaching

Real-Life Project Management Skills for WordPress Practitioners

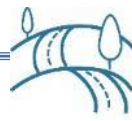# In order to leverage your Project Management Methodology, first you **MUST**...

HAVE ONE

1. A set of guiding principles and processes

2. Defines how you work and communicate

Because...

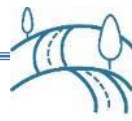## 2. Random Process = project overruns

Because...

2. Repeatable Process =

- increased efficiency

- more precise estimating

- better informed client

- clearer understanding of the tasks ahead

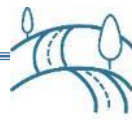- higher quality clients

- sets you apart from the competition

Key Elements of a Good PM Methodology

1. Proper Estimating
2. Resource Management
3. Work Breakdown Structure
4. Approach to Content Collection
5. Change Management
6. Acceptance Management

Proper Estimating

1. Abandon the crystal ball approach

2. Don't try and estimate what you don't know

3. Get rid of the "pad" as "change control"

4. Use a 2-Step Proposal Process

Resource Management

Define your approach to get the RIGHT:

1. people involved
2. plugins involved
3. hosting involved
4. blocks/templates involved
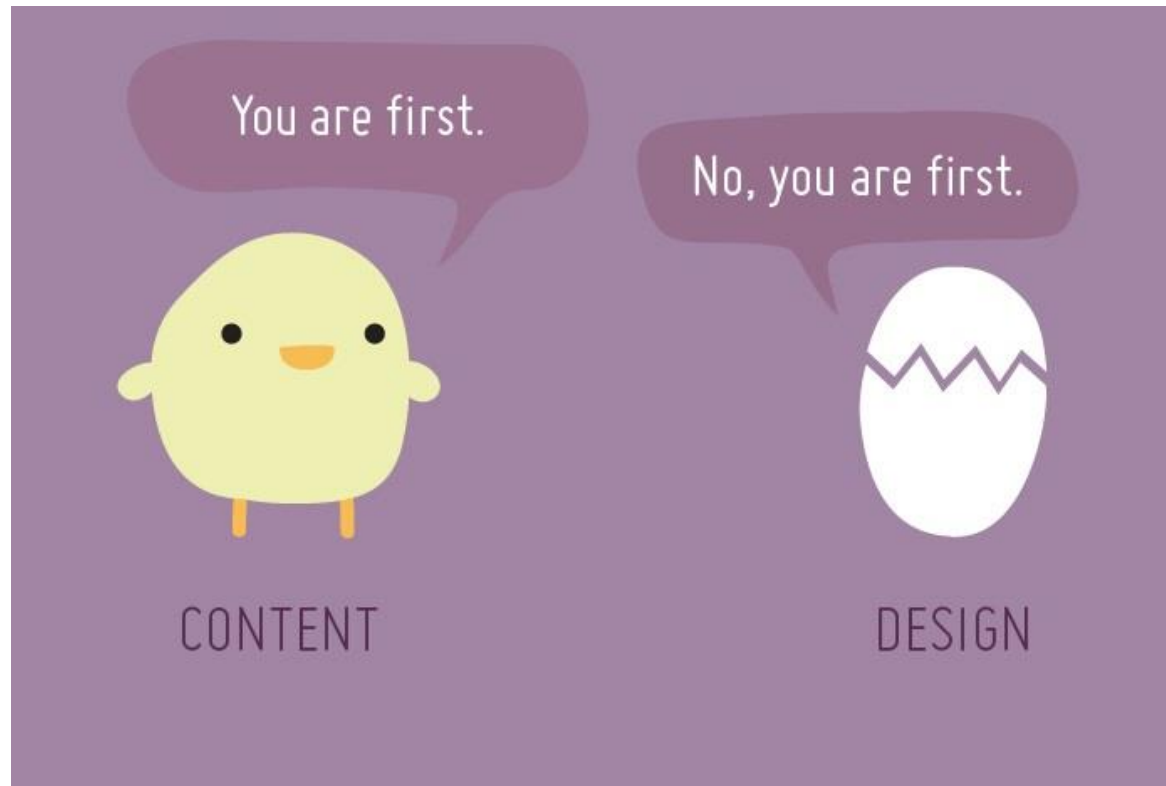
Work Breakdown Structure

1. Phases, Activities, and Tasks

2. Milestones

3. The 80 Hour Rule

4. Incremental Approvals

Approach to Content Collection

1. Content first?

Approach to Content Collection

2. Define how you will:

- Determine content requirements
- Estimate content
- Set client expectations regarding content
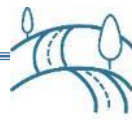- Manage content collection activities

Change Management

1. Acknowledge change as inevitable
2. Plan for change
3. Manage change
4. Use a change budget
5. Implement change control without exception

CHANGE

Acceptance Management

1. Formal process of acceptance
2. Incremental
3. Define acceptance criteria

Why does any of this matter?

- Typical WordPress Solution
  - Theme
  - Plugins
  - Maybe some custom CSS
  - Maybe a little coding

- *You need something else as a Unique Value Proposition*

Your PM Methodology as a UVP

- Detailed 2-step approach saves money

Phase 1 – Project Definition

New Requirements **= $0**

Phase 3 – Development

New Requirements **= $**

Your PM Methodology as a UVP

- We don't estimate what we don't yet know

We don't pad estimates…
because we don't have to.

Your PM Methodology as a UVP
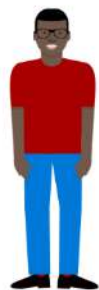
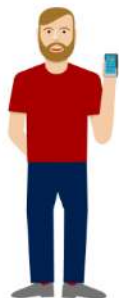- We ensure we get the right resources involved
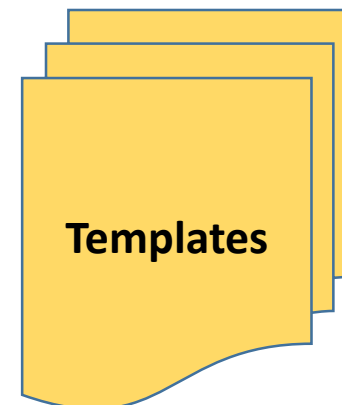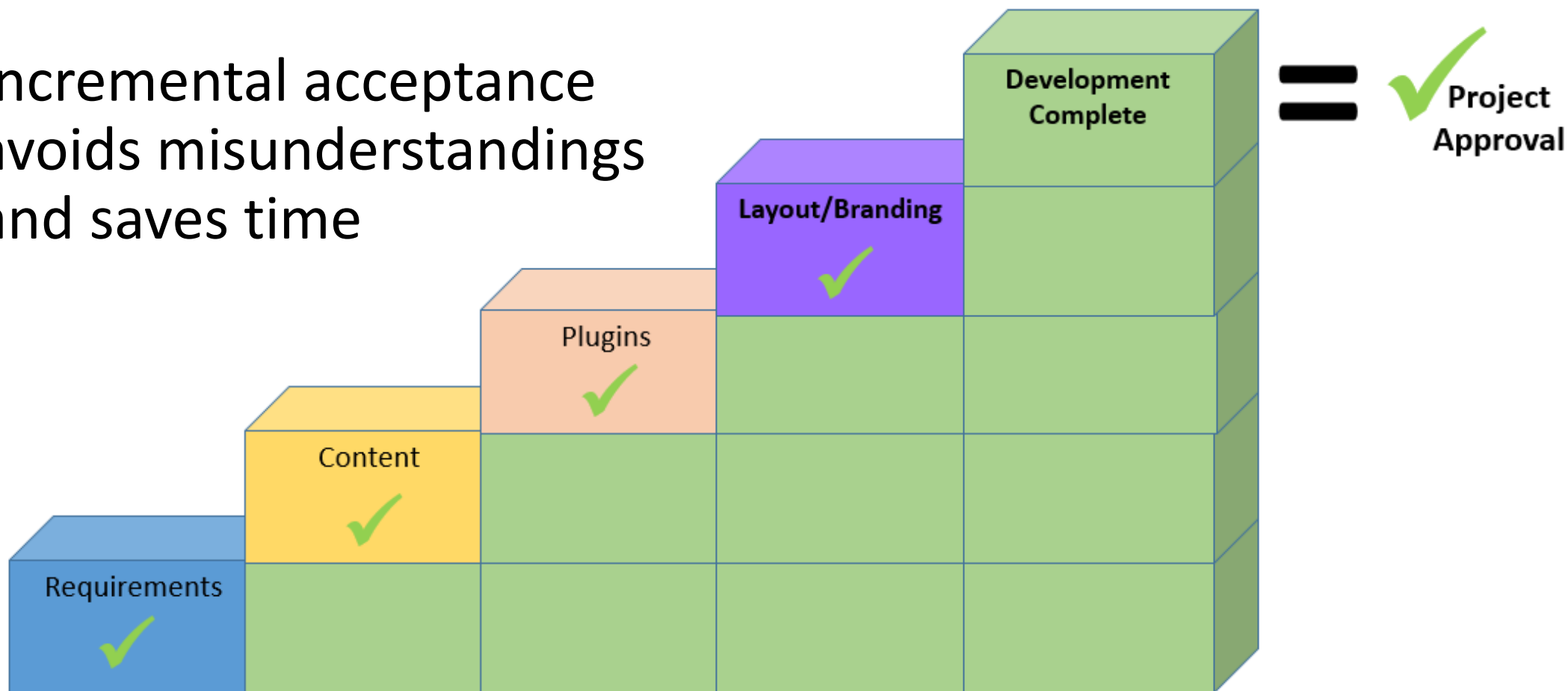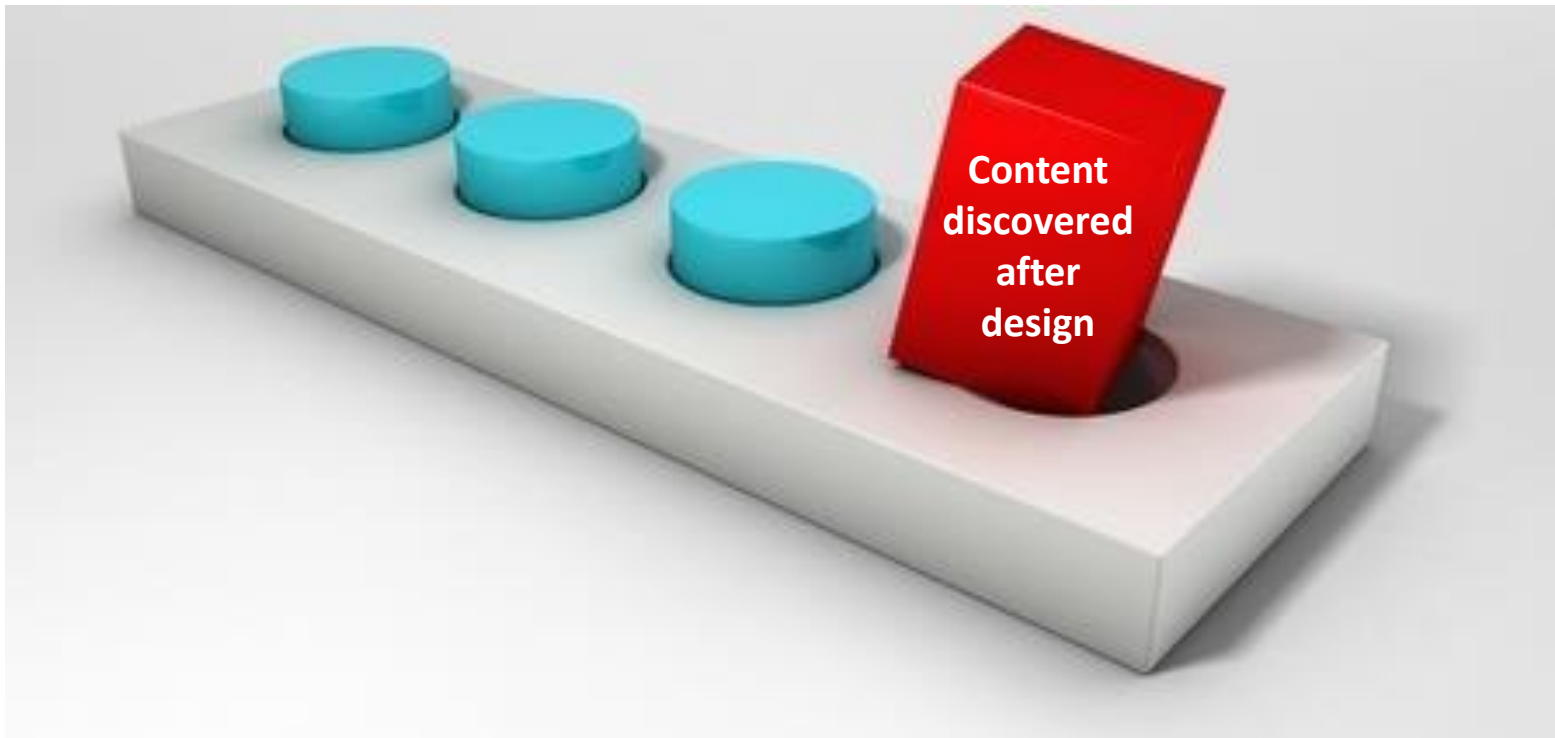
Your PM Methodology as a UVP

- Incremental acceptance avoids misunderstandings and saves time

Your PM Methodology as a UVP

- We design around content which increases efficiency

Content discovered after design

Your PM Methodology as a UVP

- We acknowledge change, plan for it, and let you manage it

We never penalize you for change!

How it Sets You Apart
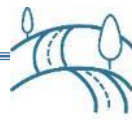
You

The other guy

You	The other guy
1. 2-Step estimating/approval process	1. Attempts a precise estimate without a deep dive
2. Functions address business requirements	2. Functions cannot always be tied to a BR
3. Content First	3. Content bottlenecks and project delays
4. Manage change with the client in charge	4. Has no plan for managing change or a poor one
5. Use a change budget	5. Pads the quote to cover any unknowns
6. Precise acceptance criteria	6. Doesn't precisely define what "done" means
7. Use proven productivity management techniques = on time, within budget, with features that meet the BRs	7. Has no distinct process for completing the project on time, within budget, with features that meet the BRs

Questions Your Client Should Ask the Other Guy

1. How did you arrive at this estimate?

2. How do you discover and document the business requirements?

3. How do you manage the content activities?

4. How do you plan for and manage changes?

5. How is the cost for change determined?

6. What are the criteria for approval of the project? What about interim deliverables?

7. How can we be sure the project will be completed on time, within budget, and that it has all the features we requested?

6 Productivity Principles for WordPress Project Success

Define the Job in Detail with a Content First Approach

Get the Right Resources Involved
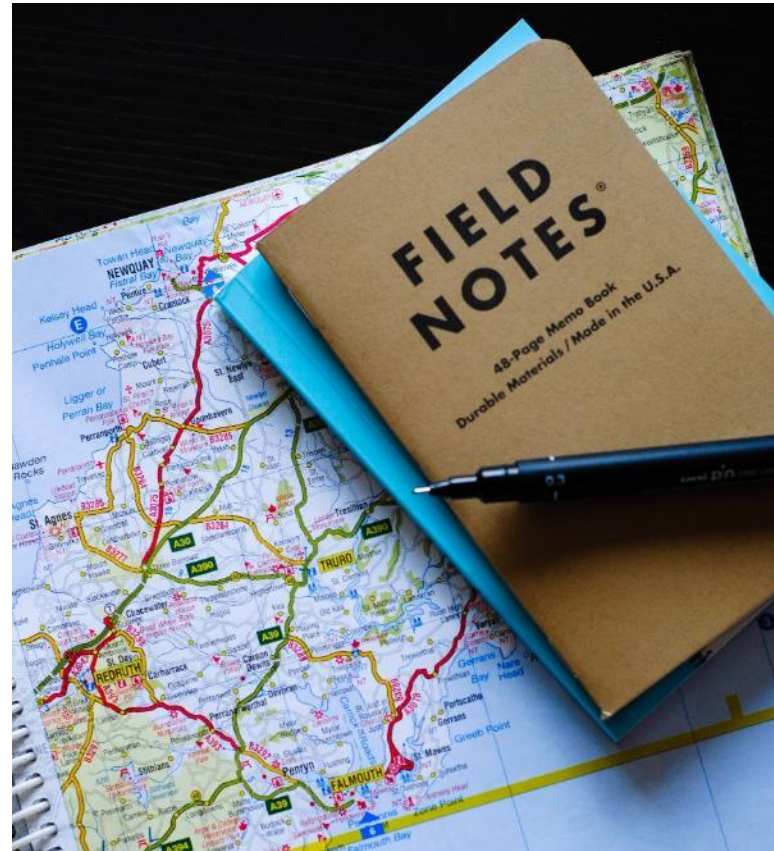
Estimate the Time and Costs OFTEN

Break the Job Down

Establish and Stick To a Change Procedure

Establish Interim and Final Acceptance Criteria

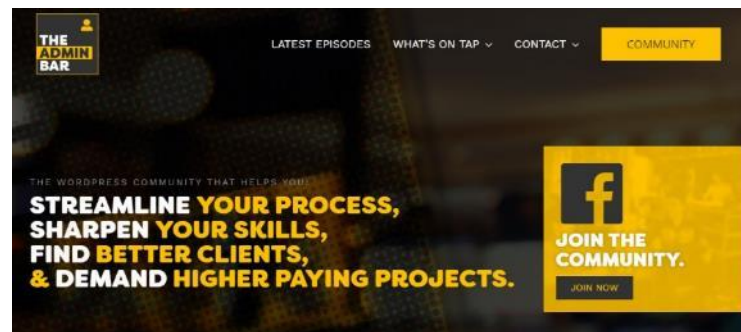# The Complete Project Management Roadmap for WordPress

How to Learn More

Go Here: wproadmaps.com

6 Easy Ways to Control SCOPE CREEP in Your WordPress Project Proposal

The Website Content Collection Roadmap - Lesson 1

A WordPress Project Productivity Roadmap - 6 Principles, 8 Video Snippets, Free Template Downloads

or text ROADMAPS to 444999

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