

Spotlight On

Managing the Business Issues:

**Getting Executive Buy In on
SharePoint**

Presented by

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A Little About Me

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Currently Director, Ecommerce & Marketing Operations & Chief SharePoint Architect for **Skechers USA**, a global footwear manufacturer

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Getting Executive Buy In

-  Speak the Language
-  Find the Pain Point
-  Illustrate Solutions
-  Show an ROI
-  Mind your Politics
-  Deliver
-  Repeat

SharePoint 2010

The Business Collaboration Platform for the Enterprise & the Web



Connect and empower people

Cut costs with a unified infrastructure

Rapidly respond to business needs



Microsoft SharePoint 2010



Speak the Language



Common Executive Reaction to Technobabble

- ❑ Executives focus on business issues not technology
- ❑ Understand your C-level executives responsibilities
 - CEO's, CFO's and COO's think about different facets of the business
- ❑ Speak to that individuals issues first
 - Do not assume the CEO is concerned about issues effecting the COO
- ❑ Be familiar with the overall financial and strategic goals of your organization

Find the Pain Point

- ❑ Platform deployment as a part of an overall solution has a greater likelihood of getting funded
- ❑ “Use what you own” - organization already have access to entry level SharePoint tools
- ❑ Executives are interested in solving specific problems – find and understand them
- ❑ Elevate your own view of the company – Admins, developers and individual business users can drive innovation
- ❑ Don’t waste time – speak succinctly on a given issue



Existing State: Know Where You're At

Capability Maturity Model (CMMI)



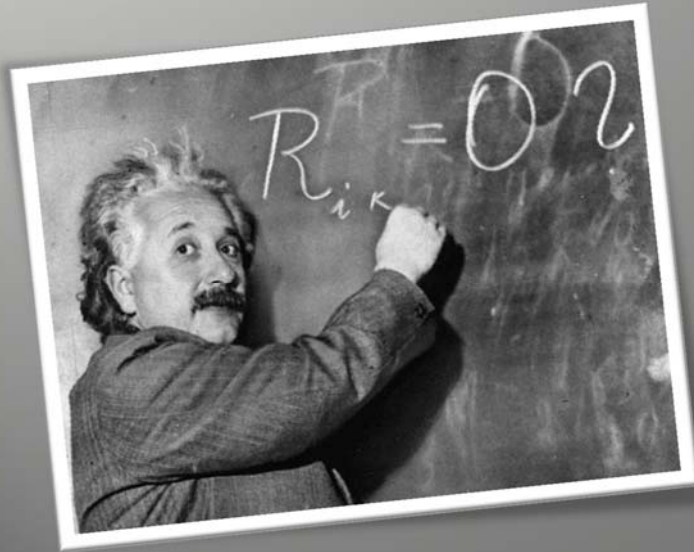
Change
Agent



Body of Work Reference: Carnegie Mellon SEI
<http://www.sei.cmu.edu/cmmi/general>



Illustrate Solutions



- ❑ Build a well thought out demo focused on the issues at hand
- ❑ Snag-it & Visio are your friends
- ❑ Get input from other key departments
- ❑ Build consensus internally before presenting to Executives for funding
- ❑ When you find a supportive executive – paint the larger picture, give them a vision

Show your Return on Investment

- ▣ If you can't measure it you can't determine ROI
- ▣ Yes, you can use estimates but be conservative
- ▣ Common examples are:
 - Time to Cash (CFO)
 - Process enhancement (COO)
 - Security benefits (CIO)
 - Customer Benefit (CEO / CMO)
- ▣ "Its just better" doesn't count



Mind Your Politics

- ❑ Match the CMMI maturity level in your organization to the type of project you attempt to implement
- ❑ Build internal relationships to support your initiatives
- ❑ Be open to the naysayers – they are the voice of unspoken resistance
- ❑ Timing is everything – be aware of other projects and business drivers
- ❑ Find your tribe – who are the other Change Agents in your environment?
- ❑ Remember it's your career too!



Deliver

- ▣ **Set realistic expectations**
- ▣ **Have a communications plan throughout your process**
- ▣ **Have informal check in's with your executives**
- ▣ **Pay attention to water cooler buzz**
- ▣ **TRAIN people on your solutions including some form of documentation or on-line self serve assistance**
- ▣ **Prepare to sacrifice some features for a timely project**



Repeat

- ❑ SharePoint is the epitome of an iterative deployment platform
- ❑ Resist scope creep by keeping a list of future projects
- ❑ Embrace enthusiasm but remember your resource and financial restraints
- ❑ Educate yourself to remain the expert in your own environment.
- ❑ Use that education to empower others – inside & outside of your company

Resources

- ▣ MVP Community – Twitter (#SharePoint, #SP2010), Blogs
- ▣ EndUserSharePoint.com – Mark Miller & Team
- ▣ My Blog: SharePointStrategist.com
- ▣ Peers – User Groups – SPUGS.org
- ▣ LinkedIn & Yahoo Groups
 - <http://tech.groups.yahoo.com/group/SharePointIACoP/>
- ▣ Training – SharePoint Saturdays
- ▣ AllIM Expert Blogger Community & SharePoint50 Members