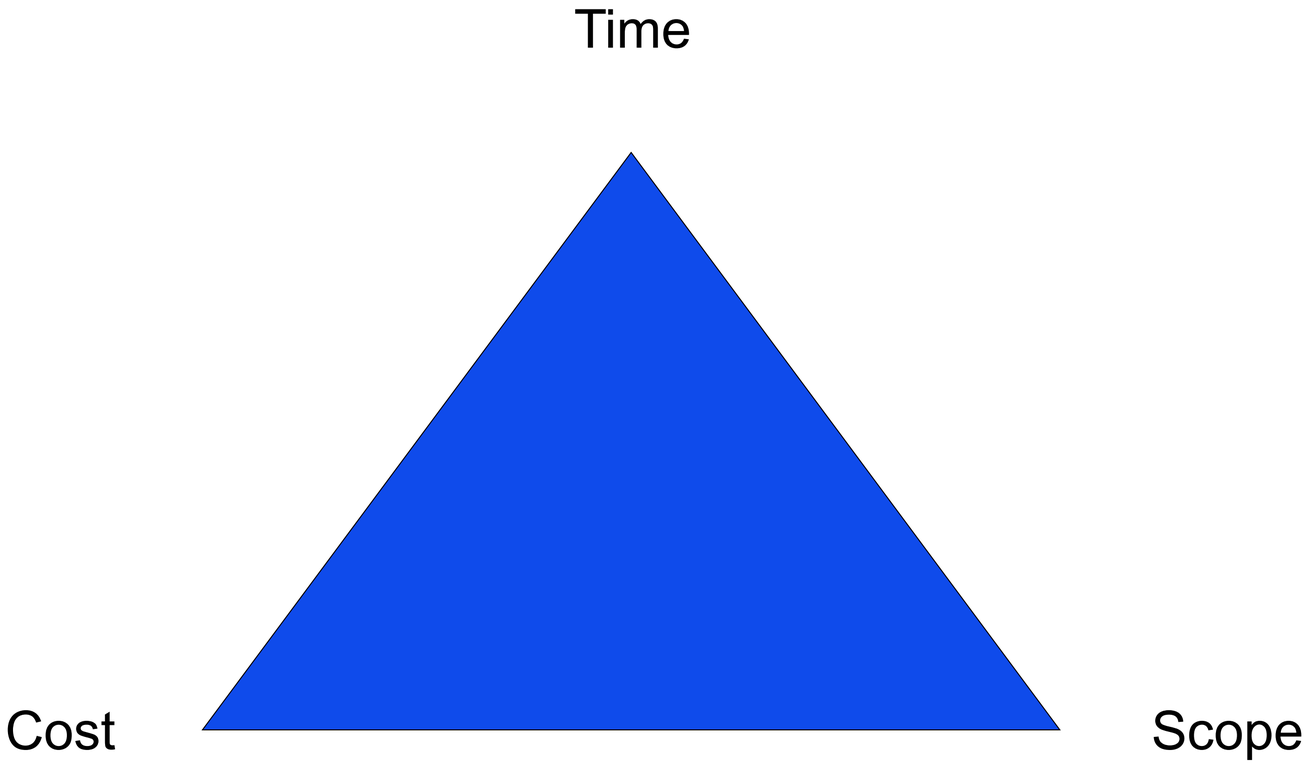
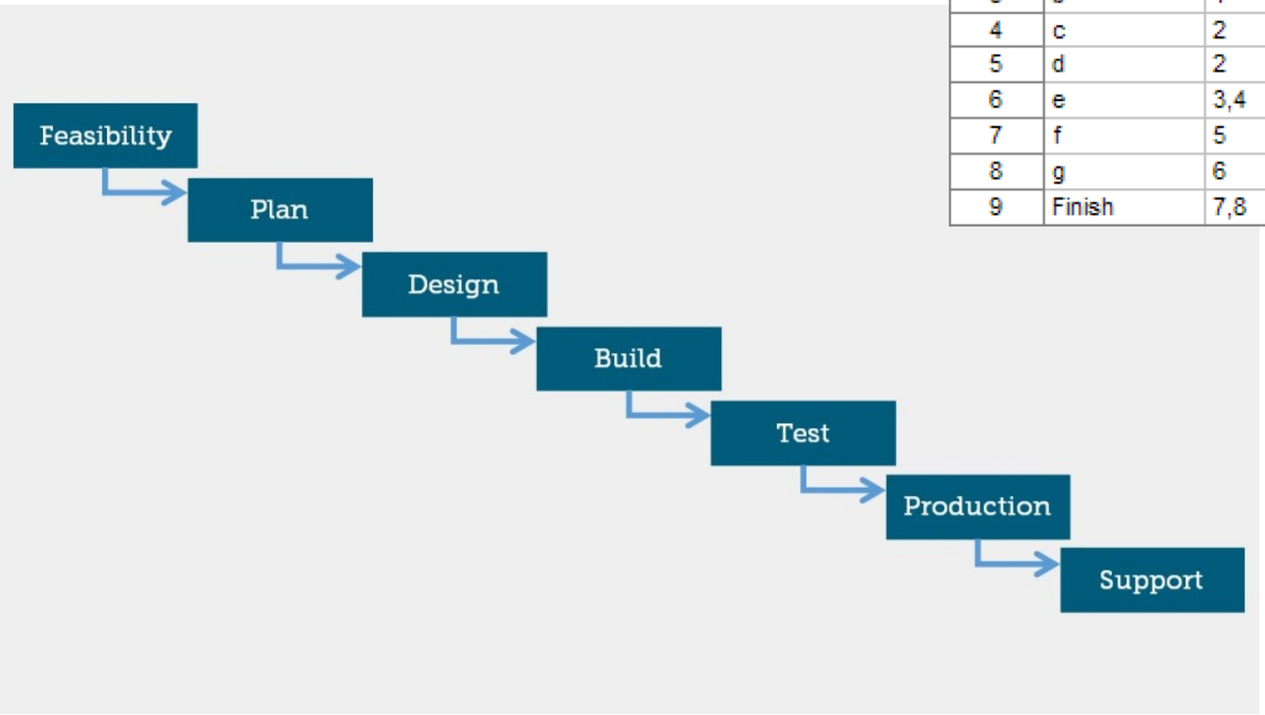
Internal Communications + Project Management

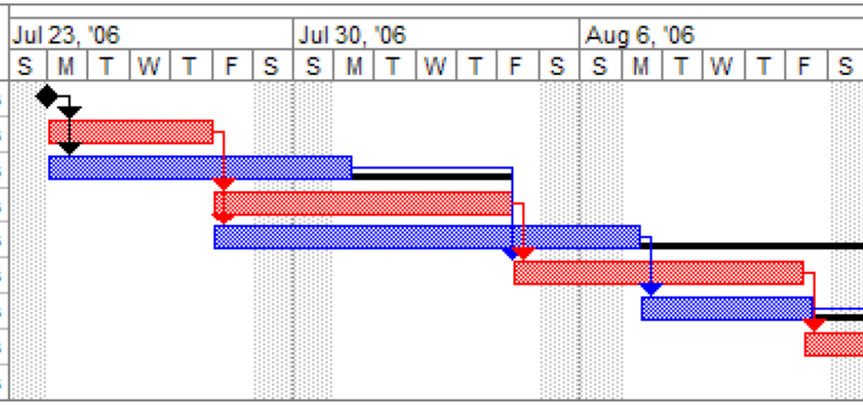
Project Management Triangle



Waterfall + Gantt Charts

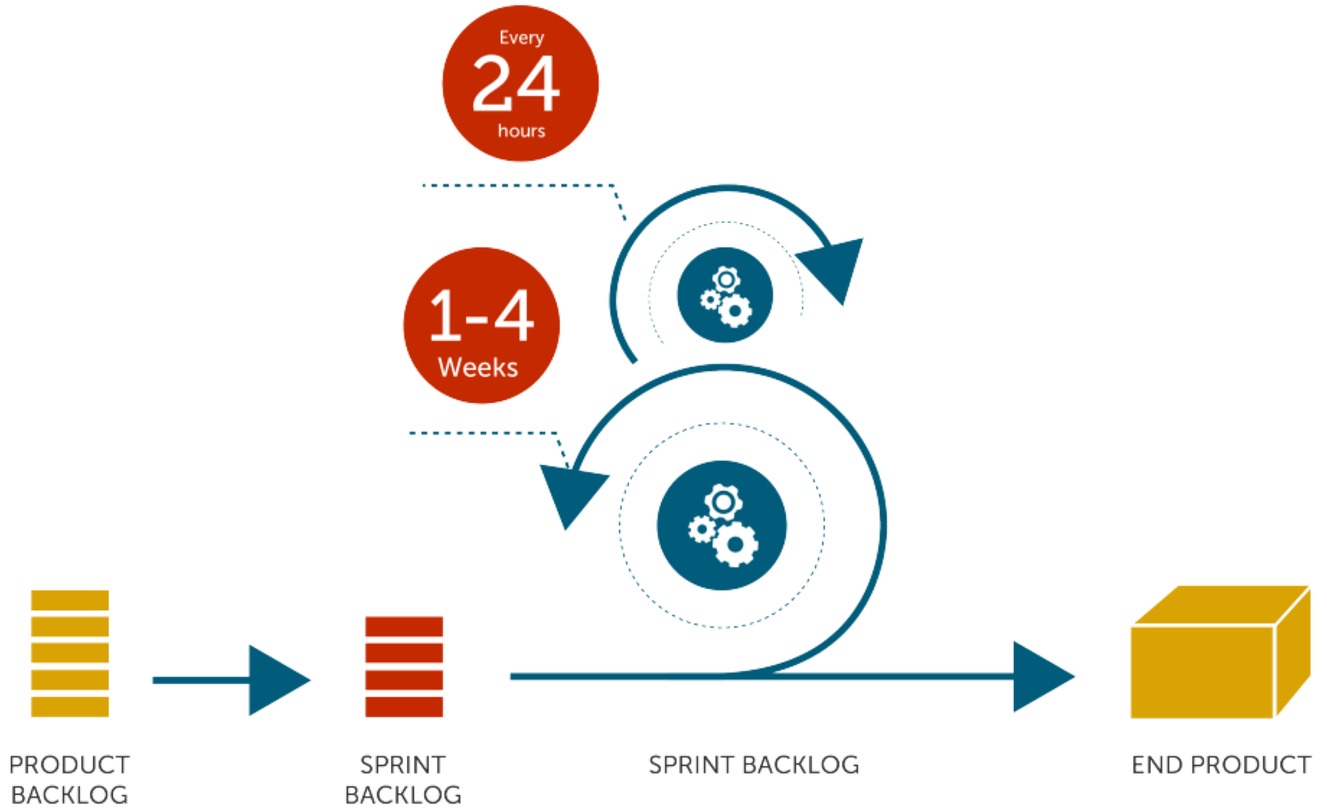


ID	Task Name	Predecessors	Duration
1	Start		0 days
2	a	1	4 days
3	b	1	5.33 days
4	c	2	5.17 days
5	d	2	6.33 days
6	e	3,4	5.17 days
7	f	5	4.5 days
8	g	6	5.17 days
9	Finish	7,8	0 days



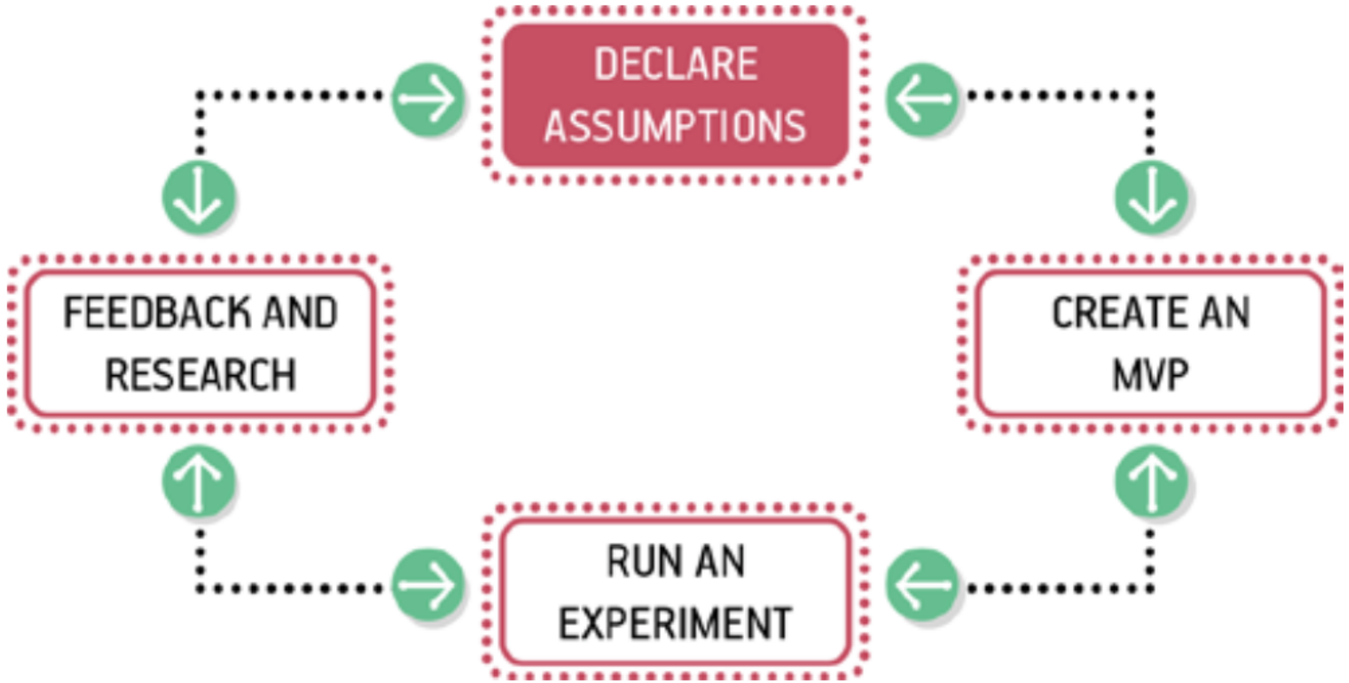
Credit: https://manifesto.co.uk/agile-vs-waterfall-comparing-project-management-methodologies/

Agile



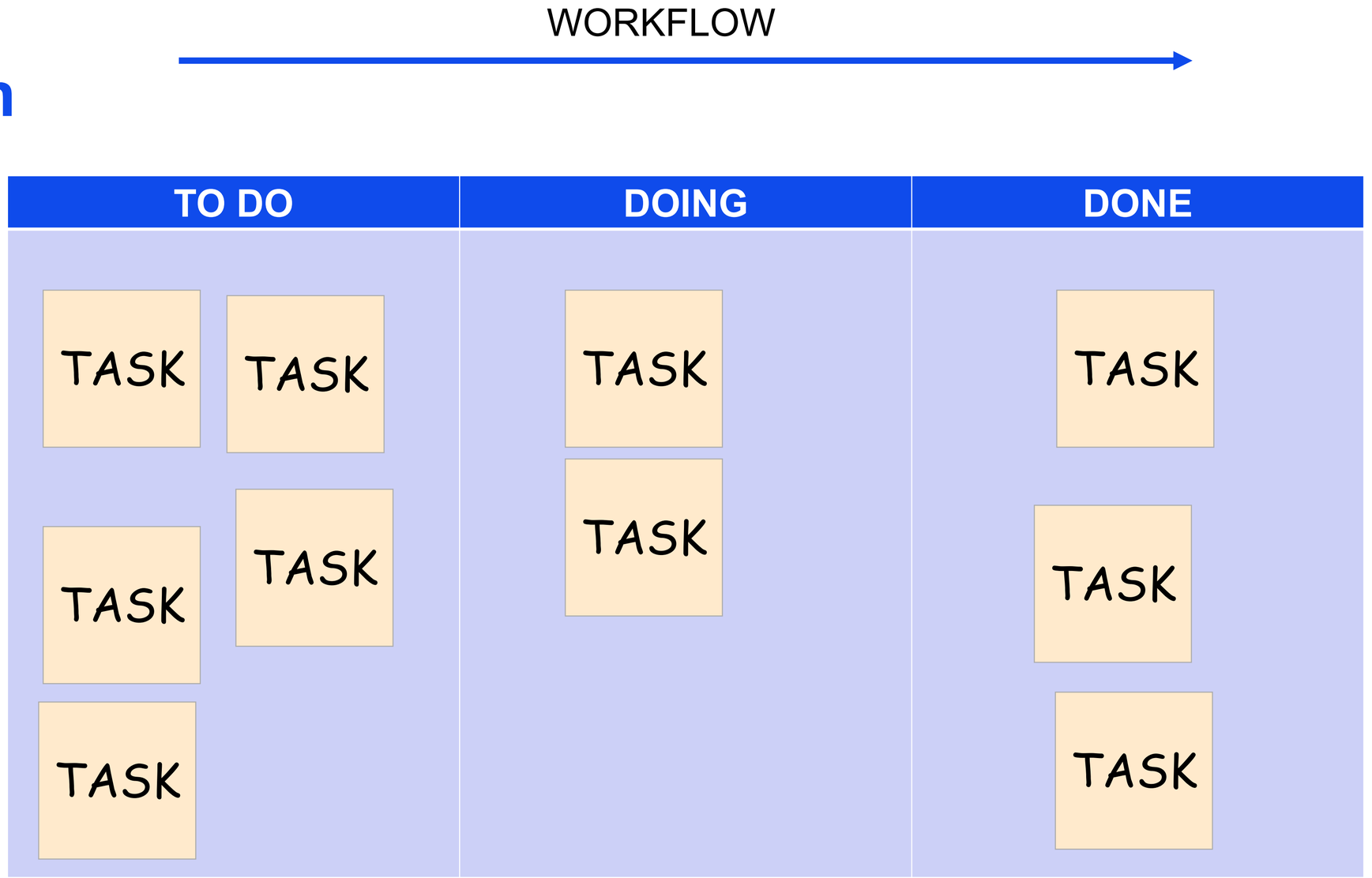
Credit: https://manifesto.co.uk/agile-vs-waterfall-comparing-project-management-methodologies/

Lean Product Development



Source: Lean UX, 2013, Jeff Gothelf with Josh Seiden

Kanban


WORKFLOW
TO DO
DOING
DONE
TASK
TASK
TASK
TASK
TASK
TASK
TASK
TASK
TASK

Product Management Cycle

- Set goals
- Plan how to achieve them
- Do the work
- Measure and track against goals
- Review + reflect
- Set new goals…

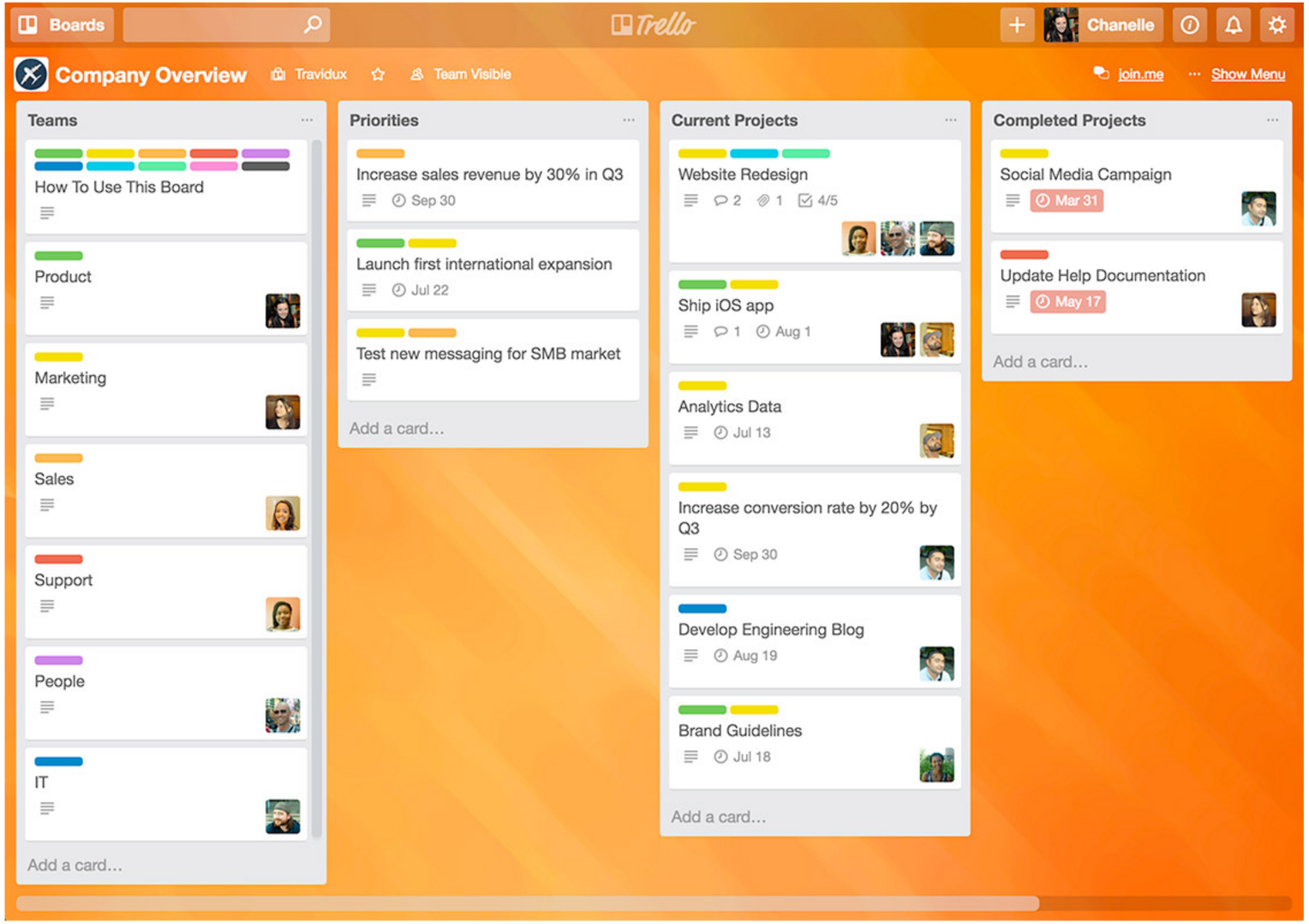
Project Management Tools

- Task management + workflow
- Communication
- Collaborative Work
- Security
- Specialist Tools

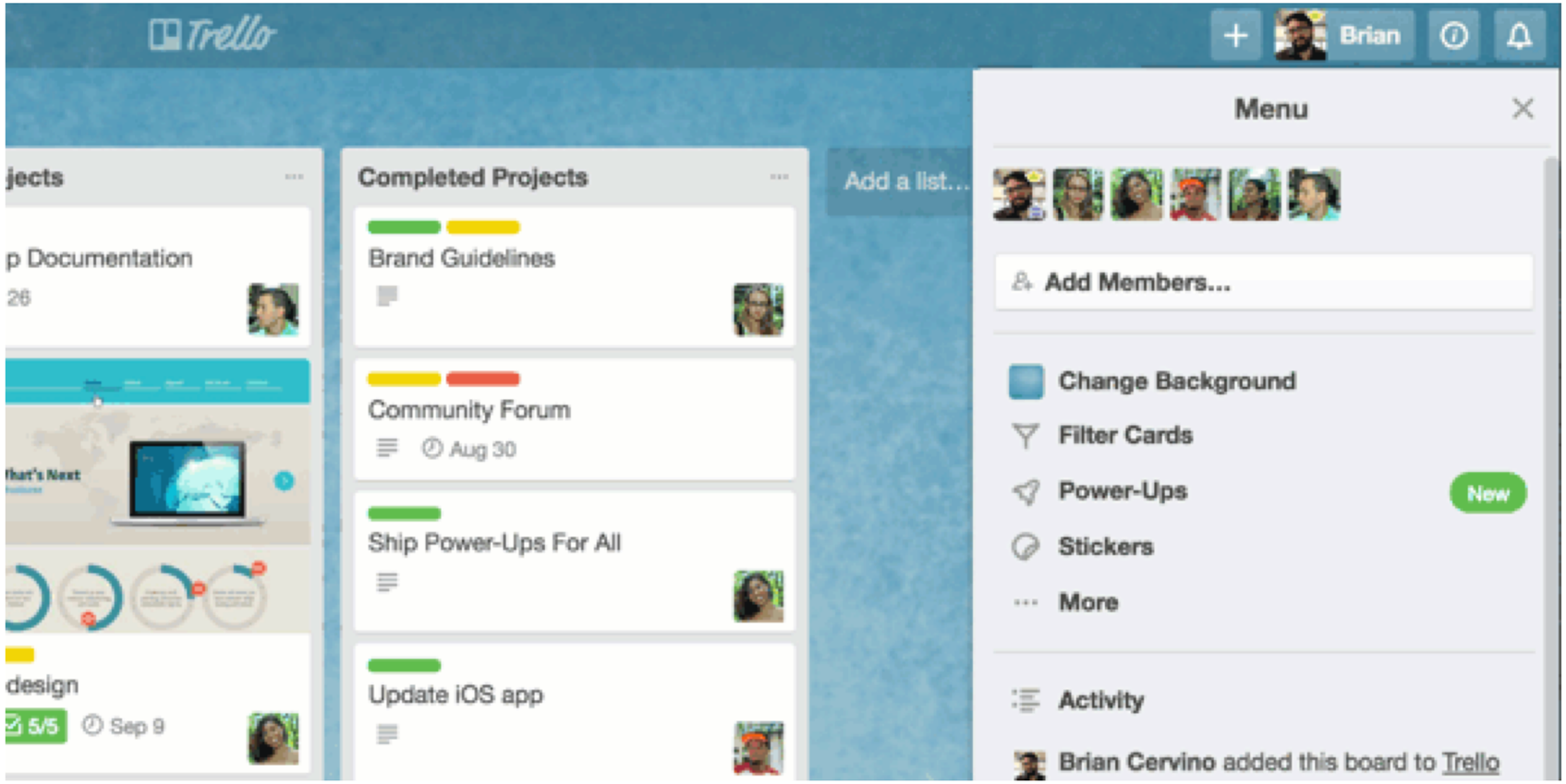
Task Management and Workflow

- Trello
- Asana
- Basecamp
- JIRA
- Wrike
- Flow
- Todoist

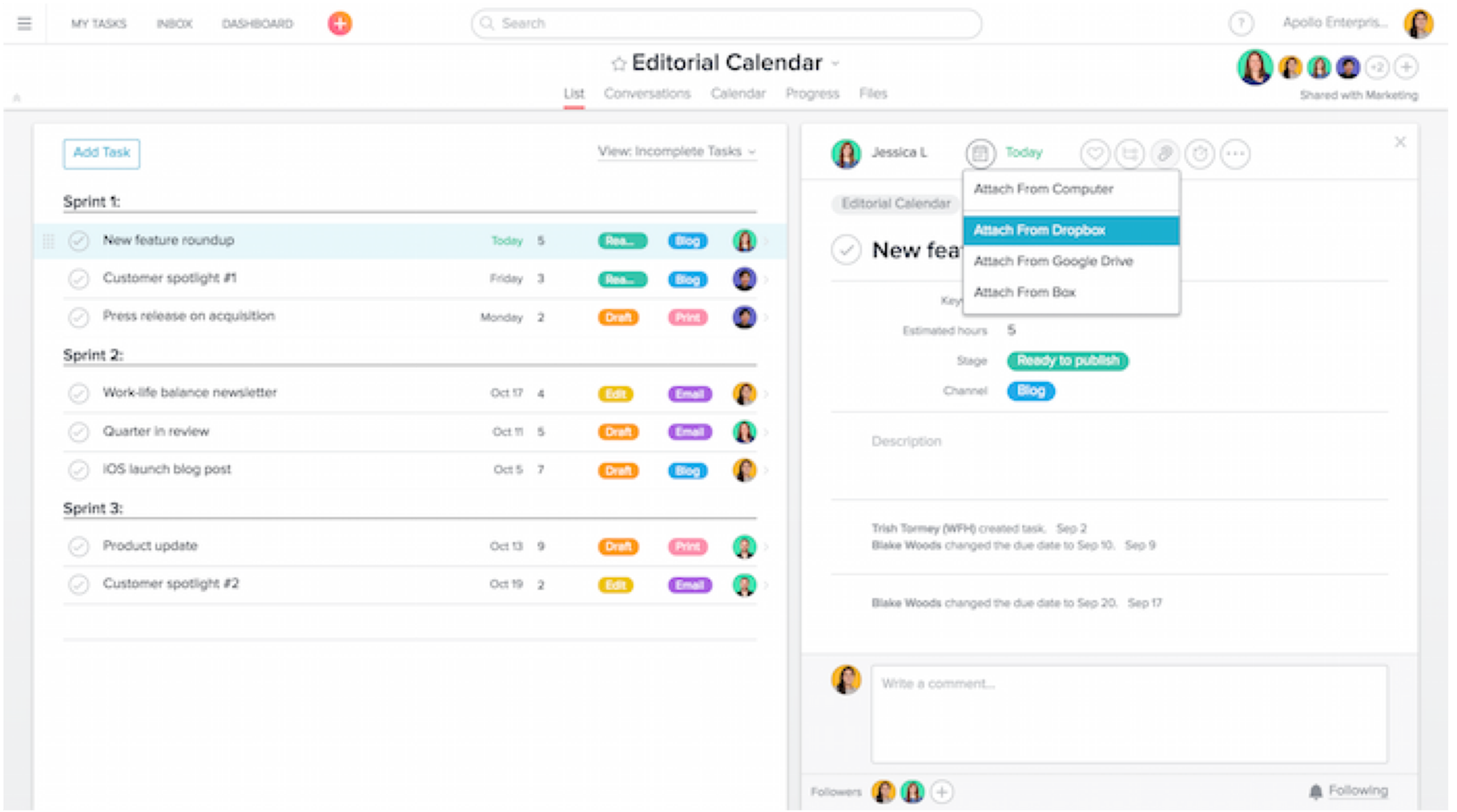
Trello


Boards
Trello
Chanelle
Company Overview
Travidux
Team Visible
join.me
Show Menu
Teams
How To Use This Board
Product
Marketing
Sales
Support
People
IT
Add a card...
Priorities
Increase sales revenue by 30% in Q3
Sep 30
Launch first international expansion
Jul 22
Test new messaging for SMB market
Add a card...
Current Projects
Website Redesign
2
1
4/5
Ship iOS app
1
Aug 1
Analytics Data
Jul 13
Increase conversion rate by 20% by Q3
Sep 30
Develop Engineering Blog
Aug 19
Brand Guidelines
Jul 18
Add a card...
Completed Projects
Social Media Campaign
Mar 31
Update Help Documentation
May 17
Add a card...

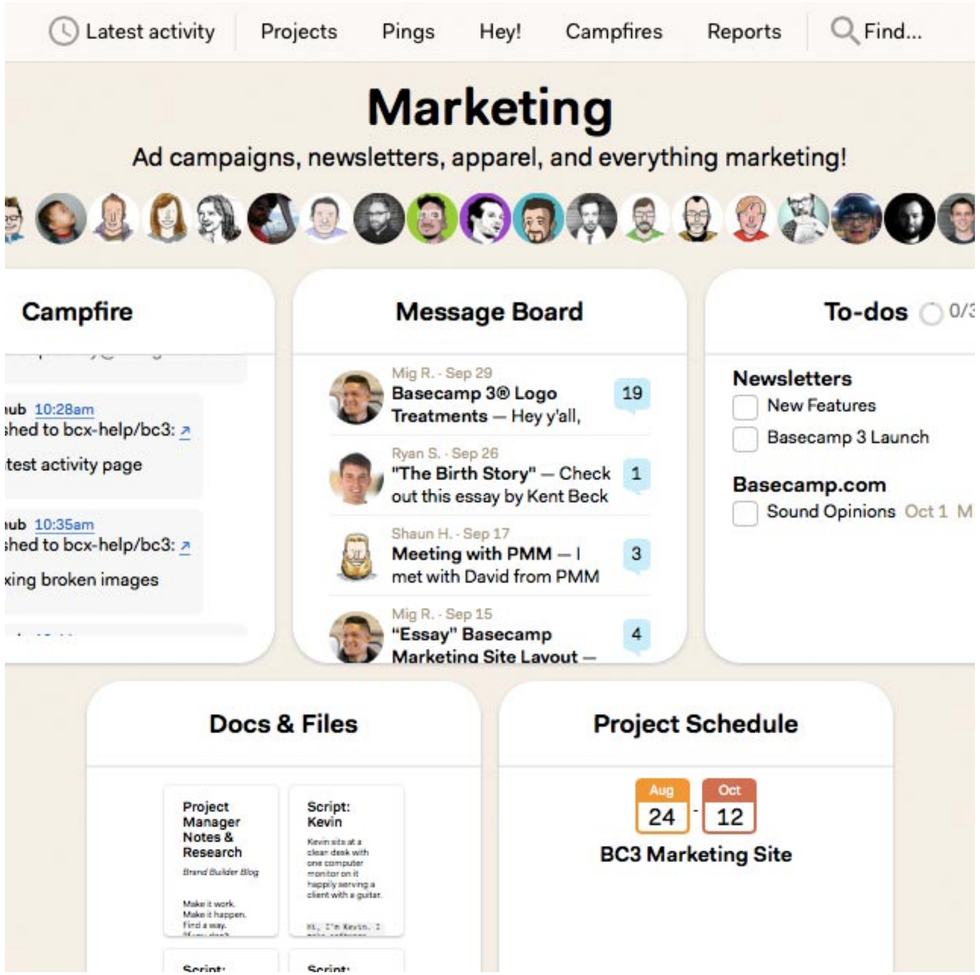
Trello Power Ups



Asana


MY TASKS
INBOX
DASHBOARD
Search
Apollo Enterpris...
Editorial Calendar
List
Conversations
Calendar
Progress
Files
Shared with Marketing
Add Task
View: Incomplete Tasks
Sprint 1:
New feature roundup
Today
5
Blog
Customer spotlight #1
Friday
3
Blog
Press release on acquisition
Monday
2
Draft
Print
Sprint 2:
Work-life balance newsletter
Oct 17
4
Edit
Email
Quarter in review
Oct 11
5
Draft
Email
iOS launch blog post
Oct 5
7
Draft
Blog
Sprint 3:
Product update
Oct 13
9
Draft
Print
Customer spotlight #2
Oct 19
2
Edit
Email
Jessica L
Today
Attach From Computer
Attach From Dropbox
Attach From Google Drive
Attach From Box
Editorial Calendar
New fea
Estimated hours
5
Stage
Ready to publish
Channel
Blog
Description
Trish Tormey (WFH) created task. Sep 2
Blake Woods changed the due date to Sep 10. Sep 9
Blake Woods changed the due date to Sep 20. Sep 17
Write a comment...
Followers
Following

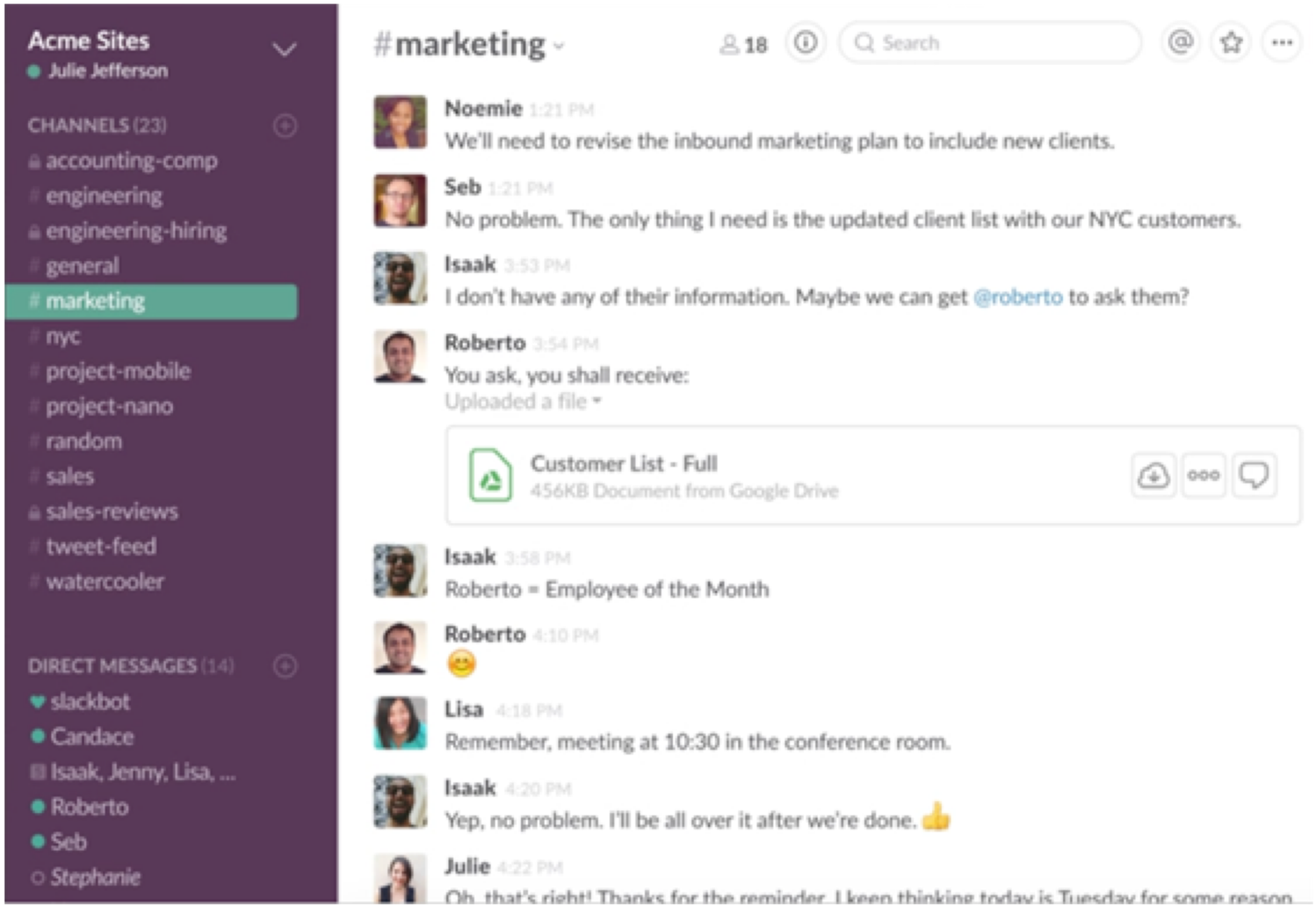
Basecamp


Latest activity
Projects
Pings
Hey!
Campfires
Reports
Find...
Marketing
Ad campaigns, newsletters, apparel, and everything marketing!
Campfire
ub 10:28am
shed to bcx-help/bc3:
test activity page
ub 10:35am
shed to bcx-help/bc3:
xing broken images
Message Board
Mig R. · Sep 29
Basecamp 3® Logo Treatments — Hey y'all,
19
Ryan S. · Sep 26
"The Birth Story" — Check out this essay by Kent Beck
1
Shaun H. · Sep 17
Meeting with PMM — I met with David from PMM
3
Mig R. · Sep 15
"Essay" Basecamp Marketing Site Layout —
4
To-dos
0/3
Newsletters
New Features
Basecamp 3 Launch
Basecamp.com
Sound Opinions Oct 1 M
Docs & Files
Project Manager Notes & Research
Brand Builder Blog
Make it work.
Make it happen.
Find a way.
Script: Kevin
Kevin sits at a clean desk with one computer monitor on it happily serving a client with a guitar.
Hi, I'm Kevin. I
Project Schedule
Aug
24
Oct
12
BC3 Marketing Site

Communication Tools

- Slack
- Facebook Messenger
- WhatsApp
- SnapChat
- Stride/HipChat (Atlassian)
- Built in tools (e.g. Basecamp’s Campfire)
- Skype
- Google Hangouts
- Zoom / Uber Conference etc

Slack


Acme Sites
Julie Jefferson
CHANNELS (23)
accounting-comp
engineering
engineering-hiring
general
marketing
nyc
project-mobile
project-nano
random
sales
sales-reviews
tweet-feed
watercooler
DIRECT MESSAGES (14)
slackbot
Candace
Isaak, Jenny, Lisa, ...
Roberto
Seb
Stephanie
#marketing
18
Search
Noemie 1:21 PM
We'll need to revise the inbound marketing plan to include new clients.
Seb 1:21 PM
No problem. The only thing I need is the updated client list with our NYC customers.
Isaak 3:53 PM
I don't have any of their information. Maybe we can get @roberto to ask them?
Roberto 3:54 PM
You ask, you shall receive:
Uploaded a file
Customer List - Full
456KB Document from Google Drive
Isaak 3:58 PM
Roberto = Employee of the Month
Roberto 4:10 PM
Lisa 4:18 PM
Remember, meeting at 10:30 in the conference room.
Isaak 4:20 PM
Yep, no problem. I'll be all over it after we're done.
Julie 4:22 PM

Collaborative Work

- Google Drive
- Quip
- Wiki tools (e.g. Confluence)
- Specialist collaborative tools (e.g. GatherContent)

Specialist Tools

- Editorial Calendars
  - Coschedule, Divvy
- Social Media + Marketing
  - Buffer, Social Sprout, Hubspot
- Customer Support
  - Helpscout, Zendesk, Intercom
- Customer Relationships
    - Salesforce, Highrise, Pipedrive, Insightly, Capsule CRM

Integration + Automation

- Zapier
- IFTTT
- Native integrations (e.g. Trello’s PowerUps)

Strengths + Weaknesses

- Task management + workflow
  - Trello
- Communication
  - Slack
  - Skype/Hangouts
- Collaborative Work
  - Google Drive
  - Specialist Tools

Security

- risks
- browsers
- encryption
- VPN (virtual private network)
- safeguarding interview subjects
- good practices to safeguard your own security

Exercise: Example Scenario

A media company is looking to launch its titles on a new platform, a stand alone voice-activation device, that can be adapted for media usage and is ‘owned’ by a tech platform keen to work in journalism. There will be a series of work streams in this project organised by you as founder (and thus project manager), among them a tech stream that will be largely staffed by teleworking developers but will require interaction with content generators from all over the world to ensure the content meets its goals.

Exercise: Example Scenario

How would you use the communication, collaboration, work planning and security tools mentioned to set up and manage:

a) regular stand up meetings of the key players,

b) capturing and sharing of the minutes of those meetings,

c) the creation of a specialised technical team who will discuss the programming aspects of the project but also include other key parties, and

d) a series of short, medium and long term tasks.

Choose one of these tasks and create a workflow in Trello

Exercise: Your Startup Workflows

What are the internal communications and project management needs of your startup?

What workflows do you need to set up and manage?

What tools would you use and why?

Homework: use the tools (or research and use alternatives) to set up the key workflows for your startup