Karuana Gatimu, ECMp

Business Solution Architect

karuana@sharepointstrategist.com ● @karuana

Getting the Green Light

How to Pitch a SharePoint Project

Elements of a Good Pitch

- Clear business value
- Measureable goal
- Internal support
  - Executive sponsors, user community, stake holders
- Reasonable timeline
- Phased approach
- The "X" Factor

Executive Sponsors & You

- Every "C" level person wants:
  - To be knowledgeable
  - To be ahead of their peers
  - To bring favor to the company and their area of responsibility
- Only some want to:
  - Be ahead of the crowd
  - Champion change
  - Pay for what's needed

Selecting the Right Project

- Know the true agenda of your executive sponsor
- Pick a project with returns you can demonstrate
- Minimize scope creep and development time
  - Technology is continually changing in this area
- Walk don't jump into your deployment
- Leverage your vendors!
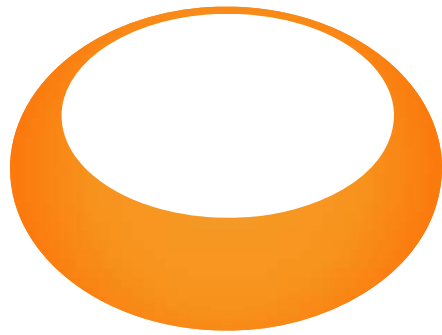
PITCH WORKSHOP
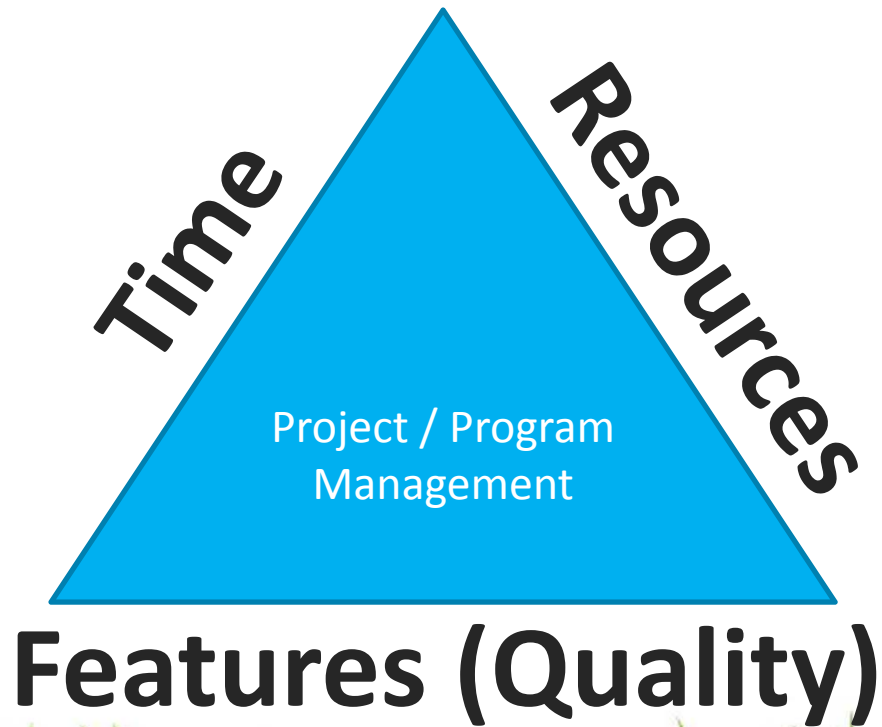
Workshop Team Roles

Exec Sponsor

IT Management

Legal / Audit

Program Manager

Developer

Competing Priorities

Time

Resources

Project / Program Management

Features (Quality)

Guidelines

- One project per team

- Focus on overcoming objections and articulating the "why"

- Open dialog to varying points of view

- Fixed time to achieve goal of plan framework

Project Charter

- Layperson's overview
  - Used with Project Scope which contains technical details
  - Includes Executive Sponsor and budget information
  - Should layout goals for success
  - Answer the five W's like the first paragraph of a newspaper article.
    - Who, What, Where, Why and When

Segment Two

- Business Success Metrics
- Project Success Metrics
- Implementation Resources
- Implementation Timeline
- Constraints & Obstacles

Segment Three

- Solution Design
- Product Selection
- Feature Set
- Data Architecture
- Security Model / Matrix
- Information Security
- UI/UX

- Business Continuity
- Configuration
- Asset Management
- Monitoring
- Reporting
- Quality Assurance
- Enhancements

Segment Four

- Branding
- Communications Planning
  - Impact analysis
  - Training plan
  - User Surveys
- Change Management

Ready.. Set… Go!

Start Pitching Now!

Closing Thoughts

- Know your pitch – sometimes you get to give them at the most unexpected times

- Be confident – hesitation or doubt in a pitch will kill a perfectly good project

- Mind your politics & the overall business environment

- "No" is good and it's not personal! – When something is declined it frees you to focus on other, more highly regarded projects.

Thank you!

E-mail me your questions or comments. Please fill out the session evaluations!

karuana@sharepointstrategist.com
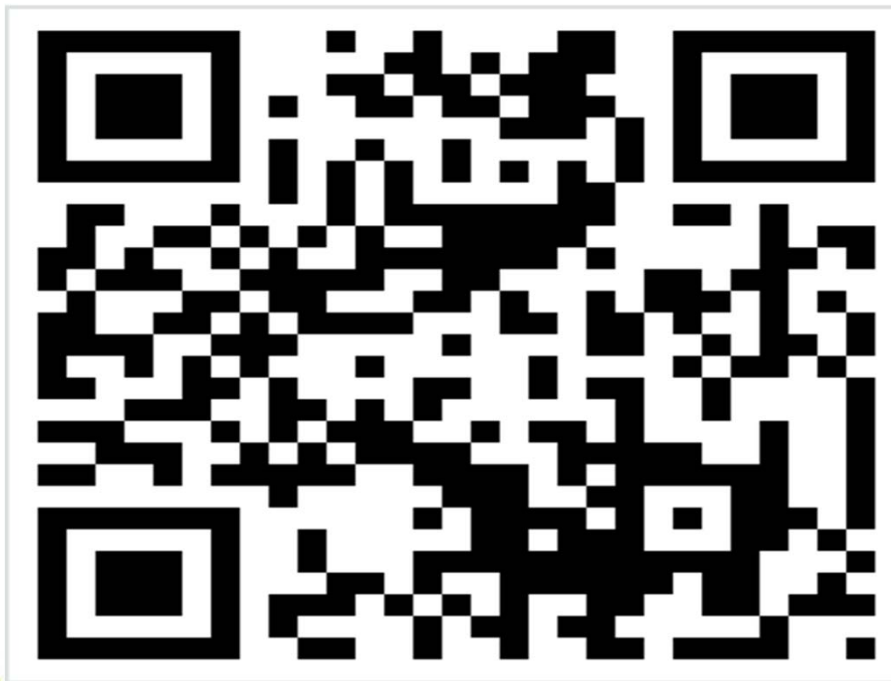v. 310.359.0706
Twitter: @karuana

Learn more from your peers at the Los Angeles SharePoint User Group

Meets every other month at the Century City Microsoft Store

Facebook/LASpug   Spugs.org/LASpug   @SoCalSpug

We want your feedback!

Use this QR code or visit:
http://sps.la/feedback
Silver Sponsors:

Victory Lap- social event

"SharePoint Victory Lap" Social Event for
SPSLA will be at: 5:30pm to 8pm at
Di Piazzas (5205 E. Pacific Coast Hwy, 90804)