

Geeking up, Geeking Down

GTC

Agenda

- **Three Letter Acronyms (TLA)**
- **Translating geek into English**
- **Common mistakes and how to avoid them**
- **What works**

Geeking up

- **TLAs - Why do we use them?**
 - **Common language**
 - **Culturally acceptable**
 - **Short hand, easy**

Translation Please!

- **How do outsiders react?**
 - **Common language?**
 - **Culturally acceptable?**
 - **Short hand, easy?**

Geeking Down

- Always remember.....

***It is not the idea - it is how
it is communicated***

Idea Execution

The process:

- **Generate/define the idea.**
- **Develop/refine the idea.**

Generate/Define

- *Generating is easy.*
 - There is no such thing as failure here
 - Ideas are abundant. They come from anywhere, at any time.
- *Defining– more difficult*
 - What is it you are really talking about

PMO Example

PMO Assumptions

- Mandated – had to be done
- Consistent with market trends
- Executive Buy-in

Where was the point of failure?

Market Trends

Trends of Elvis Presley Impersonators

1977	37
1993	48,000
2010	2,500,000,000



Source: Ceen H, San Francisco Chronicle; October 27, 1993



Source: http://www.cdc.gov/nccdphp/publications/Burden/bcd_03.htm

Will The Real Starting Point Please Stand Up?

Understand where you really are...

- What is the view from the executive chairs?
- Do they have a reason to listen or even care about your idea?

*You must earn the right to consult
every day*

How Do You Get There From Here?

- ***Know*** the strategic plan
- ***Know*** what drives your ***Director and Chief Deputy***
- ***Know*** the purpose for the department
- ***Know*** what business your department is really in
- ***Know*** what drives the other members of the executive staff

What Business Are You In?

Purpose

Vision

Business

Develop

- **Ask yourself.....**
 - What business need is this meeting?
 - Who are the beneficiaries? (Rank them...)
 - What will happen if we do nothing?
 - Is the idea in alignment with Statewide, Agency and/or departmental goals?

Refine

Then ask...

- What changes or adjustments need to be made to the idea (revision loop)
 - To meet strategic goals
 - To make the greatest impact on the organization
- What “box” is hindering the development of this idea?

Getting Executive Sponsorship

Take everything you learned and...

- Document your idea
- Define project success
 - Identify the expected Outcome
 - Quantify the Performance Measure
- Create an executive briefing
- Clearly articulate what you need as an outcome of the briefing

Why?

- They speak vision and business need
- They talk in bullet points, like we talk in TLAs
- They most likely won't read your document (they don't have time unless *VERY* interested)

Here's The Point

- IT is not the core business of most departments, don't focus on IT
- Well communicated ideas show support for the purpose, vision and business of the department
- Well communicated ideas show support for the strategic vision and goals at the statewide level
- A well communicated idea is one where the executive knows not only what you want to do, but what you need from them.

Thank you

**Carolyn Lawson
Deputy Director,
Business and Program Services
eServices Office**

Carolyn.lawson@eservices.ca.gov