PREPARED FOR:

APRIL 27, 2023

Effective Project Management: How to Grow High-Value Partnerships

mediacurrent

Norah Medlin

TECHNICAL PROJECT MANAGER
AT MEDIACURRENT

/in/shannonmedlin

About

- Lives in Joliet (West Chicagoland), IL
- 15+ years of experience in Software Development
- Loves to build & guide unique ad-hoc rockstar teams
- Passionate about agile project management, automation, mentorship and open source culture
- Member of the SCA since 2004

Skills

- Drupal
- DevOps
- REST API
- Language Agnostic
- Linux/Bash
- Entrepreneurship

Erik Schwenke

SR. TECHNICAL PROJECT MANAGER
AT MEDIACURRENT

/in/erikschwenke

- From St. Louis, MO
- 9 years experience in project management / Certified Scrum Master
- Manage largest retainer clients at Mediacurrent
- Passionate about building long-lasting relationships and incorporating Agile into projects
- Nerd creds: winner of a Mediacurrent speed typing contest (100+ WPM club!)

Skills

- Scrum/Agile
- Process Management
- SEO
- Google Analytics
- Budgeting
- SQL

Overview

01 Getting Started

02 Kicking Off

03 Keep it Going

04 Discovery-first

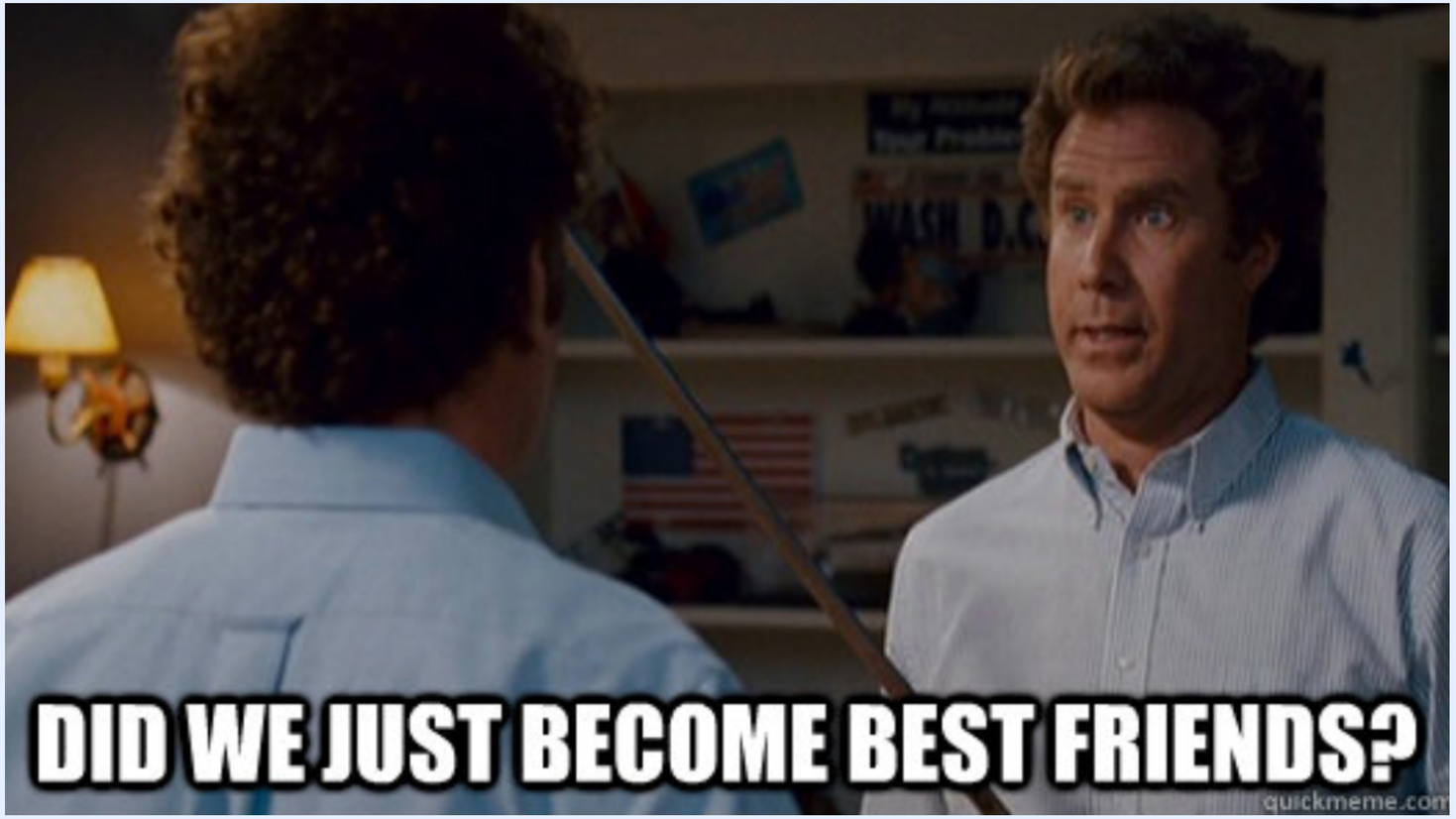
05 Phased Approach

01

Getting Started

New Client Sync with Primary Stakeholders

- Helps to make the sales handoff less awkward when starting relationship with a new client
- If the official kickoff is a formal dinner, this is like a happy hour
- Limit the conversation to your primary point(s) of contact
- Use findings to set the stage for how you want to run your eventual kickoff call with the full team / stakeholders in place



Scheduling Kickoff Workshop
(New Engagement for Existing Client)

TO: **Client Contact**

SUBJECT: **Kicking Off Our Project!**

Hi Client Contact,

We're excited to be working together!

To get started, we need to cover a few things so we can have a successful project.

I wanted to ask you a few questions...

Who should attend the kickoff workshop?

Ask for names, titles and email addresses.

When should the kickoff workshop take place?

Include a link to a scheduler or list of times for the client to select.

Does anyone on your team require accommodations?

Inclusion/Accessibility requirements and inclusivity statement.

Q and A

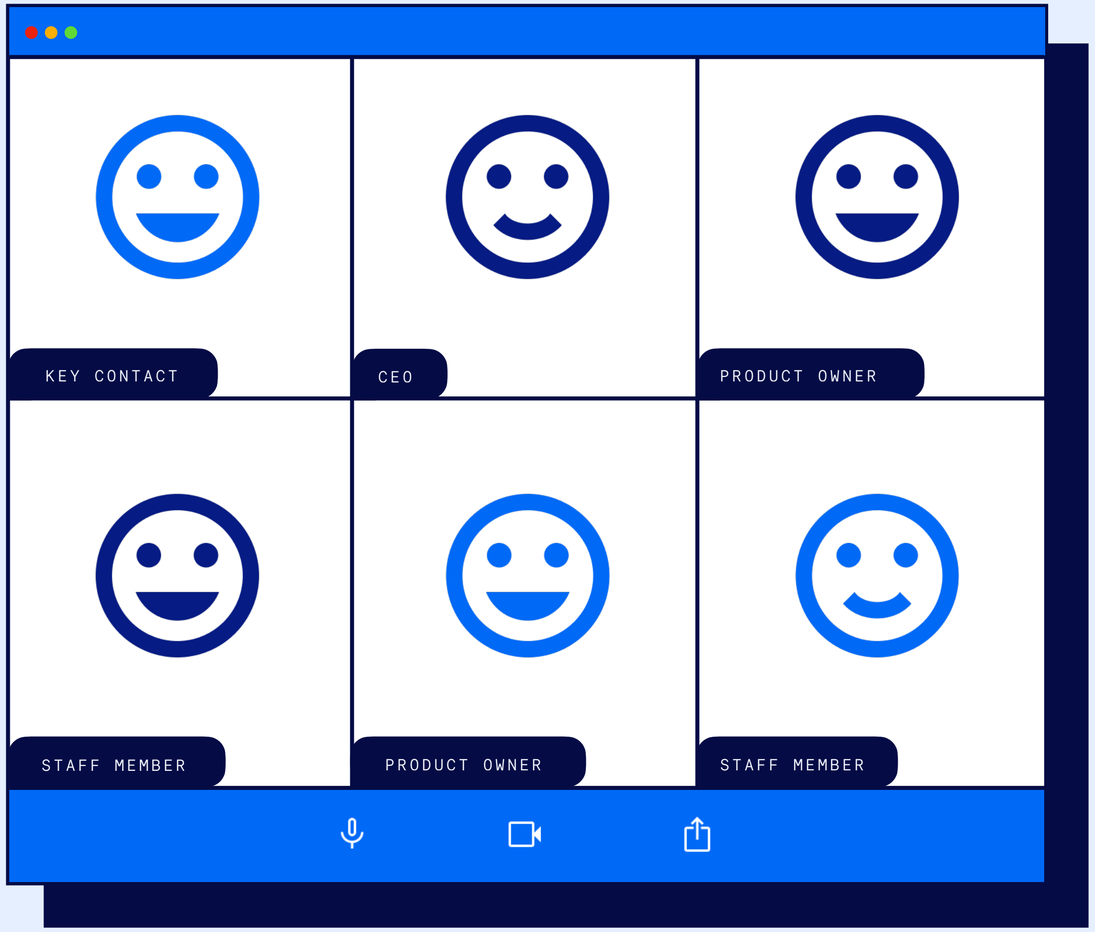
What do your initial communications with your clients look like?

02
Kicking Off

Kickoff Workshop (Client Facing)

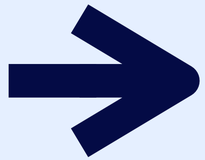
STAKEHOLDERS

KICKOFF MEETING

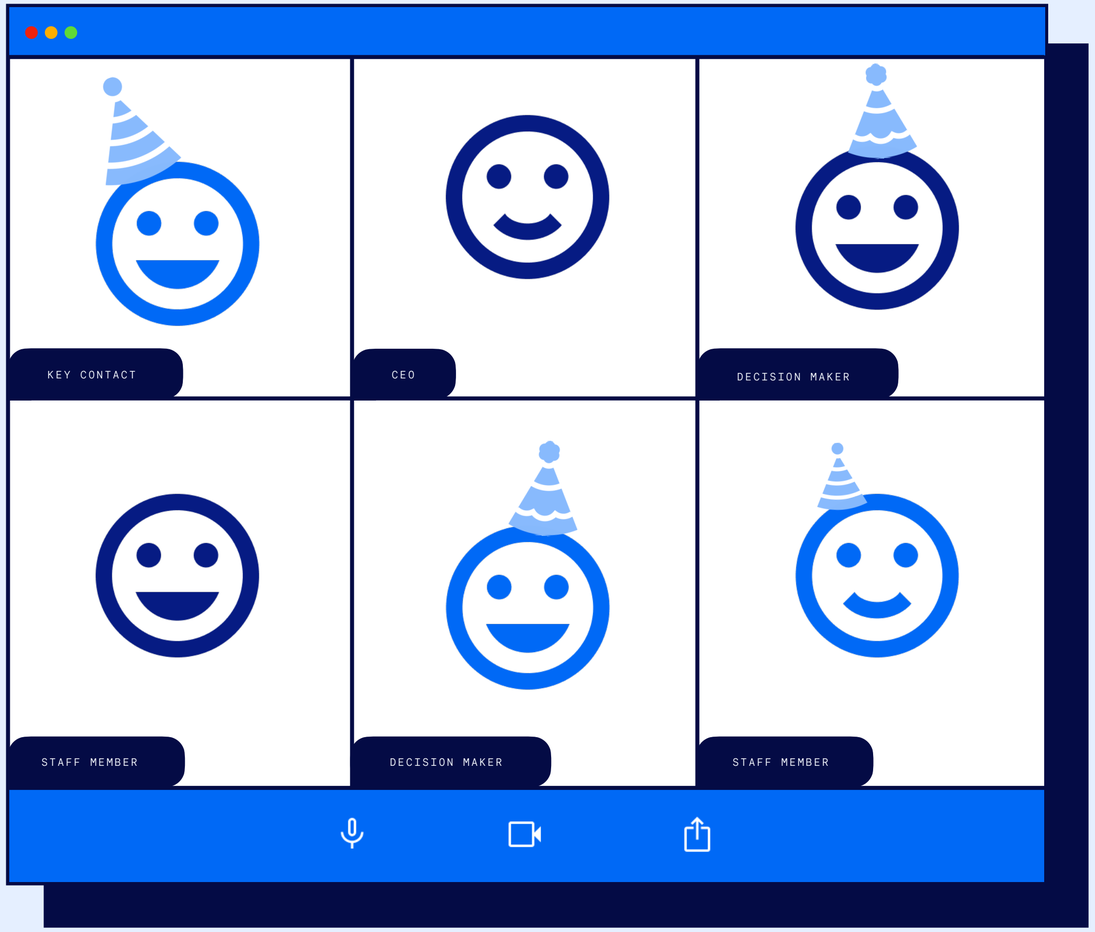


Internal Kickoff

PROJECT TEAM



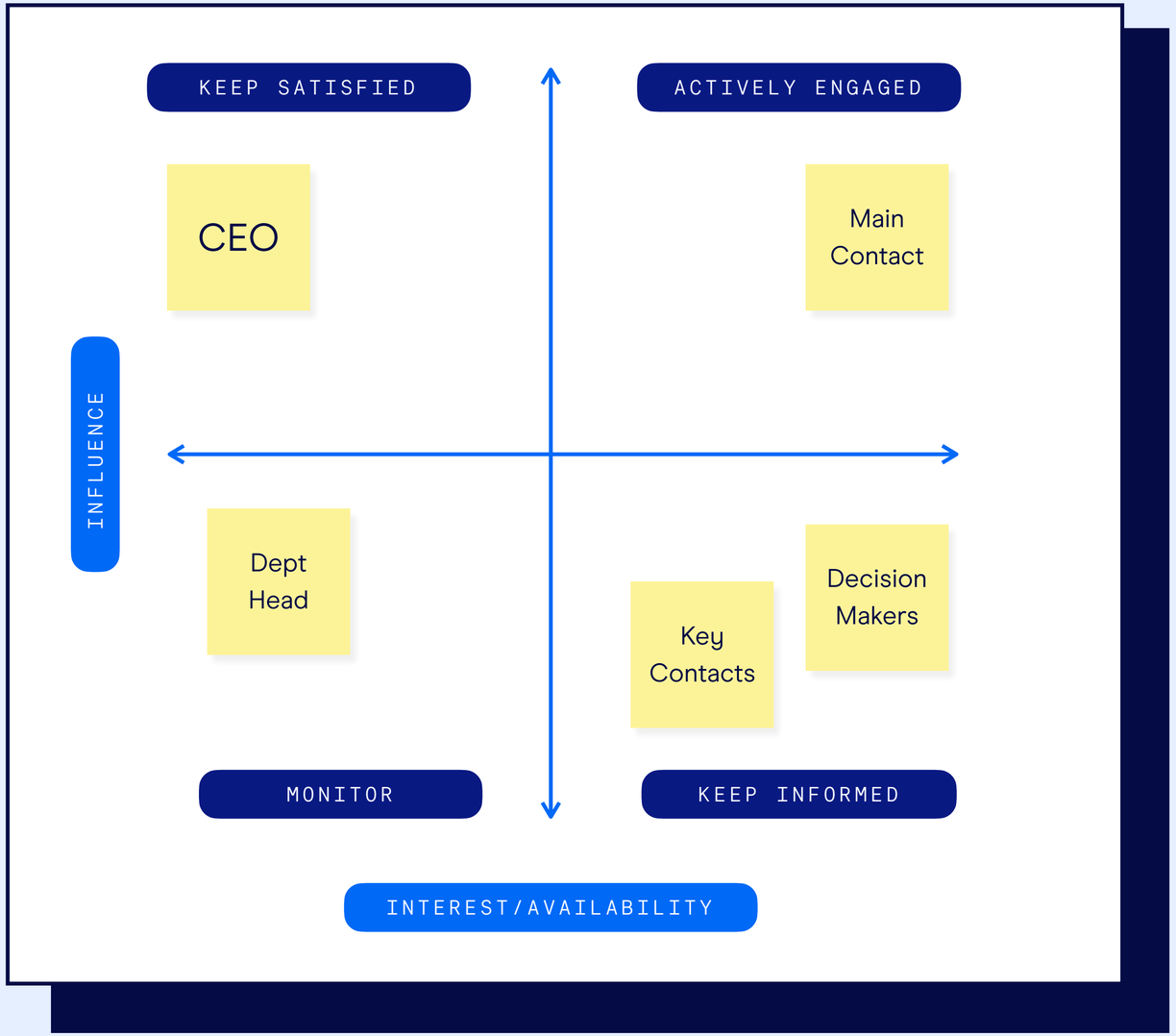
"RA-RA" MEETING



03

Keep it Going

Stakeholder Analysis/RACI



Scan for Miro Template

Next Steps Email

TO: **Client Contact**

SUBJECT: **What's Next?**

Hi Client Contact,

Please extend my thanks to your team for their participation in the Kickoff Workshop today. It was great to get to know everyone just a little bit better and have an item to start digging into right away! :)

Here are some next steps...

What did you cover during Kickoff?

Provide a brief value statement and/or list.

What are some immediate next steps?

Here is your opportunity to set some expectations about what value you intend to provide next or what you need from the client in order to move forward.

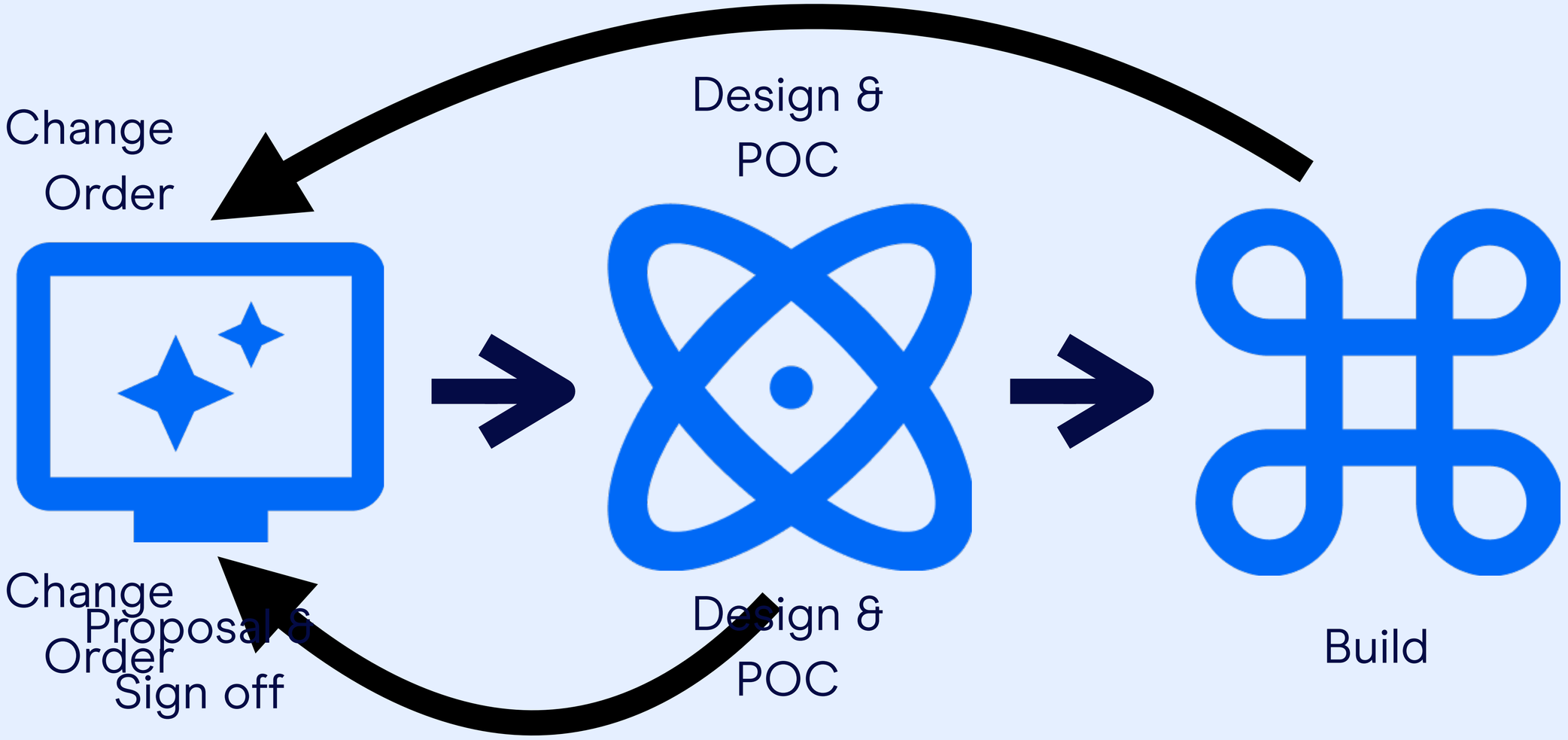
When will you meet next/what's the next milestone?

As the team starts digging in, it is good to remind everyone about the next meeting and/or milestone. Remember, not everyone things multi-dimensionally, a calendar invite or graphic during the meeting might not be enough.

04

Discovery-first

A world without a Discovery-first Approach



Q and A

Have an experience like this you would like to share?

Empowering Decision Makers With a Discovery-first Approach

Requirements & Envisioning

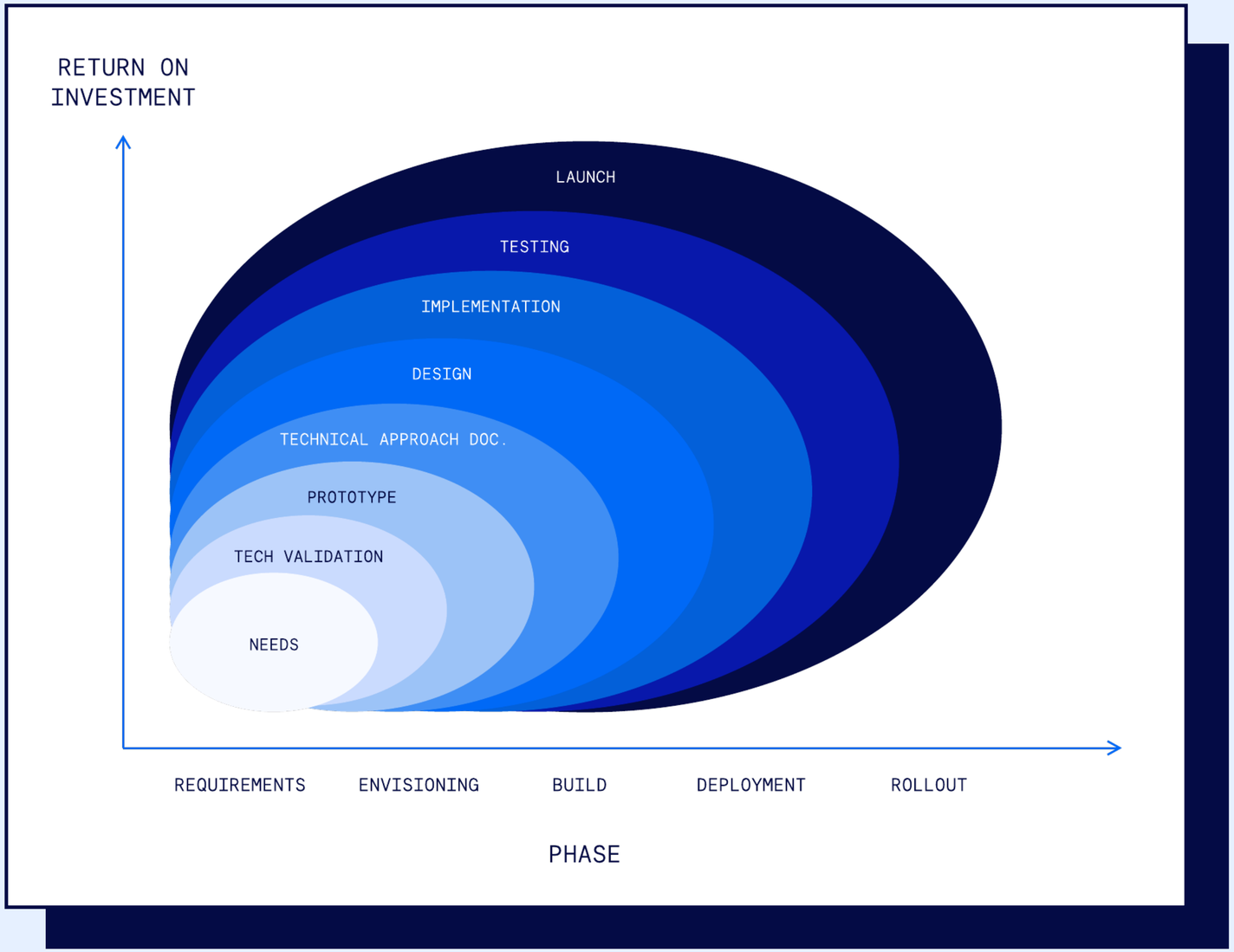
Build

Deploy & Rollout

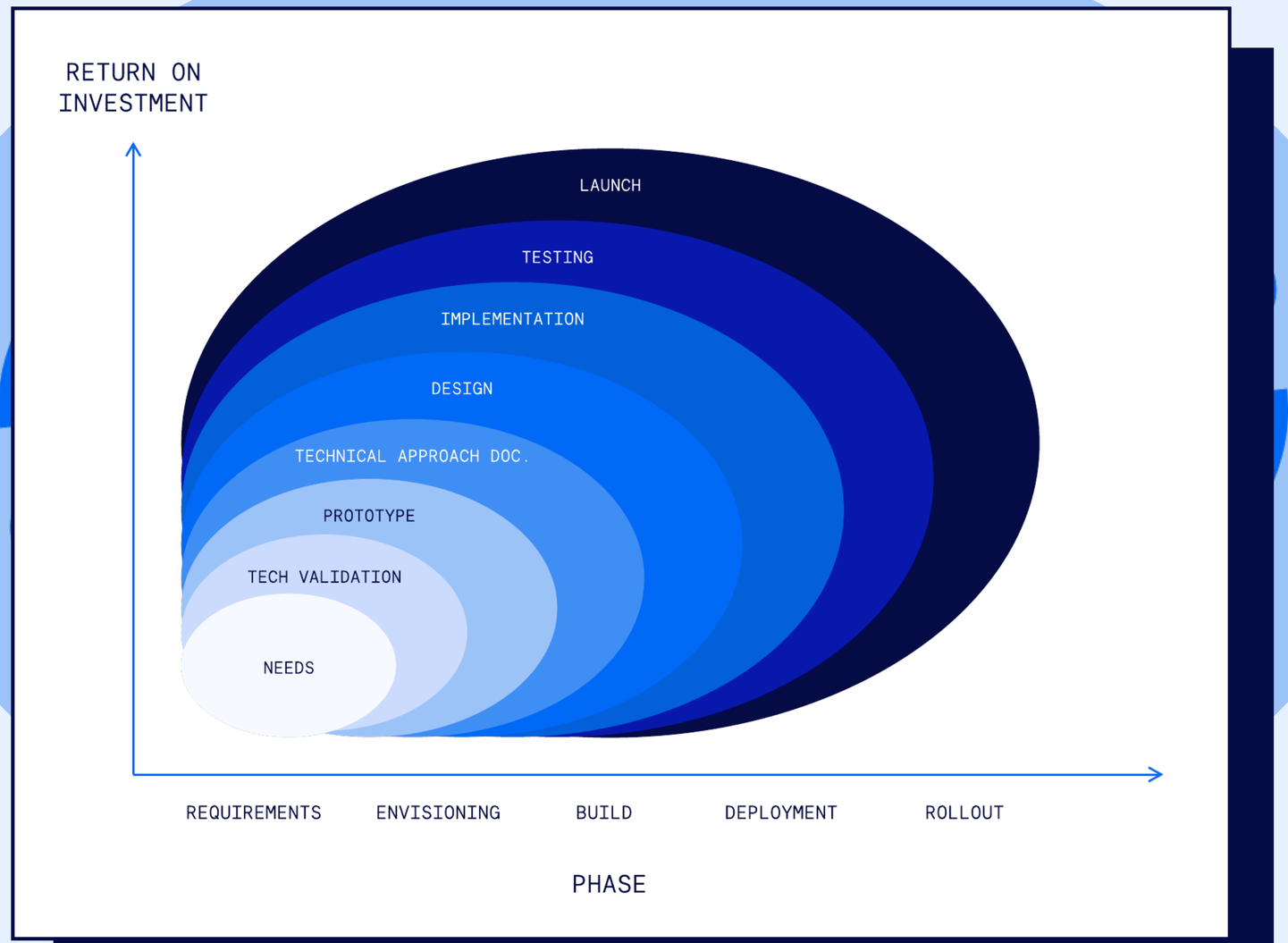
04

Phased Approach

Onion Diagram



Phased Agile



Q and A

Has anyone worked with a multi-phased approach like this before?

Stories?

Thank You

For Questions or More Information

Norah Medlin
norah.medlin@mediacurrent.com