

BREAKING THE INNOVATION IMPASSE.

How you can drag your team kicking and screaming along the digital transformation journey.

Engage the Business

- Don't work on the project behind closed doors, keep them open and engage everyone from your end-users to your developers and your executives
- Take the time to listen to your end-users and learn from what they have to say
- Be flexible in your approach to reaching end-users. What works in your discovery plan may not work in the real world.

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Immerse the Team in Your Project

- Forget the traditional client/partner relationship. You're one team now! Maintain daily contact and open lines of communication to problem solve or make leaps in progress
- Make the most of collaboration tools - especially in 2020. There are plenty of tools to share ideas, chat and meet over video and collaborate
- No one likes surprises on software projects so embrace honesty and keep the everyone fully informed over the journey.

Hold Hands Through UAT and Go-Live

- It's not sink or swim. Launch day shouldn't be stressful, so be flexible with timing. It's better to launch awesome software a few days late, than launch and troubleshoot for months
- Great software doesn't need a complex user guide. Reference guides and video tutorials help great UX
- Unite as a team and celebrate success. You've earned it!

Give Users a Glimpse of the Future

- Take discovery feedback and tackle the big issues early on. Addressing the tough challenges early is a great way to build credibility fast
- Prototypes can help you demonstrate real progress, and new tools make creating them faster and easier than ever
- Get your end-users hands-on as early as possible. Not only will it generate interest, you'll also discover things you might have missed before.

Embrace and Exploit Change

- Doing the hard work in Discovery makes change a lot more manageable further into the project. It's much easier to make small adjustments than completely change course
- Change is constant, so keep the dialogue flowing. If something isn't right, make it known early and it can be fixed
- Be open to insights. They'll appear through the project so be open to adjusting as the project develops.