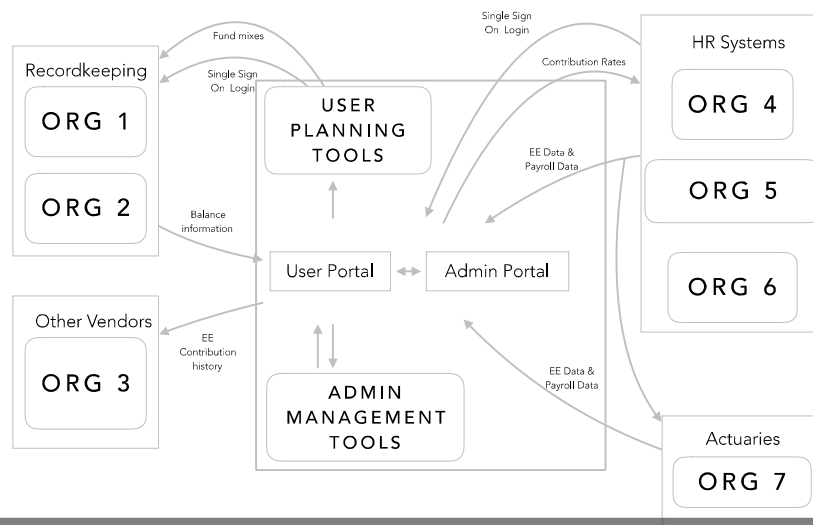


# Beating the technology trap

Identify needs, manage risk, and bring new technology to your organization

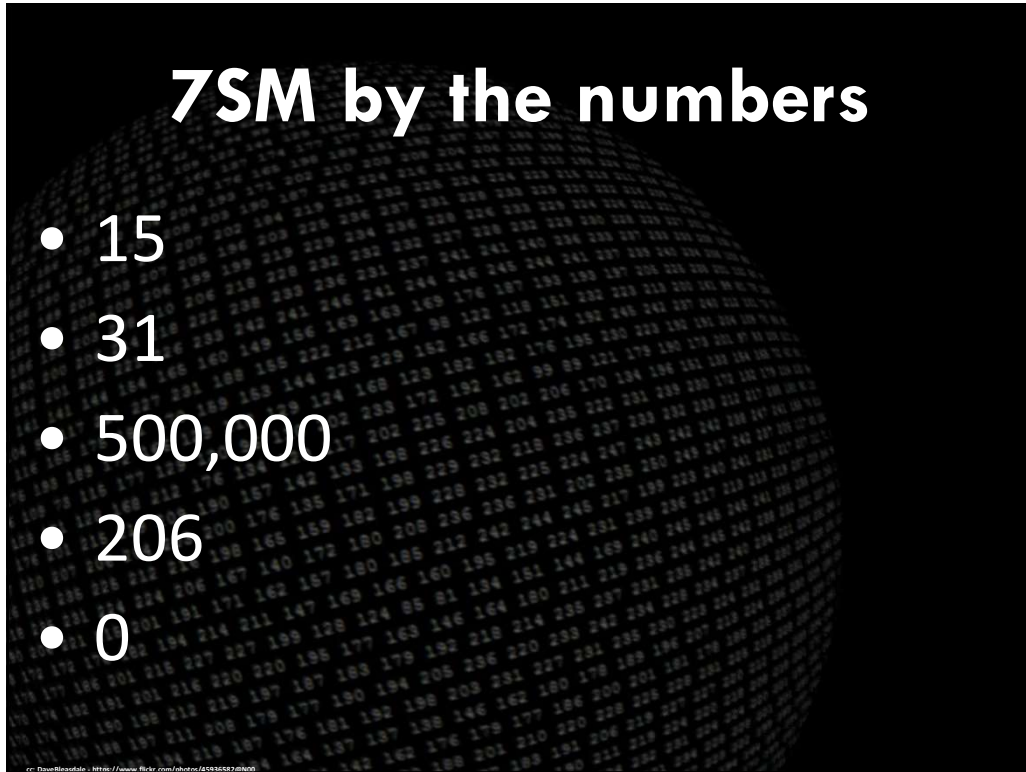
## A Services Company



With product innovations

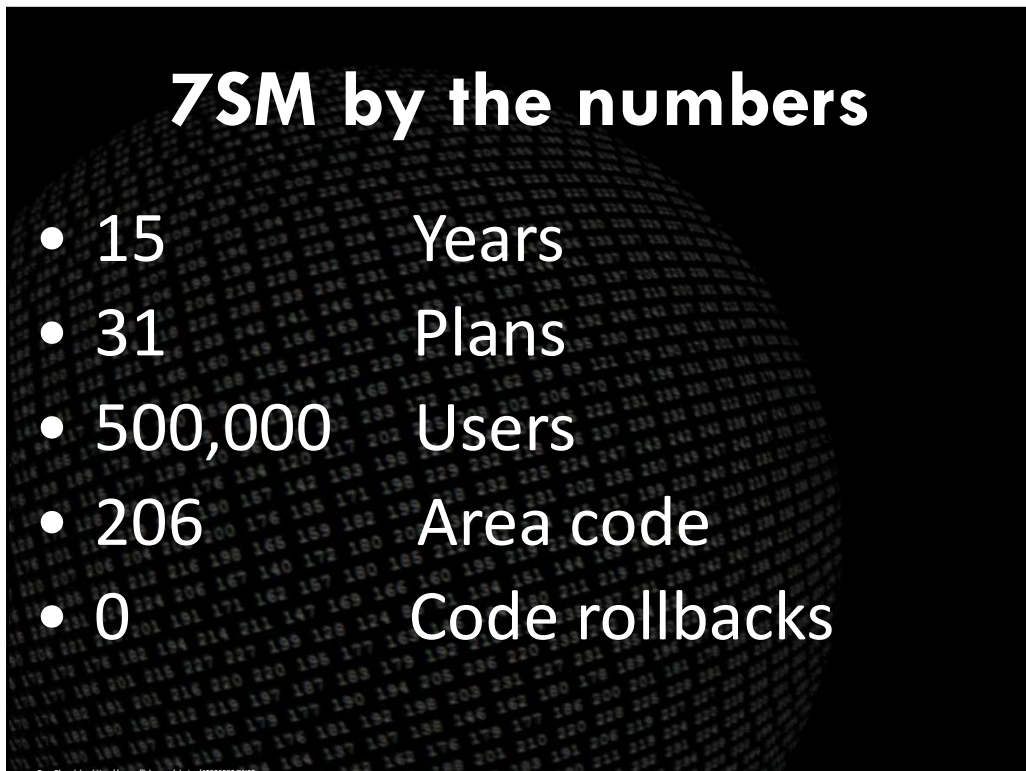
# 7SM by the numbers

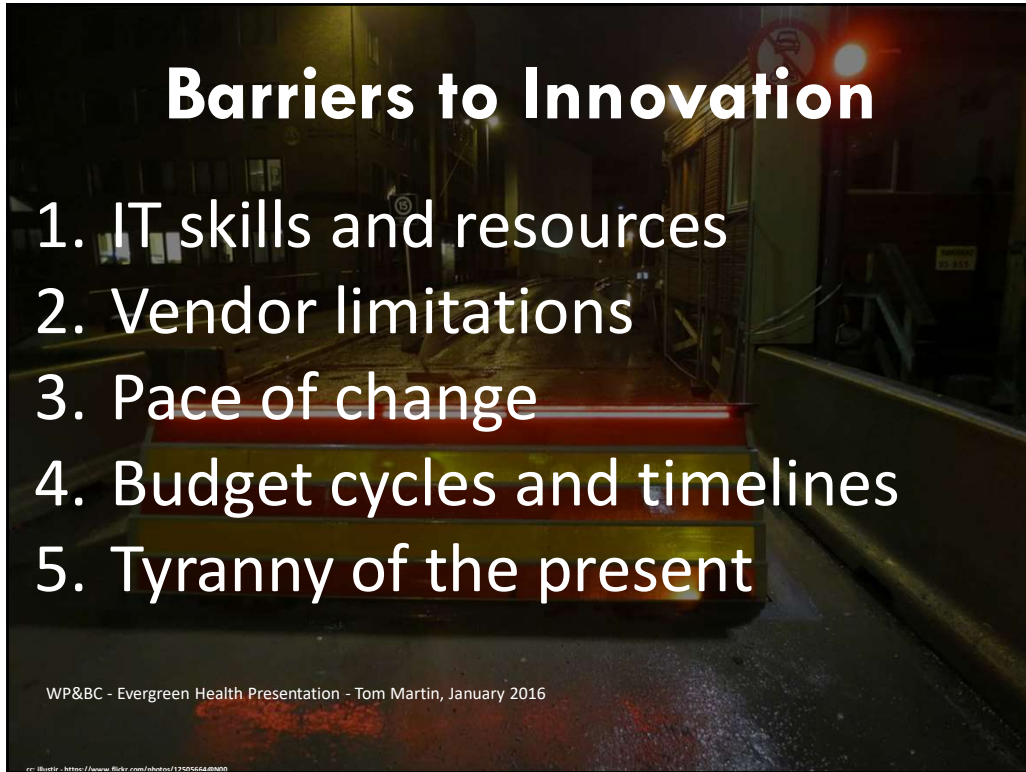
- 15
- 31
- 500,000
- 206
- 0



# 7SM by the numbers

- 15 Years
- 31 Plans
- 500,000 Users
- 206 Area code
- 0 Code rollbacks





# Barriers to Innovation

1. IT skills and resources
2. Vendor limitations
3. Pace of change
4. Budget cycles and timelines
5. Tyranny of the present

WP&BC - Evergreen Health Presentation - Tom Martin, January 2016

cc: Blurry - https://www.flickr.com/photos/71305628090



# Why bother?

Rapidly changing cultural expectations, opportunities, and risks

cc: Gail Frederick - https://www.flickr.com/photos/71305354090



**Learn how to spot, disarm, and avoid traps**



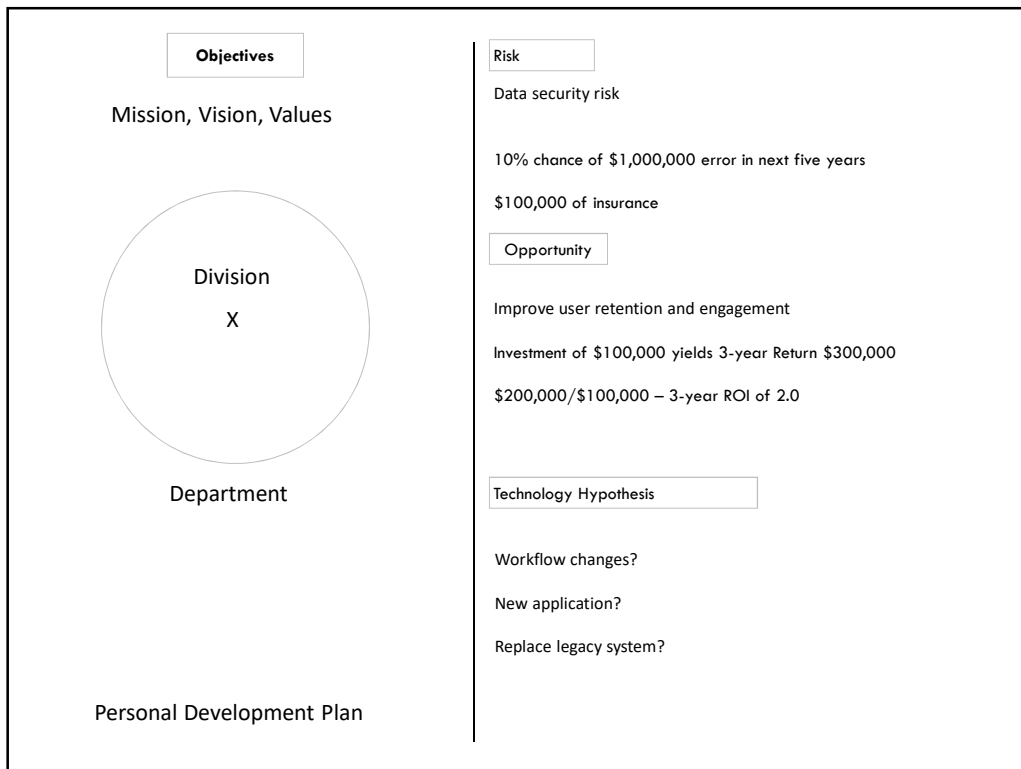
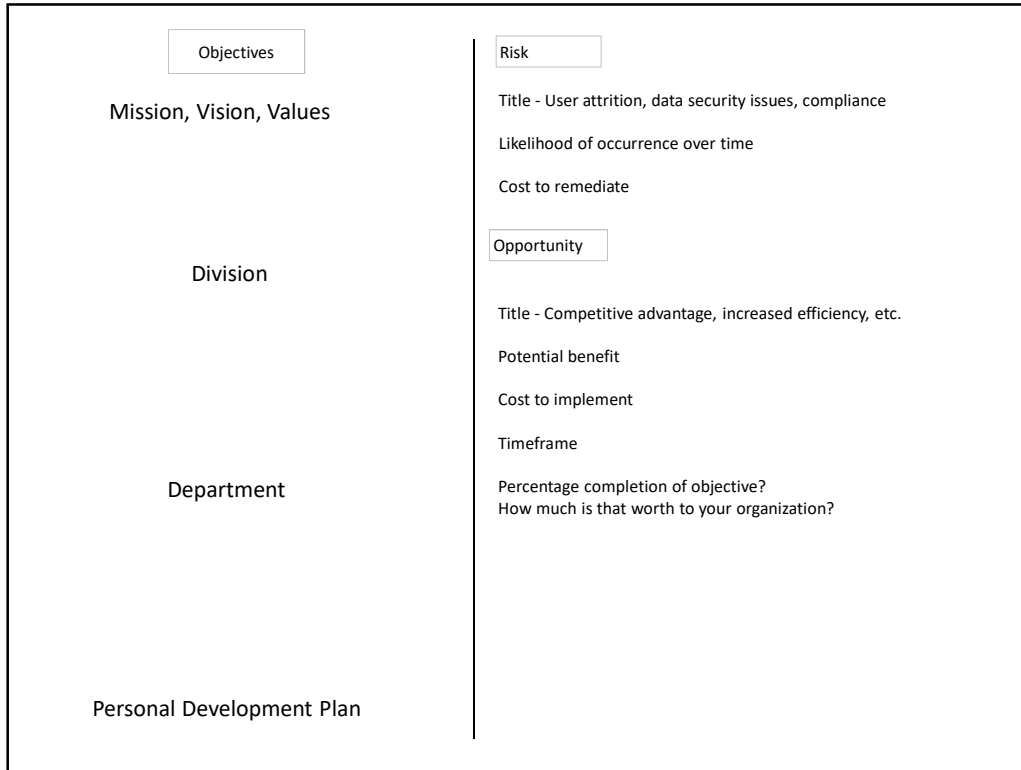
**Make your project shovel-ready  
without new money**

## No accounting for bad planning

- 60/40 Rule
- Without planning last 20% is 3x first 80%
- Frustration, Aggravation, Dissension



Establish objectives  
and run basic risk and ROI calculations



# Prisoner to the budget cycle



## Operationalize planning and analysis

### 3-minute Survey

Use Survey Monkey  
Ask the users of a given process  
Synthesize meaningful output

### Expert Opinions

Find others that have been there before  
Evaluate opinion worthiness  
Ask what's worked and what hasn't

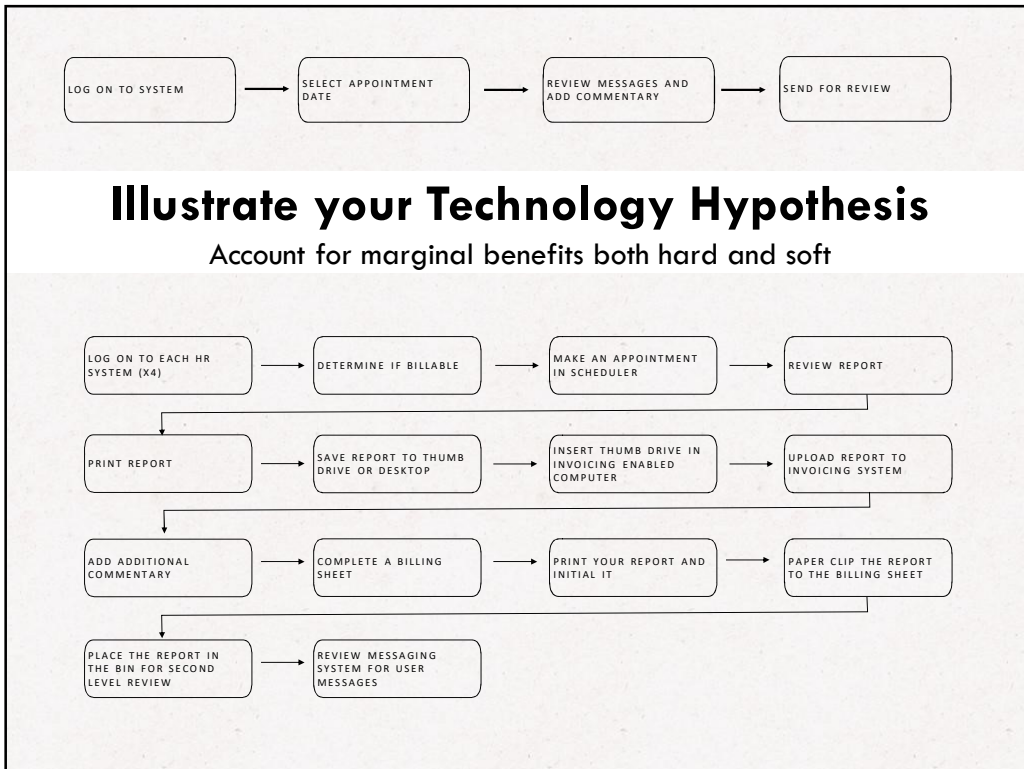
### Sixth Grade Science

Run a small experiment simulating technology  
Problem  
Hypothesis  
Method  
Results  
Conclusion

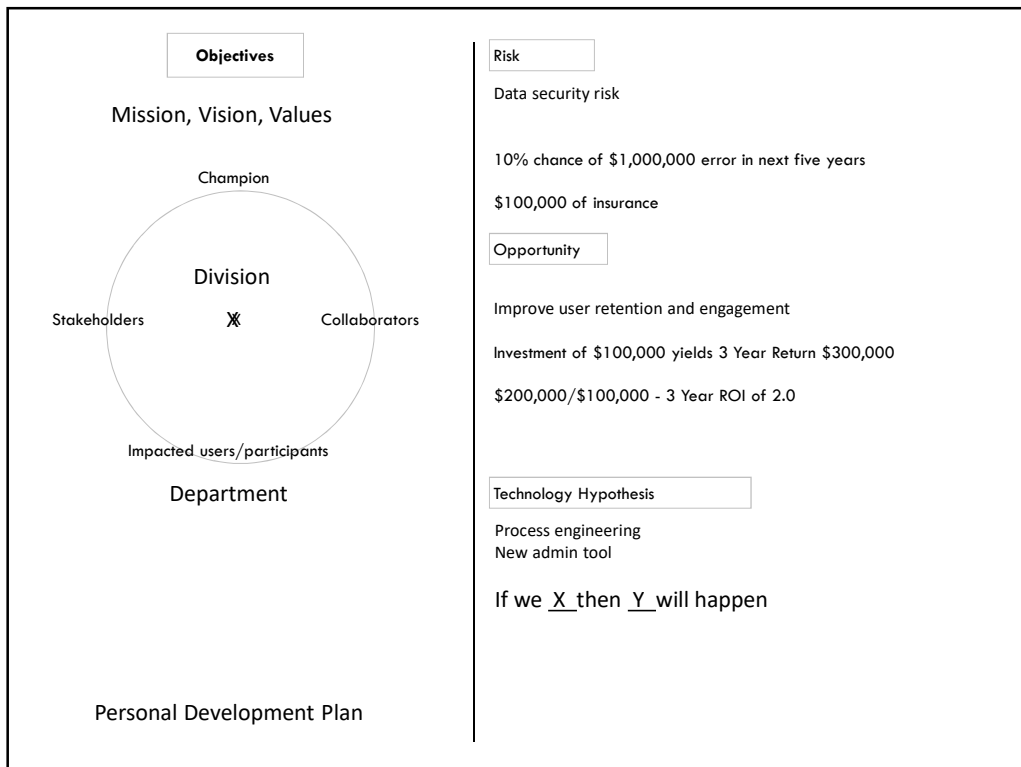
"We have a 20-step manual process using paper and Excel spreadsheets with extensive references"

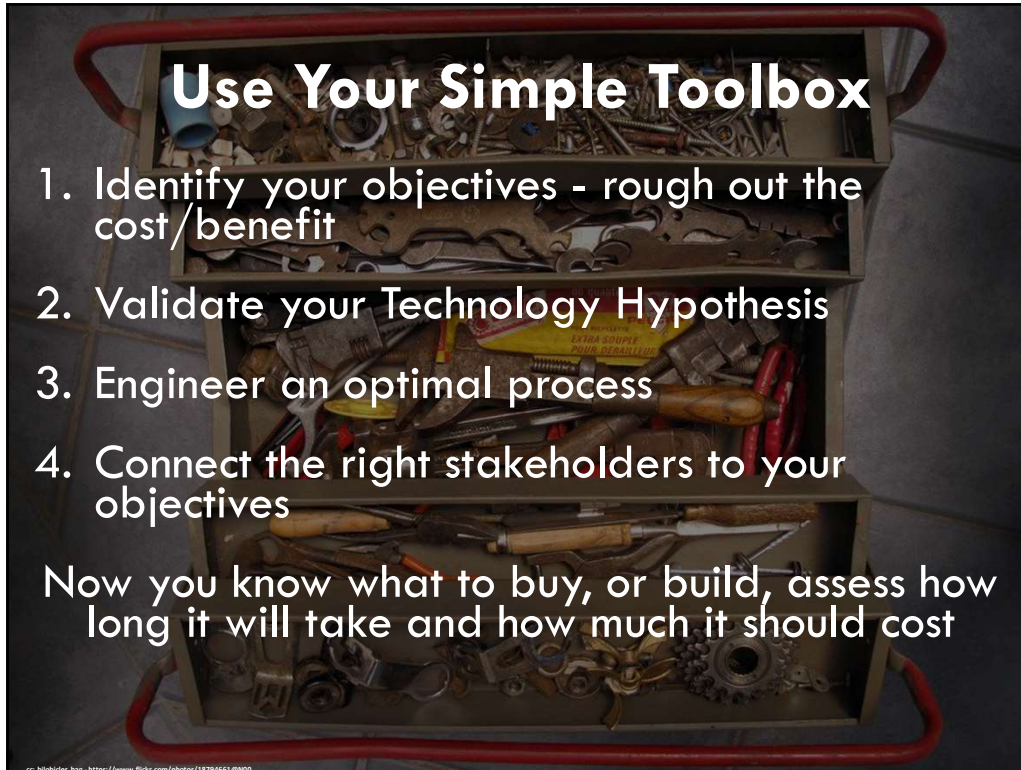
"We had a similar problem and were able to solve it with this solution"

"We weren't sure the technology was worth it so we ran a weeklong experiment and measured the marginal benefit"









## Use Your Simple Toolbox

1. Identify your objectives - rough out the cost/benefit
2. Validate your Technology Hypothesis
3. Engineer an optimal process
4. Connect the right stakeholders to your objectives

Now you know what to buy, or build, assess how long it will take and how much it should cost

cc: Mikaltes bar - https://www.flickr.com/photos/7879651/8020



## Know who can help you

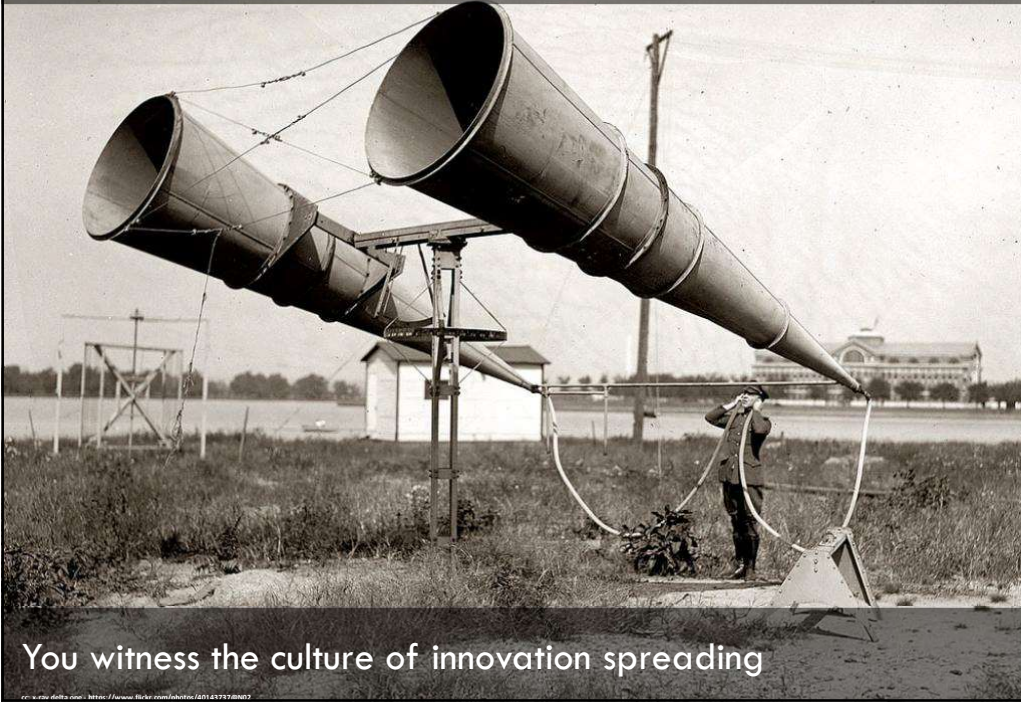
IT department

Product company

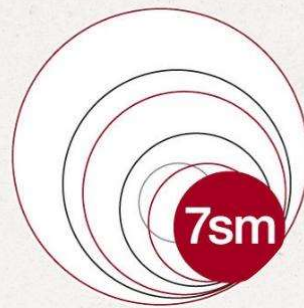
Services company - 7SM

cc: el pion vache dub - https://www.flickr.com/photos/50944635/8900

You know you're winning when



You witness the culture of innovation spreading



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