

**Everything Louder Than Everything Else!**  
**Navigating Stakeholder Needs Through Better Discovery**

# Hi, I'm Dwayne

Agency and Community Success  
Manager At Pantheon Since 2014

Working in sales/marketing since  
2005

Some things I enjoy, aside from  
tech:

- Improv
- Webcomics and Comic Books
- Karaoke!!!



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**PANTHEON**<sup>®</sup>

*Website Management Platform*

## Elastic Hosting

- WordPress Optimized Hosting
- Advanced Caching
- Automated DevOps
- Highly Secure

+

## Web Development Tools for Teams

- Dev, Test, and Live
- Cloud Environments
- Permissions & Security
- Cloud Integration Tools

# Poll time



motörhead

Everything  
Louder  
Than  
Everything  
Else





# MOTORHEAD



motorhead







← EXPECTATIONS

RESULTS →



**MINION CAKE**



**NAILED IT**





How do we know who to listen to?

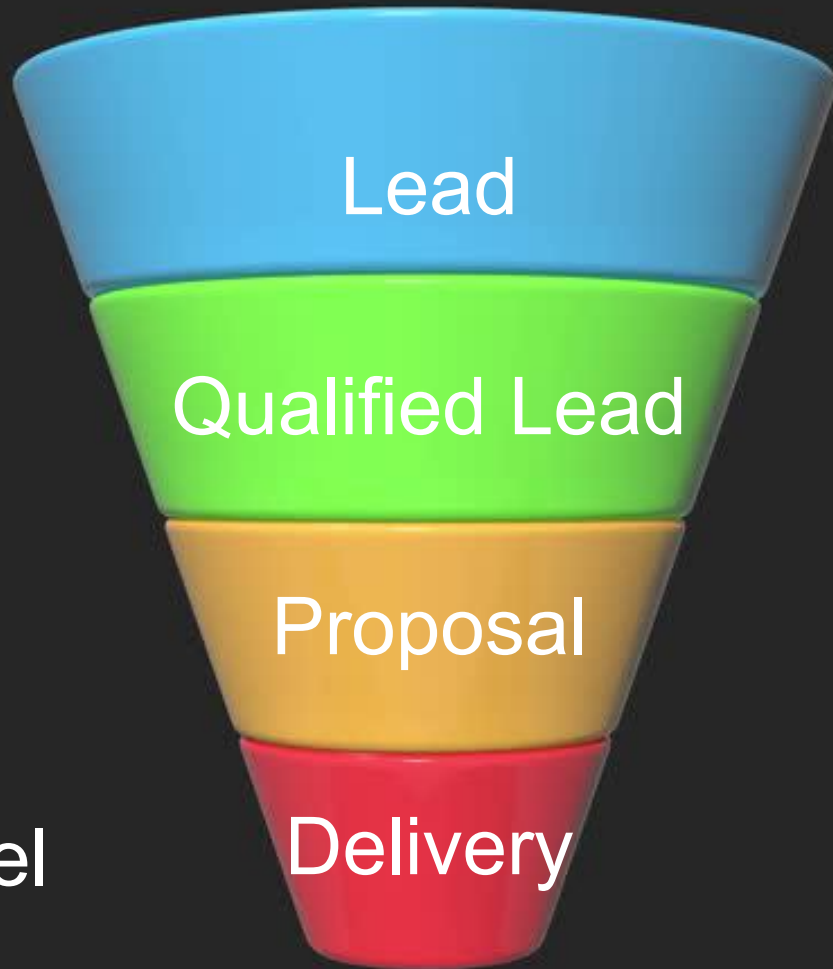
How do we know what they want?

“You can have everything in life you want, if you will just help other people get what they want.”

- Zig Ziglar

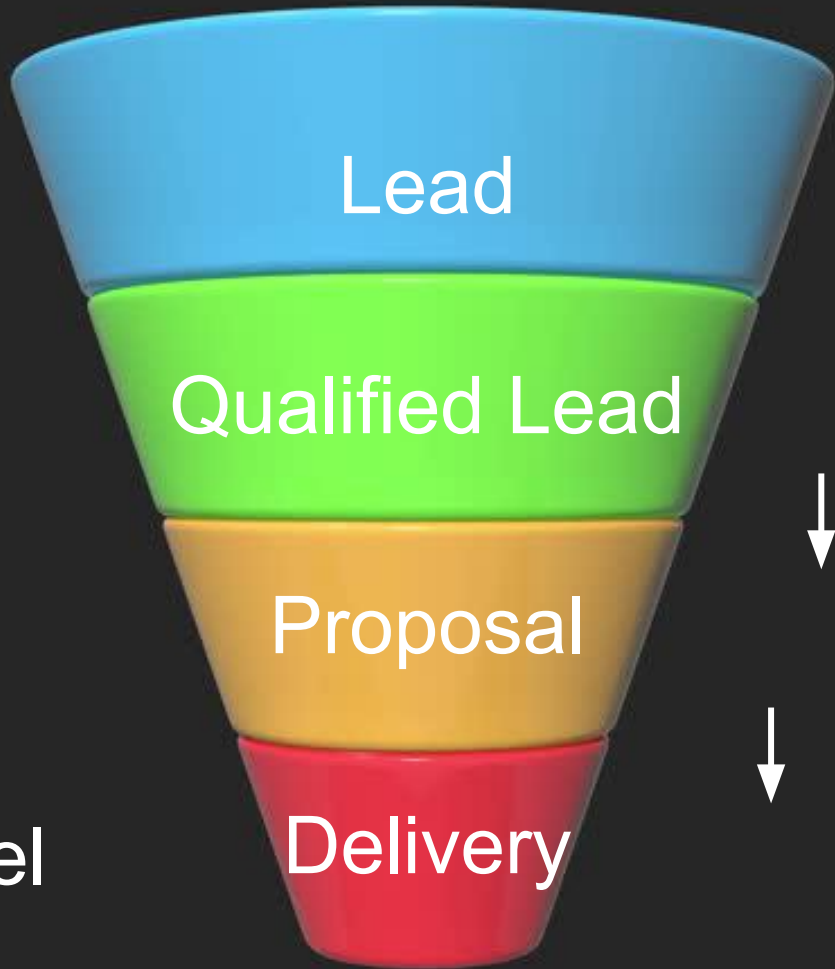


 Discovery



Project Funnel





Lead

Qualified Lead

Proposal

Delivery



Qualify



Discovery



Procurement

Maintenance

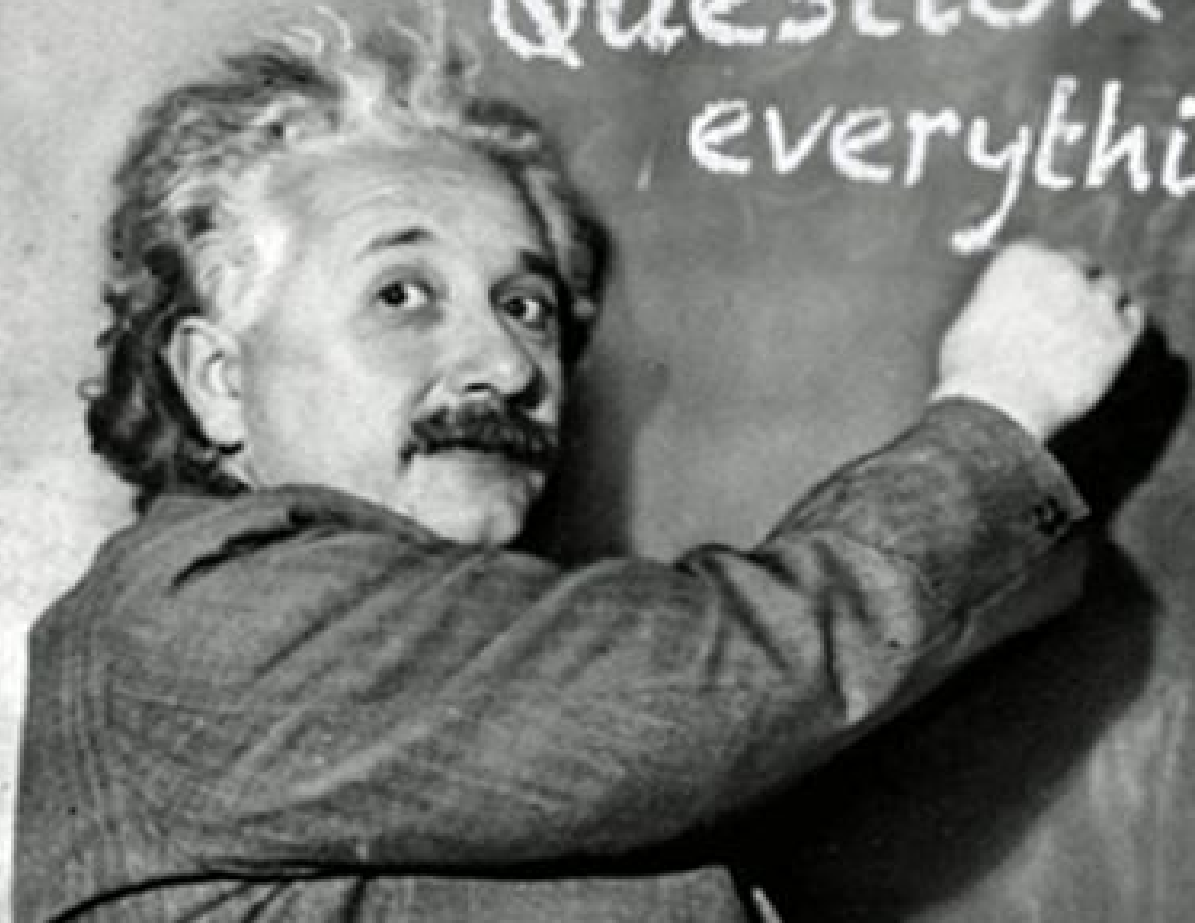
Project Funnel

Talk to everyone





Question  
everything



1. What are the business goals that the project is aiming to achieve?
2. What business benefits will these goals deliver if achieved?
3. What will be the consequences to the business (financial, reputation etc) if the project does not go ahead or fails to deliver the objectives?
4. Are there any easy-to-implement alternatives to this project? Sometimes other solutions are available that do not require the cost implications of a full-blown project.
5. Are there any disadvantages to implementing this project? Staff redundancies might be an obvious one but there might be some that are less obvious.
6. Who is the main stakeholder, with ultimate responsibility for driving the project forward? It is important that someone senior takes ownership of a project – that person should never be the project manager.
7. Who is responsible for ensuring appropriate resources (time, people and money) are allocated to the project? This should be someone with the authority to allocate whatever resources are required.
8. Who will be responsible for deciding whether the project goes ahead or not after the initial investigations? This will often be a group of people, sometimes with conflicting aims.
9. Is the new project dependent on the successful delivery of a current project? If so, a full report on the status of the project already underway should be obtained before committing to the new project.
10. What are the success criteria that will indicate that the objectives have been met and the benefits delivered?
11. Will new equipment/products be required to facilitate project delivery for example is new software needed?
12. Will there be any necessary staff changes (redundancies or new hires)?
13. Will existing staff require re-training for example to learn new business processes?
14. Which individuals, teams or departments will be involved in the project?
15. Who will be responsible for documenting the business requirements in detail?
16. Who will determine interim and final deadlines? Projects where the marketing department, for example, decide on a deadline for an IT project have a far less chance of success than when informed estimates are made about the resources required.
17. How much contingency will be available in the budget?
18. Who will be responsible for making the decisions to include or exclude requested changes once the project is underway?
19. Will the project deliverables need to be tested and, if so, by whom?
20. Who will provide the final approval of the project deliverable?

Ground

Rules

# Ground Rules

Ask open ended questions to guide the conversation





Are you the person who will sign off on this?

Vs

Who signs off on this?

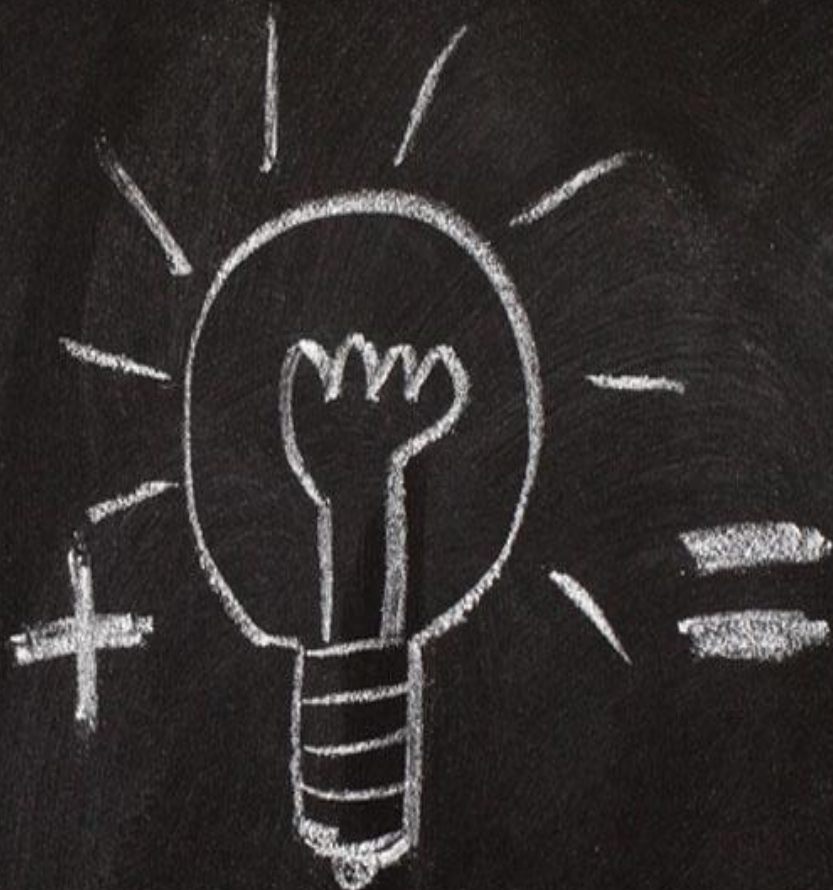
Do you want to have pictures on the left of the page?

Vs

Where do you imagine seeing the pictures?

# Ground Rules

Focus on the 'Why'





“ITS NOT BUSINESS,  
ITS  
PERSONAL”

# Ground Rules

**Listen 75%**

**Talk 25%**



# Ground Rules

Resist talking about yourself





I... me... me...  
I... I... me... I

# Ground Rules

Set up expectations with the client



# Ground Rules

Give them freedoms

Freedom to answer any question with 'I don't know'

Freedom to talk about their personal stakes

Freedom from reproach

Freedom to dream

# Ground Rules

Be Transparent

A hand is shown holding a metal level against a blue background with white speckles. The level is positioned diagonally across the frame. The text "TRANSPARENCY LEADS TO TRUST" is overlaid on the right side of the image.

**TRANSPARENCY  
LEADS TO TRUST**

By end of Discovery you want have ALL questions answered by each stakeholder and the group





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# TESTED LEADERSHIP

*for a*

# STRONGER AMERICA

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# Thanks

