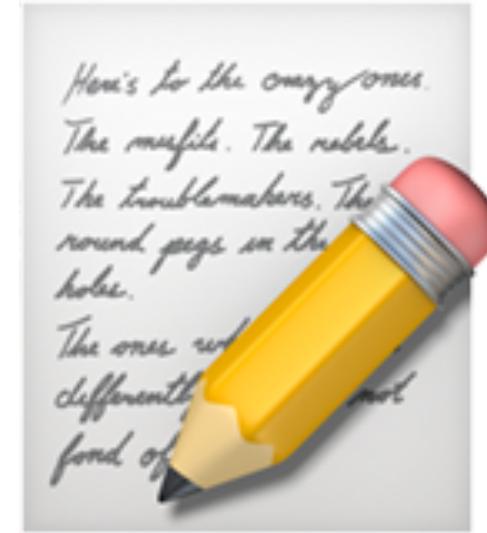
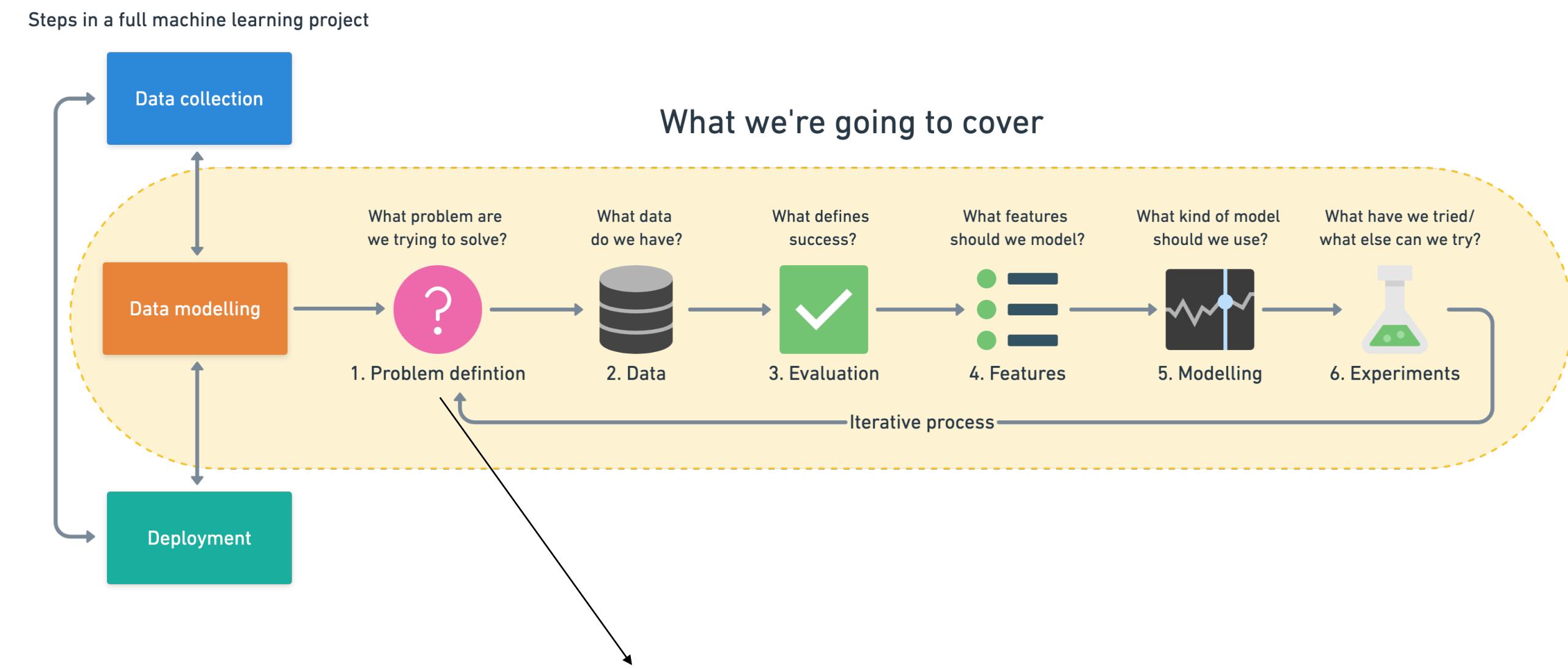


# How to think about communicating and sharing your work



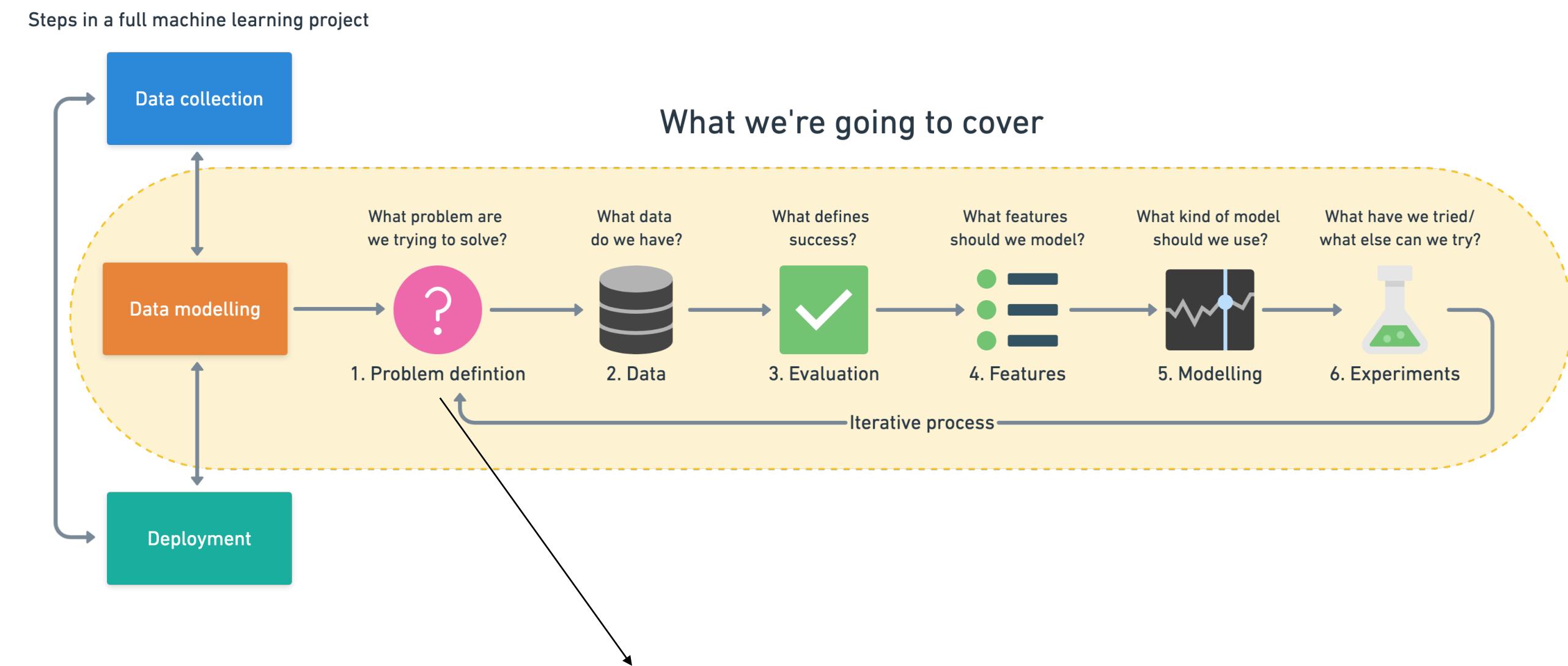
**Now you've got skills, what do you do next?**

# The most important question you can ask



# “Who’s it for?”

# The most important question you can ask



# “Who’s it for?”

# What questions will they have?

# → What needs do they have?

# What concerns can you address before they arise?



Heard but not understood



Heard and (potentially) understood

# Who's it for?

**People on your team**

Boss

Project manager

Teammates

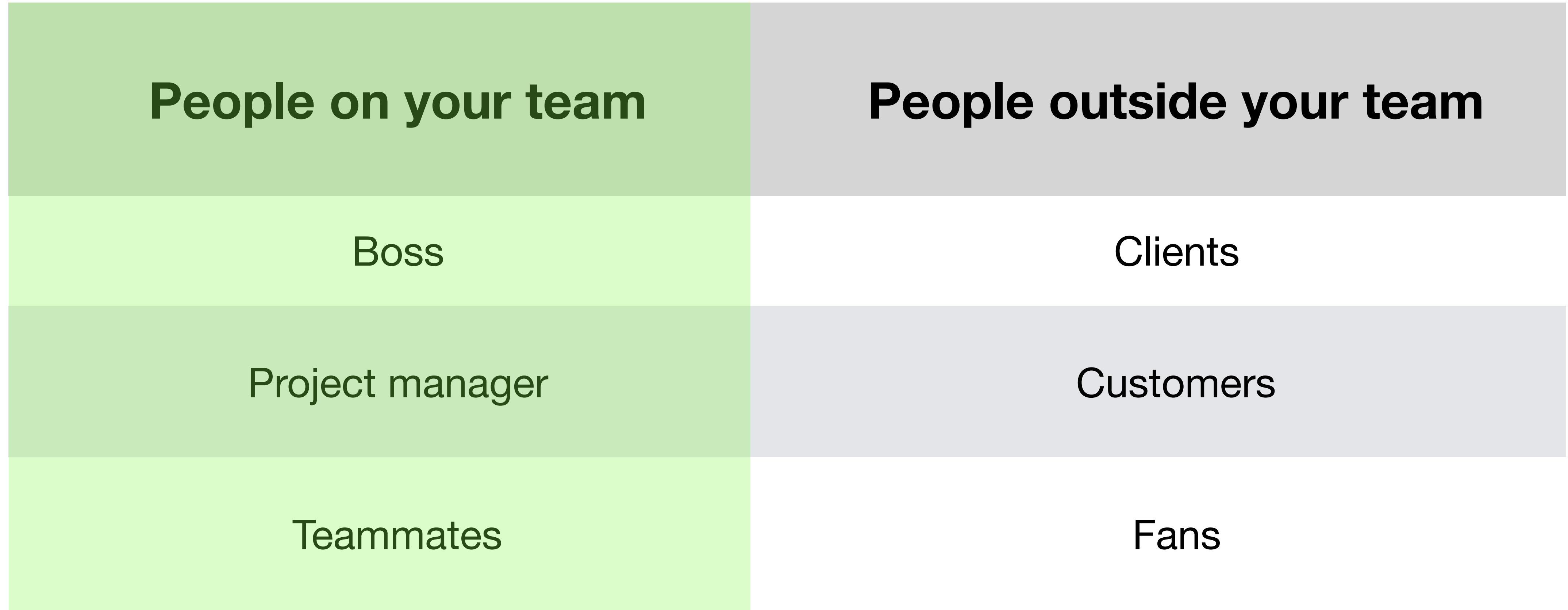
**People outside your team**

Clients

Customers

Fans

# Communicating with people on your team



How the project is going

What's in the way

What you've done

What you're doing next

Why you're doing something  
next

Who else could help

What's not needed

**“Who’s it for?”** → **“What do they need to know?”** → **Where you’re stuck**

What's not clear

What questions do have

Are you still working  
towards the right thing

Is there any feedback or  
advice



# The Project Manager, Boss, Senior, Lead

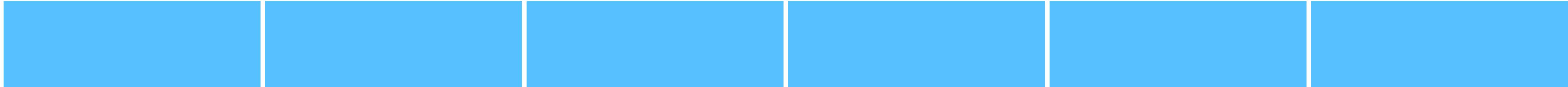


# The People You're Working With, Sitting Next to, in the Group Chat

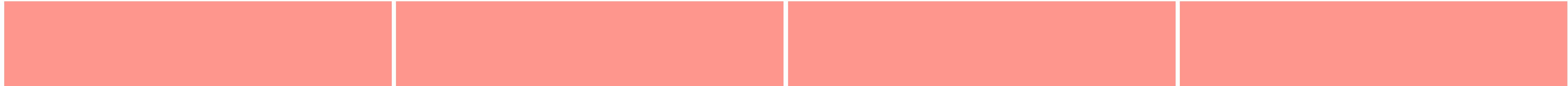


# Break it down

6-month project



4-week month



5-day week



# What did you work on today?

**What I worked on today (1-3 points on what you did):**

- What's working?
- What's not working?
- What could be improved?

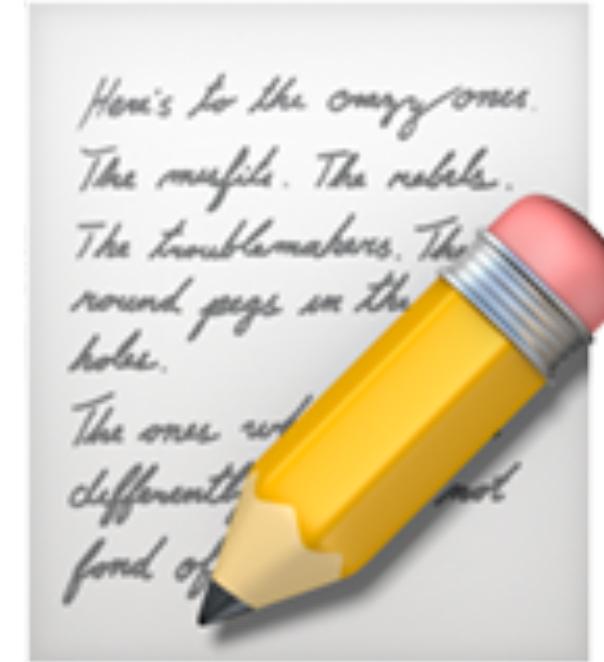
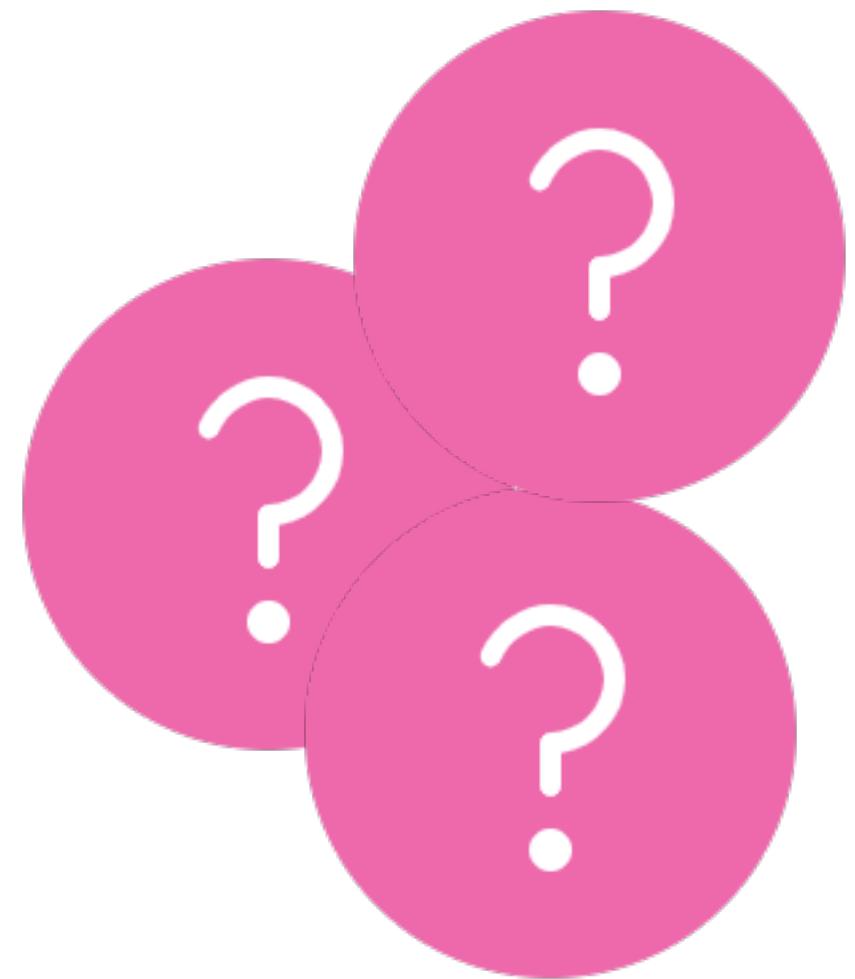
**What I'm working on next:**

- What's your next course of action? (based on the above)
- Why?
- What's holding you back?



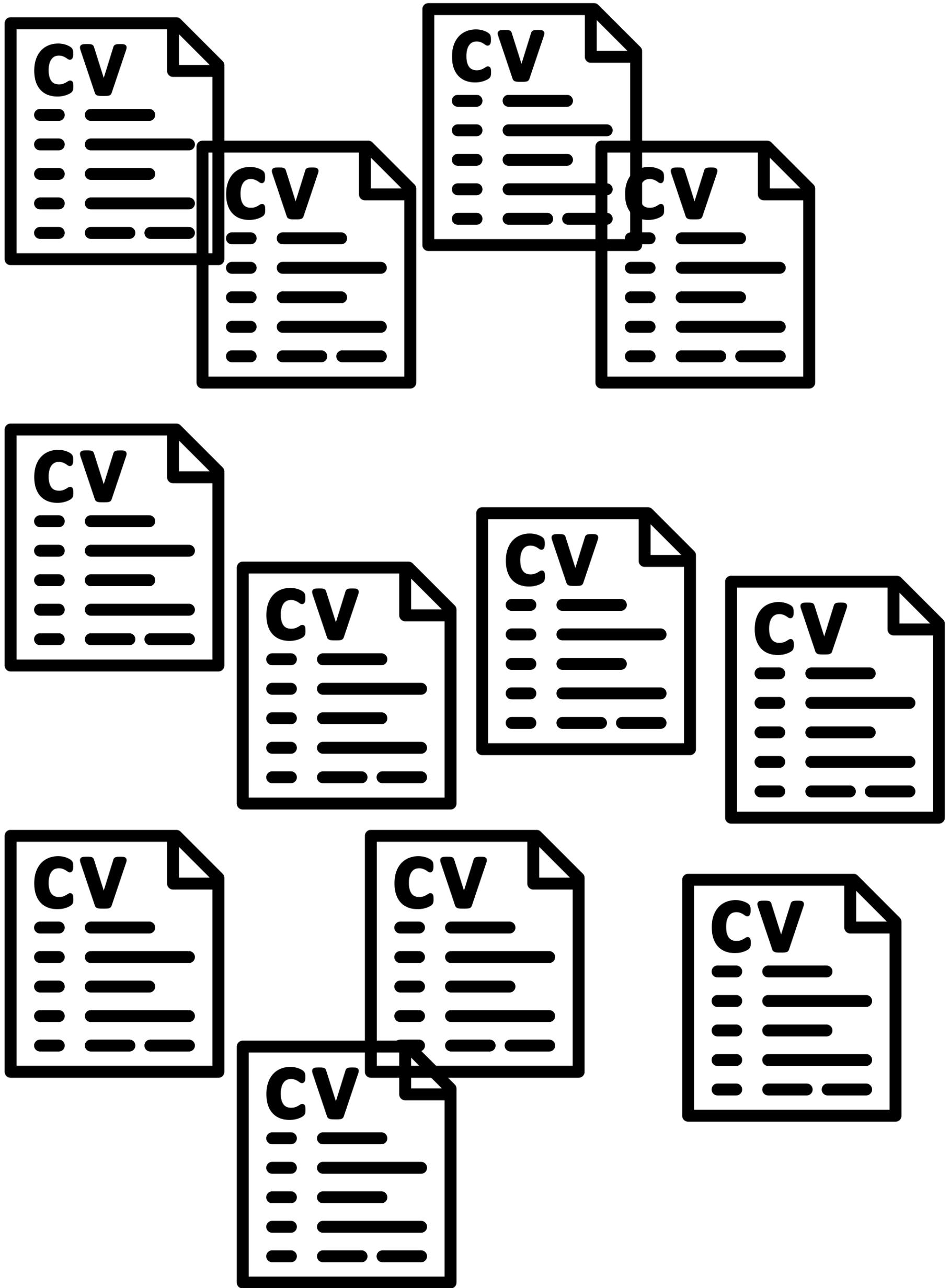
**Relate back to overall project goal**

# Take note of overlaps

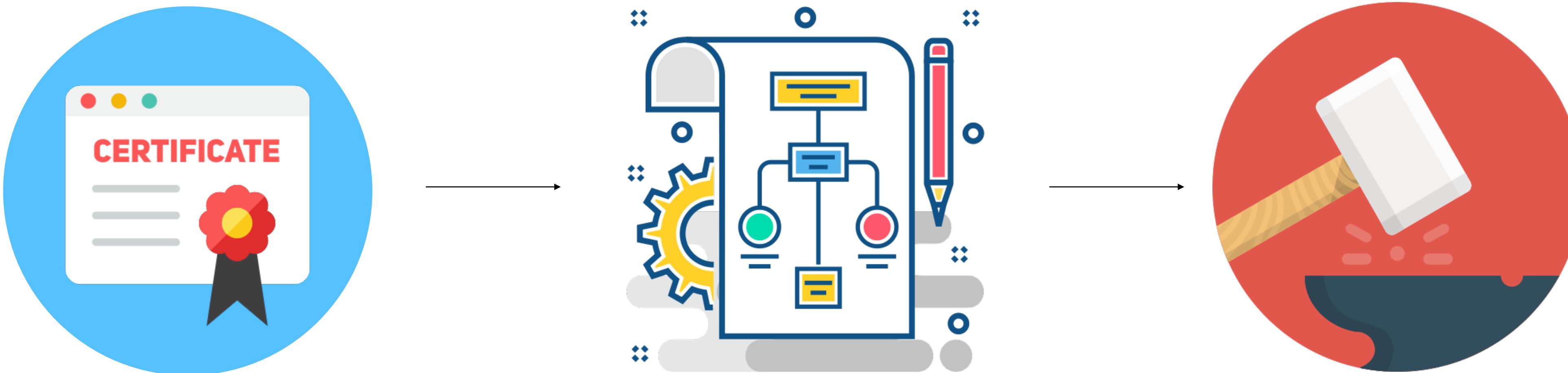


# Start the job before you have it

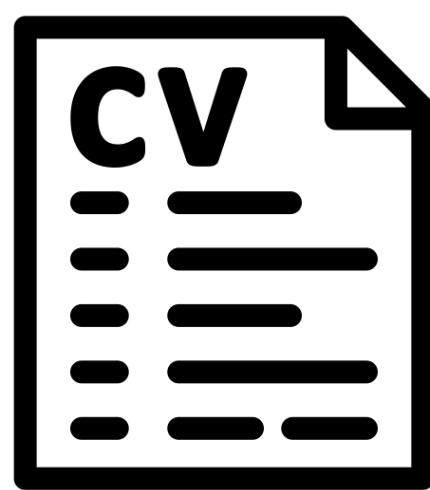
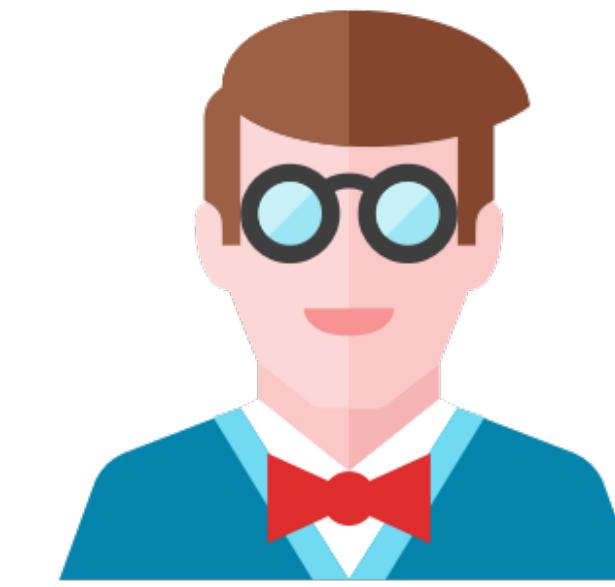
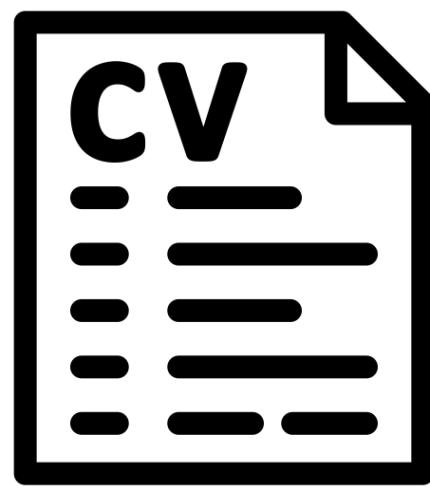




# The weekend project principle



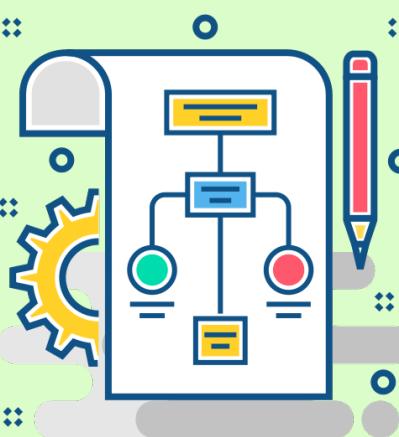
(what you work on in your own time)



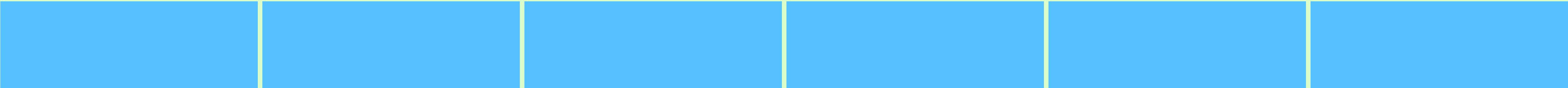
# Acme Co.



Documented on your blog



6-week project



# Communicating with people outside your team

**People on your team**

Boss

Project manager

Teammates

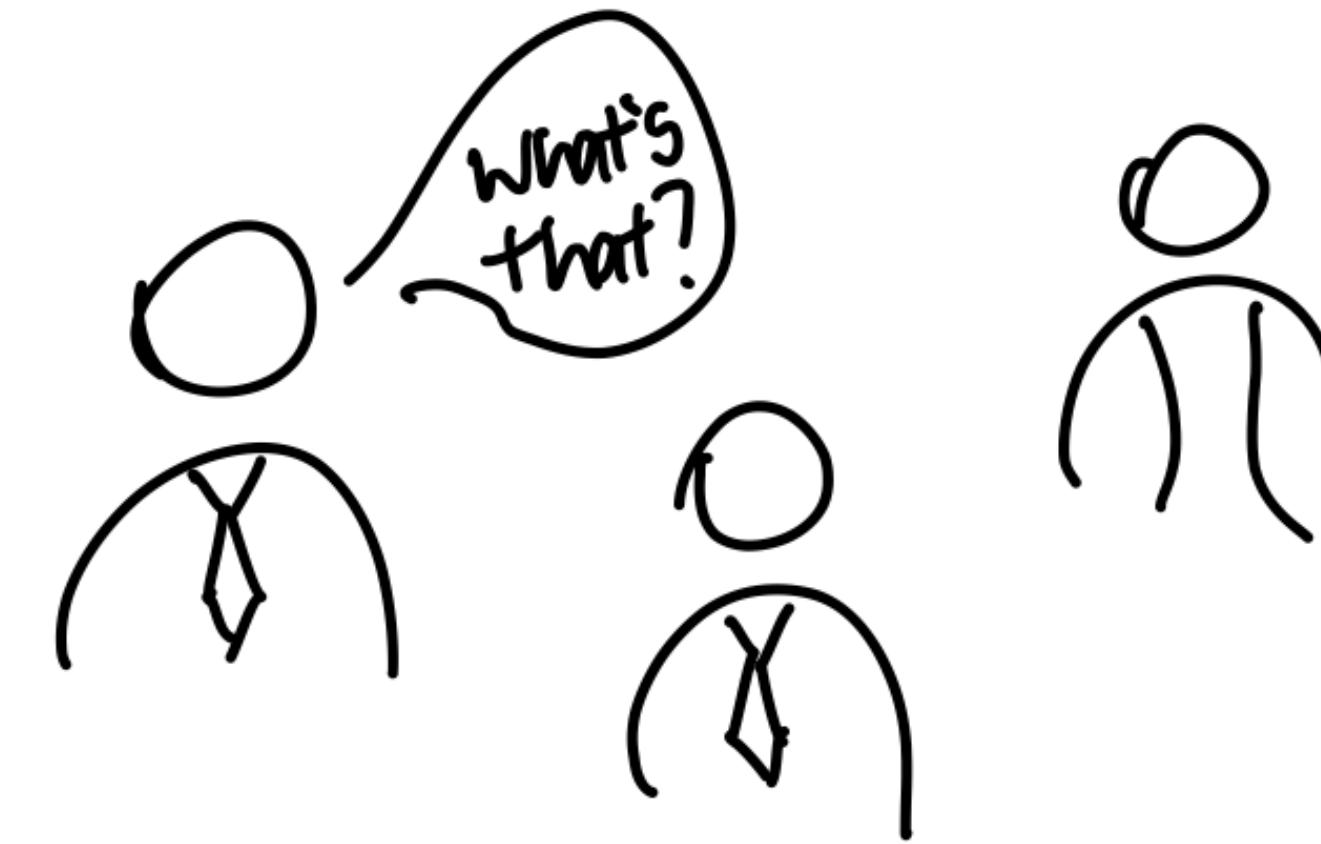
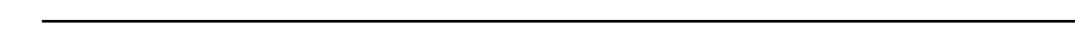
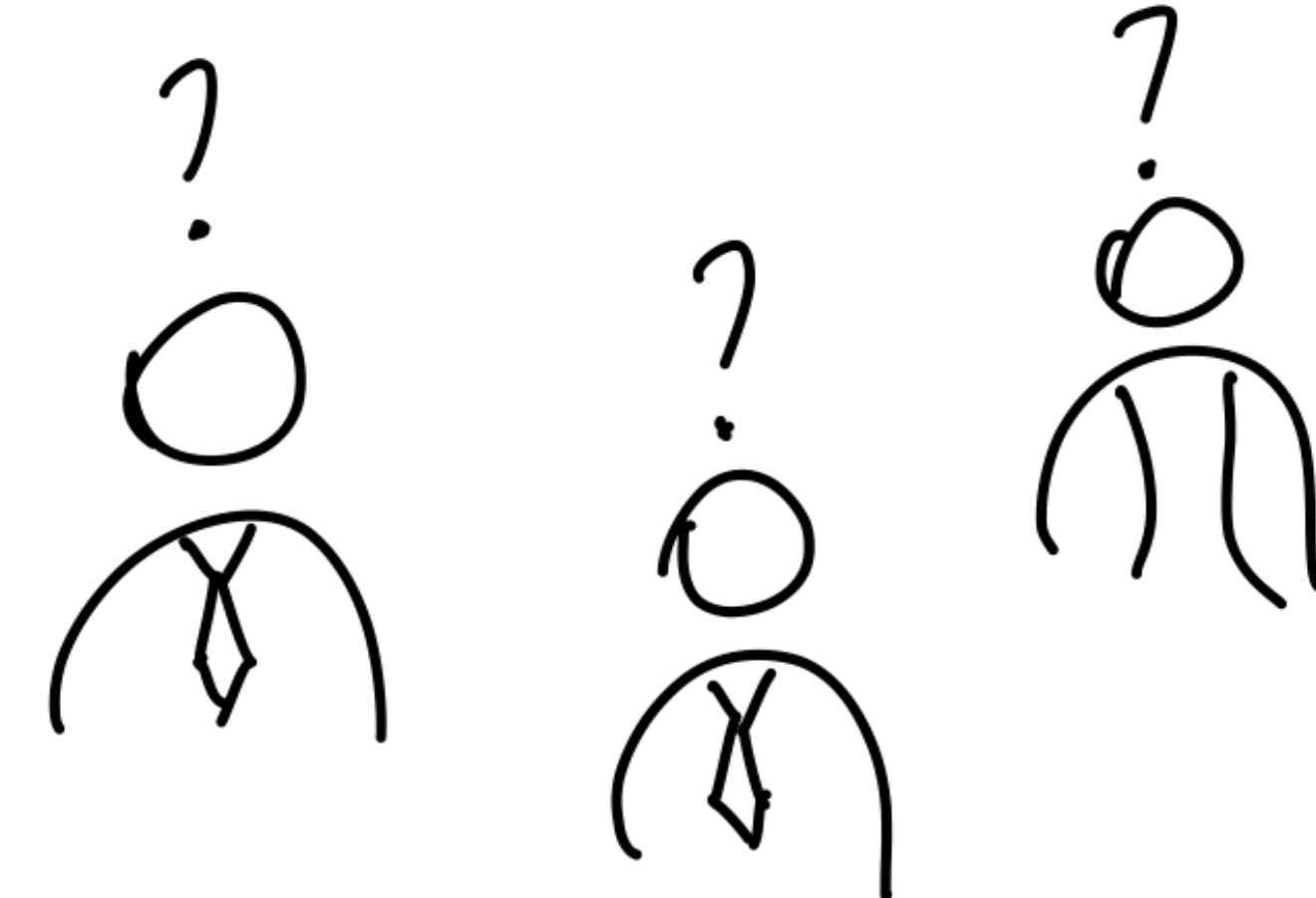
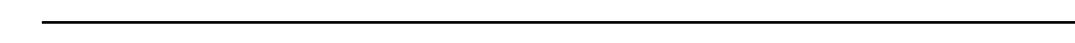
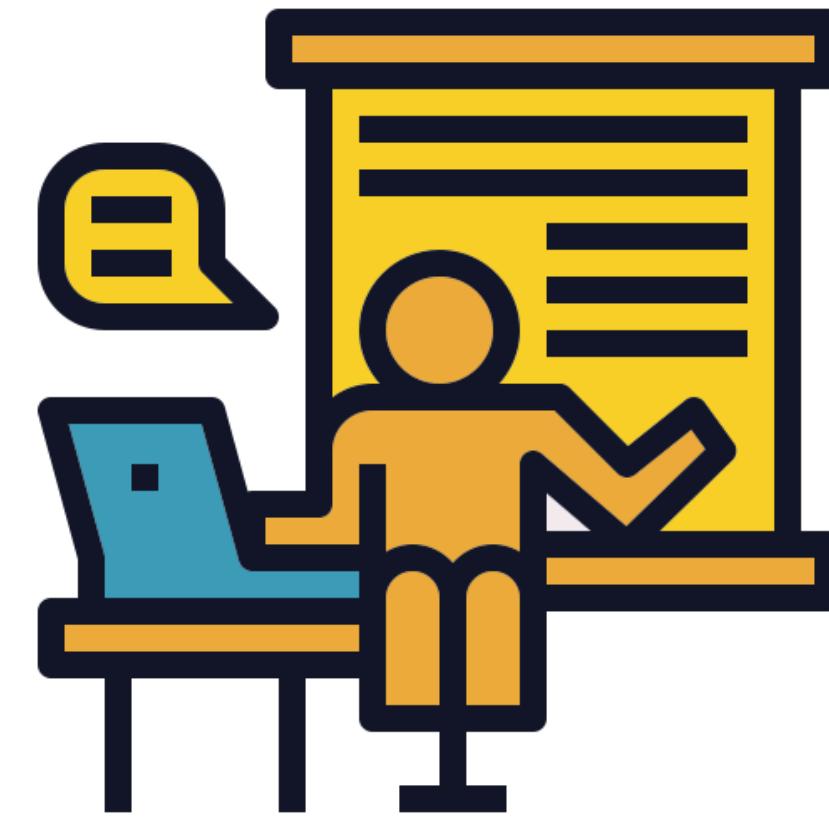
**People outside your team**

Clients

Customers

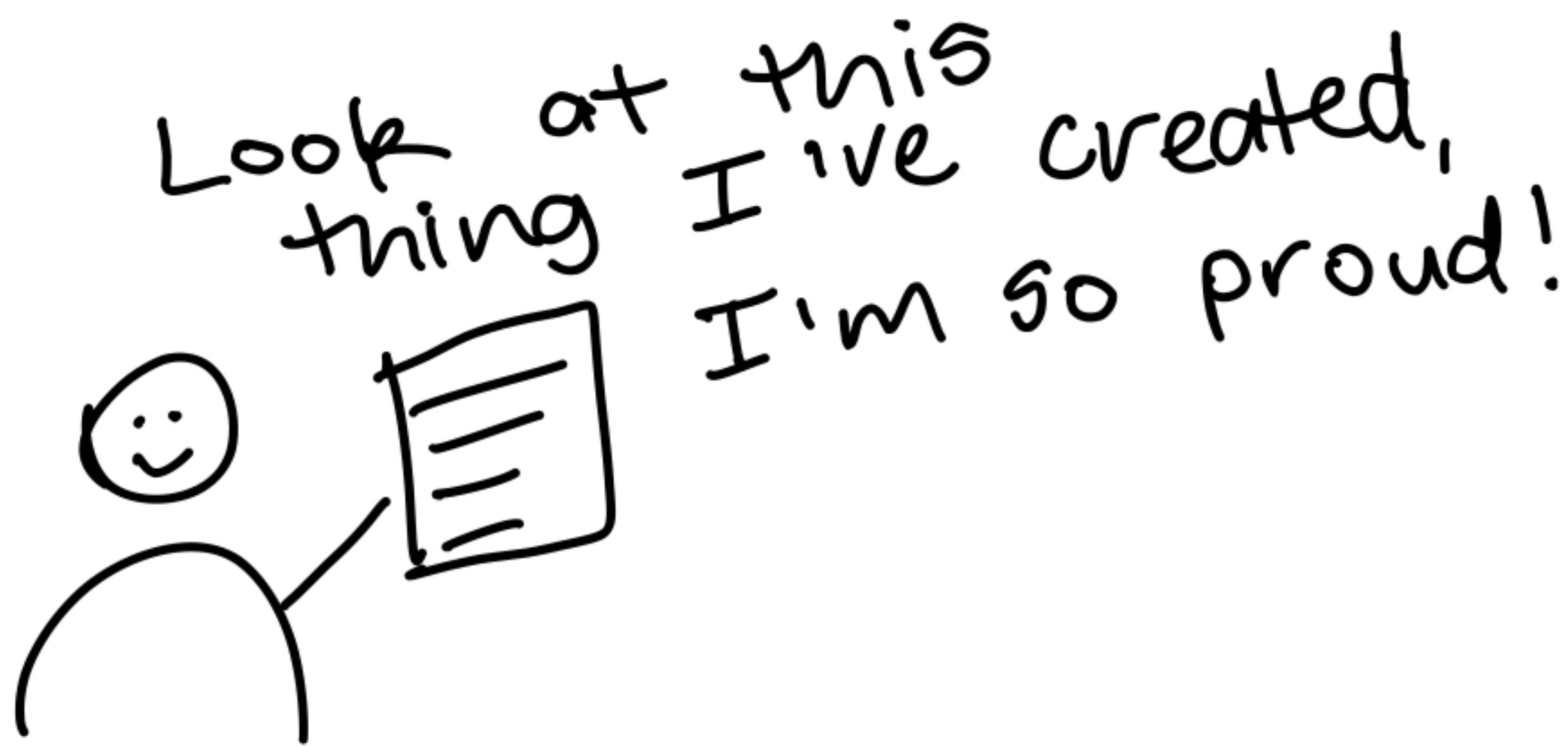
Fans

# Obvious to you, amazing to others

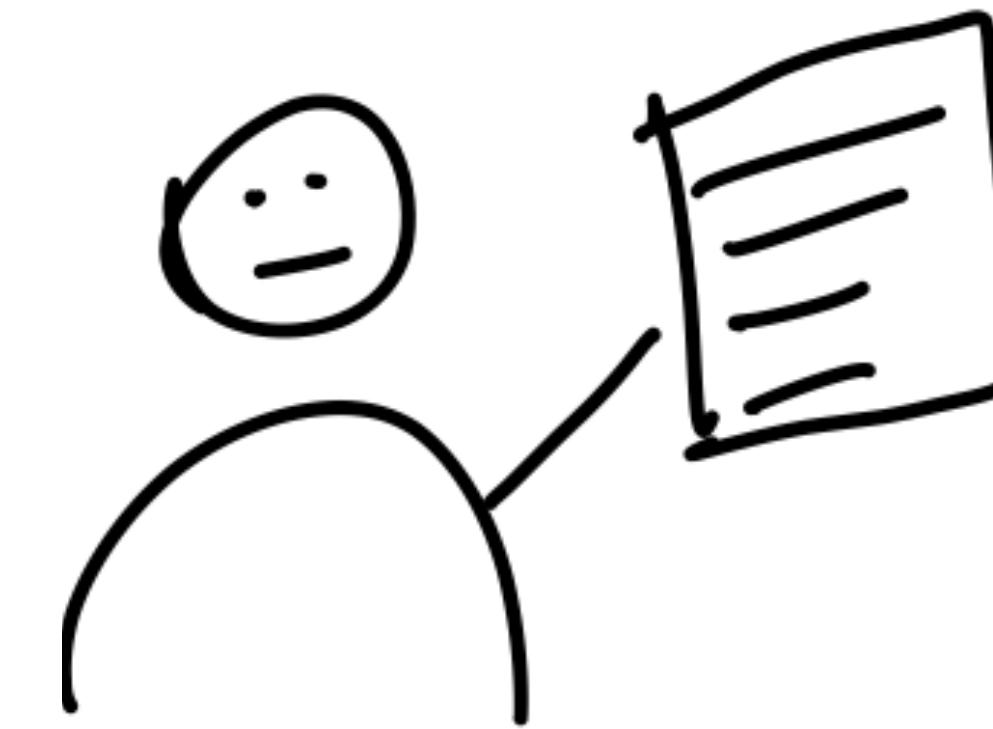


# What story are you trying to tell?

You:



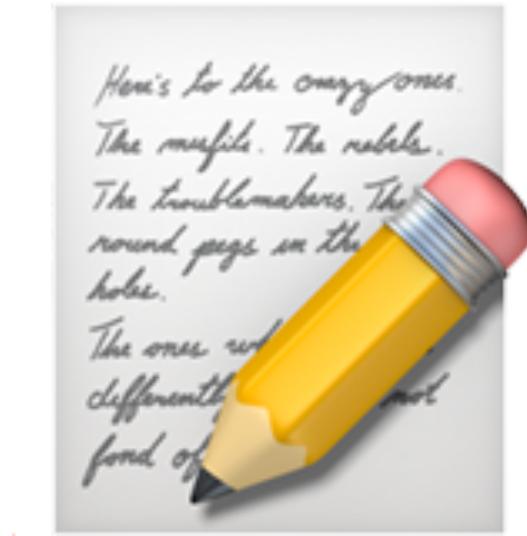
Also you:



# **Always ask, Who's it for?**

**“Who’s it for?” → “What do they need to know?” = Specific = Courage**

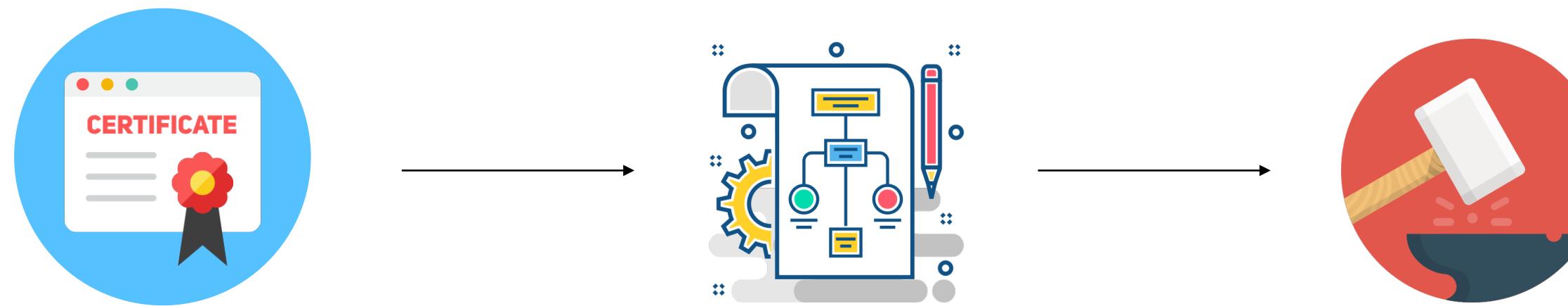
# Write it down



**What did you work on today?**

**What are you working this week?**

# Progress, not perfection



**“Here’s what I’ve done.”**