



PACIFIC NORTHWEST
DRUPAL SUMMIT

RUNNING A DISTRIBUTED DRUPAL SHOP



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**EVERYONE HAS A
'WHY'**

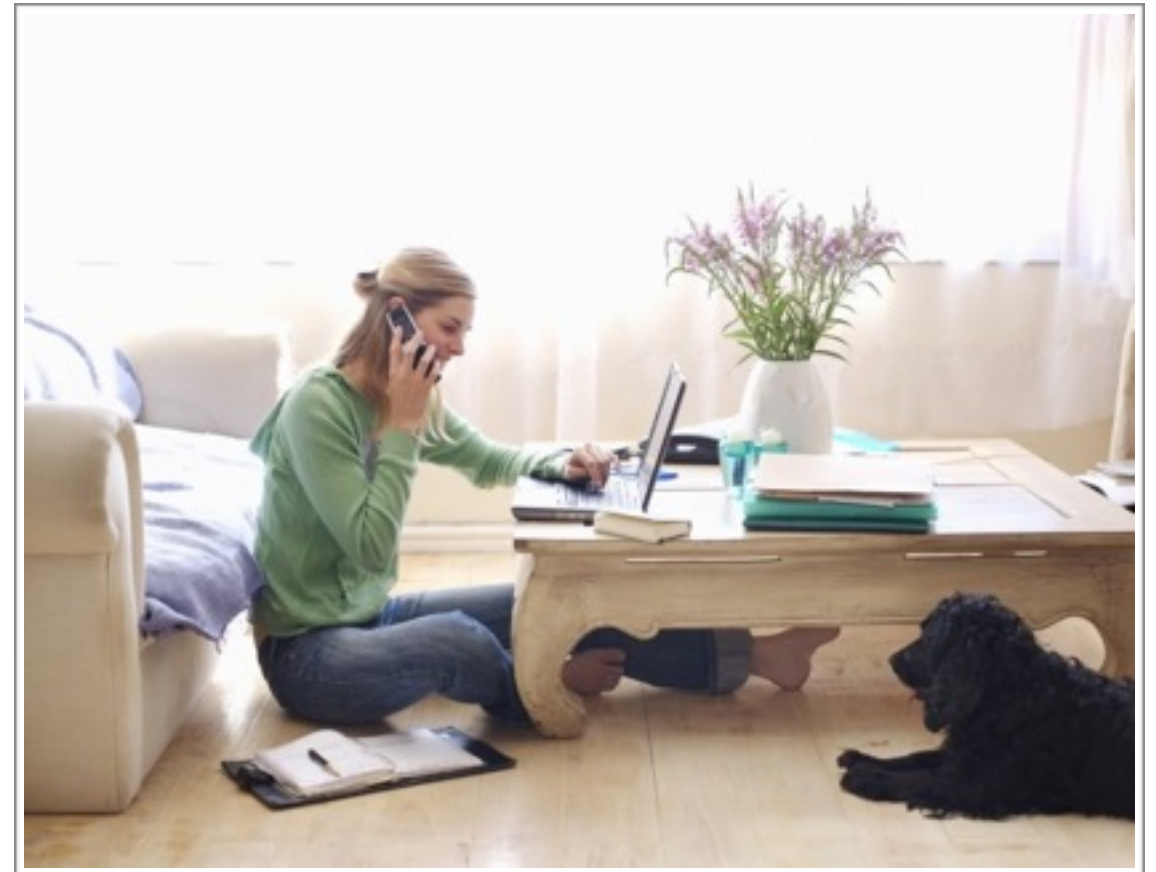


**WHAT IS A
DISTRIBUTED OR
VIRTUAL AGENCY?**

MOTIVATIONS

BEHIND GOING DISTRIBUTED

- LOW OVERHEAD
- RICH TALENT POOL
- SCALABILITY
- HAPPIER, MORE PRODUCTIVE TEAM
- FREEDOM



THE RISE OF A REMOTE WORK FORCE

THE NEW WORKING WORLD

34 MILLION AMERICANS WORK FROM HOME

- EXPECTED TO REACH 63 MILLION, OR 43% OF THE U.S. WORKFORCE BY 2016*

BYE, BYE, ORGANIZATIONAL GUY

- 80% OF INDEPENDENT WORKERS ARE SATISFIED WITH THEIR SITUATION, INCLUDING 58% WHO ARE HIGHLY SATISFIED**

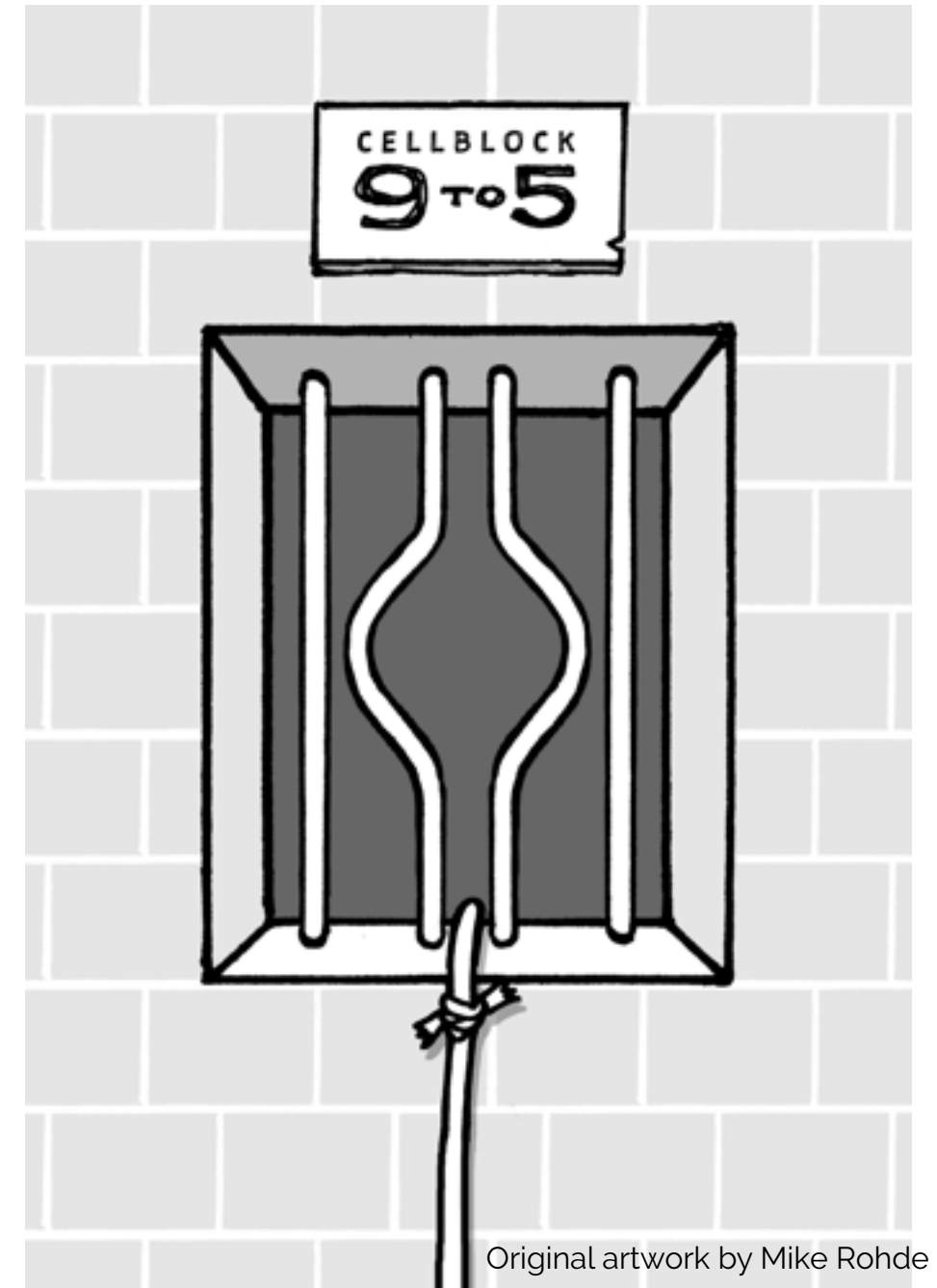
NO LONGER IS IT ABOUT 9-5, IT'S ABOUT RESULTS

*US TELECOMMUTING FORECAST, 2009 TO 2016

**HARVARD BUSINESS REVIEW ARTICLE: THE RISE OF THE SUPER-TEMP

THE IDEAL CANDIDATE?

- INDEPENDENT BUSINESS OWNERS
- BRILLIANT AT WHAT THEY DO
- THEY DECIDE WHEN & HOW THEY WORK
- ORGANIZED, PROACTIVE & ACCOUNTABLE
- INCREDIBLY EFFECTIVE AT COMMUNICATION & COLLABORATION



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A DIGITAL NOMAD

REMOTE ISN'T FOR EVERYONE

- YOU MISS OUT ON BEING AROUND PEOPLE
- YOU MISS OUT ON DOING FUN STUFF LIKE PLAYING PING-PONG OR HAVING LUNCH TOGETHER
- YOU LOSE A CLEAR DISTINCTION BETWEEN WORK AND THE REST OF YOUR LIFE

**WHAT IT TAKES TO BE
AN AWESOME REMOTE
WORKER**

REMOTE ROCK STARS:



Original artwork by Mike Rohde

- CONTRIBUTE TRUST EVERY DAY
- COMMUNICATE MORE THAN YOU DID WITH YOUR FIRST GIRL/BOY FRIEND
- FIND TIME FOR FOCUS
- DO ONE THING, DO IT REALLY WELL
- YOUR WORD IS EVERYTHING
- BE PROACTIVE

LEARNING TO WORK REMOTE

- BUILD A ROUTINE
- A CHANGE OF SCENERY
- DIFFERENT COMPUTING DEVICES
- WORKING ALONE IN A CROWD
- STAYING MOTIVATED
- DISTRACTIONS ARE UNDER YOUR CONTROL



BEWARE OF THE DRAGONS*

- CABIN FEVER
- CHECK IN, CHECK OUT
- ERGONOMIC BASICS
- MIND THE GUT



* Remote: Office Not Required, Jason Fried + David Heinemeier Hansson

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**WORKING
DISTRIBUTED**

“Remote teams live and die by their trust.

For remote teams, there are no walls, there are no tribes, there are no executives on the 5th floor, there's no one watching over your shoulder, and there's no one babysitting you. It's simply individuals bound by trust with one common goal.”

– RYAN CHARTRAND,
10 SECRETS TO BECOMING A GREAT REMOTE DEVELOPER

PILLARS OF SUCCESS

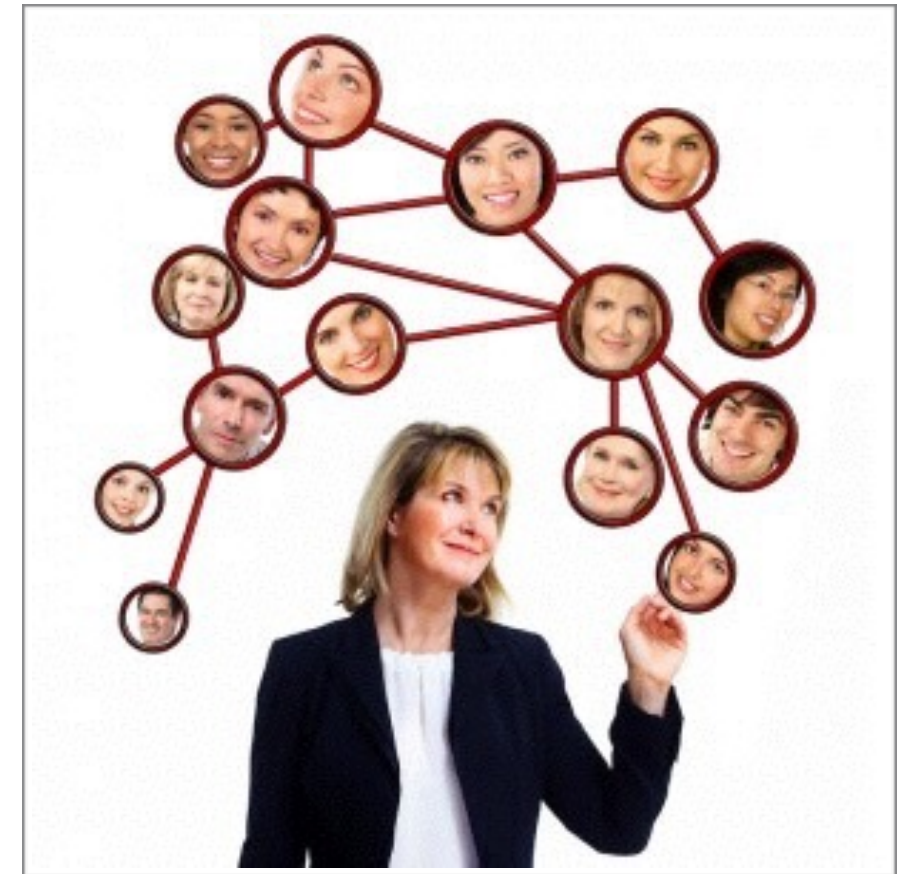
ORGANIZATION

ACCOUNTABILITY

PERSONAL INTERACTION

HOW TO COLLABORATE REMOTELY

- RE-THINK MEETINGS
- THE WORK IS WHAT MATTERS
- THOU SHALL OVERLAP
- THE VIRTUAL WATER COOLER
- ALL OUT IN THE OPEN
- GOVERNANCE
- SEEING IS BELIEVING



DISTRIBUTED CHALLENGES



- TIMEZONES
- LIMITED NONVERBAL COMMUNICATION
- PRIORITIZATION
- MEASURING ENGAGEMENT
- CULTURE
- HEALTHCARE AND BENEFITS
- TAXES

INVEST IN THE BEST

COMMUNICATION TOOLS AVAILABLE

- MEETINGS & SCREEN SHARING:

ZOOM , GOOGLE HANGOUTS, SKYPE, JOIN.ME

- GROUP CHAT & WATER COOLER:

SLACK, HIPCHAT, IRC, SKYPE, YAMMER

- FILE SHARING & EDITING:

GOOGLE DRIVE, DROPBOX, GITHUB

- PROJECT MANAGEMENT:

TEAMWORK, BASECAMP, PIVOTAL TRACKER



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WORKING WITH CLIENTS YOU'VE NEVER MET FACE TO FACE

- LET THE PROSPECTIVE CLIENTS KNOW UP FRONT
- MEET UP ON VIDEO EARLY ON
- PROVIDE REFERENCES BEFORE THE CLIENT EVEN ASKS
- BE VERY AVAILABLE
- SHOW THEM WORK OFTEN
- GET THE CLIENT INVOLVED

CREATING CULTURE

OUR VALUES

- FREEDOM & SANITY #FREEDOM FRIDAY
- COLLABORATIVE ENTREPRENEURS
- DO WHAT YOU DO BEST
- UNBASHFUL CURIOSITY
- NO DRAMA OR ASSHOLES
- A GOOD DAYS WORK
- SILLINESS ENCOURAGED!

Q&A

THANK YOU!

RESOURCES

http://theoatmeal.com/comics/working_home

<http://www.fastcompany.com/33851/free-agent-nation>

<http://mashable.com/2011/10/07/distributed-agency-model>

<https://medium.com/p/cd2f6658cae3>

<http://www.agencypost.com/from-virtual-agency-to-distributed-creative>

<http://www.agencypost.com/from-virtual-agency-to-distributed-creative/#sthash.ZsLq9w3O.dpuf>

<http://www.psychologytoday.com/blog/smartwork/201104/8-tips-effective-virtual-teams>

<http://x-team.com/2014/05/10-secrets-to-becoming-a-great-remote-developer>

<http://drupalize.me/blog/201312/things-i-learned-managing-my-first-project>

<http://hbr.org/product/the-rise-of-the-supertemp/an/R1205B-PDF-ENG>

<http://www.amazon.com/Remote-Office-Required-Jason-Fried/dp/0804137501#>

<http://www.danpink.com/books/free-agent-nation>

<http://37signals.com/remote>

<http://blog.stackoverflow.com/2013/02/why-we-still-believe-in-working-remotely>

<http://yonder.io/>