

Web Project Success: Lessons from History

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*“Those who cannot remember
the past are condemned to
repeat it.”*

—George Santayana, 1905



Communication and Stakeholders

foreane
e le quali
no mai esce

Lirca bi anni del signor 1420 una naue con un concho de india discorse per trauersa per el mar de india ala via de le isole de hibomeni e de le donne e ra dal cauo de diab e tra le isole uide ele oscuritate ala via de ponente e garbin per qo cornade no trouando mai altro che auere eaqua c'f suo arbitrio discorse 2000 milia e declinata la fortuna i fece suo ritorno in corni 70 finta al sopravvito capo de diab e acostando se la naue ale rive p' suo bisogno una rinari ueteno un ovo de uno uofo de uno uofo notato chrochto et qual ovo era de la grandeza de una bota danfora e la grandeza de lo uofo era tanta che da uno pico de l'ala a l'altro se dice esser 60 passa e c'ogni gran facillita lieua uno elefante grido aial c'fa grido dano ali habitati e uelocissimo nel suo uolar.



Managing Stakeholders

- Make sure you understand who all the stakeholders are and that everyone's voice is heard
- Use exercises to help build consensus among divergent stakeholders
- Use executive check-ins as an opportunity to see how things are going at a high level; don't get in the weeds.
- Make sure the entire team is invested in the solution, so if leadership changes, it'll be less likely to be thrown out

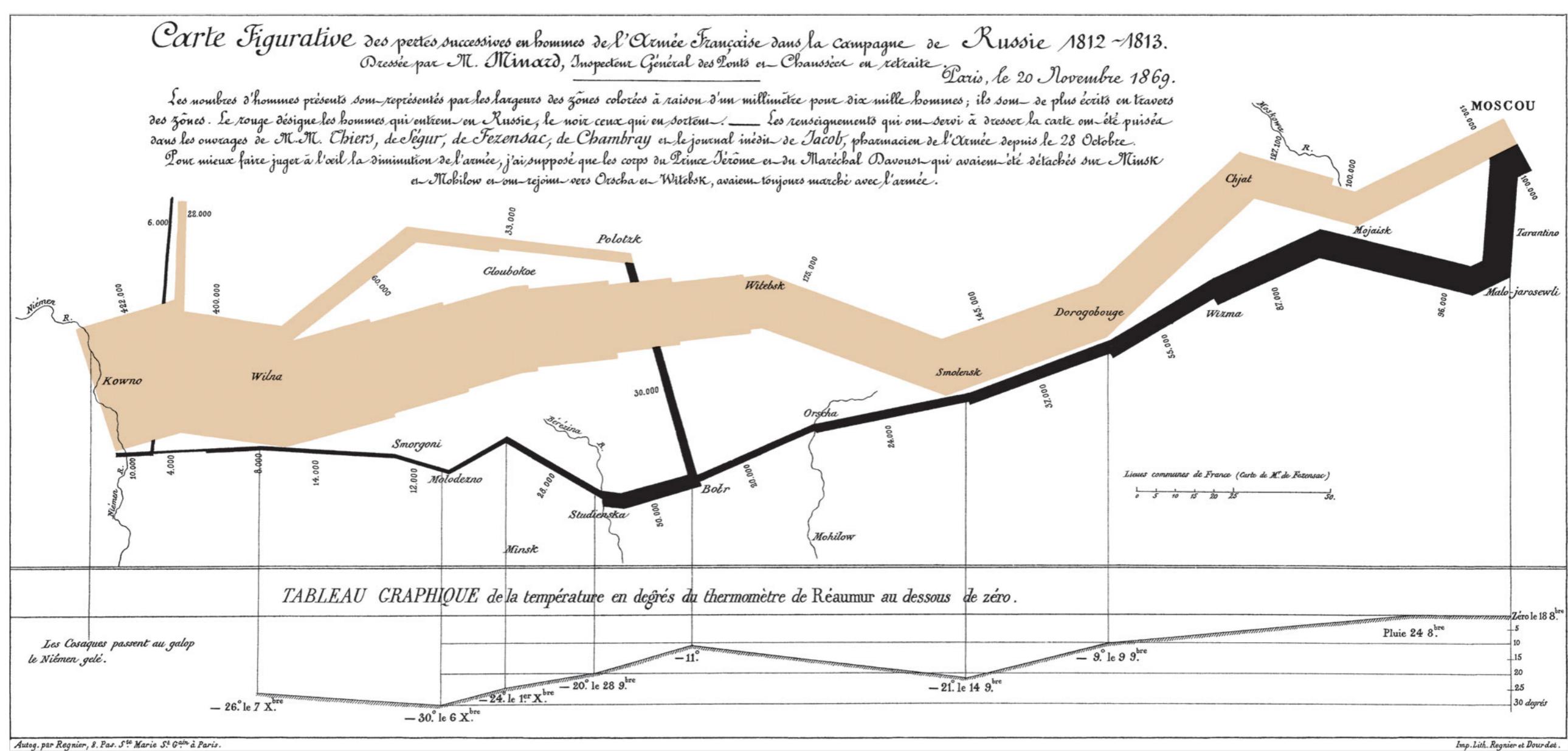
A dramatic painting depicting a military charge. In the center, a general wearing a plumed helmet and a patterned coat sits on a light-colored horse, galloping towards the viewer. He holds a sword in his right hand. Behind him, several soldiers on horseback are also moving forward, their figures partially obscured by smoke and fire. The scene is set in a dark, smoky environment, suggesting a battlefield at night or during a fire. The overall mood is one of intense action and movement.

Managing Resources





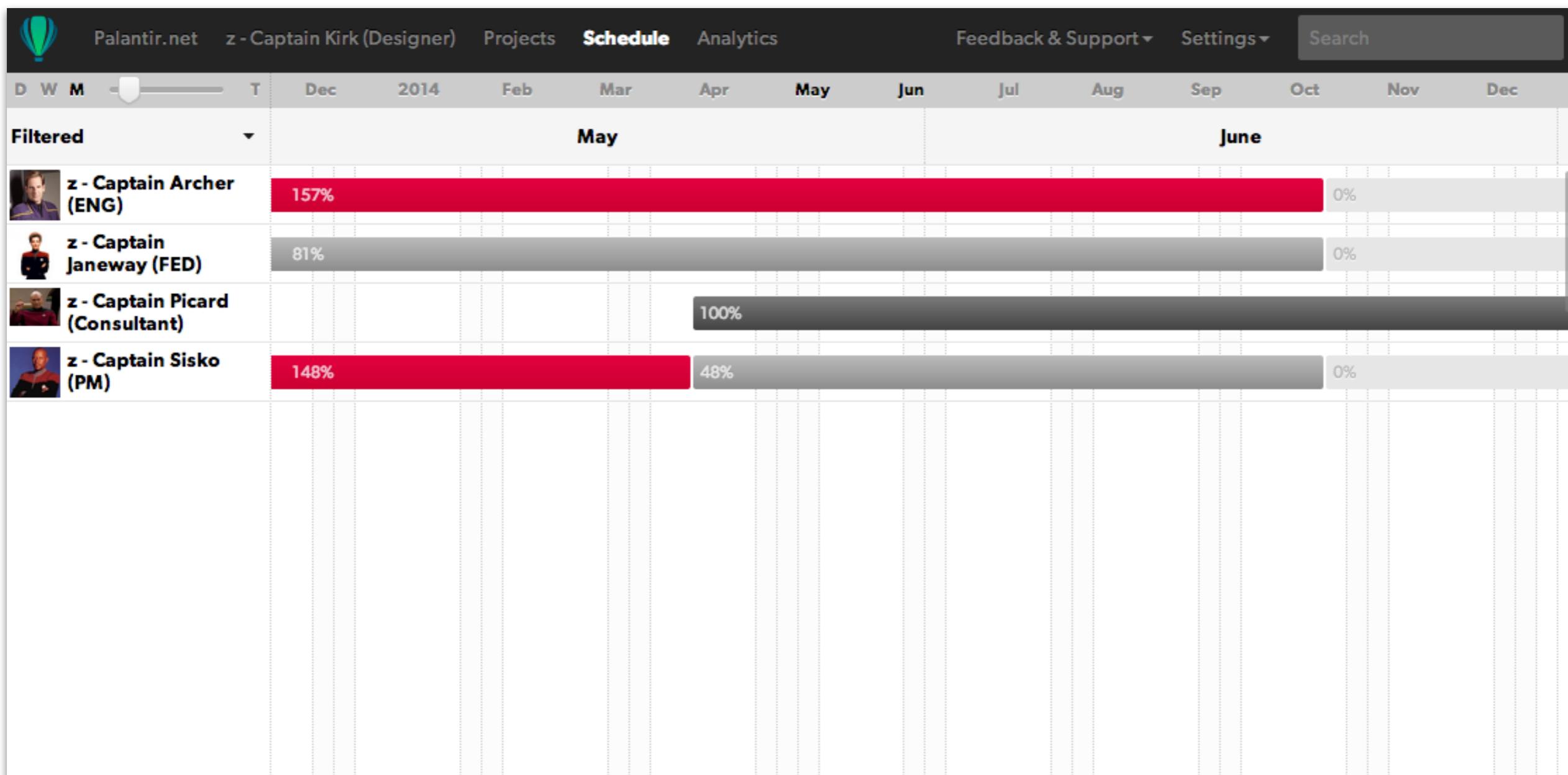
French Invasion of Russia, 1812



Managing Resources

- Don't over-extend your resources for an extended period of time
- Always be tracking and projecting project progress
- Make sure you know where to get supplemental resources if and when you need them
- Have a realistic definition of success

10,000ft





Negotiation and Compromise





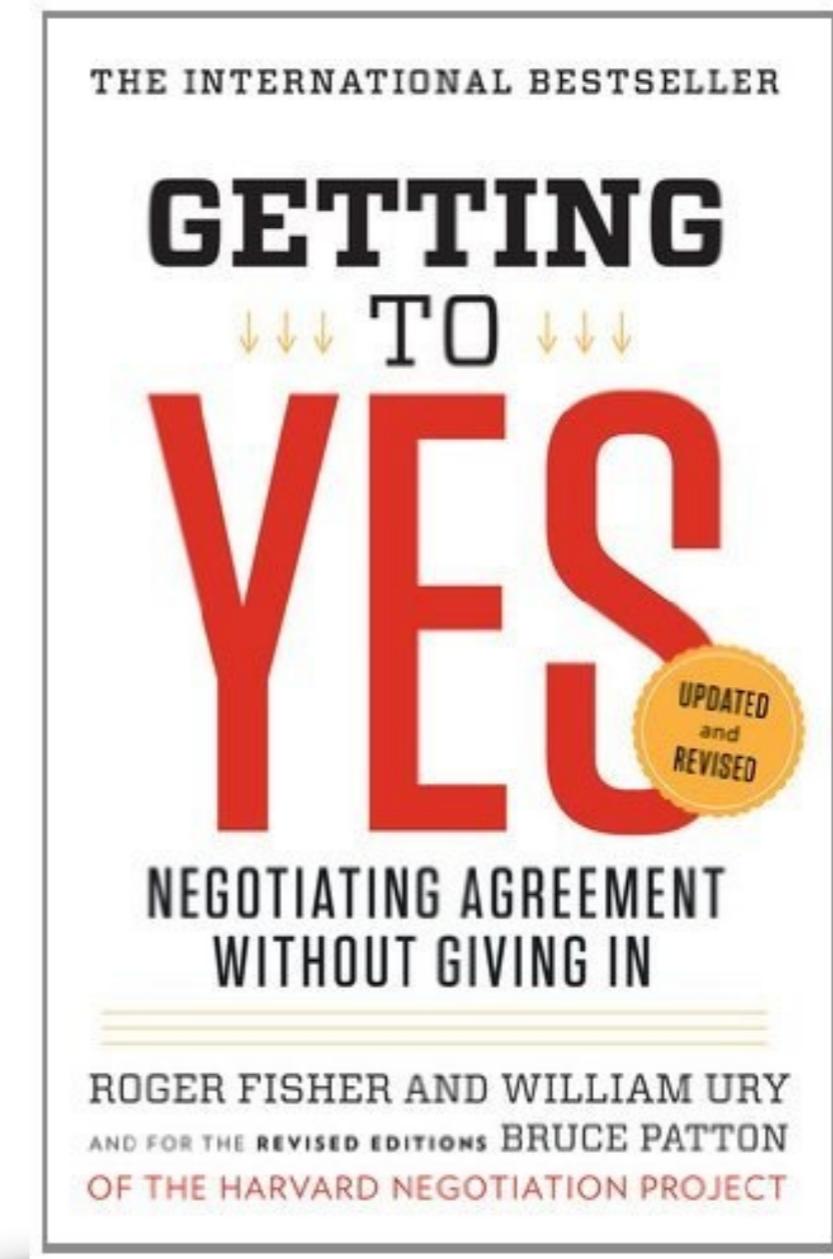
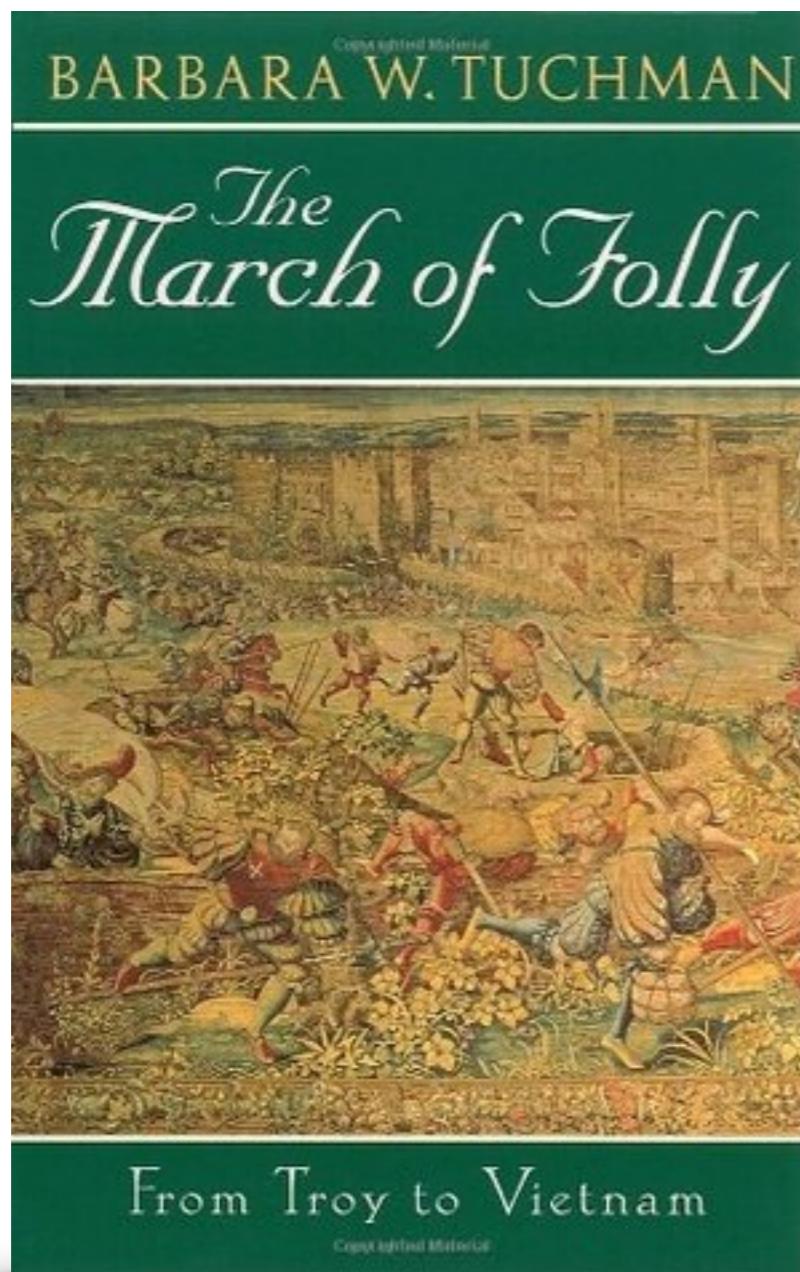
Howard Chandler Christy



Negotiation and Compromise

- Understand what's really important to both parties
- Don't get distracted by hard line positions, instead focus on shared goals
- Always have something in your back pocket you can give up
- When dealing with large groups, consider breaking into smaller groups to hammer out thorny problems and avoid bikeshedding

Further Reading



Questions?

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