

**Spotlight On**

Managing the Business Issues:

Getting Executive Buy In on  
SharePoint

**Presented by**

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# A Little About Me

**Solution Architect with 19 years experience in marketing, visual production and technology.**

**AIIM Certified Enterprise Content Management Practitioner and SharePoint Expert Blogger**

**Currently Director, Ecommerce & Marketing Operations & Chief SharePoint Architect for Skechers USA, a global footwear manufacturer**

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**Vice Chair of [SPUGS.org](http://SPUGS.org), non-profit dedicated to promoting SharePoint User Groups**



**SharePointStrategist.com**



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# Getting Executive Buy In



Speak the Language



Find the Pain Point



Illustrate Solutions



Show an ROI



Mind your Politics



Deliver



Repeat



# SharePoint 2010

The Business Collaboration Platform for the Enterprise & the Web



Connect and empower people

Cut costs with a unified infrastructure

Rapidly respond to business needs



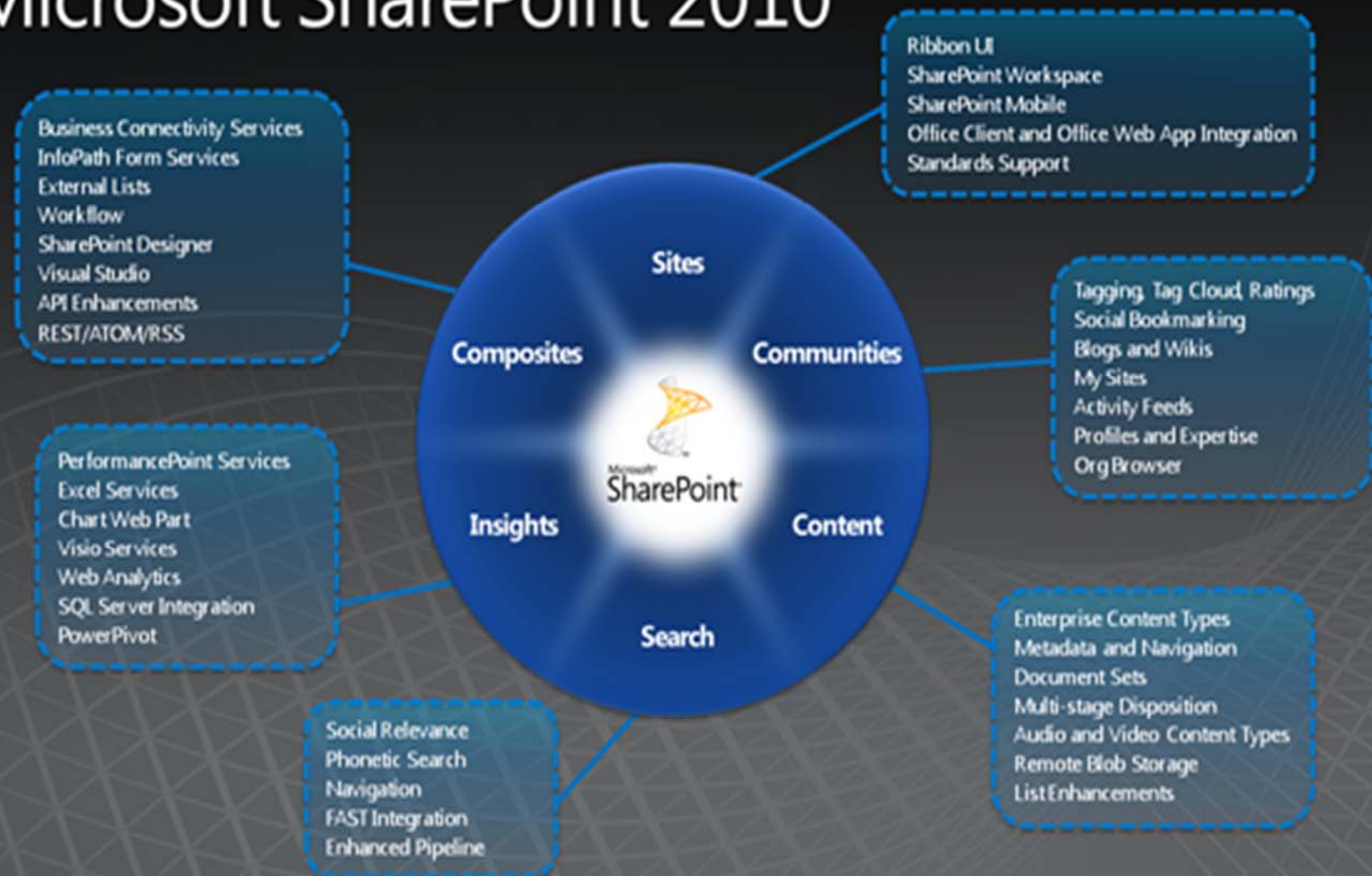
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# Microsoft SharePoint 2010



# Speak the Language



Common Executive Reaction to Technobabble

- ▣ Executives focus on business issues not technology
- ▣ Understand your C-level executives responsibilities
  - CEO's, CFO's and COO's think about different facets of the business
- ▣ Speak to that individuals issues first
  - Do not assume the CEO is concerned about issues effecting the COO
- ▣ Be familiar with the overall financial and strategic goals of your organization

# Find the Pain Point

- ❑ Platform deployment as a part of an overall solution has a greater likelihood of getting funded
- ❑ “Use what you own” - organization already have access to entry level SharePoint tools
- ❑ Executives are interested in solving specific problems – find and understand them
- ❑ Elevate your own view of the company – Admins, developers and individual business users can drive innovation
- ❑ Don’t waste time – speak succinctly on a given issue



# Existing State: Know Where You're At



Change  
Agent

Capability Maturity Model (CMMI)



Body of Work Reference: Carnegie Mellon SEI  
<http://www.sei.cmu.edu/cmmi/general>



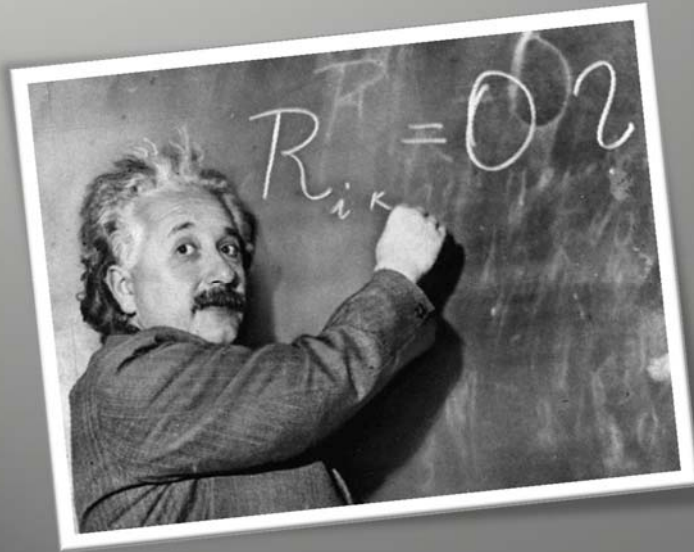
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# Illustrate Solutions



- ❑ Build a well thought out demo focused on the issues at hand
- ❑ Snag-it & Visio are your friends
- ❑ Get input from other key departments
- ❑ Build consensus internally before presenting to Executives for funding
- ❑ When you find a supportive executive – paint the larger picture, give them a vision



# Show your Return on Investment

- ▣ If you can't measure it you can't determine ROI
- ▣ Yes, you can use estimates but be conservative
- ▣ Common examples are:
  - Time to Cash (CFO)
  - Process enhancement (COO)
  - Security benefits (CIO)
  - Customer Benefit (CEO / CMO)
- ▣ "Its just better" doesn't count



# Mind Your Politics

- ❑ Match the CMMI maturity level in your organization to the type of project you attempt to implement
- ❑ Build internal relationships to support your initiatives
- ❑ Be open to the naysayers – they are the voice of unspoken resistance
- ❑ Timing is everything – be aware of other projects and business drivers
- ❑ Find your tribe – who are the other Change Agents in your environment?
- ❑ Remember it's your career too!



# Deliver

- ▣ Set realistic expectations
- ▣ Have a communications plan throughout your process
- ▣ Have informal check in's with your executives
- ▣ Pay attention to water cooler buzz
- ▣ TRAIN people on your solutions including some form of documentation or on-line self serve assistance
- ▣ Prepare to sacrifice some features for a timely project



# Repeat

- ▣ SharePoint is the epitome of an iterative deployment platform
- ▣ Resist scope creep by keeping a list of future projects
- ▣ Embrace enthusiasm but remember your resource and financial restraints
- ▣ Educate yourself to remain the expert in your own environment.
- ▣ Use that education to empower others – inside & outside of your company

# Resources

- ▣ MVP Community – Twitter (#SharePoint, #SP2010), Blogs
- ▣ EndUserSharePoint.com – Mark Miller & Team
- ▣ My Blog: SharePointStrategist.com
- ▣ Peers – User Groups – SPUGS.org
- ▣ LinkedIn & Yahoo Groups
  - <http://tech.groups.yahoo.com/group/SharePointIACoP/>
- ▣ Training – SharePoint Saturdays
- ▣ AllIM Expert Blogger Community & SharePoint50 Members

