

Talk Human to Me

Talking Tech Without Alienating Clients

for EE CONF 2017

Neuroscientist Explains One Concept in 5 Levels of Difficulty | WIRED



WIRED

<https://youtu.be/opqla5Jiwuw>

Spoiler Alert!



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Story Time!





COLORS



STYLE & ILLUSTRATION



SYMBOL



LOGO VARIATION



LOGO VARIATION



FONTS

aleo bold
abcdefghijklmnopqrstuvwxyz

aleo bold italic
abcdefghijklmnopqrstuvwxyz

Nunito Bold
abcdefghijklmnopqrstuvwxyz

Nunito Light
abcdefghijklmnopqrstuvwxyz



lea@abrightumbrella.com

FamZoo

- Accounts
- Checklists
- Allowances/Savings
- Automatic Debts
- Money Requests
- Savings Goals
- Savings Planner
- Budgets
- Balance History
- Money Pictures
- Mobile Simulator
- Mobile Companion
- Member Settings
- Family Monitor
- Billing
- Referrals

HOW DO I...

SHOW CHECKLIST

FIRST D.D.S. CHORES (DAD)

ADD ITEM

MONDAY, MARCH 13, 2017

Take trash to curb (pig)

+0.25 ✓ -0.25

How the lawn

+0.25 ✓

Need the garden

+0.25 ✓ +0.25 ✓

FRIDAY, MARCH 17, 2017

Take trash to curb (pig)

+0.25 ✓

How the lawn

+0.25 ✓

Need the garden

+0.25 ✓

RECENTLY CLOSED ITEMS

Take trash to curb (pig)

+0.25 ✓ -0.25

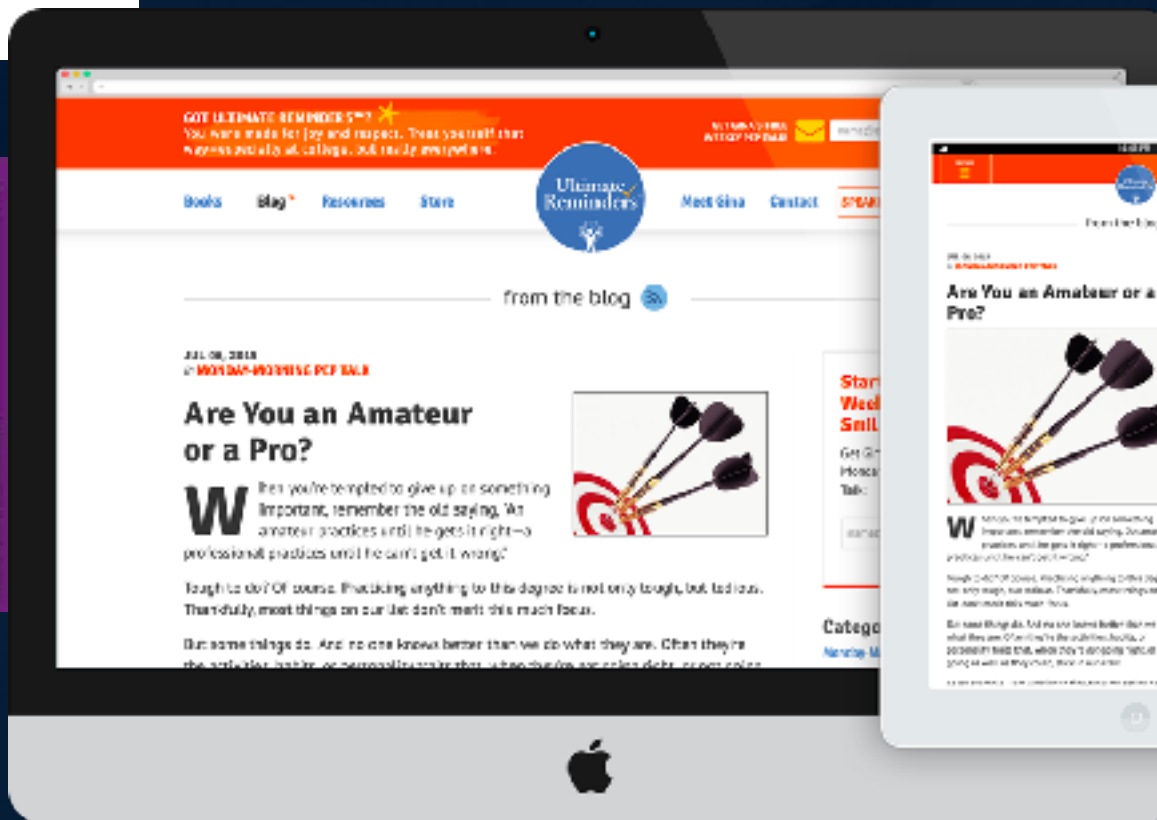
How the lawn

+0.25 ✓

Need the garden

+0.25 ✓ +0.25 ✓

THERE ARE 494 MORE UNCLOSED ITEMS





CAPITAL IDEAS

BUSINESS

WEDNESDAY, JULY 27, 2012

C3

BUSINESS OWNERS HELPING BUSINESS OWNERS

WHERE EDMONTON'S ENTREPRENEURS SHARE WHAT THEY KNOW

LAST WEEK'S EVENT:
"SHOULD I WORK WITH MY COMPETITOR?"



"We were just talking, especially for catering, to share catering, because they're not looking for us, and you can't really..."



"The better, really, because they're not looking for us, and you can't really..."

WATCH THE 9 VIDEO HIGHLIGHTS AT
CAPITALIDEASEDMONTON.COM



"Collaborating with competitors leads to lasting the day."

"The competition does something better than you. Why not leverage that skill to better your business?"

"Find great competitors to refer business."

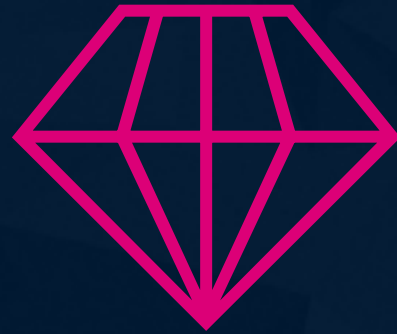


APT 27 EYE 25 WED 20 THU 20
www.breakfasttelevision.ca for videos, blogs and more.

SAMSUNG

Focusing on the Client Benefits You!





A Clear Way to Reiterate Your Value

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Focus on: **Business Needs**



Questionable needs:
Not all client requests are
actually necessary



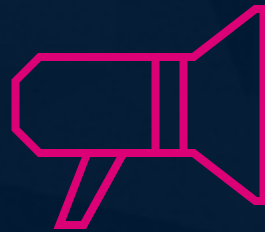
ROI

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- Help your business grow
- Help you build a reputation
- Find clients

Technical Strengths != Business Strengths*

* It can be, but probably not in the way you think! It depends!



CEOs & Decision Makers

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Johari Window

	Known to self	Not known to self
Known to others	Arena	Blind Spot
Not Known to Others	Façade	Unknown



Hidden needs:
Clients don't know what
they don't know or need



Picture Your Last Large Purchase

AKA PUT YOURSELF IN YOUR CLIENT'S SHOES

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Translate What You Do

IN TERMS CLIENTS Understand

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- In terms of **branding**
- In terms of **time savings**
- In terms of **cost savings**
- In terms of **removing headaches**
- **In terms of ROI**



**Can you explain the
decisions to yourself?**

Neuroscientist Explains One Concept in 5 Levels of Difficulty | WIRED



WIRED

<https://youtu.be/opqla5Jiwuw>

Understand Your Client Better





Analogies that Worked for Us

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Use metaphors/analogies that they would understand

- For example, if they're a builder, we'd use a metaphor about home building.
- If you can **be specific to their industry**, you are also demonstrating your understanding of their business which demonstrates your value further

Don't limit analogies to just the design & dev

- How about your *process*?
- How custom a solution or pre-built?
- Budgets!

How Does this Relate to CMSs?





LATEST

BUSINESS

CMS

CULTURE

DESIGN & DEV

96

JUL 20, 2017 @ 11AM MT

DEMYSTIFYING CMSS FOR CLIENTS

▶ 00:00 00:00 🔊

RUNTIME: 1:02:48 • FILESIZE: 28.9 MB

 [DOWNLOAD MP3](#)

Our final “Demystifying” episode tackles what powers the function and content of a site: a content management system! We discuss how CMSs tie into business and administrative goals, and explain tech terms to help break down client barriers. We share examples of what kind of non-tech questions to ask and how they serve the CMS, plus fun analogies that give further context and value of CMSs to empower our clients.

Tweet

Like

Remove this Dangerous Client Misconception

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**~~CMSs are an IT
Decision~~**

Focusing on the Client Benefits You!



Nonprofits

The right CMS can
help increase donations



Monetary Donations are needed to support some

Higher Ed

A CMS can help you offer
real-time course catalogs
for students to download

Explore the Catalog

Mission and Goals

General Information ▼

Financial Policies ▼

Grading Policies ▼

Information Technology
Regulations

Admissions Procedures

Certificate Programs

Graduate Program ▼

Archived Graduate
Catalogs

 Download the Catalog

Business

Quickly generate landing
pages for marketing
campaigns

The screenshot shows the Galileo Innovation Camps website. The header includes the site name and navigation links: CAMP PROGRAMS, CAMP LOCATIONS, SERVICES & ADD-ONS, GUIDE TO CAMP, ABOUT, JOIN OUR TEAM, and INNOVATION CORNER. The main content area features a section titled "GIRLS JUST WANNA INNOVATE" with a promotional code "2016GIRLSCOUT*". A dropdown menu for "Structure Template" is open, showing a list of page types: pages/landing-page, pages/jobs-one-column, pages/jumplinks, pages/landing-page, pages/landing-page-c (which is selected with a checkmark), and pages/lunch. On the left, there are images for "3-D MODELING & PRINTING", "CHEFOLOGY", and "DIGITAL FILM". On the right, there is a "SIGN UP" button and text about "THE WORLD NEEDS INNOVATORS" and "CAMP GALILEO: PRE-K TO 5TH GRADES, 4 FRESH THEMES".

GALILEO INNOVATION CAMPS FOR
INSPIRING, TEAM BUILDING, COLLABORATIVE, EDUCATIONAL

At Galileo, we believe that summer camp should be crazy fun and profoundly enriching at the same time. That's why innovation is at the core of every fun thing we do. Choose from over 12 immersive majors for campers entering 5th - 8th grades. Find us in over 40 locations across the country.

12+ MAJORS TO BRING OUT THEIR BOLD (5TH - 8TH)

3-D MODELING & PRINTING
3-D Modeling and Printing

CHEFOLOGY
ChefoLOGY

DIGITAL FILM
Digital Film

GIRLS JUST WANNA INNOVATE
GIRL SCOUTS SAVE \$50 AT GALILEO CAMPS WITH CODE 2016GIRLSCOUT*

Structure Template
pages/landing-page
pages/jobs-one-column
pages/jumplinks
pages/landing-page
✓ pages/landing-page-c
pages/lunch

SIGN UP

THE WORLD NEEDS INNOVATORS: 7 THINGS THAT DISTINGUISH US FROM OTHER CAMPS

CAMP GALILEO: PRE-K TO 5TH GRADES, 4 FRESH THEMES

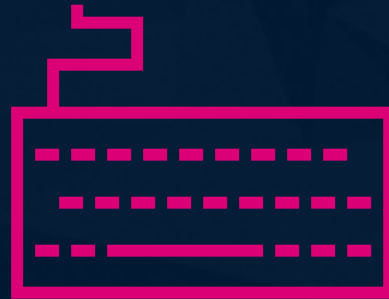
GALILEO SUMMER QUEST: 5TH TO 8TH GRADES, 10 EXCITING

More Sample Benefits

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Staff & Users

- Don't lose work: multiple revisions
- Less confusion & headache: live previews
- Content first: tech should fit *your* priorities



**You are the client's development
partner, not an extension of
their mouse or keyboard**

More Story Time!

SAMPLE CONVERSATIONS



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IT Department

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Content Strategist

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**How do you talk about
content management systems
from a non-web perspective?**

First find out how the web fits in their overall business:

- Is their website their primary marketing & business-building tool?
- Is their site mostly for brand & reputation management?

First find out how the web fits in their overall business:

- Is their site to save cost & admin time?
- **All of the above?**

**These different scenarios
directly affect content
management software choices,
& also implementation!**



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 Tweet Like

Clearing Up Confusion





Start with the Right Conversation

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**Try not to use industry
terms with clients.**

DON'T FEED THEM ACRONYM SOUP

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Have a better kick-off!

SET THE RIGHT TONE FROM THE START!

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Assumptions can lead to project miscommunication & failure

- Project mishaps
- Loss of reputation
- Loss of business



Continue the Conversation!

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Ways to Continue:

- Regular check-ins that outline the points you mentioned
- A glossary if necessary: Google doc or Basecamp text

Ways to Continue:

- Repeat yourself throughout an engagement. Communicate often!
- Ask follow-up questions to requests!

Tricky Conversations

SHARE WITH ME



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- In terms of **time savings**
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