



# CRAFT Process Overview

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LOVELL MCILWAIN



# Lovell McIlwain


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- Innovative
- Collaborative
- Adaptable

# Purpose

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This presentation will walk through my standard operating process for development which can apply to a wide variety of problems and projects.







# The C.R.A.F.T. Process

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Clarify. Refine. Adapt. Focus. Troubleshoot.

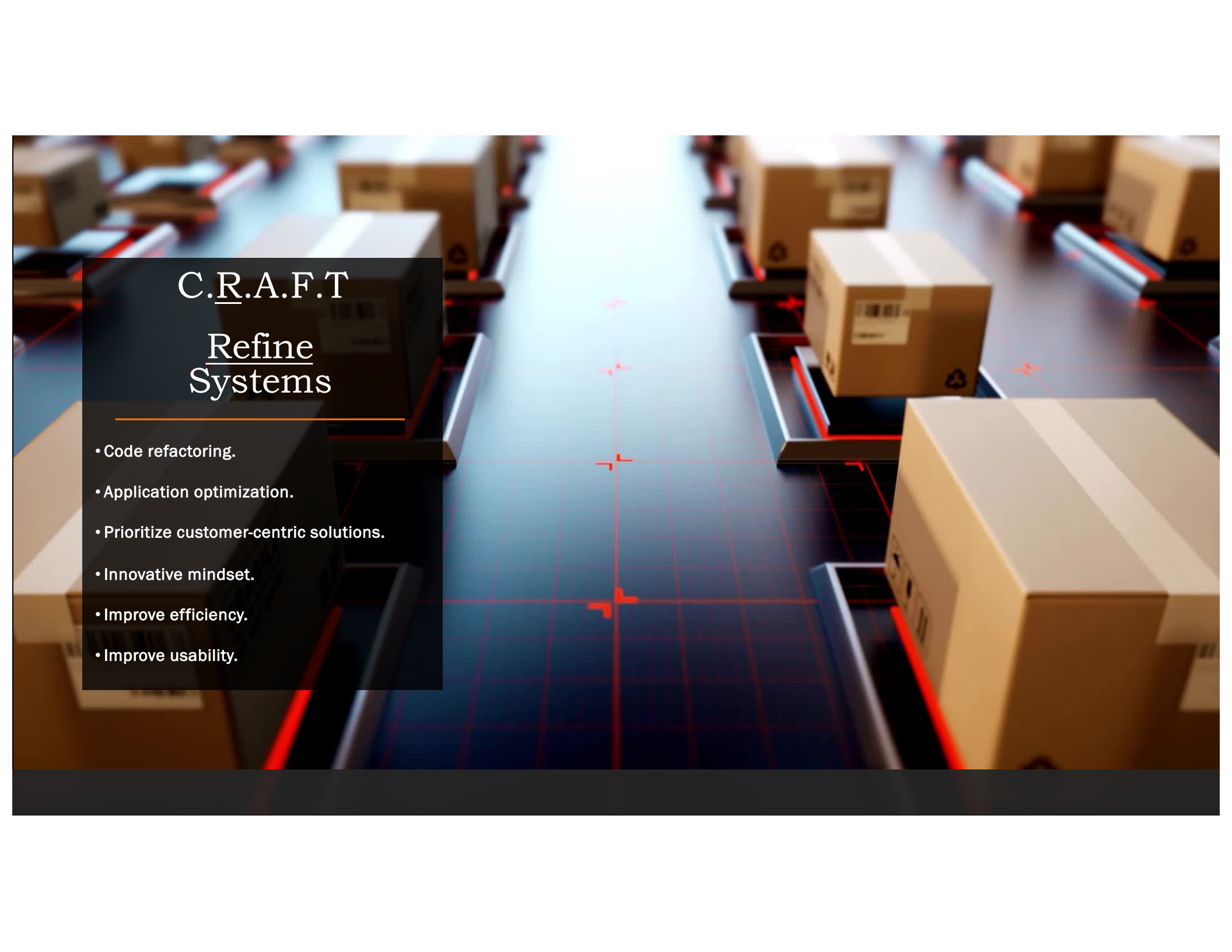
# C.R.A.F.T

## Clarify the Problem

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- Root cause analysis.
- Approach systematically.
- Breakdown into manageable chunks.
- Implement structured solutions.





# C.R.A.F.T

## Refine Systems

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- Code refactoring.
- Application optimization.
- Prioritize customer-centric solutions.
- Innovative mindset.
- Improve efficiency.
- Improve usability.

The background of the slide is a vibrant blue with a repeating pattern of colorful speech bubbles. Each bubble is a different color (red, yellow, pink, white, and grey) and contains a large, bold, dark blue question mark. The bubbles are scattered across the entire background, creating a sense of constant questioning and inquiry.

# C.R.A.F.T

## Adapt Constantly

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- Embrace change.
- Use the right technology for the job.
- Integrate new and proven methodologies.
- Continuously evolve.

The background of the slide features several white paper cutouts of human heads in profile, arranged in a cluster. Some heads contain a large black question mark, while one head in the foreground contains a blue line drawing of a lit lightbulb. The entire scene is set against a teal and blue background with a subtle pattern.

# C.R.A.F.T

## Focus On Success

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- Performance focused.
- Focused on user needs.
- Always purpose-drive.
- Determined to solve the problem





# C.R.A.F.T

## Troubleshoot And Report

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- Tackle challenges head-on
- Monitor outcomes against key metrics.
- Provide regular updates to leadership.
- Document lessons learned for future needs.
- Establish maintenance plans.

# C.R.A.F.T Final Thoughts:

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Thanks for reviewing my process. The power of bringing processes I utilize across a large set of circumstances means they apply to a wide range of circumstances.

The benefit of having a process means faster success and one that I can share to help others.

I look forward to helping you drive success!



# Thank You

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