



The Champion's Boot Camp:

Igniting Workfront Fever Across an Organisation

Presenters



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Champion

[cham-pee-uh n]

A stakeholder at the buyer's company who helps you sell your product or service to their colleagues.

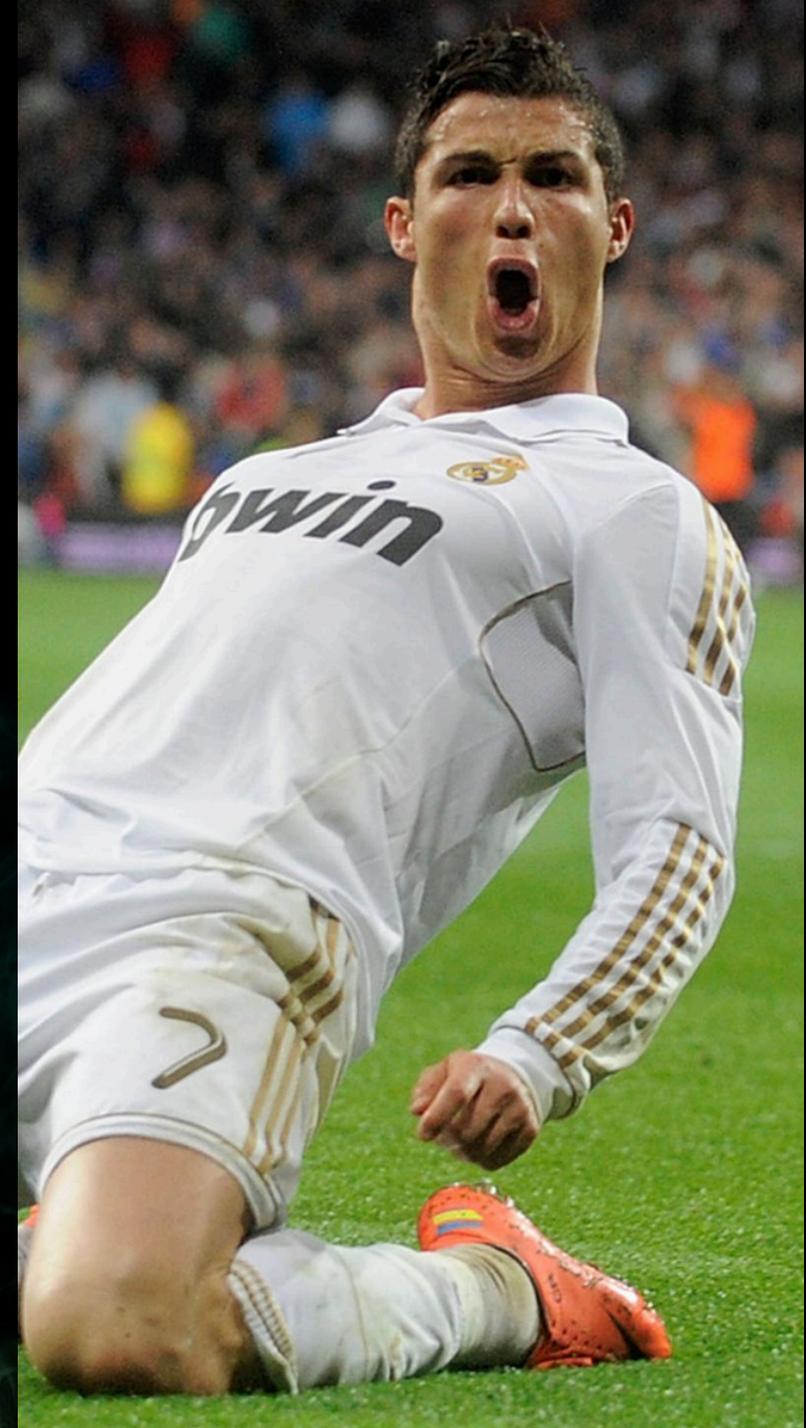
A person who fights for or defends a cause

A fighter or warrior

An animal that has won a certain number of points in officially recognised shows

A winner of first prize or first place in competition – *a tennis champion*; also one who shows marked superiority – *a champion at selling*







**What makes a
champion?**







bio.



bio.



bio.



bio

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SPORTS ILLUSTRATED

GOLDEN AGE

2016

THE BEST SPORTS
YEAR EVER
GOES OUT ON TOP.

JUST LIKE THE
GREATEST OLYMPIAN
OF ALL TIME

By **TIM LAYDEN**
P. 30

**MICHAEL
PHELPS**

WITH ALL 23 OF
HIS GOLD MEDALS







The non-negotiables of becoming a champion:

- Win small
- Win together





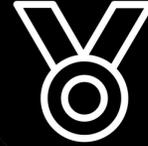
**Workfront
Champion?**

Case Study #1:



BIG WINS:

- Remove silos to eliminate duplicative work streams
- Become an agile shop in production studio



SMALL WINS:

1. Centralise intake to a single entry point for all creative work requests
2. Kill the snowflakes
3. Go from agile to Agile



TACTICS:

- Pick your team
 - Process, reporting, resourcing, and communications owners
- Standardise intake
- Standardise workflow
- Set guardrails
- Pilot → Refine → Repeat
 - v.1 single campaign
- Build operational reports to catch exceptions, issues, and duplication
- Pick an agile methodology (tool agnostic)
 - Test manually (stickies/whiteboard)
 - Refine methodology
 - Workfront training
- Deploy agile in Workfront
 - Build roadmap, Governance



Case Study #2:



BIG WINS:

- Leaders: Visibility and easy way to manage priorities
- Frontline: Simple to use, easy to adopt



SMALL WINS:

1. Burn the job jackets
2. K.I.S.S. (Keep it simple Steve!)
3. Expand to include marketing team from merger



TACTICS:

- Pick your team
- Set realistic expectations (crawl→walk→run)
- Digitise current process (simple, high level tasks!)
- Reporting SME to identify and Manage 'value'
 - Health/progress
 - Priority reports
- Conference room pilot
- Temperature checks/pressure test
 - Does it work?; Is it simple?; Does it deliver desired outcome?
- Training
 - Workfront education
 - User orientations, lunch and learns, deployment hotline
- Deploy to original team → Refine
- Deploy to Expanded team



Case Study #3:



BIG WINS:

- All of the things:
 - Centralised process
 - Streamline the review cycle
 - Give leadership visibility



SMALL WINS:

1. ?
2. ??
3. ???



TACTICS:



Case Study #3:



BIG WINS:

- All of the things:
 - Centralised process
 - Streamline the review cycle
 - Give leadership visibility



SMALL WINS:

1. Define and own a process
2. Gain user adoption and then leadership buy-in
3. Formalise the review process



TACTICS:

- Pick your team
- Document 'how we do business' as a core team
 - Current vs. future state
- Assign SME to build future state template
- Identify knowledge gaps and train to it
 - Workfront training courses
 - Augment with company specific training
 - On-going learning (SMEs, Help site, WF community)
- What does leadership need to see?
 - Reporting SME to build / own
- Challenge the current approval process
 - Refine and deploy based on results
- Build roadmap, layer tactics and small wins with realistic timelines
- Governance and maintenance



THE NEXT BIG WIN.

WIN SMALL. WIN TOGETHER. WIN BIG. REPEAT.



OUR NEXT BIG WIN WILL BE...



THE SMALL WINS WE NEED TO GET THERE ARE...

1.

2.

3.



OUR WINNING TEAM:



THE NEXT SMALL WIN.

WIN SMALL. WIN TOGETHER. WIN BIG. REPEAT.



OUR NEXT BIG WIN WILL BE...



THE NEXT SMALL WIN WE NEED IS...



TACTICS:





LEAP

2018 USER CONFERENCE

