Unlocking the Value of Geeks

A half-day workshop for laying a new foundation for working with technology groups

This workshop is different:

- **Innovative** — We provide double-team facilitation, so that geeks and non-geeks feel represented in the conversation

- **Effective** — We interview all sides in advance, to hear complaints in detail and, without changing their substance, reframe them as actionable concerns

- **Substantial** — We show how in almost all cases, the complaints are not unique to your situation, they are part of predictable patterns of culture clashes between tech and non-tech groups

- **Practical** — We demonstrate practical, simple techniques for collaborating that can have major, long term, culture-changing, profitable benefits

- **Follow-up** — We follow up to ensure that you are getting the intended benefits

Who should attend:

- Senior executives
- Technical directors
- Departmental leaders
- Product managers
- Relationship managers

Quick facts:

- Duration: **1/2 or 1 day**
- Workshop size: **10 –20**
- Location: **On site**
- Follow-up coaching: **Included**
- Instructors: **1 geek + 1 non-geek**

Technology is important

Companies today rely on technology for a competitive edge, to deliver better products, smoother operations, or better intelligence. But acquiring and maintaining it is difficult. An estimated $80 billion each year is lost to failed technology projects in the U.S. alone.

Geek culture poses specific challenges

If you need technology, you need the people who deliver it, and yet collaboration between technical and non-technical groups (even if outsourced) is notoriously difficult. You might find yourself blaming individuals for the pattern of failure and frustration, but the root of this problem is primarily cultural.

Technical groups have distinct values, language and patterns of thought that sets them apart from the rest of the organization. Unaccounted for, this often results in miscommunication, misunderstanding and waste.

You can create a culture of successful collaboration

Save time and money	*by*	Getting past misunderstandings, false assumptions, and resentments
Create better roadmaps	*by*	Forging common language to plan collaboratively
Smooth out and speed up implementation	*by*	Clarifying roles, responsibilities and responsiveness
Remove roadblocks	*by*	Dismantling barriers to open, resilient communication
Get the results you want	*by*	Leveraging divergent perspectives fully
Build a foundation for success	*by*	Building best practices into your organization's culture

Leading Geeks
education + consulting

Contact: Paul Glen | paul@LeadingGeeks.com | 310-694-0450

Course Agenda

Phase 1: Prep work

The course is driven by the needs of a real-world organization, so prior to the workshop, we:

- Work with the you to clarify specific objectives for the course
- Provide coaching on selecting participants and building commitment to change
- Conduct interviews with representatives from each major group

Phase 2: Workshop

Half-day or One-day	
About geeks	• Presentation of how geeks are different • Discussion of how those differences show up in this organization
Geek needs	• Presentation of what technical groups typically need from their partners • Discussion of needs particularly important to this organization
Non-geek needs	• Presentation of what partner groups typically need from tech groups • Discussion of needs particularly important to this organization
Techniques	• Finding common language for time, scope, priorities, and risk • Clarify roles and expectations in the context of collaboration • Diffusing misunderstandings in real-time
Agreements	• Agree on practices to adhere to and next steps to follow up on

Phase 3: Follow-up support and coaching

Three weeks after the completion of the workshop, we conduct remote conversations to sustain and deepen the benefits of the workshop.

Leading Geeks
education + consulting

Contact: Paul Glen | paul@LeadingGeeks.com | 310-694-0450

About the Leading Geeks Company

We help organizations unlock the value of technical people. Our work includes:

- Improving technical leadership, recognizing that leading geeks is different
- Transforming the tricky relationship between technology and business groups
- Redirecting troubled projects, with attention to repairing critical relationships

Since 1999, we have empowered leaders to leverage the people who provide technology. Today, the Leading Geeks Company is a growing and diverse network of professionals dedicated to transforming how technology and the people who deliver it contribute to their organizations.

The Faculty

Paul Glen (geek) has 20 years experience working with technical teams and leaders. He is best known as the author of the award-winning book, "Leading Geeks" and as a long time columnist for Computerworld.

He has delivered almost two hundred keynote presentations and workshops on three continents and consulted for numerous companies on issues related to managing technical organizations, projects and individuals.

He has an MBA from the Kellogg Graduate School of management and a BA in computer science from Cornell University.

Maria McManus (non-geek) has almost 20 years experience working as a product sponsor with technical teams as a VP of Product Development at iVillage and Director of User Experience at Disney's Internet and Media Group.

She is a graduate of Brown University with a degree in English.