

6 Strategies for Successful Content Initiatives

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Contents: 6 Strategies for Success

- Start from the **end users** perspective
- Take a **full life cycle** approach to content management and portal initiatives
- Integrate **measuring and reporting** functions as core system capabilities
- Keep key ingredients in balance:
 - Infrastructure** **Key Technology** **Supported Features**
 - Supported Users/Assets** **Migration Strategy**
- Iterative development, gradual migration driven by end user feedback and metrics
- Use proven project management techniques

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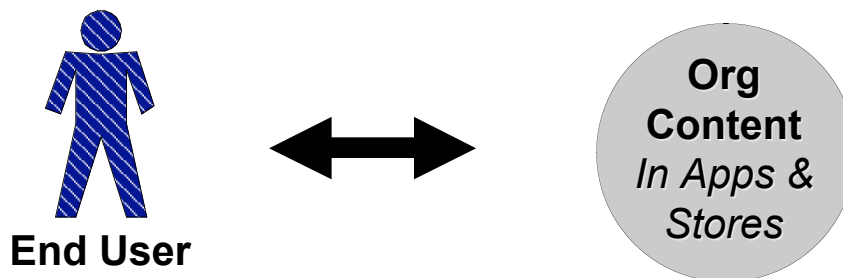
Will it be Boom...



...or Bust !?!?

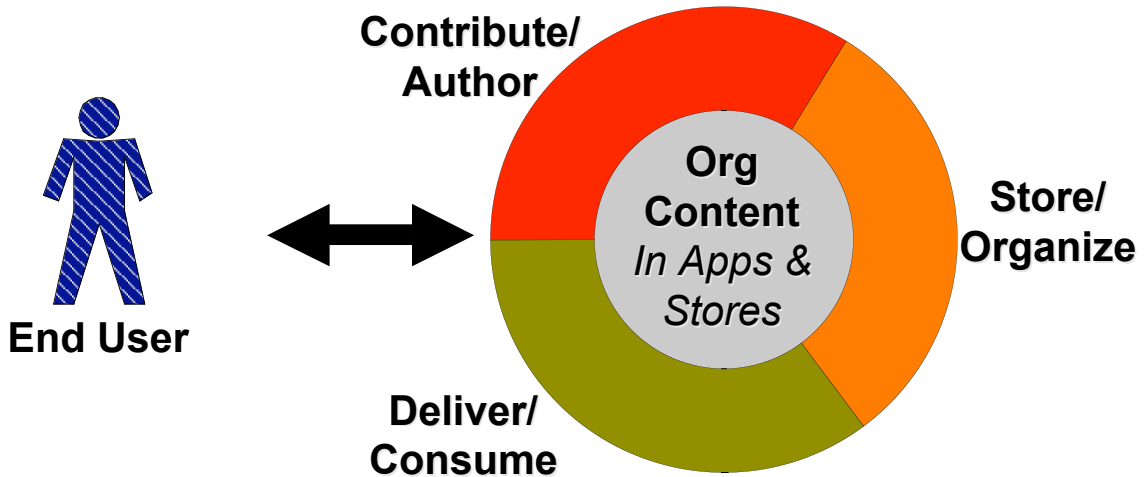
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Start from the **end users** perspective



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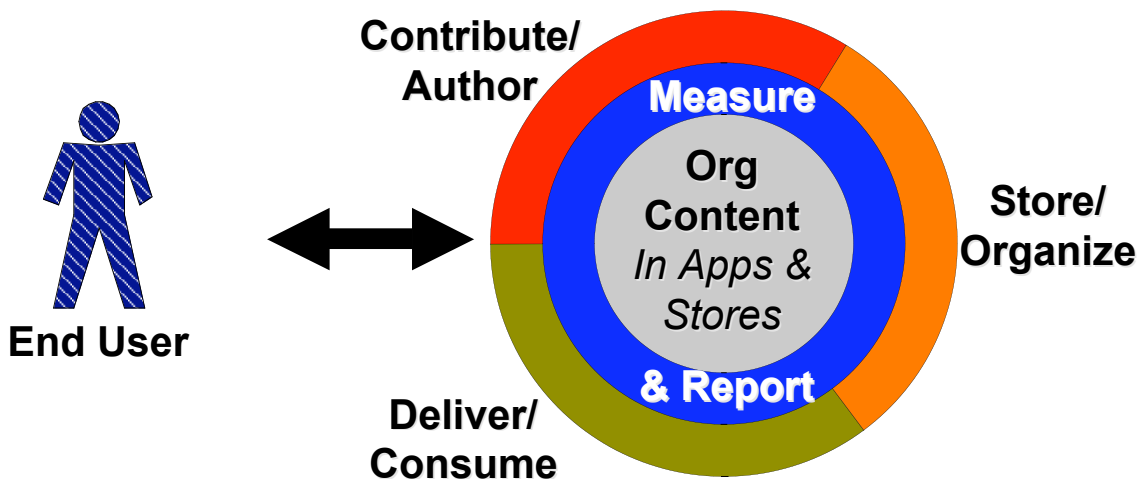
Take a **full life cycle** approach to content management and portal initiatives



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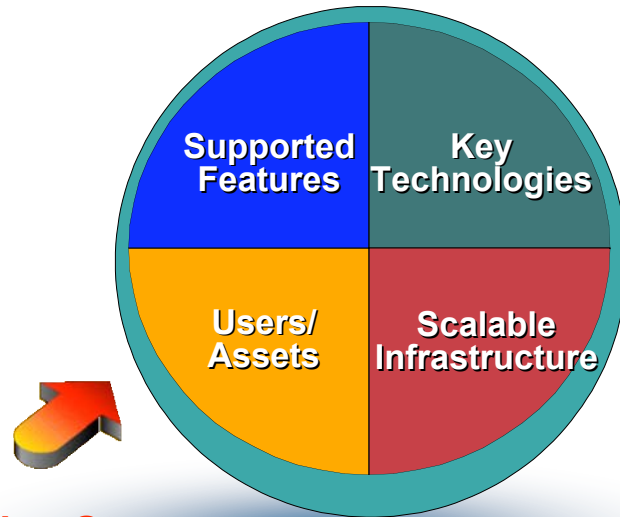
Integrate **measuring and reporting** functions as core system capabilities



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Keep Key Ingredients in Balance



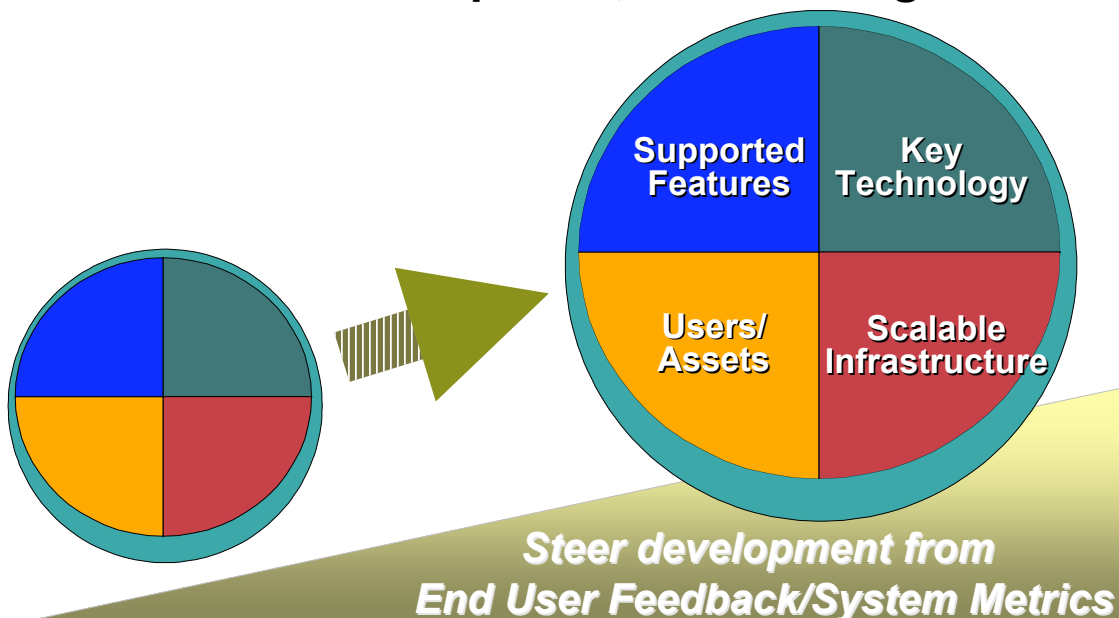
Migration Strategy

(Training, Policies, Standards, Best Practices)

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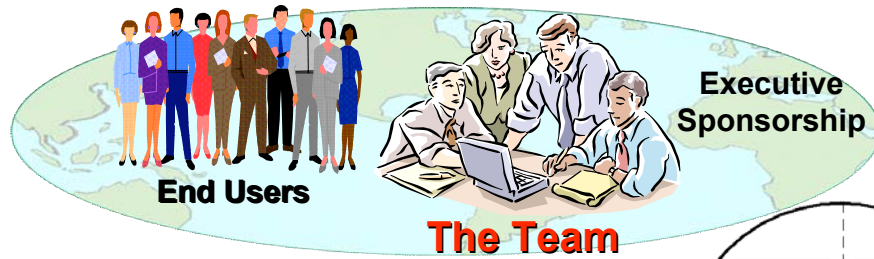
Iterative Development, Gradual Migration



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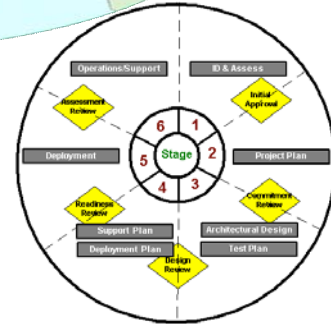
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Use Proven Project Management Techniques



Frequency	Media	Description
Quarterly	In Person	Ops Review: Deliverables and Results
Monthly	In Person	Meet with key stake holders
Bi-weekly	Video	Present framework
Bi-weekly	WebEX	Internal Project Review
Monthly	In Person	Brownbag Lunch Session
Bi-Weekly	Email	update@blah.com: Key dates, status
Weekly	Email	project-dev: Weekly Activities
Ongoing	website	Related project, training and configuration
On Demand	In Person	Engagement Process: Client Interviews
Adhoc	Email	project-support@blah.com: Feedback

Communication Plan



Design Methodology