

Applying Project Management Principles to Software Development Leadership™

Leading Software Maniacs™

How to Make the Right Project
Decisions

KEN WHITAKER

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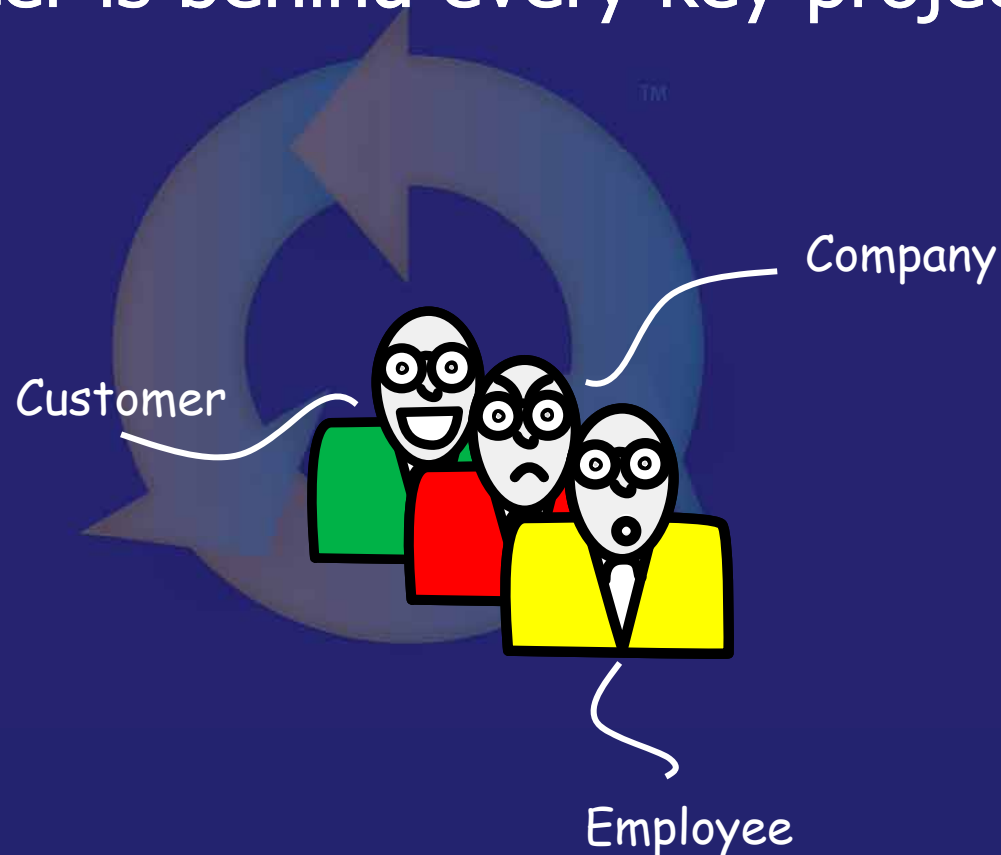
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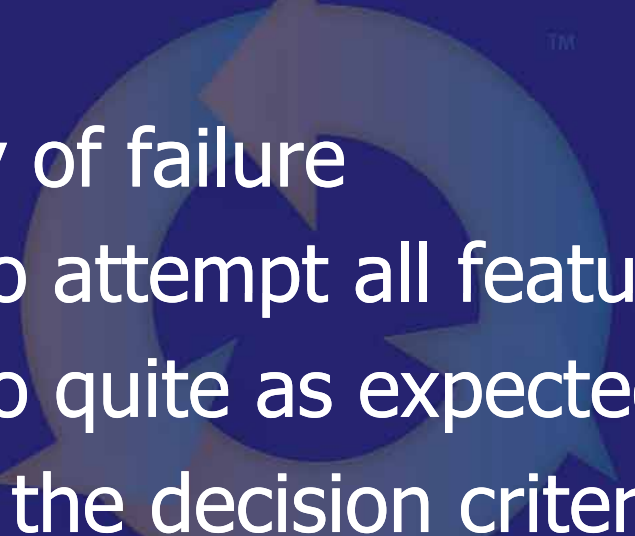
How to Make the Right Project Decisions

- An Influencer is behind every key project decision



How to Make the Right Project Decisions




Introducing the Decision Pyramid

- Story Time...
 1. Probability of failure
 2. Decision to attempt all features
 3. It didn't go quite as expected
 4. What was the decision criteria?
- 

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Introducing the Decision Pyramid

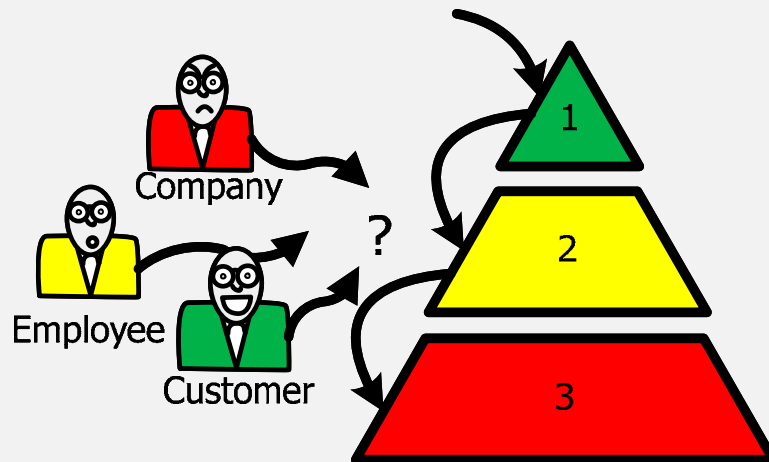
- Let's group Stakeholders into decision makers ("decisionmakers")

Decisionaker		Description
Company		Most concerned about the business
Employee		The team producing the product or service
Customer		Users and resellers

How to Make the Right Project Decisions

Introducing the Decision Pyramid

- Define how decisions are to be prioritized



#1 Decisionmaker – the King of the Mountain, who generally makes the decision?

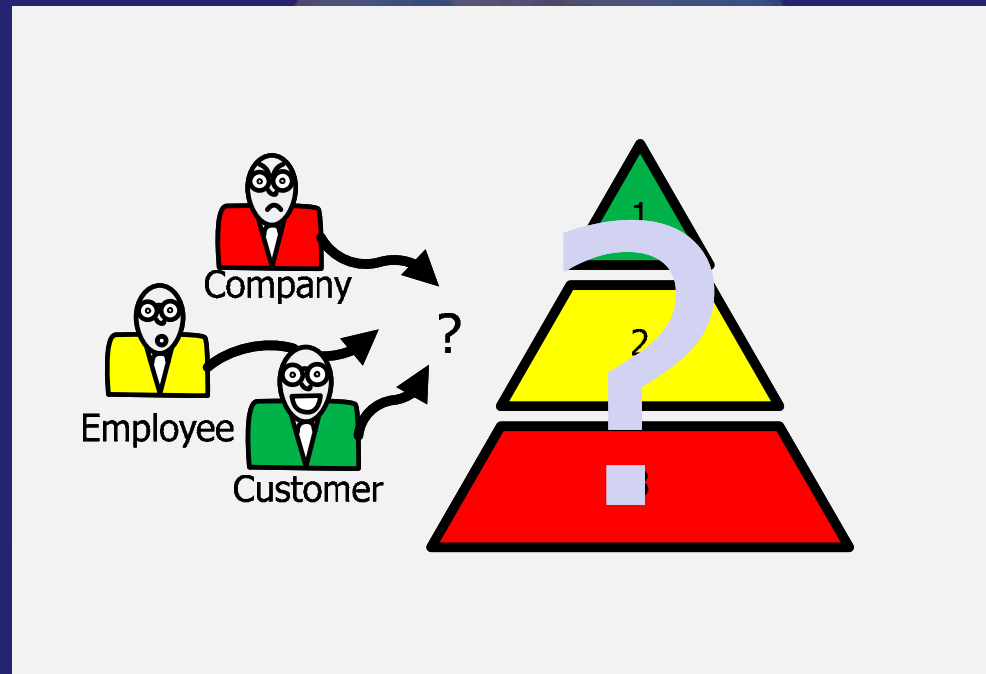
#2 -- Who is next most important if the #1 group can't decide?

#3 – Last but definitely not least, Who provides the foundation that everyone relies on (when #1 and #2 can't decide)?

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Introducing the Decision Pyramid

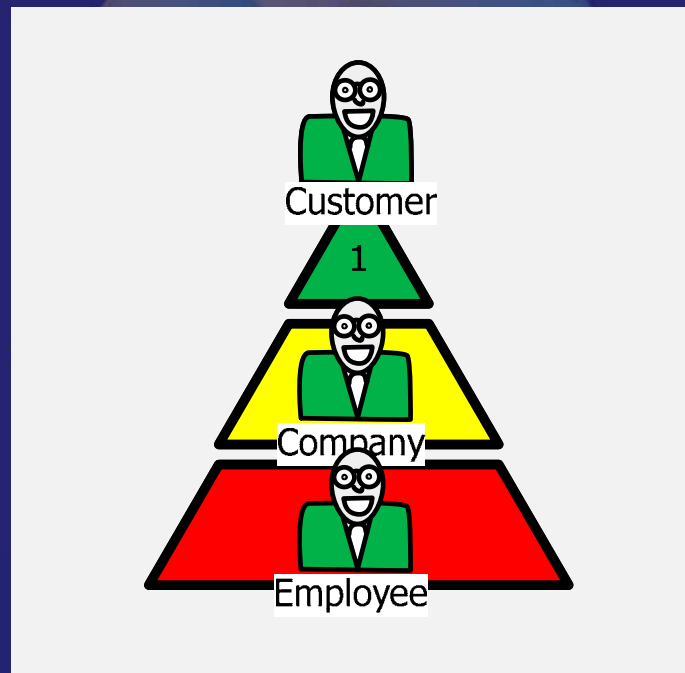
- So what does your Decision Pyramid look like?



How to Make the Right Project Decisions

Introducing the Decision Pyramid

- Here's a sample Decision Pyramid that works



How to Make the Right Project Decisions

Best Practice

- Keep decision criteria simple and intuitive
- Consistently apply Decision Pyramid methodology
- Remind the staff by reinforcing how decisions are made
- Take a lesson from Guy Kawasaki: "Make meaning, not money."

Words of Advice

A Final Word

**Why Circuit City Failed, and Why B&H
Thrives**

Inc.com

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