

Applying Project Management Principles to Software Development Leadership™

Leading Software Maniacs™

Meeting the Needs of Software
Developers

KEN WHITAKER

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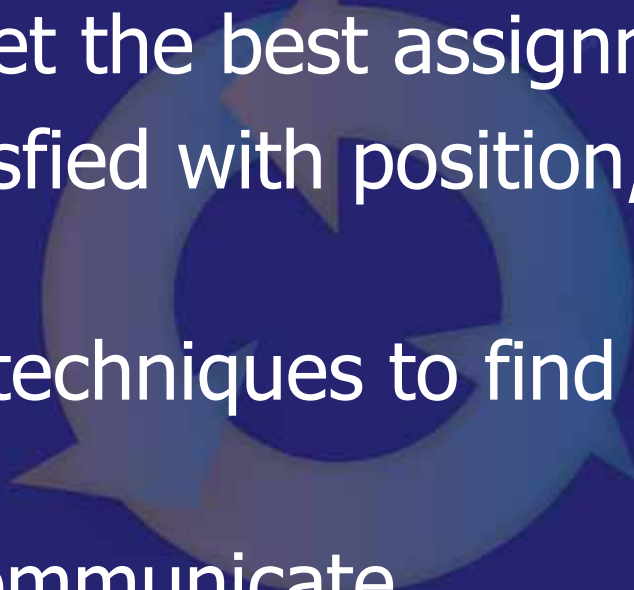
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Meeting the Needs of Software Developers

Background

- Developers get the best assignments
 - They are satisfied with position, work, and future
 - Use creative techniques to find and hire the best
 - Frequently communicate
 - Ensure that project decisions have team buy in
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Meeting the Needs of Software Developers

We'll focus on

- Addressing staff needs
- Motivating through performance reviews



Meeting the Needs of Software Developers

Maslow's Hierarchy of Needs definitions

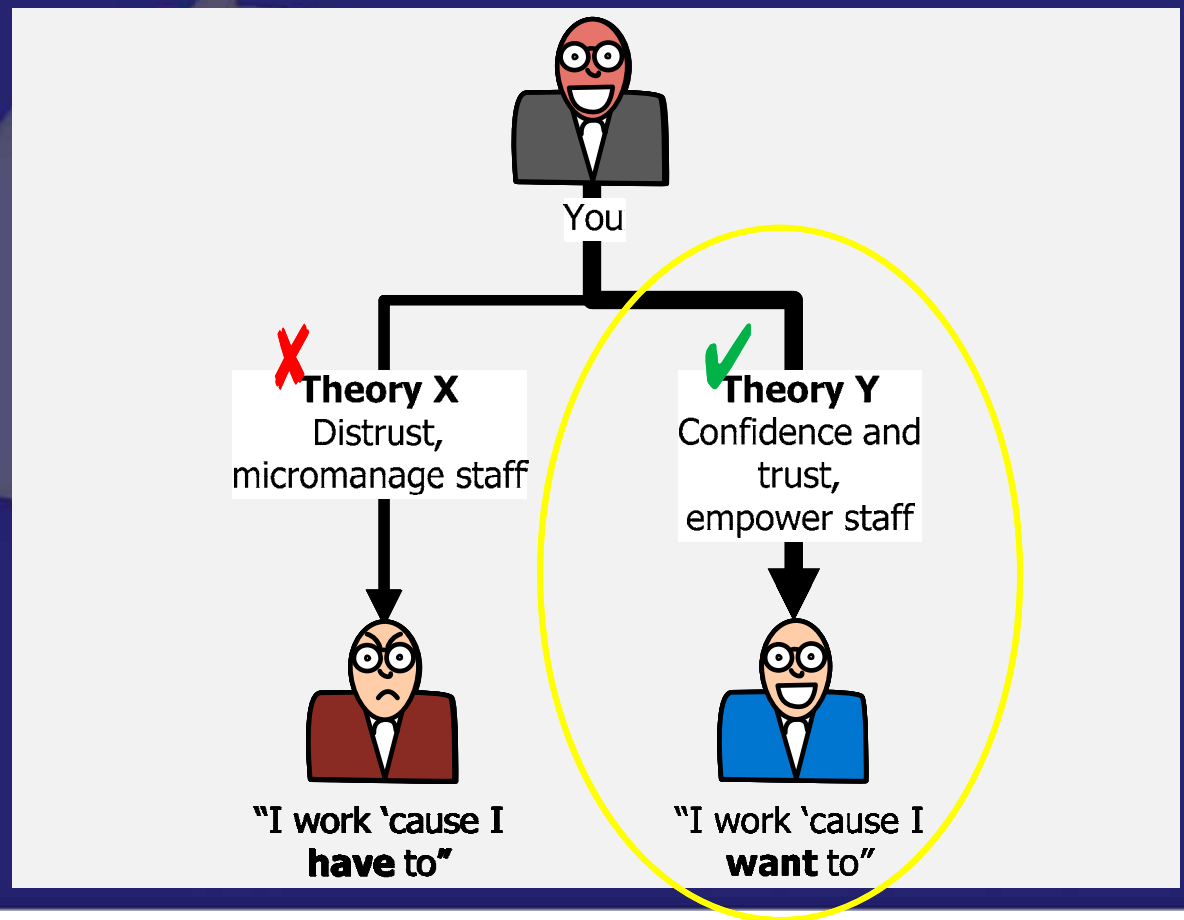
- (in bottom to top order)

Definition	Highlights
Physiological	Basic biological/workplace needs
Security	Freedom fear, company is growing, stable management
Acceptance	Part of the team, accepted, key participant
Esteem	Feeling of importance, recognized, clear career path
Self-Actualization	Working to full potential, passionate, love their work

Meeting the Needs of Software Developers

McGregor's Theory X and Theory Y

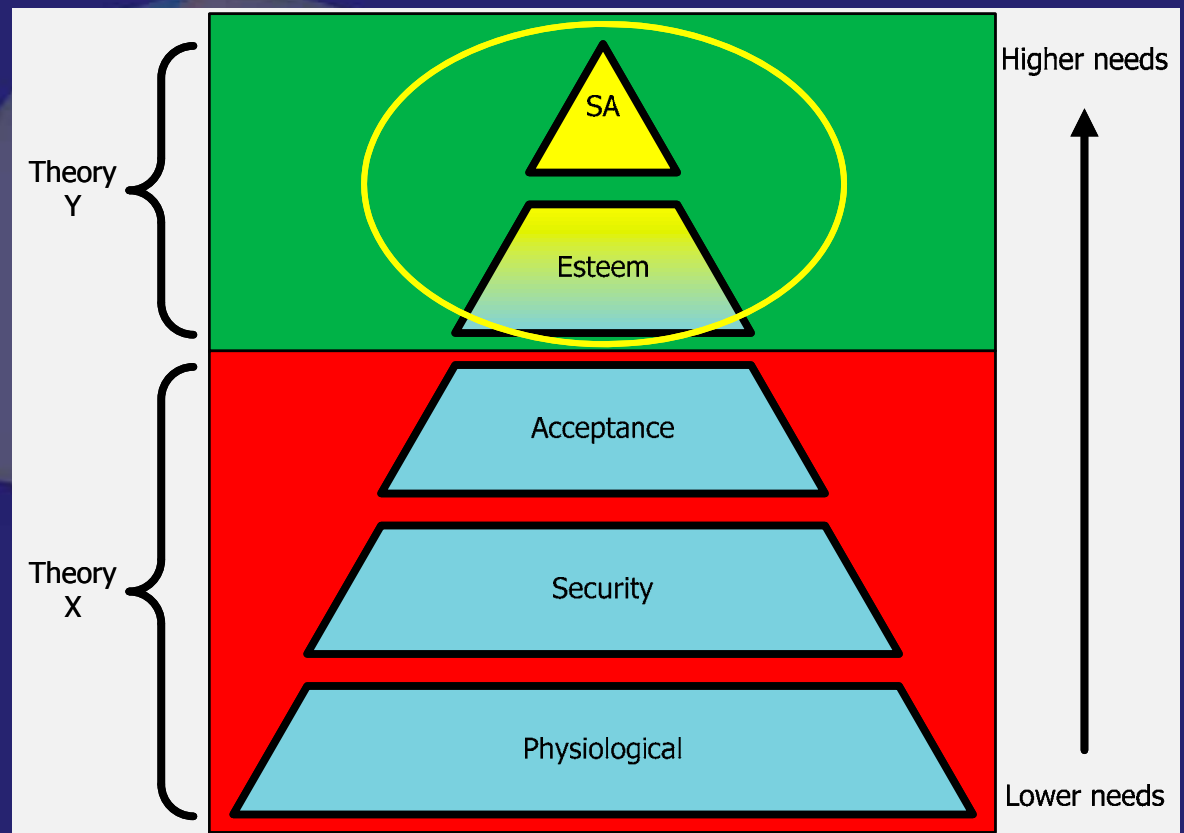
- Theory X organizations take a lot more management
- Theory Y allows you to lead



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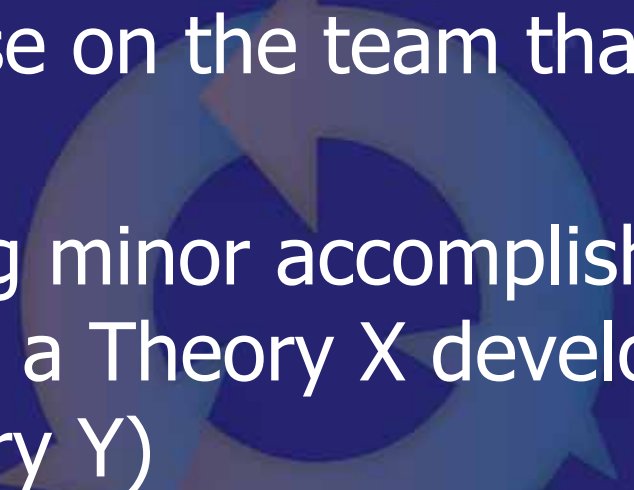
Combining Hierarchy of Needs with Theory X / Y

- The top is where your team needs to be
- Don't forget **YOURSELF**, too!



Meeting the Needs of Software Developers

Special situations

- Bring out those on the team that don't really participate
 - Congratulating minor accomplishments (especially for a Theory X developer who could become Theory Y)
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Meeting the Needs of Software Developers

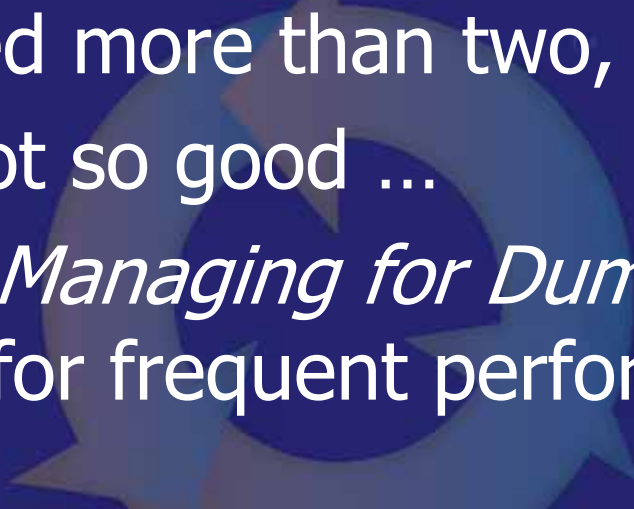
Best Practice

- Put yourself in your employee's shoes ...

Yes / No	I, the Employee ...
	Know how I am performing
	Know clearly what my priorities are
	Know how my project fits into the roadmap
	Know what I need to do to advance
	Have regular reviews with management

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How'd you do with the checklist?

- If you checked more than two, great!
 - Otherwise, not so good ...
 - According to *Managing for Dummies*, there are real benefits for frequent performance appraisals
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Simple steps to take

- Proactively prepare annual appraisals
 - You are ultimately responsible for the employee's appraisal!
 - Perform frequent mini-appraisals (prefer monthly)
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Meeting the Needs of Software Developers

A Final Word

Addressing staff needs and giving frequent performance feedback can have immediate benefits

- Free up more of your time
- Motivated employees
- Improvement in performance

References

- Nelson, Bob and Peter Economy. *Managing for Dummies*. Foster City, CA: IDG Books Worldwide. 1996.
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- Whitaker, Ken. *Principles of Software Development Leadership: Applying Project Management Principles to Agile Software Development*. Boston: Course Technology PTR, 2009.

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