

*Seven Sigma and envisionIT are proud to bring to New Zealand and Australia...*

**a golden opportunity for two full days of absolutely unique content**

*(the first, and currently the only company in the world authorised to train the Issue Mapping Master Class)*

## SharePoint Governance and Information Architecture Master Class

Are you a Business Analyst or SharePoint Architect who needs to deal with the hard question of "Will users use the system?"

Have you tried SharePoint and failed? (therefore experienced the pain and need it named)

Are you an IT Manager who genuinely wants to hear real techniques behind abstract concepts like "user engagement" and "buy-in"?

Are you a strategic management consultant or anyone who is looking for something where so far, the published material hasn't quite done it for you up till now?

**14 -15 March 2011 – Wellington, New Zealand – \$NZD1800**

**10 -11 March 2011 – Sydney, Australia – \$AUD1650**

*Presented by: Paul Culmsee, Seven Sigma*



*Paul Culmsee is an consultant, facilitator and sensemaker with 21 years experience across a wide variety of disciplines. Paul is one of three Cognexus Certified Dialogue Mappers in the world, having trained directly under Jeff Conklin of the Cognexus Institute in California. From a technology perspective, he is a Microsoft Certified Systems Engineer, Microsoft Certified Technology Specialist (MOSS 2007), Microsoft Certified Trainer and Certified Information Systems*

*Security Professional. He has also held the Cisco Certified Network Professional certification. He is a regular international conference speaker in IT and non IT circles and is a sought after trainer and advisor, having designed and conducted SharePoint 2010 Governance and Information Architecture classes in London, Dublin, Sydney and Wellington.*

*Via his company Seven Sigma, Paul is a sensemaker, business adviser, facilitator, dialogue mapper and trainer. He has performed facilitation and sensemaking services to assist a range of public and private sector organisations. Via his IT background, he has also worked as an IT infrastructure manager, QA/Product and project manager on a wide variety of IT projects. His popular SharePoint blog CleverWorkarounds attracts more than 15000 unique visitors and over 1 million hits per month, covering various SharePoint and sensemaking topics including Dialogue Mapping, SharePoint project planning, governance and ROI.*

**PAUL'S BLOG:** <http://www.cleverworkarounds.com>

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Most people understand that deploying SharePoint is much more than getting it installed. Despite this, current SharePoint governance documentation abounds in service delivery aspects. However, just because your system is rock solid, stable, well documented and governed through good process, there is absolutely no guarantee of success. Similarly, if Information Architecture for SharePoint was as easy as putting together lists, libraries and metadata the right way, then why doesn't Microsoft publish the obvious best practices?

In fact, the secret to a successful SharePoint project is an area that the governance documentation barely touches.

This master class pinpoints the critical success factors for SharePoint governance and Information Architecture and rectifies this blind spot. Paul Culmsee's style takes an ironic and subversive take on how SharePoint governance really works within organisations, while presenting a model and the tools necessary get it right.

Drawing on inspiration from many diverse sources, disciplines and case studies, Paul Culmsee has distilled the "what" and "how" of governance down a simple and accessible, yet rigorous and comprehensive set of tools and methods that organisations large and small can utilise to achieve the level of commitment required to see SharePoint become successful.

### MASTER CLASS AIMS:

- Present SharePoint governance and Information Architecture in a new light - focus on the "blind spots" where the current published material is inadequate
- Cover lessons learned from Paul's non IT work as a facilitator and sensemaker in complex large scale projects
- Examine the latest trends in the information landscape for industry and government and review studies that inform governance and Information Architecture efforts
- Present an alternative approach to business-as-usual SharePoint governance planning that focuses on real collaboration
- Provide quality information that is rigorous yet accessible, entertaining and interesting

### MASTER CLASS OUTCOMES:

- Understand the SharePoint governance lens beyond an IT service delivery focus
- Develop your 'wicked problem' radar and apply appropriate governance practices, tools and techniques accordingly
- Learn how to align SharePoint projects to broad organisational goals, avoid chasing platitudes and ensure that the problem being solved is the right problem
- Learn how to account for cognitive bias and utilise tools and techniques that help stakeholders align to a common vision
- Understand the relationship between governance and assurance, why both are needed and how they affect innovation and user engagement
- Understand the underlying, often hidden forces of organisational chaos that underpins projects like SharePoint
- Understand the key challenges and opportunities that SharePoint presents for Information Architecture
- Learn how to document your information architecture
- Practical knowledge: Add lots more tools to your governance and IA toolkit!

# COURSE STRUCTURE:

## The course is split into seven modules, run across the two days.

### MODULE 1: SHAREPOINT GOVERNANCE F-LAWS 1-17:

Module 1 is all about setting context in the form of clearing some misconceptions about the often muddy topic of SharePoint governance. This module sheds some light onto these less visible SharePoint governance factors in the form of Governance f-Laws, which will also help to provide the context for the rest of this course

- Why users don't know what they want
- The danger of platitudes
- Why IT doesn't get it
- The adaptive challenge - how to govern SharePoint for the hidden organisation
- The true forces of organisational chaos
- Wicked problems and how to spot them
- The myth of best practices and how to determine when a "practice" is really best

### MODULE 2: THE SHARED UNDERSTANDING TOOLKIT – PART 1:

Module 2 pinpoints the SharePoint governance blind spot and introduces the Seven Sigma Shared Understanding Toolkit to counter it. The toolkit is a suite of tools, patterns and practices that can be used to improve SharePoint outcomes. This module builds upon the f-laws of module 1 and specifically examines the "what" and "why" questions of SharePoint Governance. Areas covered include how to identify particular types of problems, how to align the diverse goals of stakeholders, leverage problem structuring methods and constructing a solid business case.

### MODULE 3: THE SHARED UNDERSTANDING TOOLKIT – PART 2:

Module 3 continues the Seven Sigma Shared Understanding Toolkit, and focuses on the foundation of "what" and "why" by examining the "who" and "how". Areas covered include aligning stakeholder expectations, priorities and focus areas and building this alignment into a governance structure and written governance plan that actually make sense and that people will read. We round off by examining user engagement/stakeholder communication and training strategy.

### MODULE 4: INFORMATION ARCHITECTURE TRENDS, LESSONS LEARNED AND KEY SHAREPOINT CHALLENGES

Module 4 examines the hidden costs of poor information management practices, as well as some of the trends that are impacting on Information Architecture and the strategic direction of Microsoft as it develops the SharePoint road map. We will also examine the results from what other organisations have attempted and their lessons learned. We then distil those lessons learned into some of the fundamental tenants of modern information architecture and finish off by examining the key SharePoint challenges from a technical, strategic and organisational viewpoint.

### MODULE 5: INFORMATION ORGANISATION AND FACETS OF COLLABORATION

Module 5 dives deeper into the core Information Architecture topics of information structure and organisation. We explore the various facets of enterprise collaboration and identify common Information Architecture mistakes and the strategies to avoid making them.

### MODULE 6: INFORMATION SEEKING, SEARCH AND METADATA.

Module 6 examines the factors that affect how users seek information and how they manifest in terms of patterns of use. Building upon the facets

## PUTTING IT ALL TOGETHER: FROM VISION TO EXECUTION



As a take home, we will also supply a CD for attendees with a sample performance framework, governance plan, SharePoint ROI calculator (Spreadsheet), sample mind maps of Information Architecture. These tools are the result of years of continual development and refinement "out in the field"

of collaboration of module 5, we examine several strategies to improving SharePoint search and navigation. We then turn our attention to taxonomy and metadata, and what SharePoint 2010 has to offer in terms of managed metadata

### MODULE 7: SHARED UNDERSTANDING AND VISUAL REPRESENTATION – DOCUMENTING YOUR INFORMATION ARCHITECTURE

Module 7 returns to the theme of governance in the sense of communicating your information architecture through visual or written form. To achieve shared understanding among participants, we need to document our designs in various forms for various audiences.

### VENUE, FOOD, DRINK, WIFI AND LAPTOP

We have secured an excellent venue for this event. Including lunch, free flowing coffee and drinks and free wifi. If you have any special dietary requirements please let us know. The workshop sessions will be hands on, we provide all of the tools and samples needed but please **bring your own laptop**.

*Perfectly suited to Business Analysts, Project and Program Managers, Enterprise and Information/Solutions Architects, IT Managers and those in strategic roles that have to bridge the gap between organisational aspirations and the effective delivery of SharePoint solutions.*



<http://events.linkedin.com/SharePoint-Governance-Information/pub/497552> (NZ)



<http://events.linkedin.com/SharePoint-Governance-Information/pub/498770> (AUS)



@paulculmsee @debbieireland #spiaau (AUS) #spianz (NZ)



<http://www.facebook.com/home.php#!/pages/SharePoint-Governance-and-Information-Architecture-Master-Class/165250246845452?v=wall>



<http://www.envisionit.co.nz/SitePages/SPIA.aspx>

### TWEETS FROM THE UK EVENT (NOV 2010)

@Hope4sun Andrew Carter @paulculmsee @AndrewWoody had great couple of days at #spiauk loving IBIS, really want to start applying it, roll on

suFay SF Chan #spiauk Thanks for a great course @paulculmsee and @andrewwoody... just reflecting on how IA has "no guarantee of success" at the moment :-)

@weshackett Wesley Hackett @MartinHatch yeah I have to be honest it was the most enlightening two days training I've ever been on. #spiauk

weshackett Wesley Hackett @MartinHatch The content covered was about the things technically focused peeps miss, showed the importance of non-technical skills #spiauk

brendannnewell Brendan Newell Many thanks @paulculmsee and @andrewwoody for the #SPIAUK. Easily one of the best courses I've been to and has left me wanting more!

weshackett Wesley Hackett @MartinHatch second day was IA, this was more SP2010 focused and gave some great insights into tools, approaches to extract it #spiauk course

For a detailed write up from one of the attendees:

<http://brendannnewell.com/musings/?p=95>