Using Tech Best Practices to Collaborate & Communicate

Garrett Cooper
CEO of ManyComm & BenefitMany LLC
Background

Education

- BS/MS in Finance
- MS in Nonprofit Management
- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)
- Coding bootcamp graduate
- AS in Software Development in 2020

Literacy AmeriCorps alum

Served on 7 nonprofit boards

Nonprofit consultant at Bayer Center (PGH)

The Forbes Funds

Business owner since 2014
I am going to take you on a multidisciplinary adventure
Today’s Roadmap

1. Waterfall approach
2. Importance of iterations (penny game)
3. Scrum approach
4. Insights
5. Questions
Waterfall Approach

- Requirements
- Design
- Develop
- Test
- Deploy
There are two piles of Walkman’s on two tables.

Everyone takes the black Walkman.
Product Development
Program Development

1. Program Plan (Goals, etc.)
2. Service Design
3. Promotions
4. Delivery
5. Evaluation
Activity
The Penny Game

- Before passing the pennies, each person must turn them over one by one.
- Use only the left hand (or the right hand if you’re left-handed).
- Each worker passes the coins to his co-worker.
- They can do it only by a complete lot (e.g. 20 pennies, 10 and 1).
- It is forbidden to return all pennies over at once.
The Penny Game, Revisited
Waterfall Approach

- Environmental Scan
- Stakeholder Input
- Planning
- Adoption
- Implement
Scrum Approach

Product Vision - Roadmap

Idea

Initiation

Plan
Release

Plan
Release

Sprint
Review
Retro

Plan
Sprint
Review
Retro

Day
Day
Day

Daily Scrum

Time
Scrum Approach
Scrum Approach

Product Vision - Roadmap

Initiation

Plan

Release

Sprint

Sprint

Sprint

Sprint

Release Plan

Future Releases

Sprint Goal

Release

Time
Scrum Approach
Scrum Approach
Scrum Approach
Scrum Approach
Scrum Approach

**START**

“What should we/I start doing?”

List ideas/items:
- Things that are not being done, but should be done
- Things to begin doing to get better results
- Things worth trying or experimenting for better results

**STOP**

“What should we/I stop doing?”

List ideas/items:
- Things that are not working or helping
- Things that impede or are not practical
- Not delivering desired results
- We or others dislike

**CONTINUE**

“What should we/I continue doing?”

List ideas/items:
- Things that are working well
- Things that we want to keep
- Worth continuing to see if they’re worthwhile
- We like or need
### Mission:
*immerse artists and audiences in theatrical experiences that alter perceptions.*

#### Programming
**Goal:** Strengthen existing programs and develop new initiatives.
- Expand reach and quality of performances
- Expand capacity and reach of special event
- Revitalize reading series to satisfy current needs.
- Outfit space with quality equipment.
- Introduce new theater.
- Expand capacity to produce innovative programs.
- Establish protocol for undertaking spontaneous and commissioned projects.

#### Audience Development
**Goal:** Broaden and increase our audience base.
- Strengthen the marketing-communications
- Increase community outreach efforts to heighten awareness across sectors and expand its network of contacts
- Acquire audience data to inform program and marketing decisions

#### Governance
**Goal:** Solidify an engaged and diverse Board that governs with nonprofit best practices.
- Increase the racial and professional skill diversity of the board
- Adopt and oversee organizational policies in adherence to nonprofit best practices
- Provide board education

#### Finance
**Goal:** Diversify funding and grow the organization to a $400,000 budget by 2014.
- Build a cash reserve equal to two months of the operating budget by 2014
- Increase the number of individual contributors and average gift size
- Increase and diversify foundation support
- Increase earned income as a percentage of total budget
- Secure corporate sponsorship
- Undergo external audit within three years
- Increase in-kind contributions by 10% each year

#### Organizational
**Goal:** Develop professional administration and artistic management.
- Maintain and grow staff to implement organizational goals
- Create human resource function
- Provide staff with professional development opportunities
### II. The Programming Goal, Objectives and Tasks

#### Programming Goal: Strengthen existing programs and develop new initiatives

<table>
<thead>
<tr>
<th>Objective 1(a): Expand reach and enhance quality of performances</th>
<th>Tasks</th>
<th>Tasks</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 1(a)1: Assess artistic design needs and hire staff accordingly</td>
<td>Artistic Leadership</td>
<td>Ongoing</td>
<td>Design needs are assessed and artistic design team is hired</td>
</tr>
<tr>
<td>Task 1(a)2: Assess audio needs and develop purchasing schedule</td>
<td>Artistic Leadership</td>
<td>Ongoing</td>
<td>Schedule is developed and equipment is purchased accordingly.</td>
</tr>
<tr>
<td>Task 1(a)3: Investigate broadcasting opportunities.</td>
<td>Artistic Leadership</td>
<td>May 2012</td>
<td>Performance is broadcast live on the radio</td>
</tr>
<tr>
<td>Task 1(a)4: Extend Rehearsal and tech schedule.</td>
<td>Artistic Leadership</td>
<td>May 2012</td>
<td>New rehearsal schedule is adopted and implemented.</td>
</tr>
<tr>
<td>Task 1(a)5: Develop pre-show lobby activity schedule and budget</td>
<td>Staff</td>
<td>May 2011</td>
<td>Schedule and budget are developed and implemented.</td>
</tr>
<tr>
<td>Task 1(a)6: Broaden and cultivate network of musicians.</td>
<td>Artistic Staff</td>
<td>Ongoing</td>
<td>A roster of musical talent is created.</td>
</tr>
</tbody>
</table>

#### Objective 1(b): Expand capacity and reach of special event

| Task 1(b)1: Investigate larger spaces.                          | Staff and Board                                                       | October 2011           | Larger space is acquired                                            |
| Task 1(b)2: Establish a special event committee                | Staff and Board                                                       | November 2011          | Special event committee is established                              |
| Task 1(b)3: Publish compilation of plays                       | Artistic Leadership                                                   | December 2014          | An anthology of 10 years of plays is published and on the market.   |

#### Objective 1(c): Revitalize In the reading series to satisfy current needs

| Task 1(c)1: Conduct research to assess needs of local theatre artists | Staff                      | August 2011 | Research is conducted and information is compiled and assessed.          |
| Task 1(c)2: Revise mission and structure to create program guidelines. | Staff                      | September 2011 | Program guidelines are created and implemented.                         |
| Task 1(c)3: Assess costs and research funding sources           | Staff                      | October 2011 | Balanced program budget created.                                       |
| Task 1(c)4: Launch program                                     | Staff                      | January 2012 | Program is launched for 2012 season.                                    |
Why are we talking about this again?
No business plan survives first contact with customers

Steve Blank - godfather of the Lean Startup
Questions