

Using Tech Best Practices to Collaborate & Communicate

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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

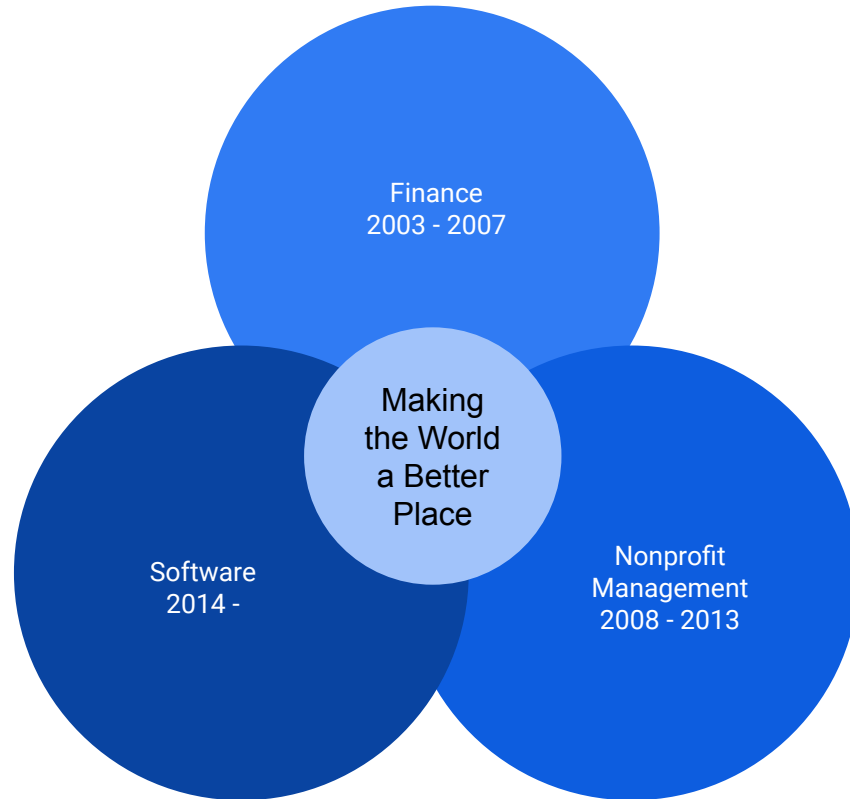
Literacy AmeriCorps alum

Served on 7 nonprofit boards

Nonprofit consultant at Bayer Center (PGH)

The Forbes Funds

Business owner since 2014



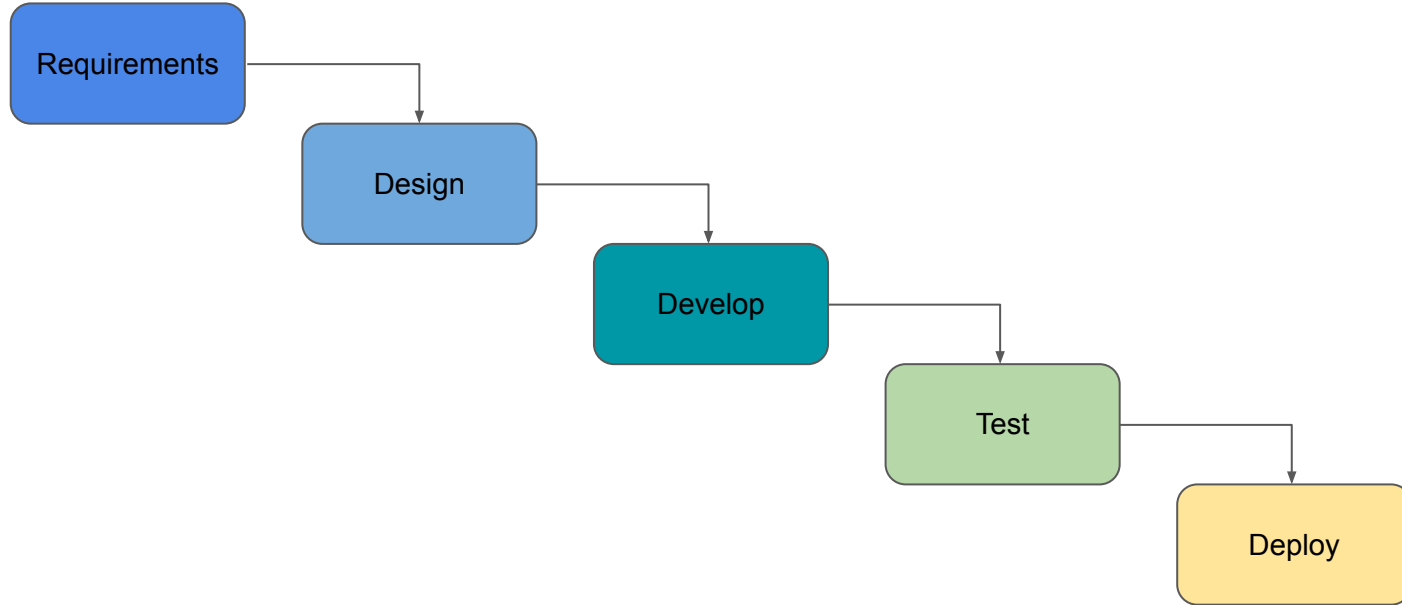


I am going to take you on a multidisciplinary adventure

Today's Roadmap

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

Waterfall Approach

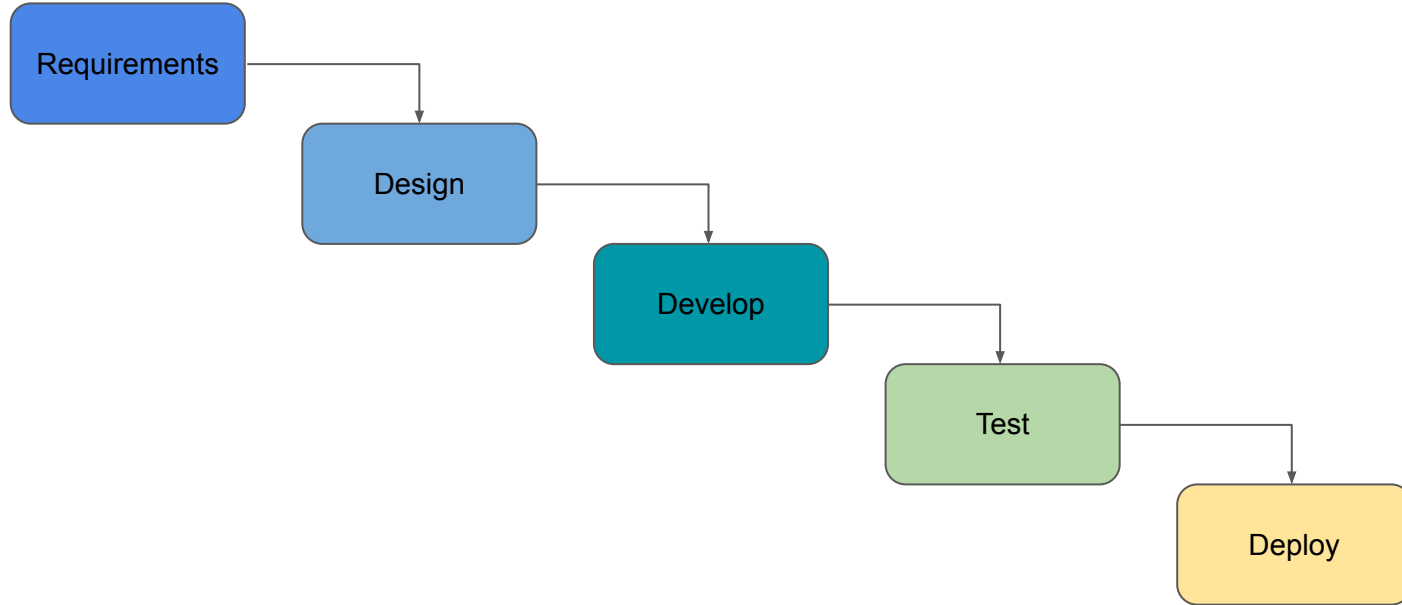




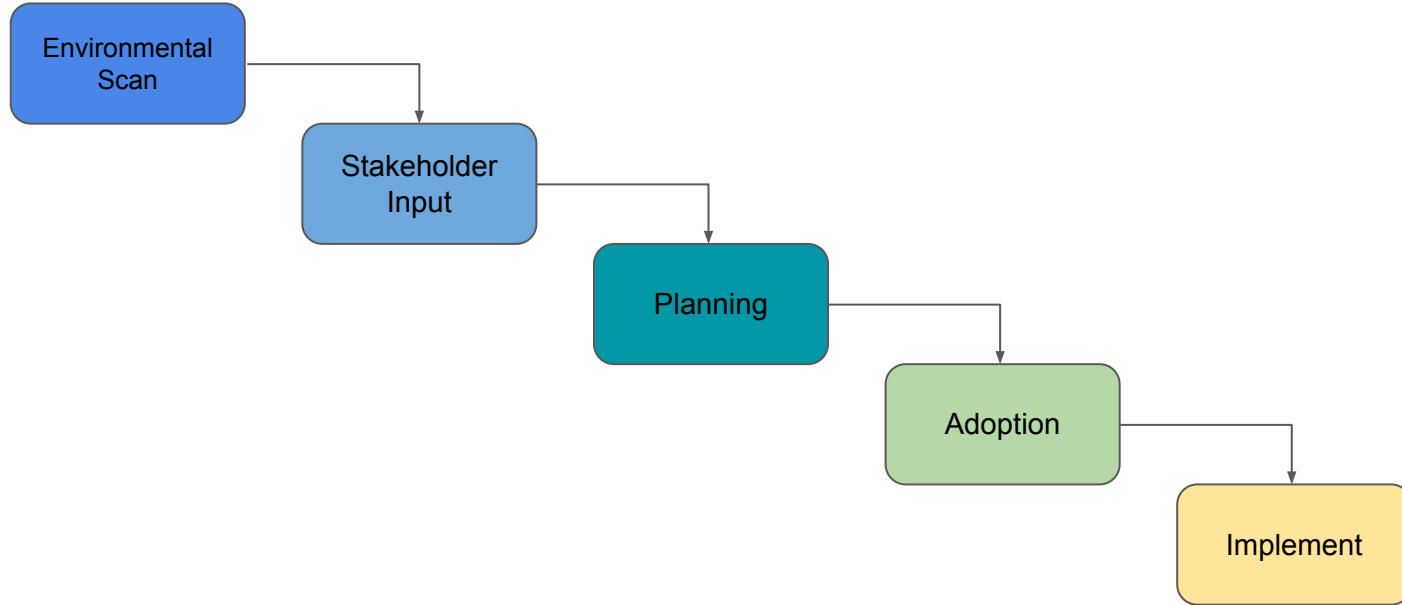
There are two piles of Walkman's on two tables.

Everyone takes the black Walkman.

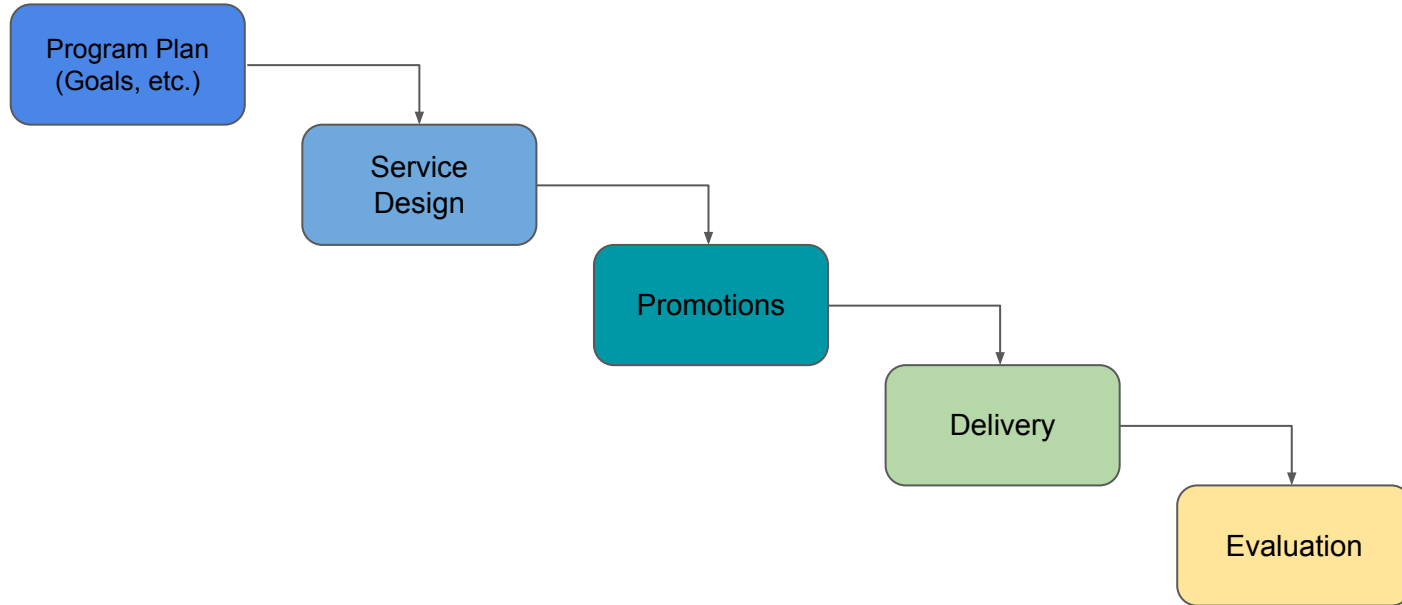
Product Development



Organizational Planning



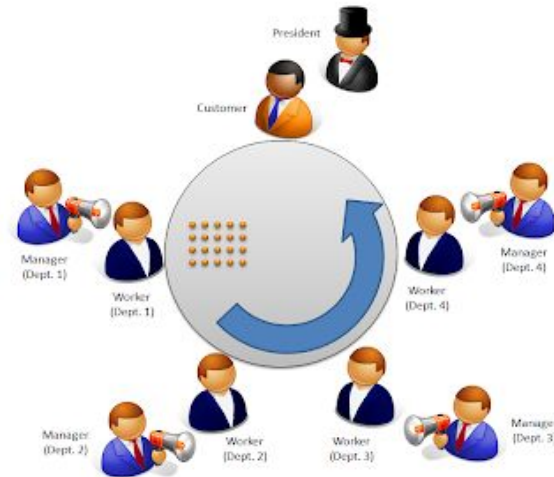
Program Development



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.



Scrum Penny Batch Exercise

The Penny Game, Revisited

Agile Coin Game

Watch later Share

Agile

Traditional

First Last

3s 25s

44s 44s

MORE VIDEOS

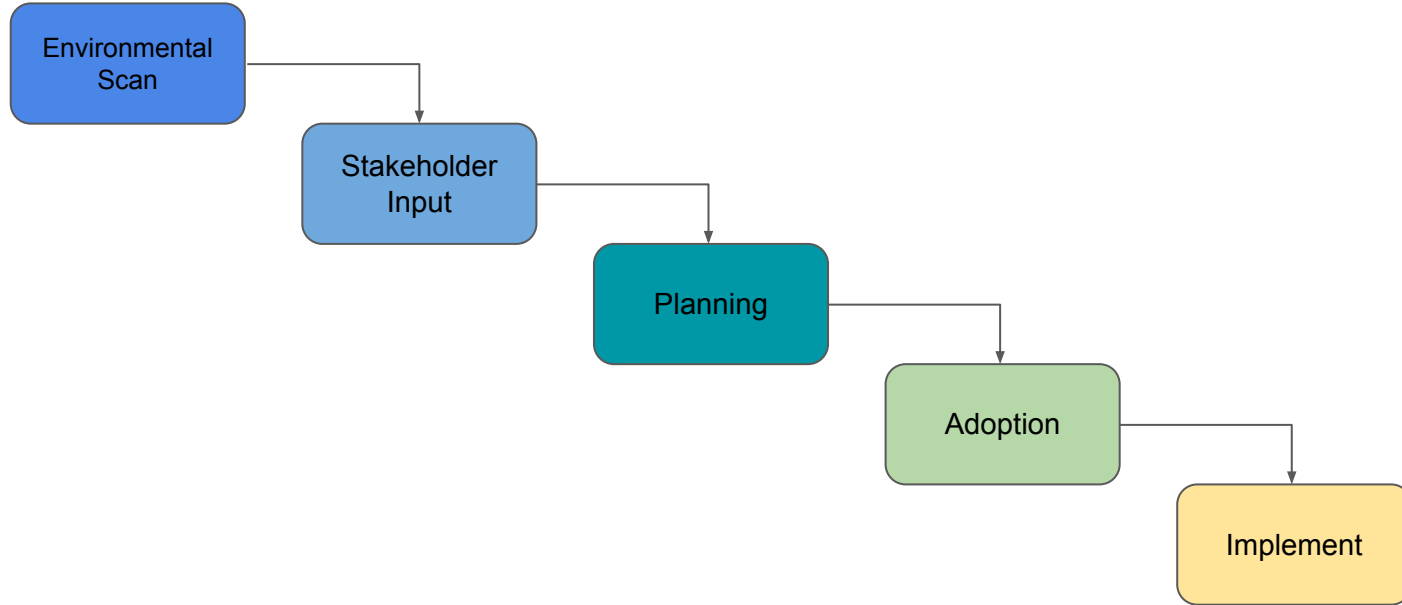
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CC HD YouTube

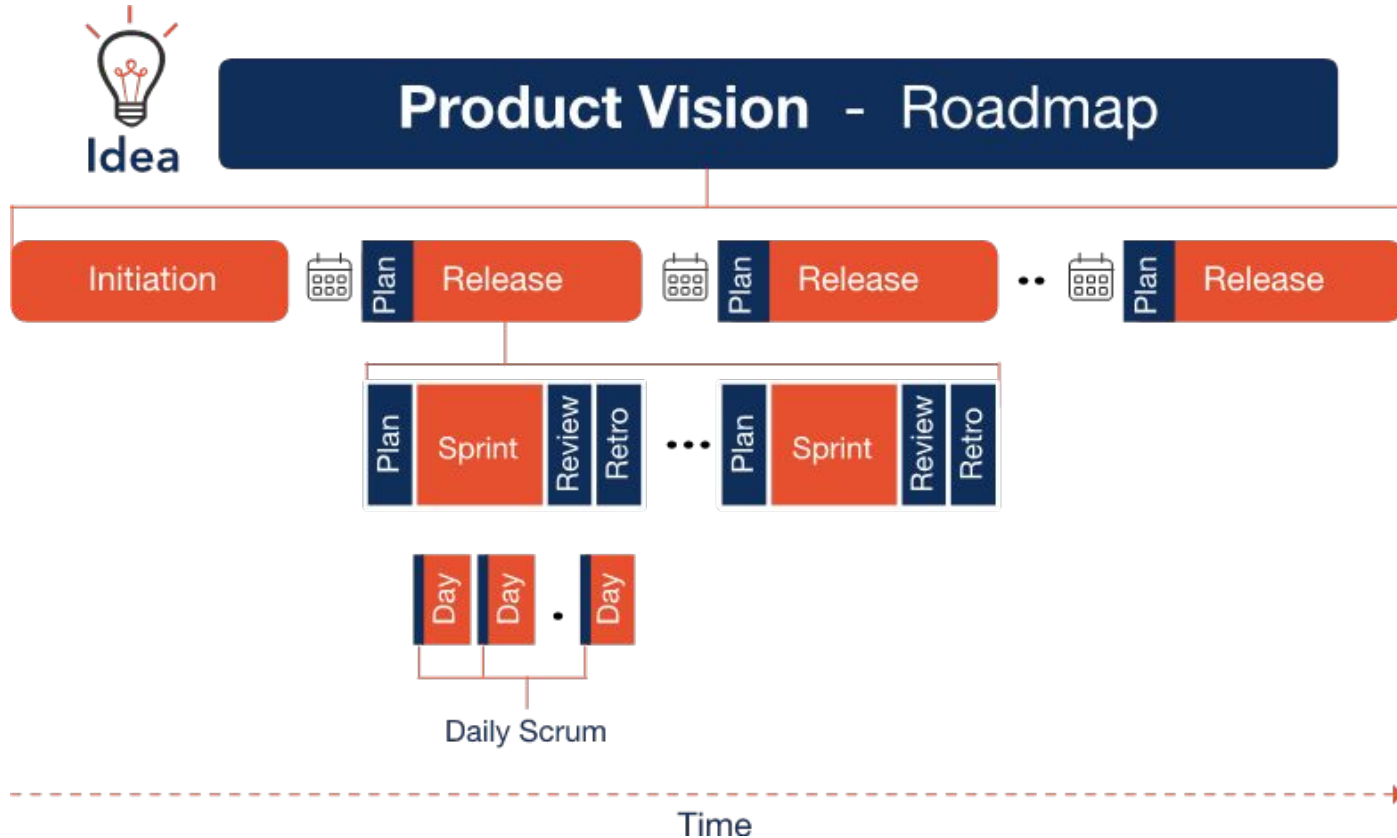




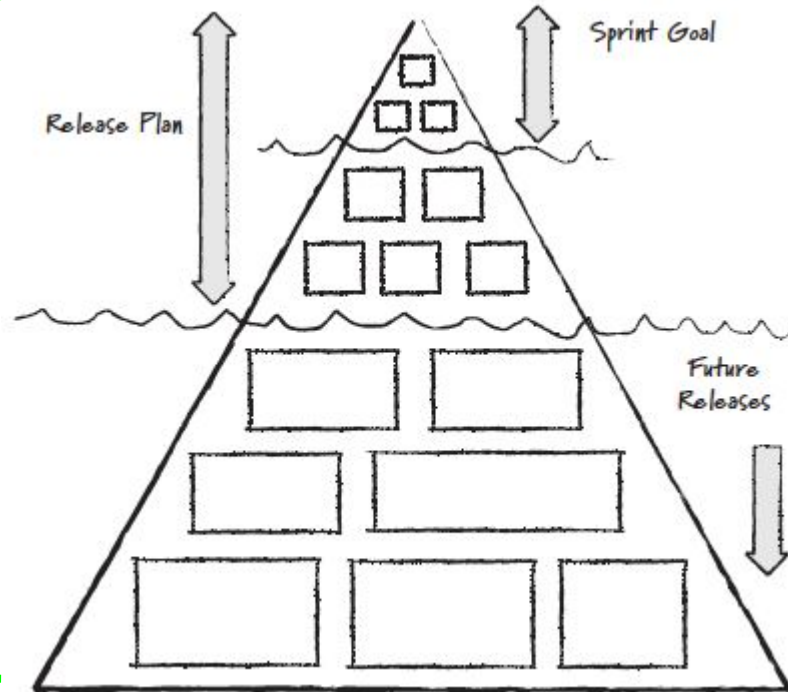
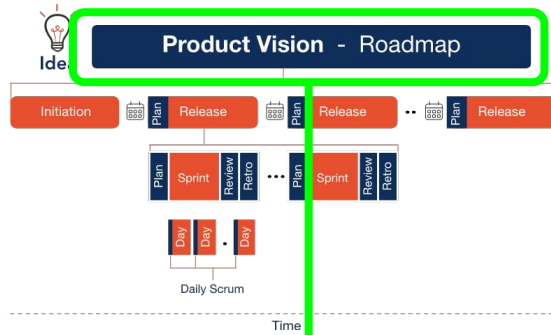
Waterfall Approach



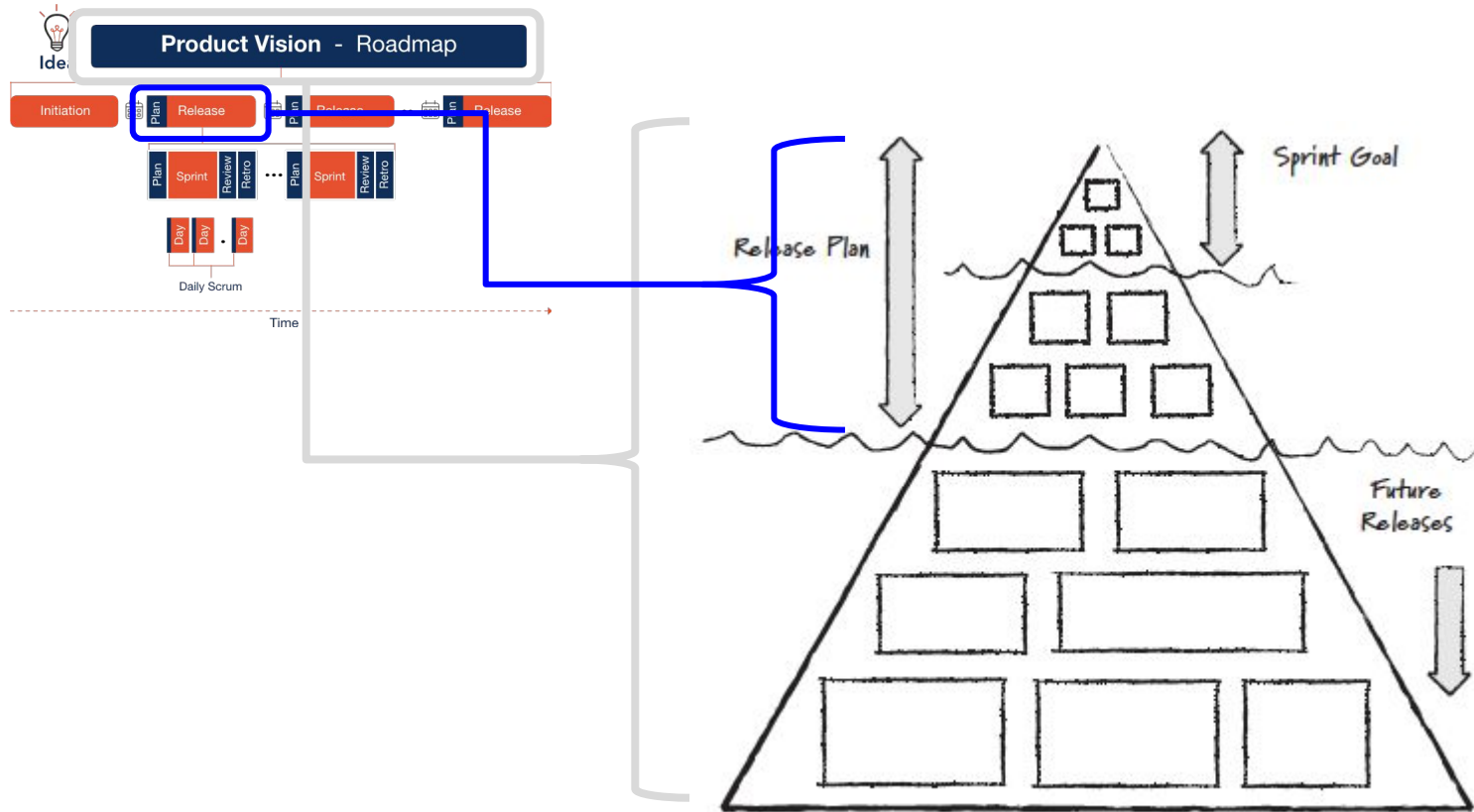
Scrum Approach



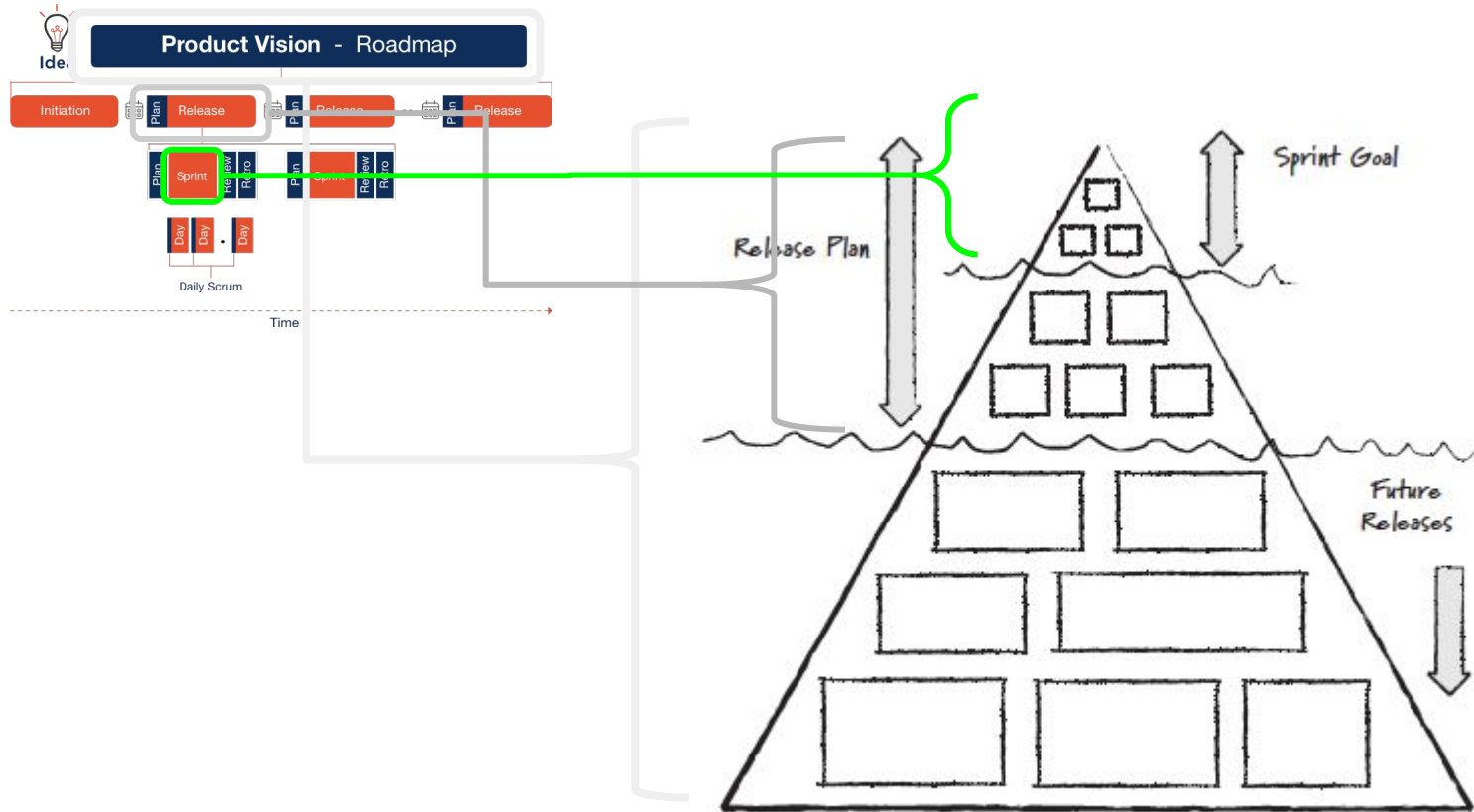
Scrum Approach



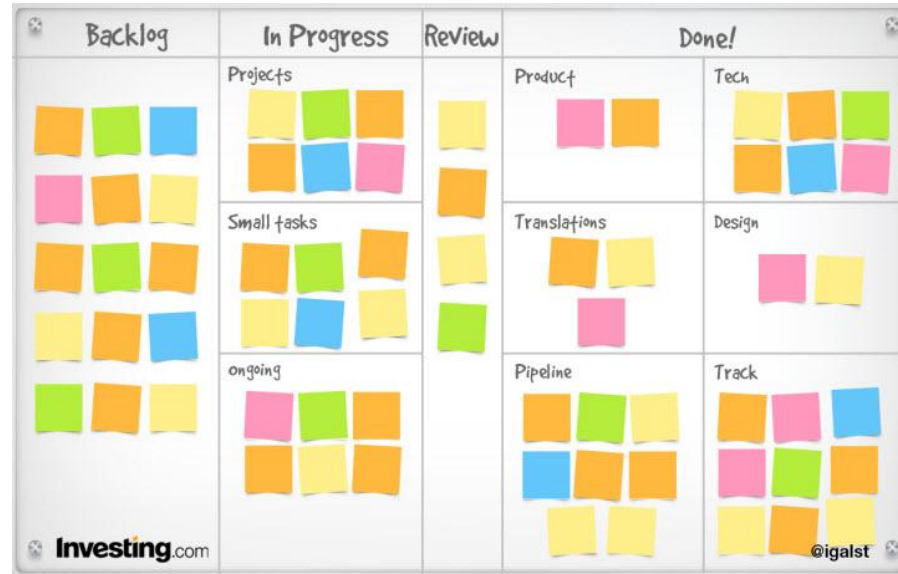
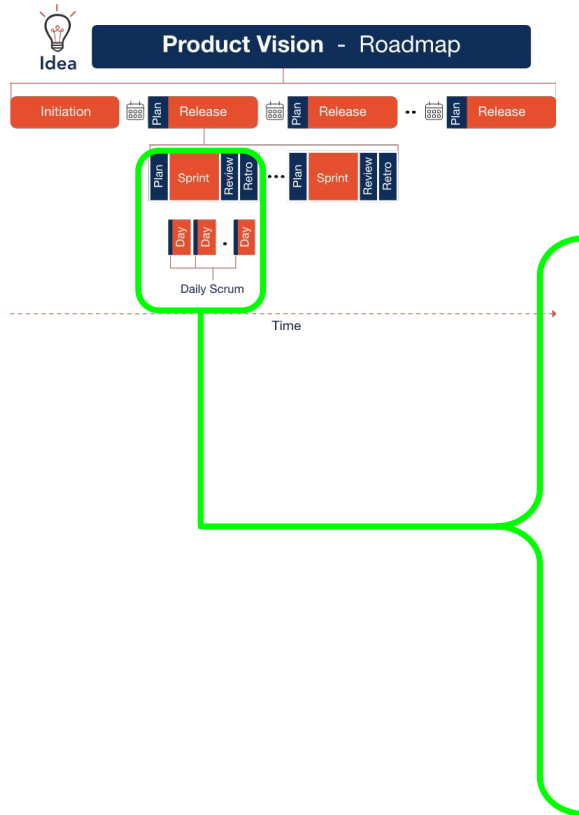
Scrum Approach



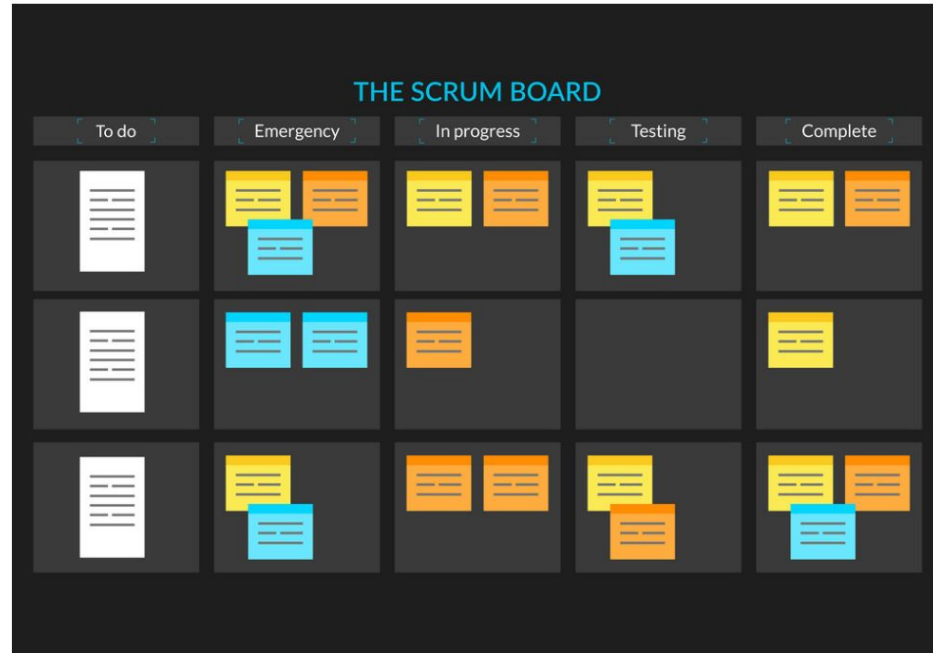
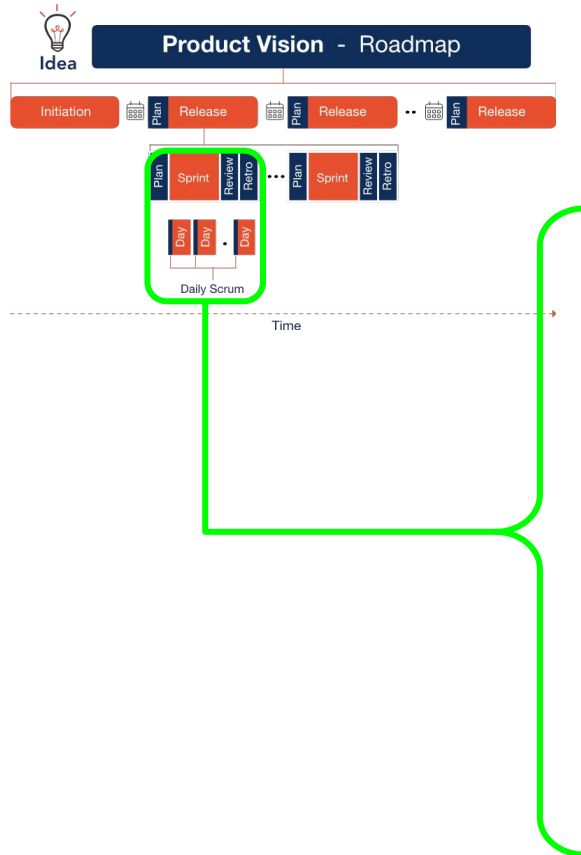
Scrum Approach



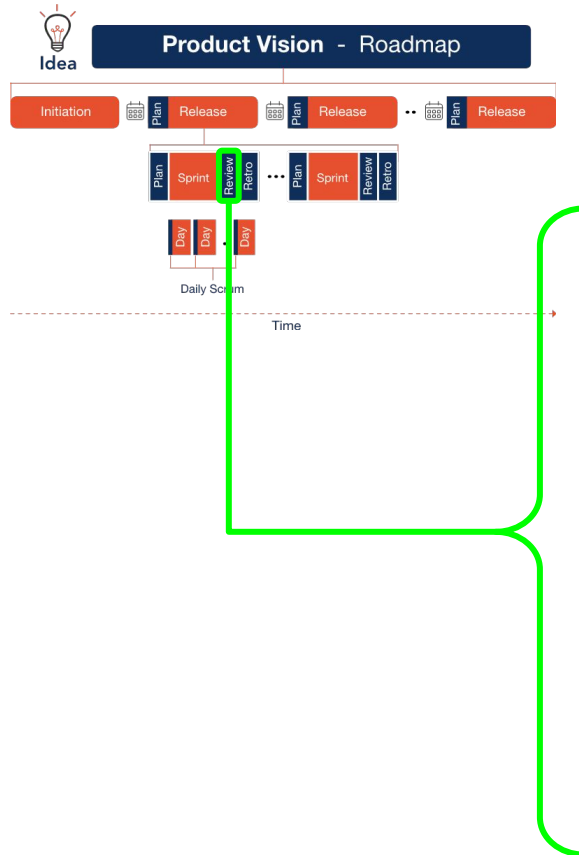
Scrum Approach



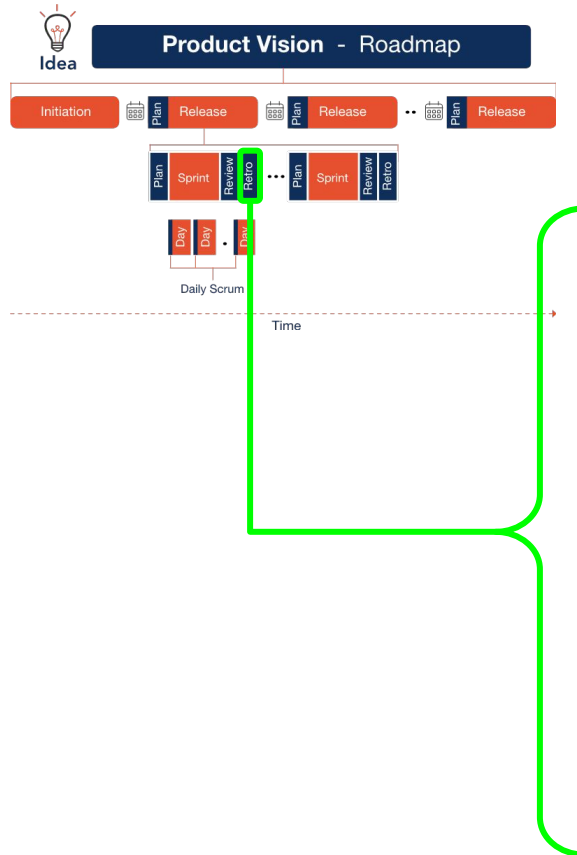
Scrum Approach



Scrum Approach



Scrum Approach



START

*"What should we/
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/
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/
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

I. The Strategic Plan At-A-Glance

Mission: *immerse artists and audiences in theatrical experiences that alter perceptions.*

Programming	Audience Development	Governance	Finance	Organizational
Goal: Strengthen existing programs and develop new initiatives.	Goal: Broaden and increase our audience base.	Goal: Solidify an engaged and diverse Board that governs with nonprofit best practices.	Goal: Diversify funding and grow the organization to a \$400,000 budget by 2014.	Goal: Develop professional administration and artistic management.
<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Increase the racial and professional skill diversity of the board• Adopt and oversee organizational policies in adherence to nonprofit best practices• Provide board education	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

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