



Anthropology and Critical Factors

The Business of Computing

Thursday, April 11, 2002

Agenda

- **Class Business**
- Last Lecture Review
- Empathic Design
- Image Customer
- Image Team Member
- Critical Success Factors

Last Lecture Review

- **The New IT Skills: It's what you'll need to win**
- The Prospectus
- Using Consultants

Assignment 0 Issues: What is Marketing?

- ~~Marketing = Advertising + Sales~~
- ~~"Not in IT, but related to IT"~~
- *Marketing is about identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors.*

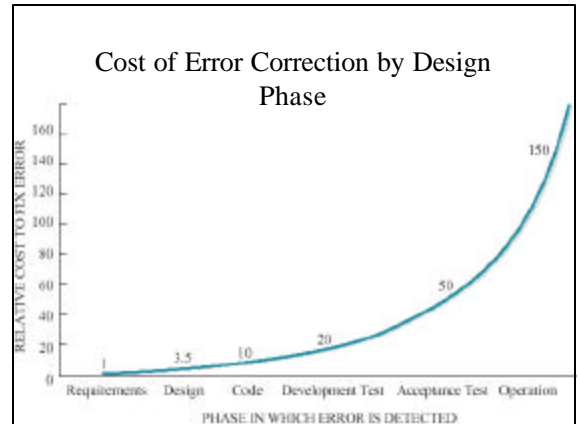
Old vs. New

- | | |
|-----------------------|------------------------|
| • 80% Technical | • 20% Technical |
| • Machine Orientation | • People Orientation |
| • Efficiency Measures | • Competitive Measures |

Technical versus Business Savvy

Which do you want to be your PM?

Why so early?



Anthropology

- The Crafty Outsider
- The Participant Observer
- Nobel Prizes & Other Prizes

Who has an Image Problem?

- Images to Inspire – The Anthropological Totem
- Image Customer
- Image Team Member

Check your Process to the “Best Folks at It”

- Hospital Check-in
- Efficient Team Meetings
- Efficient Exchanges with Customer
- Hotel Check-in
- Football Huddles, War Rooms
- McDonald’s, Banks

Critical Success Factors

- What *really* keeps you awake at night
- What keeps others up
- Who is the customer?
- Linked to Meaningful Results
- 7-10 Factors per Level
- Data Input
- Maintenance
- Brief Report
- Usage - Key Measures
- Accessibility
- Great Summary Page
- Efficient Meetings

Critical Success Factors II

- CSF for organization's success?
- What factors cause most trouble
- Products / Services
- What accounts for Customer Satisfaction
- What operational problems?
- Where are competitive pressures being felt?
- What are major cost drivers?
- Which functions represent highest % of cost
- Which functions have greatest room for improvement?
- Which have greatest potential for providing superiority over competitors

Mr. Pareto & CSFs

- Brainstorm
- Make a list
- Prioritize
- Choose 2 (or more)
- Measure and brainstorm how to raise them
 - Use Images if you have to get insight

The real goal is
Insight, Baby!

The Benchmarks are for Keeping Score