

Successful Method Introduction

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Method Introduction

- Introduction Agent*
- Marketing Plan*
- Sales Model*
- Organizational Taxonomy*
- Objection Handling*

What Happened?

- ❑ *VHS vs. Beta*
- ❑ *Windows95 vs. OS/2 Warp*
- ❑ *IBM PC vs. Macintosh*

Qualifications

- Technical Fit***
- Development Process Model***
- Available Tool and Training Budget***
- Shepherding Personnel***
- Workstations***

Marketing Model

- Market Analysis*
- Educate the Organization*
- Gather Acceptance Data*
- Motivate the Organization*
- Introduce Method*

Sales Plan

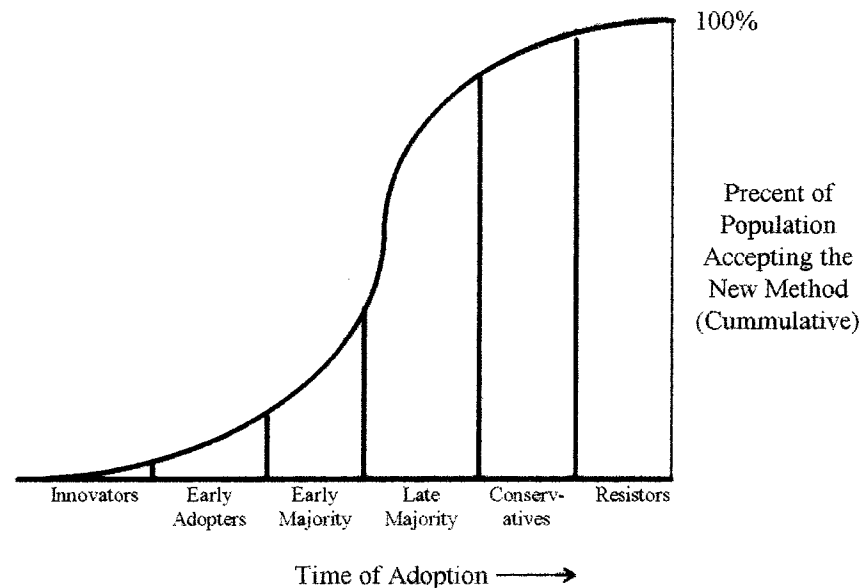
- “Specifically, what problems do you see in the analysis and design processes?”***
- For each problem, explain how the method addresses it.***
- “Do you see that the new method will improve the analysis and design processes?”***
- “What barriers do you see in adopting the new method?”***
- Reinforce the commitment.***

Techniques

- Visualization***
- Yes Questions***
- Expectation Setting***

Organization Taxonomy

□ *Position on the Technolgy Adoption Curve*



Organization Taxonomy

- High number of perceived unsuccessful process improvements*
- Never has attempted process improvement*
- Grass roots adoption*
- Adoption by management edict*

Objection Handling

- ❑ *Respond logically, thoughtfully and with integrity*
- ❑ *Watch out for “stretching”*
- ❑ *Watch out for the Silver Bullet*
- ❑ *Manage expectations*

Conclusion

- This works*
- Do not get discouraged*
- Build on small successes*
- Be persistent*

Thomas A. Edison

***“I have found 9,999 ways
how not to make a light
bulb!”***

Who is this?

*At age 31, failed in business
at 32, lost a legislative race
at 34, failed again in business
at 35, endured the death of his sweetheart
at 36, had a nervous breakdown
at 38, lost a legislative race
at 43, lost a congressional race
at 46, lost another congressional race
at 55, lost a senatorial race
at 56, lost in a bid for Vice President
at 58, lost a senatorial race
at 60, was elected as President of the United
States of America.*

Dave's Amazing Screwdriver

