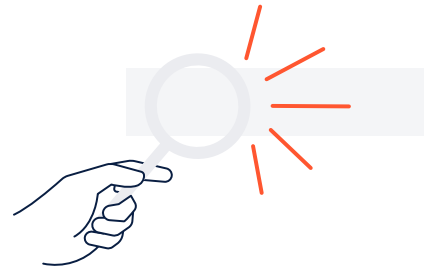


Create reference-able handles



Your project needs an identity. We're spending too much time answering clarifying questions and not enough time exploring ideas together. Adopting a company-wide naming structure (think Dewey Decimal system for all those over 25) helps teams-of-teams navigate, discover and discuss pertinent project info across functions far and wide. For example: ATLAS- 1, ATLAS-2, ATLAS-3

How to set it up

Step 1. Gather the leaders who are responsible for teams who own projects that will be tracked.

Step 2. Decide on the descriptor for your project (usually by department [MKT, RD, FIN], one for the whole org [ATLS, SHOP, etc.] These should not be temporal. Don't change your naming structure more than once every 5-10 years.

Step 3. Agree on a numbering process. Typically the first project starts at 1 and additional projects numerate up from there.

Step 4. BONUS Propose and agree on guidelines for what types of projects should be tracked in this system (i.e., project that involve 2+ people for 2+ weeks).