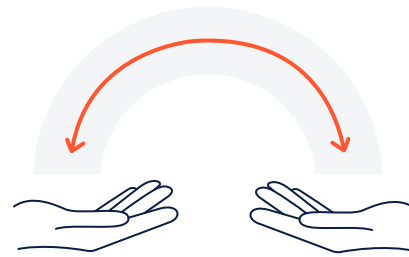


2.3 TECHNIQUE - CURATE DON'T AUTOMATE

Balance quality + quantity



Numbers are great and all, but without some words (or even emojis) it's hard to know what those numbers mean. Updates serve as an important mechanism for dependent teams and stakeholders to understand why things are progressing the way they are. Context (aka a mix of quant and qual) is key to help followers get the most value from updates.

How to set it up

Step 1. As you begin to write your weekly update, spend some time reviewing what the team has achieved throughout the week. Project owners might do this by reflecting on the team's backlog, shared calendars, common tools or chat or email conversations.

Step 2. For larger projects you may want to group the activity into common themes and incorporate key updates from sub-projects.

Step 3. Reflect on key outputs, decisions, outcomes or milestones you think are important for project followers to know about.

Step 4. Craft an update that enables your followers to understand the most important progress, blockers or changes in project.

Examples of how to use quantitative data in updates:

- Compare to other projects
- Show trends
- Quantify impact or investment

Examples of how to use qualitative data in updates:

- Provide context/meaning to quantitative data
- Connect the dots among pieces of information

Step 5. Identify opportunities to reduce the character count of your update with graphs, videos, images or emojis.

Step 6. Re-read your update before posting. If the take-aways are clear and concise, publish! If you can reduce content, edit and iterate until you have a summary you're proud to share on behalf of your team.

Anti-pattern

- Writing a change-log of every item that was completed
- Flagging all risks, issues or decisions - just focus on the ones which a project follower might be able to help with or might change a particular outcome