

1.3 TECHNIQUE - OPEN UP YOUR WIP

Distribute updates in channels where teams live



Don't force designers to use tools for financial planning (or vice versa!). It's easier to get in the flow when we use tools that support our work style and function. Context switching takes brain power, so making your updates consumable is important. Bring the updates to the places your audience lives whether it's Slack, email, Jira, or Asana.

How to set it up

Step 1. Interview cross-functional stakeholders to assess what tools and forums they are spending their days in.

Step 2. Gather a quorum of project or group leaders to review interview findings and group responses by common themes (ie, uses mostly email, subscribes to company blogs, etc).

Step 3. Agree on a cadence and distribution channel for each group of stakeholders.

Step 4. Create new workflows or channels as needed to distribute project updates. Atlassian teams often use [Zaps](#) to automate their distribution of updates.

Step 5. After 3-4x reach out to stakeholders to have them rate their satisfaction with the project updates they are receiving. Continue to ask for feedback until satisfaction reaches steady, desired level.