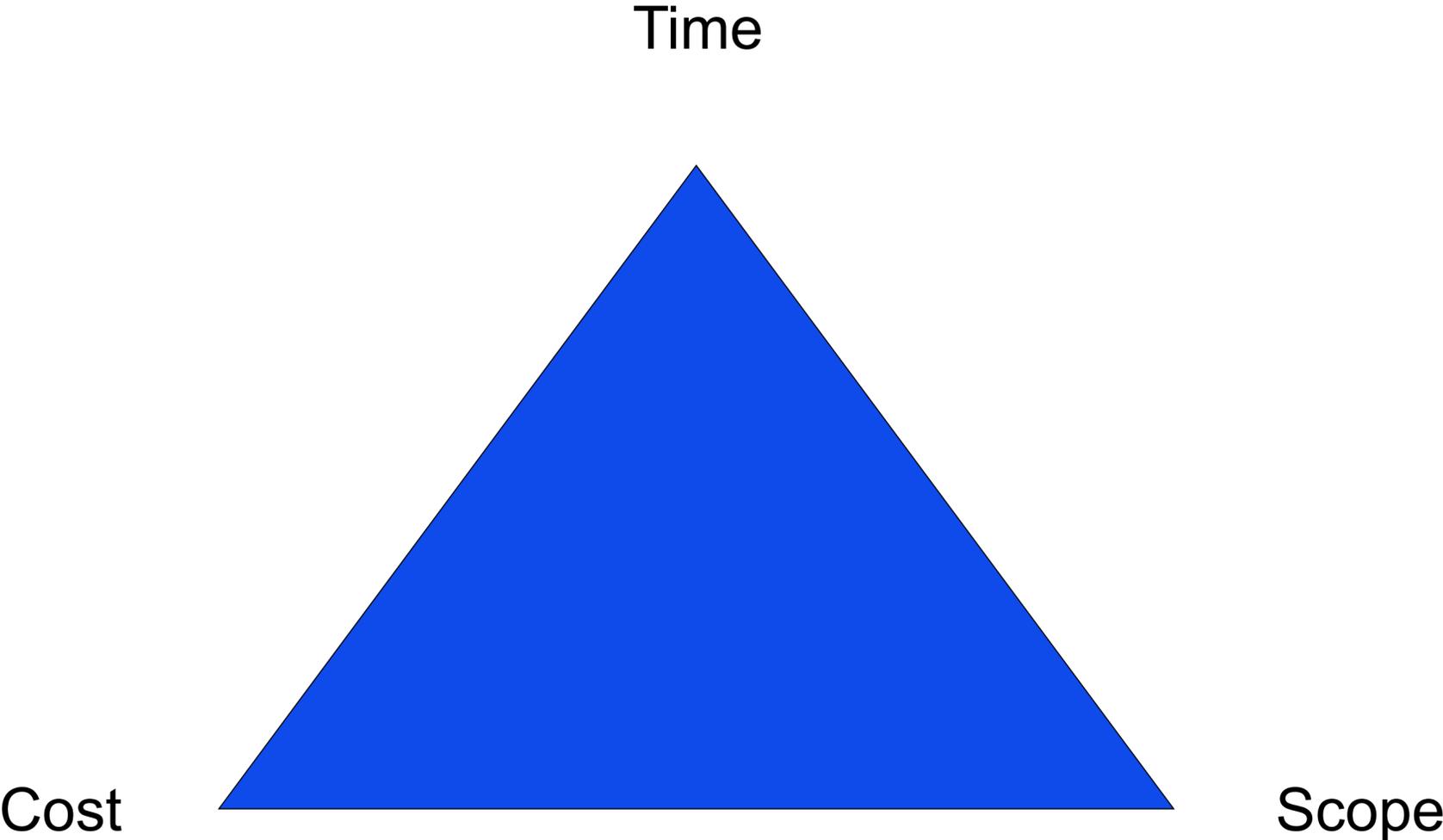


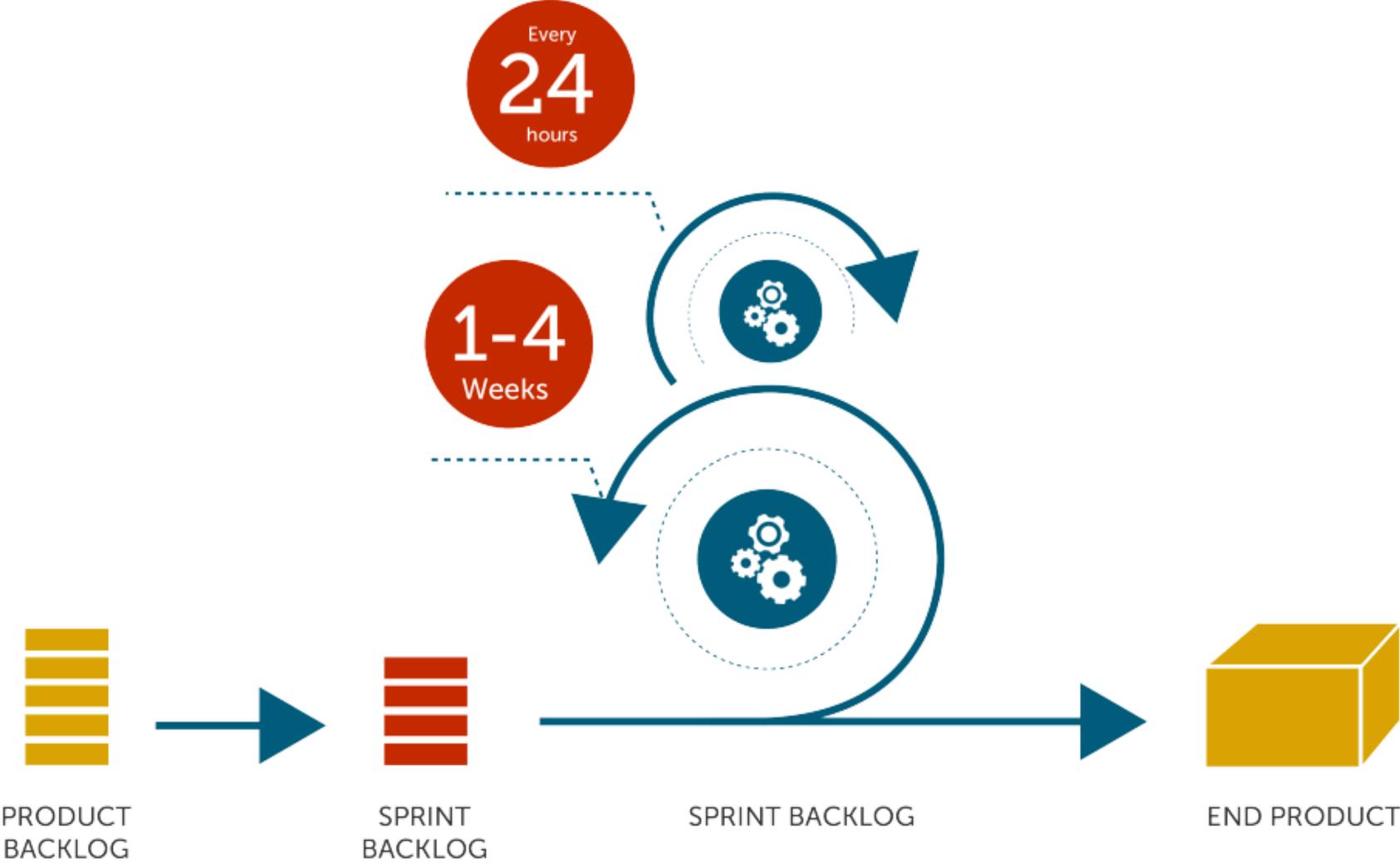
The image features a solid black background with several thin, white vertical lines of varying lengths scattered across the frame. These lines are positioned at various horizontal intervals and vertical heights, creating a minimalist, abstract pattern. The central focus is the text 'Internal Communications + Project Management' in a white, sans-serif font.

Internal Communications + Project Management

Project Management Triangle



Agile



Credit: <https://manifesto.co.uk/agile-vs-waterfall-comparing-project-management-methodologies/>

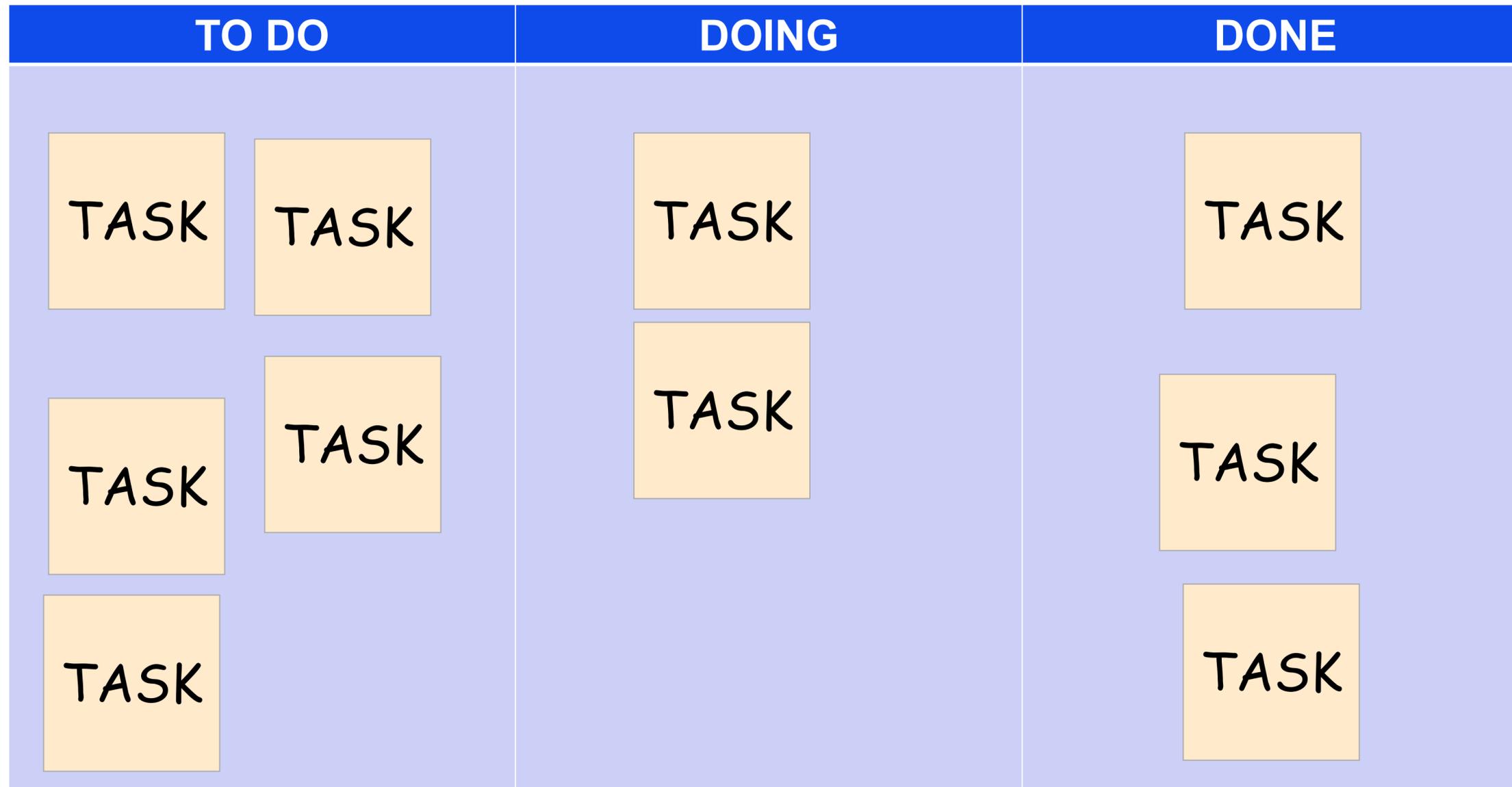
Lean Product Development



Source: Lean UX, 2013, Jeff Gothelf with Josh Seiden

Kanban

WORKFLOW



Product Management Cycle

- Set goals
- Plan how to achieve them
- Do the work
- Measure and track against goals
- Review + reflect
- Set new goals....

Project Management Tools

- Task management + workflow
- Communication
- Collaborative Work
- Security
- Specialist Tools

Task Management and Workflow

- Trello
- Asana
- Basecamp
- JIRA
- Wrike
- Flow
- Todoist

Trello

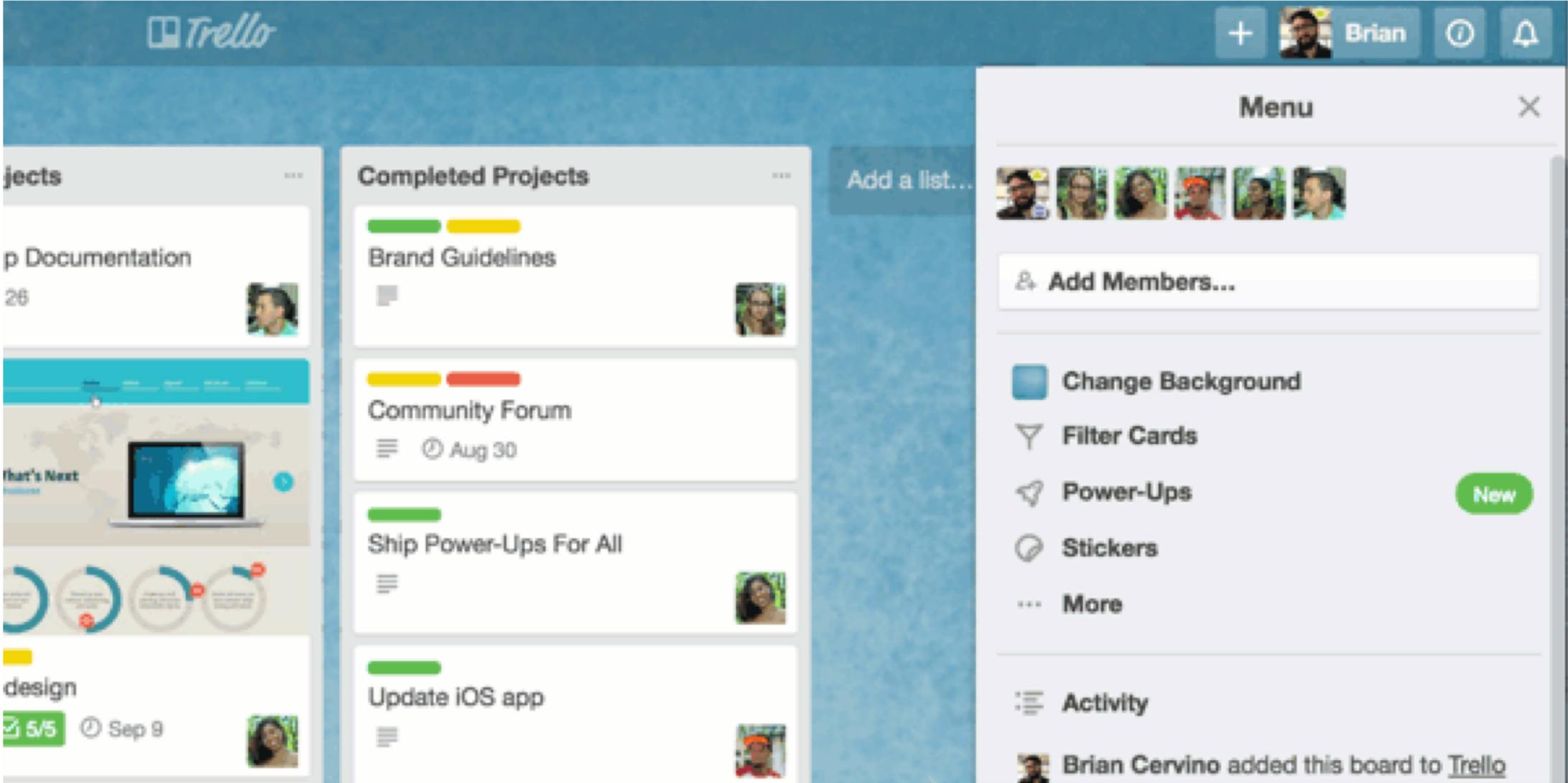
The screenshot displays the Trello 'Company Overview' board. At the top, the navigation bar includes 'Boards', a search icon, the Trello logo, and user information for 'Chanelle' with notification and settings icons. The board title 'Company Overview' is accompanied by a location pin icon, the name 'Travidux', a star icon, and 'Team Visible'. A 'join.me' link and a 'Show Menu' option are also present.

The board is organized into four main columns:

- Teams:** A vertical list of team categories, each with a colored bar and a member profile picture:
 - How To Use This Board (multi-colored bar)
 - Product (green bar)
 - Marketing (yellow bar)
 - Sales (orange bar)
 - Support (red bar)
 - People (purple bar)
 - IT (blue bar)
- Priorities:** A list of tasks with progress bars and due dates:
 - Increase sales revenue by 30% in Q3 (orange bar, due Sep 30)
 - Launch first international expansion (green bar, due Jul 22)
 - Test new messaging for SMB market (yellow bar)
- Current Projects:** A list of active projects with progress bars, comments, and due dates:
 - Website Redesign (multi-colored bar, 2 comments, 1 attachment, 4/5 checked, due Aug 1)
 - Ship iOS app (green bar, 1 comment, due Aug 1)
 - Analytics Data (yellow bar, due Jul 13)
 - Increase conversion rate by 20% by Q3 (yellow bar, due Sep 30)
 - Develop Engineering Blog (blue bar, due Aug 19)
 - Brand Guidelines (green bar, due Jul 18)
- Completed Projects:** A list of finished tasks with completion dates:
 - Social Media Campaign (yellow bar, completed Mar 31)
 - Update Help Documentation (red bar, completed May 17)

Each column has an 'Add a card...' button at the bottom.

Trello Power Ups



Asana

The screenshot displays the Asana Editorial Calendar interface. At the top, there is a navigation bar with 'MY TASKS', 'INBOX', and 'DASHBOARD' tabs, a search bar, and a user profile for 'Apollo Enterpris...'. Below this, the 'Editorial Calendar' is selected, with tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The main content area is divided into two sections: a task list on the left and a detailed task view on the right.

Task List:

- Sprint 1:**
 - New feature roundup (Today, 5 hours, Draft, Blog)
 - Customer spotlight #1 (Friday, 3 hours, Draft, Blog)
 - Press release on acquisition (Monday, 2 hours, Draft, Print)
- Sprint 2:**
 - Work-life balance newsletter (Oct 17, 4 hours, Edit, Email)
 - Quarter in review (Oct 11, 5 hours, Draft, Email)
 - IOS launch blog post (Oct 5, 7 hours, Draft, Blog)
- Sprint 3:**
 - Product update (Oct 13, 9 hours, Draft, Print)
 - Customer spotlight #2 (Oct 19, 2 hours, Edit, Email)

Task Detail View (New feature roundup):

- Owner:** Jessica L.
- Due Date:** Today
- Estimated hours:** 5
- Stage:** Ready to publish
- Channel:** Blog
- Description:** (Empty text area)
- Activity Log:**
 - Trish Torrey (WFH) created task. Sep 2
 - Blake Woods changed the due date to Sep 10. Sep 9
 - Blake Woods changed the due date to Sep 20. Sep 17
- Comments:** (Text input area with placeholder 'Write a comment...')
- Followers:** (User avatars and a plus sign)
- Following:** (Notification bell icon)

Basecamp

The screenshot displays the Basecamp interface for a project named "Marketing". At the top, there is a navigation bar with tabs for "Latest activity", "Projects", "Pings", "Hey!", "Campfires", "Reports", and a search bar labeled "Find...". Below the navigation is a header section for the "Marketing" project, with a subtitle "Ad campaigns, newsletters, apparel, and everything marketing!" and a row of team member avatars.

The main workspace is divided into several widgets:

- Campfire:** A chat window showing messages such as "sub 10:28am" and "test activity page".
- Message Board:** A list of messages with avatars, dates, and titles. The top message is from Mig R. on Sep 29, titled "Basecamp 3@ Logo Treatments — Hey y'all," with 19 replies. Other messages include "The Birth Story" by Ryan S. (1 reply), "Meeting with PMM" by Shaun H. (3 replies), and "Essay" Basecamp Marketing Site Lavout" by Mig R. (4 replies).
- To-dos:** A list of tasks with checkboxes. Under "Newsletters", there are "New Features" and "Basecamp 3 Launch". Under "Basecamp.com", there is "Sound Opinions" due on Oct 1.
- Docs & Files:** A section containing a document titled "Project Manager Notes & Research" with a snippet of text: "Brand Builder Blog. Make it work. Make it happen. Find a way." and another snippet: "Script: Kevin. Kevin sits at a clean desk with one computer monitor on it happily serving a client with a guitar. Hi, I'm Kevin. I..."
- Project Schedule:** A calendar view showing dates for August (24) and October (12) for the "BC3 Marketing Site".

Communication Tools

- Slack
- Facebook Messenger
- WhatsApp
- SnapChat
- Stride/HipChat (Atlassian)
- Built in tools (e.g. Basecamp's Campfire)
- Skype
- Google Hangouts
- Zoom / Uber Conference etc

Slack

The screenshot shows a Slack interface with a dark purple sidebar on the left and a white main content area on the right. The sidebar contains a list of channels under 'Acme Sites' and 'DIRECT MESSAGES (14)'. The #marketing channel is selected and highlighted in green. The main content area shows a conversation in the #marketing channel with 18 members. The conversation includes a search bar, a list of messages from Noemie, Seb, Isaak, and Roberto, and a file upload by Roberto titled 'Customer List - Full' (456KB Document from Google Drive). The messages are as follows:

- Noemie** 1:21 PM: We'll need to revise the inbound marketing plan to include new clients.
- Seb** 1:21 PM: No problem. The only thing I need is the updated client list with our NYC customers.
- Isaak** 3:53 PM: I don't have any of their information. Maybe we can get @roberto to ask them?
- Roberto** 3:54 PM: You ask, you shall receive:
Uploaded a file  **Customer List - Full**
456KB Document from Google Drive
- Isaak** 3:58 PM: Roberto = Employee of the Month
- Roberto** 4:10 PM: 😊
- Lisa** 4:18 PM: Remember, meeting at 10:30 in the conference room.
- Isaak** 4:20 PM: Yep, no problem. I'll be all over it after we're done. 👍
- Julie** 4:22 PM: Oh, that's right! Thanks for the reminder. I kept thinking today is Tuesday for some reason...

Collaborative Work

- Google Drive
- Quip
- Wiki tools (e.g. Confluence)
- Specialist collaborative tools (e.g. GatherContent)

Specialist Tools

- Editorial Calendars
 - Coschedule, Divvy
- Social Media + Marketing
 - Buffer, Social Sprout, Hubspot
- Customer Support
 - Helpscout, Zendesk, Intercom
- Customer Relationships
 - Salesforce, Highrise, Pipedrive, Insightly, Capsule CRM

Integration + Automation

- Zapier
- IFTTT
- Native integrations (e.g. Trello's PowerUps)

Strengths + Weaknesses

- Task management + workflow
 - Trello
- Communication
 - Slack
 - Skype/Hangouts
- Collaborative Work
 - Google Drive
 - Specialist Tools

Security

- risks
- browsers
- encryption
- VPN (virtual private network)
- safeguarding interview subjects
- good practices to safeguard your own security

Exercise: Example Scenario

A media company is looking to launch its titles on a new platform, a stand alone voice-activation device, that can be adapted for media usage and is 'owned' by a tech platform keen to work in journalism. There will be a series of work streams in this project organised by you as founder (and thus project manager), among them a tech stream that will be largely staffed by teleworking developers but will require interaction with content generators from all over the world to ensure the content meets its goals.

Exercise: Example Scenario

How would you use the communication, collaboration, work planning and security tools mentioned to set up and manage:

- a) regular stand up meetings of the key players,
- b) capturing and sharing of the minutes of those meetings,
- c) the creation of a specialised technical team who will discuss the programming aspects of the project but also include other key parties, and
- d) a series of short, medium and long term tasks.

Choose one of these tasks and create a workflow in Trello

Exercise: Your Startup Workflows

What are the internal communications and project management needs of your startup?

What workflows do you need to set up and manage?

What tools would you use and why?

Homework: use the tools (or research and use alternatives) to set up the key workflows for your startup