

# Having an impact beyond your team

(without hurting your day job)

by **Matt Newkirk**

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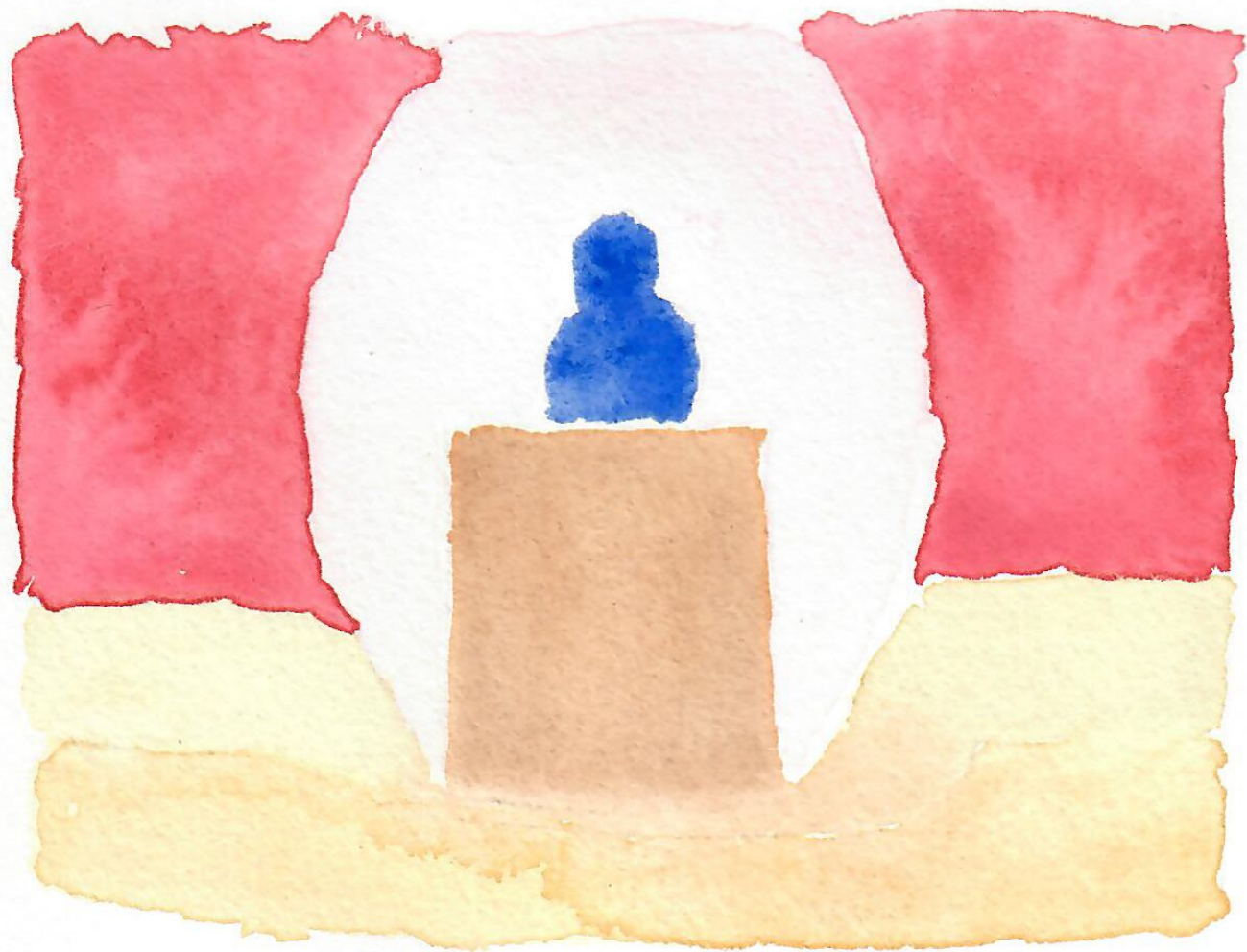
 [@mnewkirk](https://twitter.com/mnewkirk)

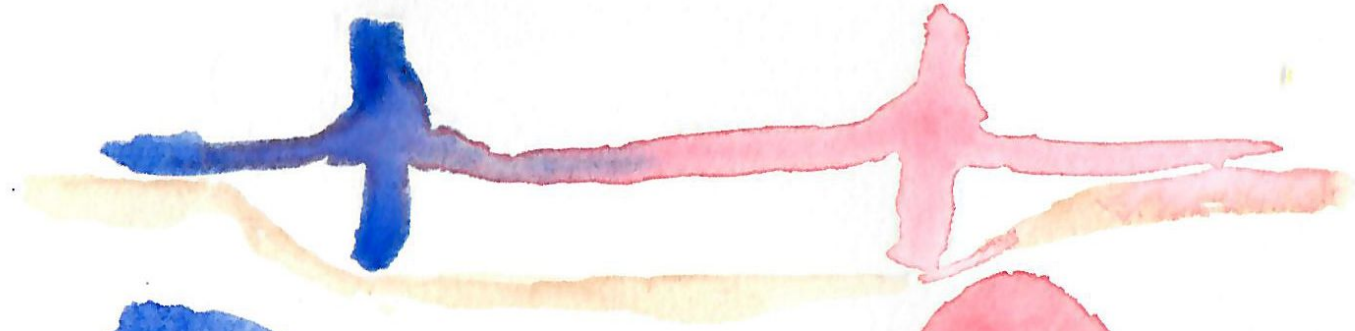
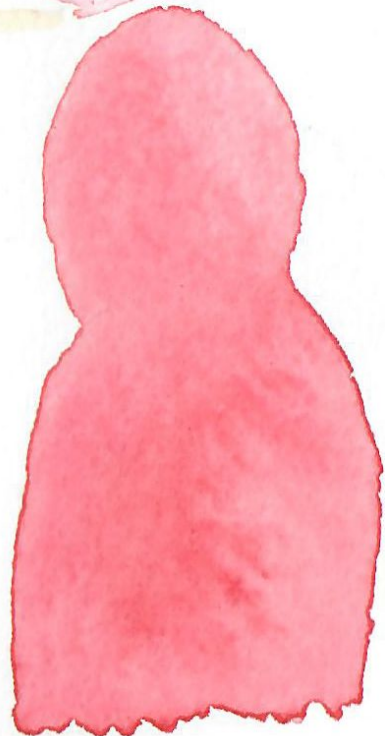
NEW DRESS CODE!

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STARTING MONDAY,  
MUST WEAR CAT SCARVES!







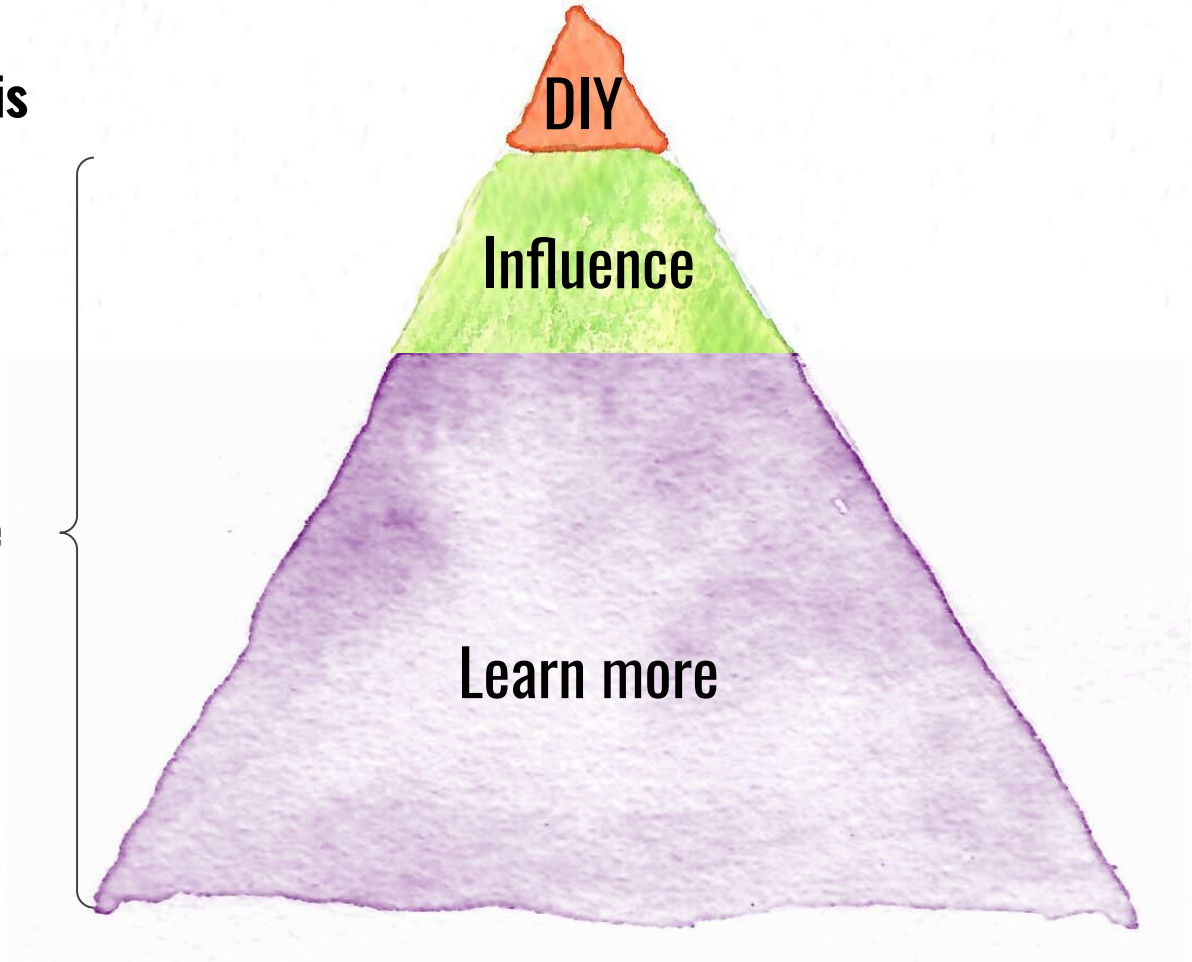
**Avoid this**

**DIY**

**Influence**

**Do these**

**Learn more**

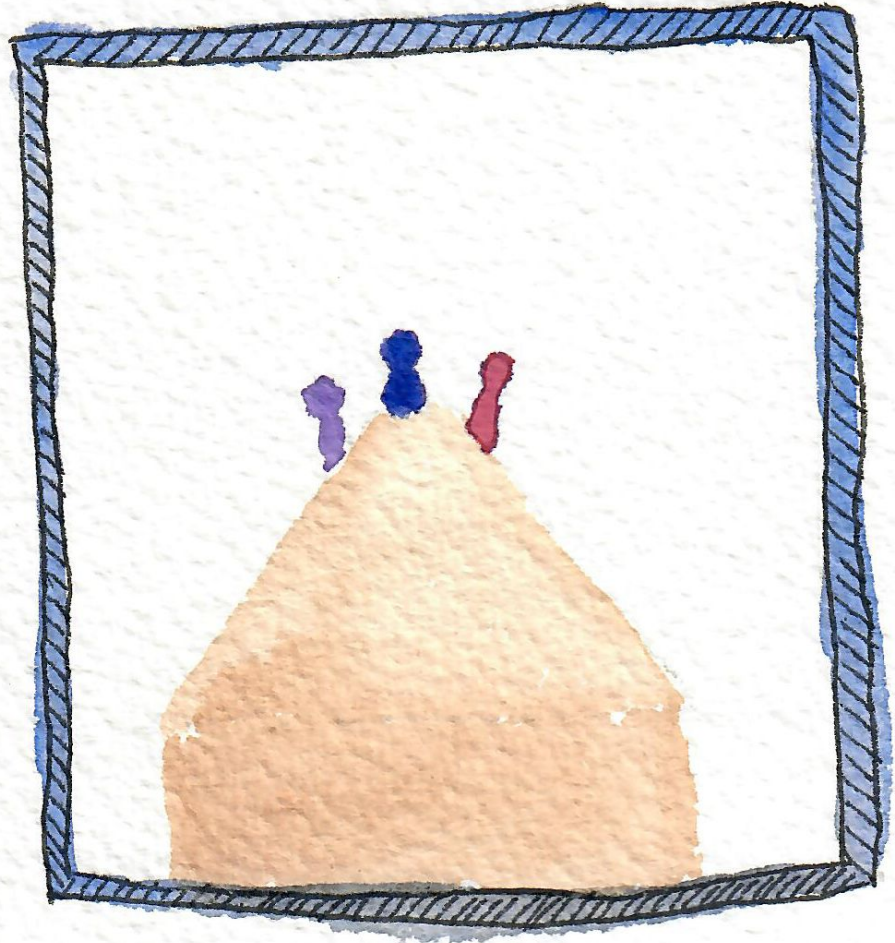


# Know Your Problem

As a remote meeting attendee,

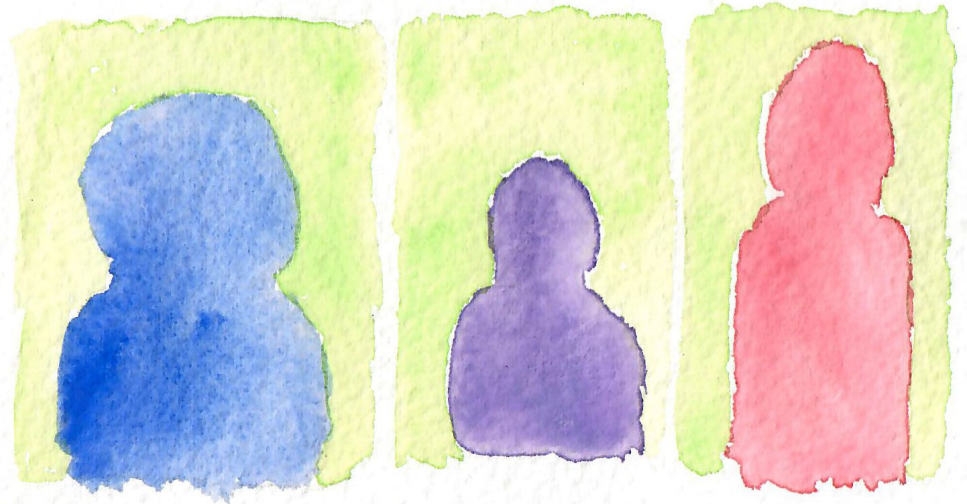
I want to feel included

So that I can participate

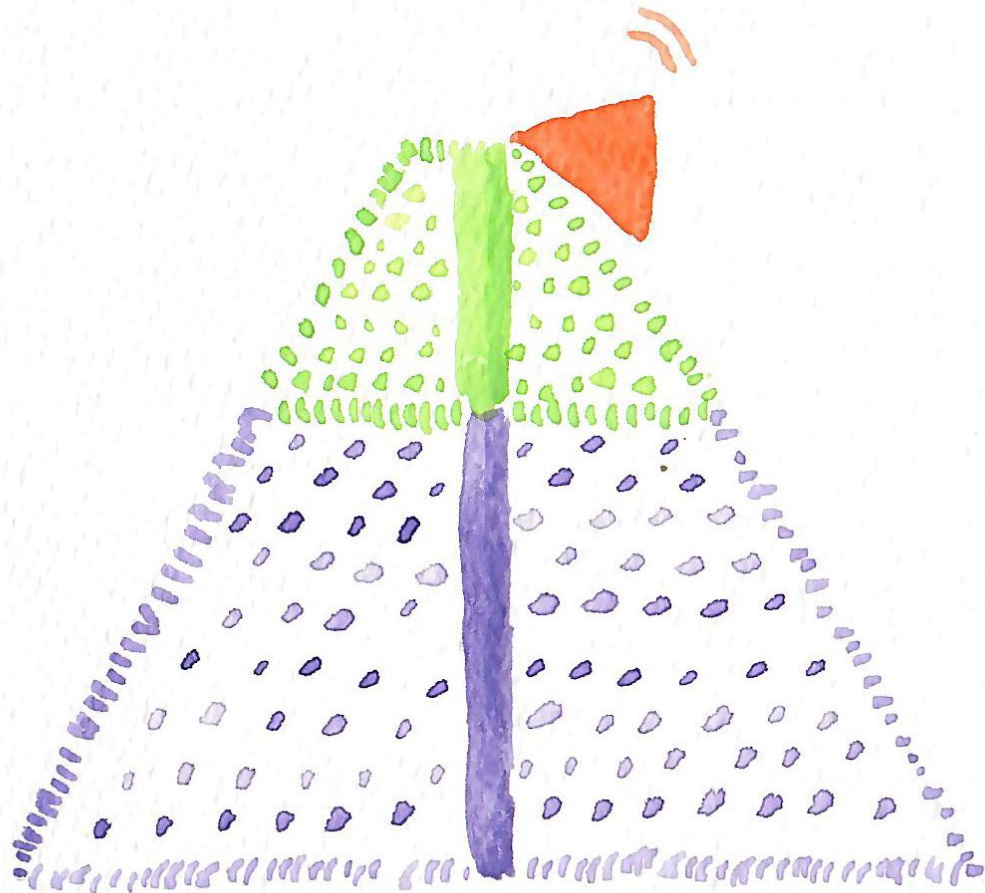


# Know Your Solution

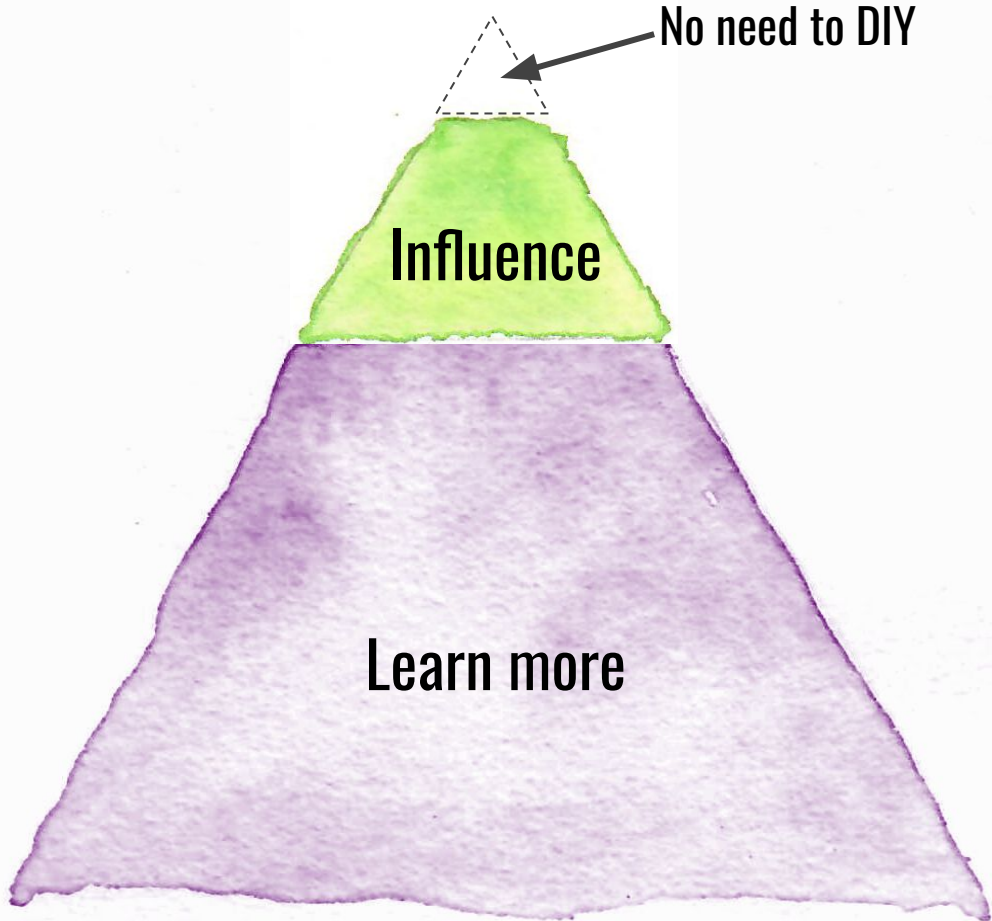
- ✓ I can see their faces and body language
- ✓ We can buy our way out of this



Successful action requires a foundation of understanding and influence





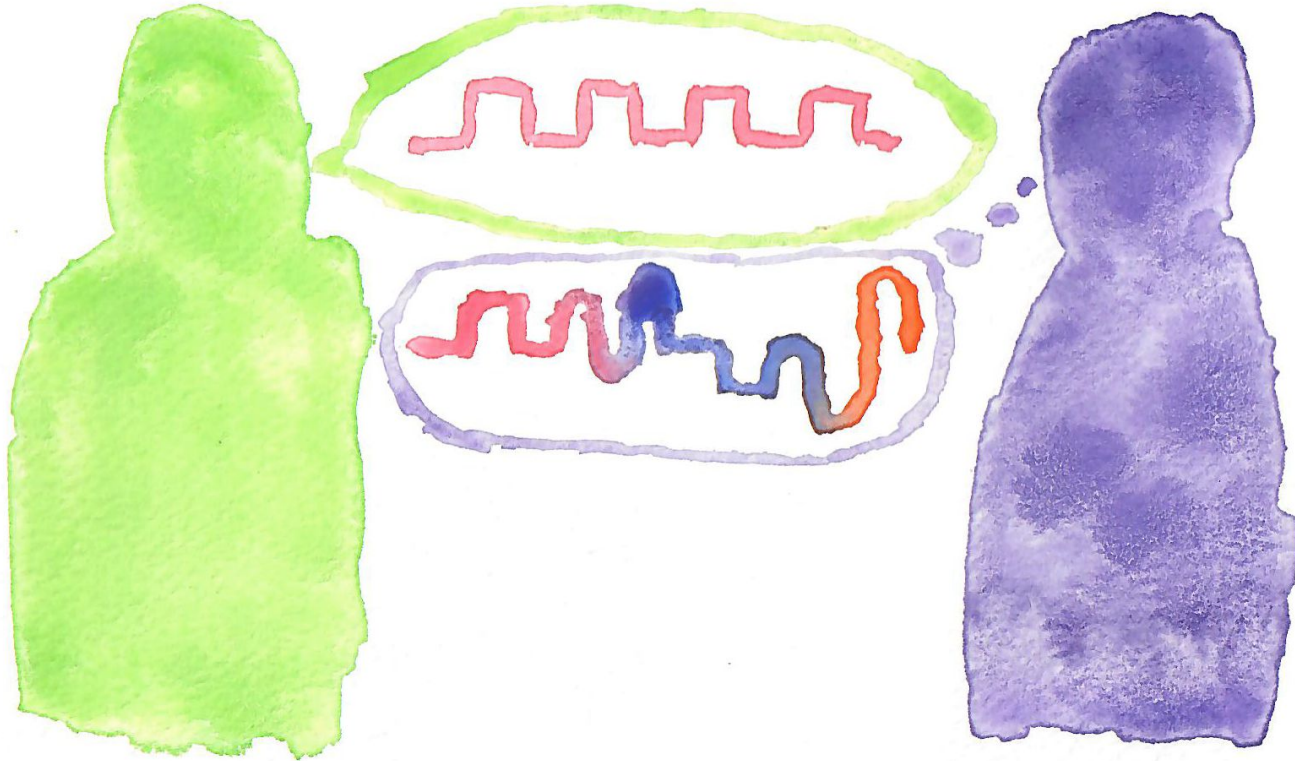


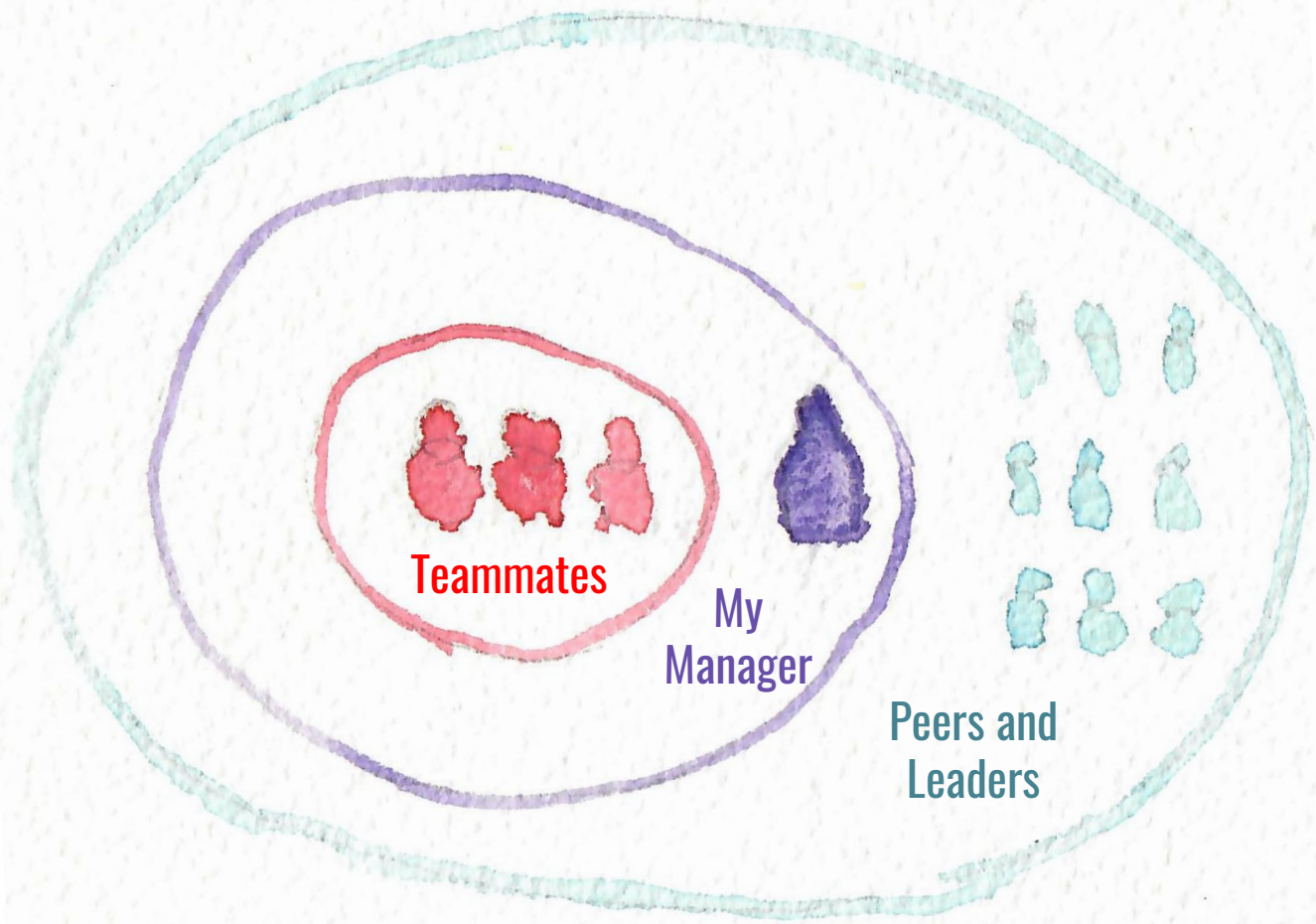
No need to DIY

**Influence**

**Learn more**

**Miscommunication is incredibly common**





Teammates

My  
Manager

Peers and  
Leaders

Demonstrate  
**kindness and open-minded curiosity**  
for safer questions

# Increasing safety in your first communication

- Make a good first impression: thank them
- Be kind and specific with your question
- Expect complexity and ambiguity
- Be patient
- Let yourself change your mind

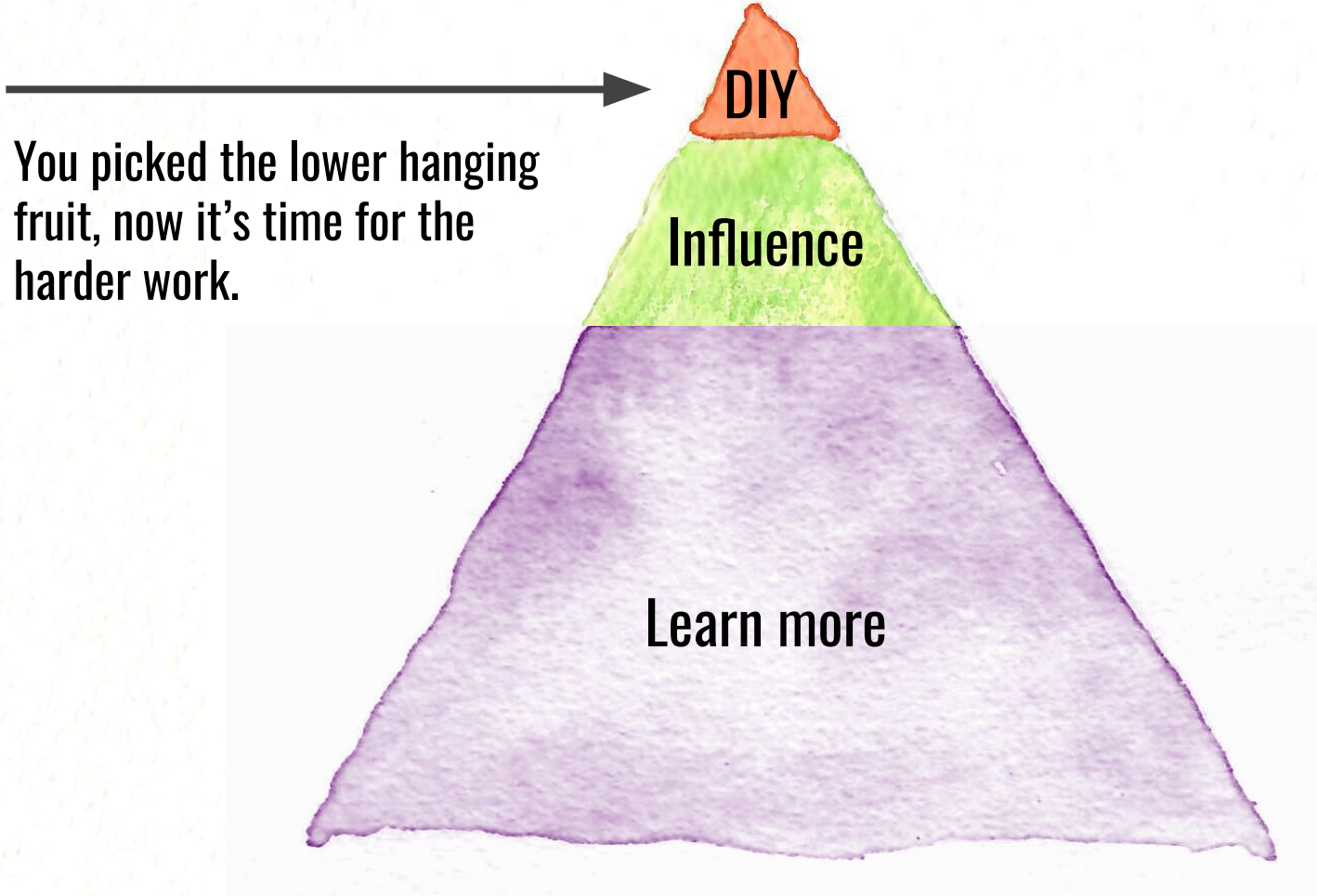


**Your  
Goals**

**Their  
Goals**

**Influence**

You picked the lower hanging fruit, now it's time for the harder work.



**DIY**

**Influence**

**Learn more**

**What** did you observe, and **why**  
do you think that is?



# Ask your manager if a working group is right for you

- Are you right about the problem?
- Are you the right person?
- Who needs to be involved?
- Who will sponsor this project?
- Do they think this is a reasonable time to pursue these efforts?

Refine your problem statement  
and proposal.

You need to be a storyteller!

Telling your story will help you gain the right stakeholders and partners to get the work done.

**Continually triage your time,  
even if you have to pause your  
effort.**

# Design your alliance

- What's our purpose [as a team]?
- What intention (plan or aim) are we out to fulfill?
- What does success look like? (or, How will we know if [our team is] working?)
- How will we know if we're not succeeding? (or, How will we know if it's not working?)
- How will we "recover" if we notice we're not succeeding?
- How will we celebrate our successes or each other's successes?

You need a communication  
rollout plan

<https://larahogan.me/blog/the-art-of-the-tick-tock-doc/>

Date	Owner	Channel	Talking Points to Cover	Feedback or Input
			•	
			•	
			•	
			•	
			•	

(<http://bit.ly/ticktockdoc>)

Consider your adoption plan



Consider the potential endings  
for this project.

Talk to your manager about  
your progress

# The Working Group Playbook

- ***Avoid working groups if when possible***
- Build a hypothesis
- Consult your manager
- Refine your hypothesis
- Build the team
- Ruthlessly prioritize
- Design your alliance
- Use a Tick Tock Doc
- Consider your adoption plan
- Consider how this project might end
- Share progress with your manager regularly

**Avoid this**

**DIY**

**Influence**

**Do these**

**Learn more**

