



DO YOUR PROJECTS USE COLOURFUL LANGUAGE?

Steve Dungworth – Director of Digital Transformation

Suzanne Shaw – Ascent Development

Simon Green – Digital Development Manager

INTRODUCING...

CAPTAIN SCARLETT

CAPTAIN SCARLETT

CAPTAIN SCARLETT

CAPTAIN SCARLETT

CAPTAIN SCARLETT

REV. GREEN

REV. GREEN

REV. GREEN

REV. GREEN

REV. GREEN

MRS. MUSTARD

MRS. MUSTARD

MRS. MUSTARD

MRS. MUSTARD

MRS. MUSTARD

WHAT AN ORGANISATION-WIDE PROJECT LOOKS LIKE?



- Business Analyst
- Developer
- Data Analytics
- ICT Technician
- Accountant



- Executive
- Senior manager
- Project Manager??



- Housing Officer
- Scheme Manager
- HR



- Contact Centre
- Service Desk
- Trainer
- Sales, marketing & communications

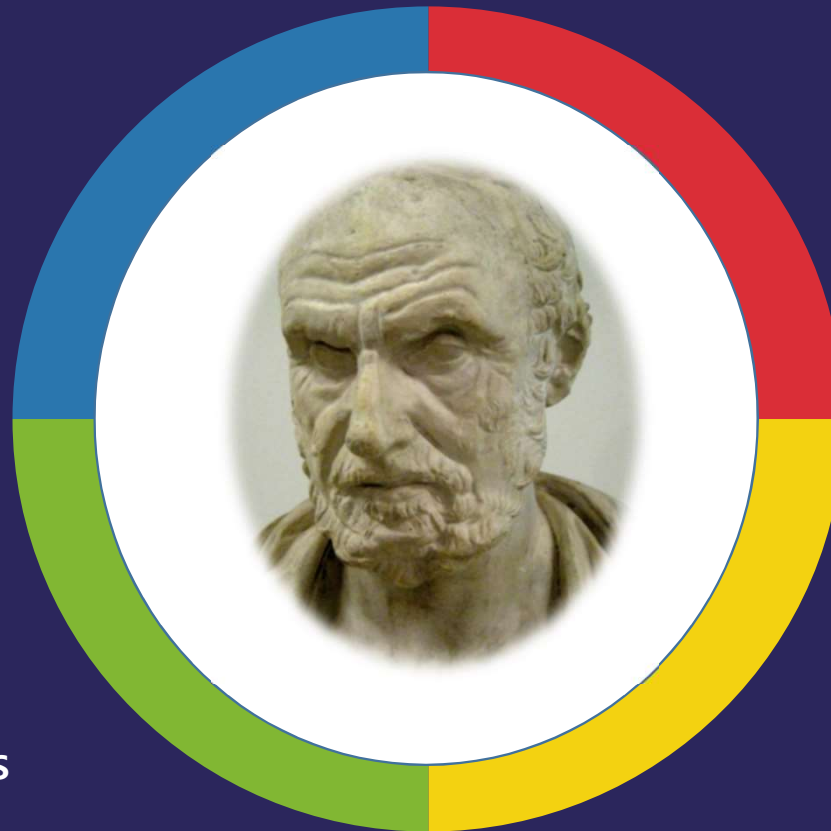
THE FOUR HUMOURS

Melancholic

conscientious
orderly
pessimistic
mood changes

Phlegmatic

observe from
the side lines
tolerant
fit in with others



Choleric

appear as
natural leaders
tough-minded
impatient

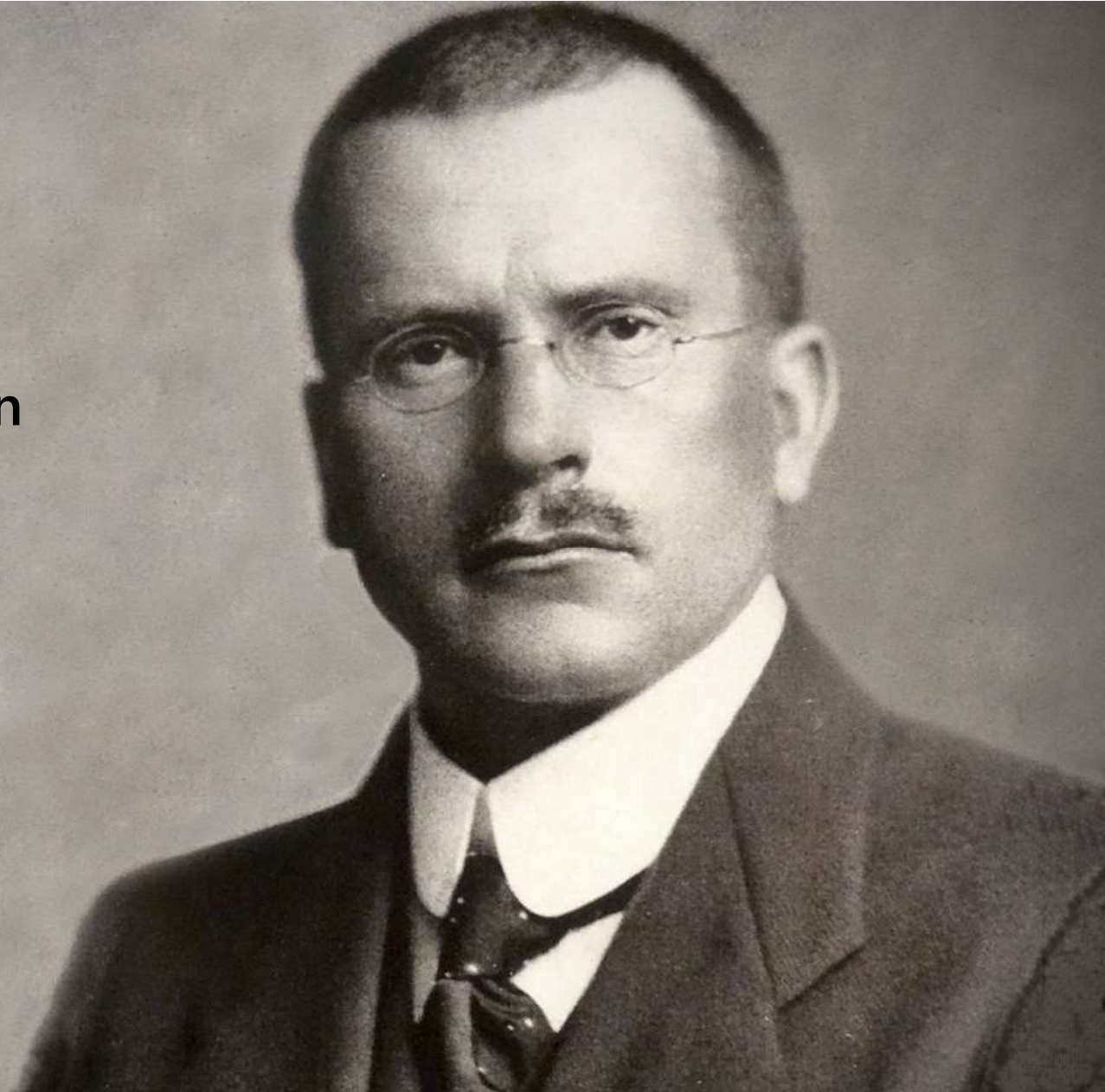
Sanguine

outgoing
optimistic
fun-loving
sociable

PSYCHOLOGICAL PREFERENCES

CARL JUNG (1875-1961)

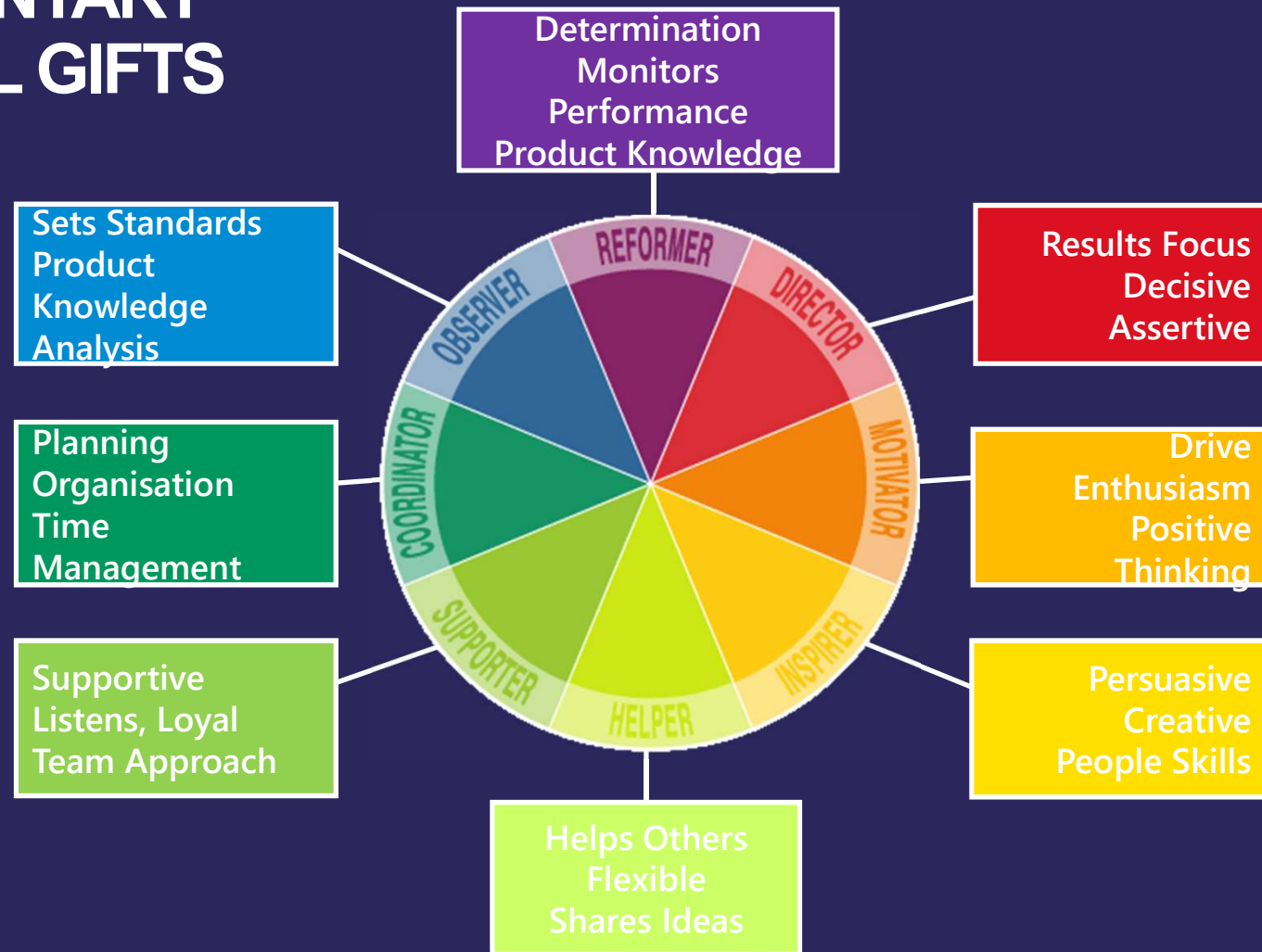
- **Introversion & Extraversion**
 - ~the way we react to outer and inner experiences
- **Thinking & Feeling**
 - ~the way we react to outer and inner experiences
- **Sensing & Intuition**
 - ~how we take in and process information



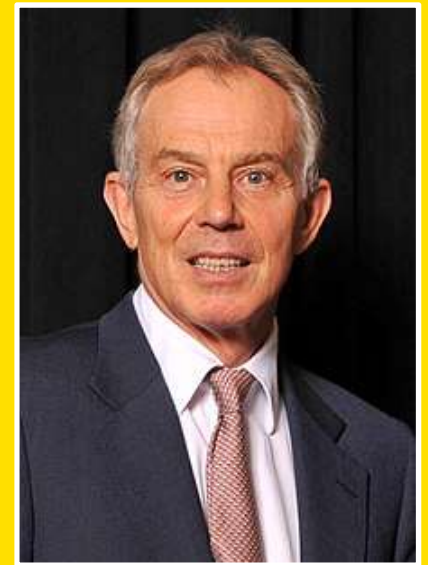
THE INSIGHTS COLOUR ENERGIES



COMPLEMENTARY COLOURFUL GIFTS



QUIZ – MATCH THE NAME WITH THE COLOURS?



DOES THIS MAKE MORE SENSE?



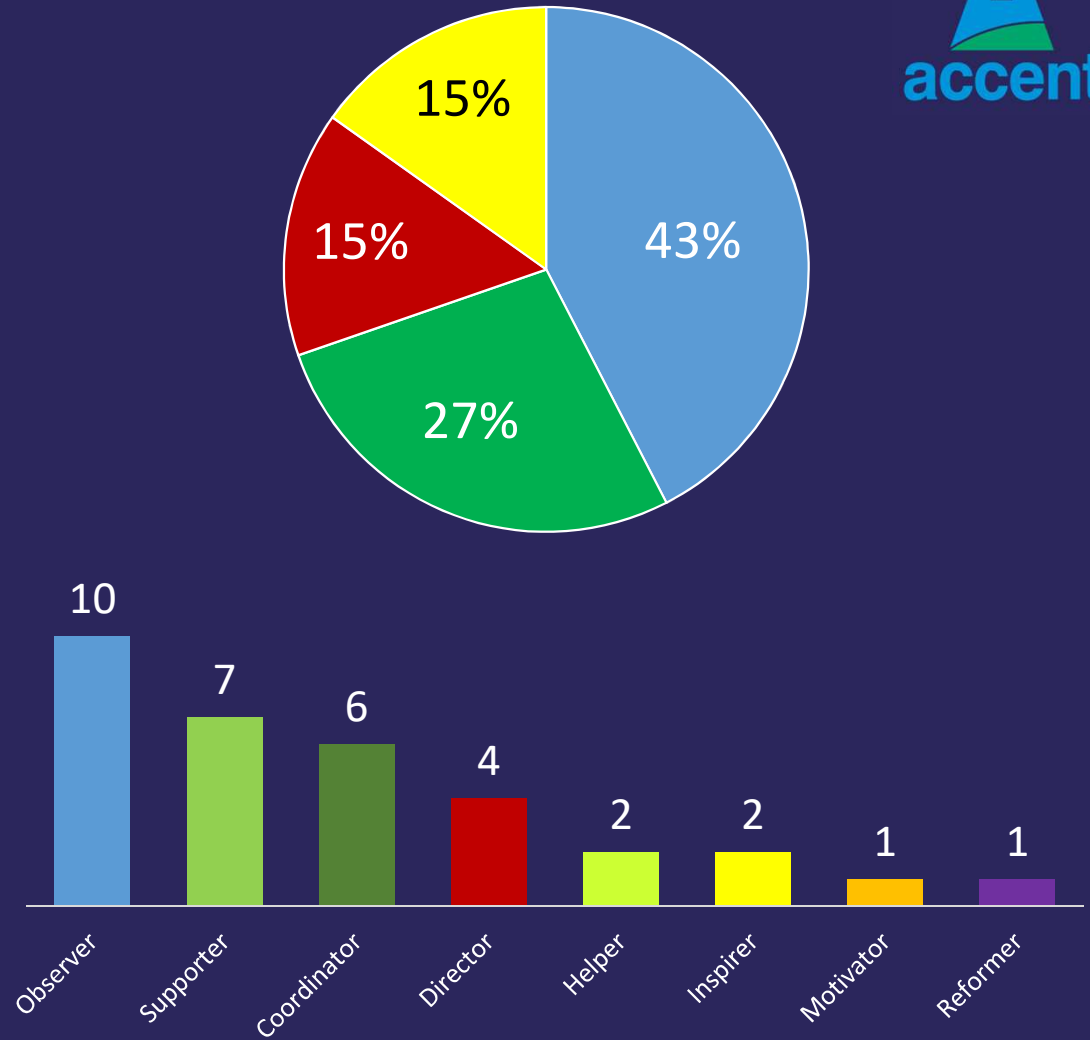
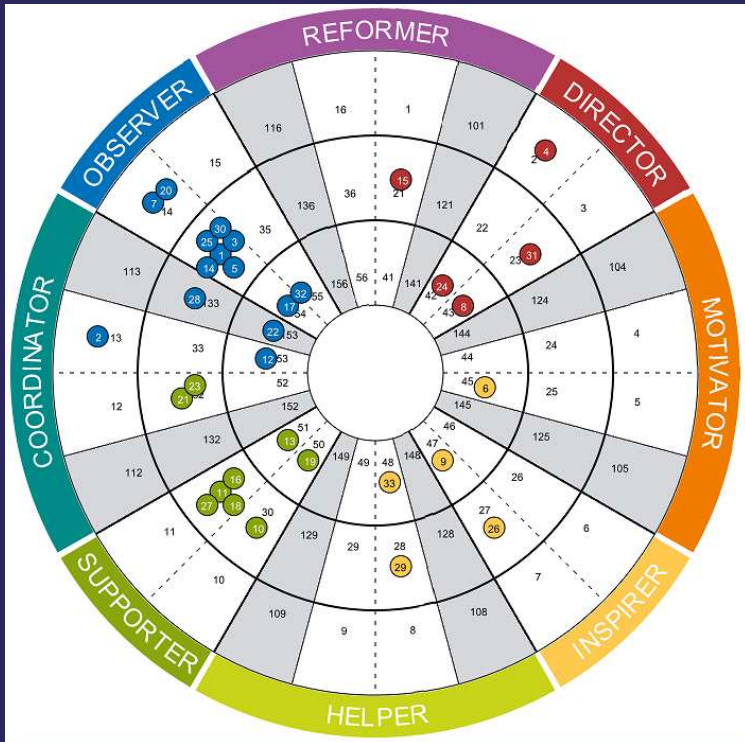
THE ACCENT DIGITAL TEAM



- Initial workshop and profiles in Autumn 2018 – great fun and penny-dropping moments
- Rolled out across all team members
- Team Charter
- Team meetings
 - Red – Monday morning priorities and service review
 - Blue – Fortnightly change advisory board (CAB)
 - Yellow – Monthly managers team meeting – no-tech talk, enablers
 - Green – Monthly team briefing for all staff – feedback from staff engagement survey, player of the month, parish notices, health & well-being champion



TEAM PROFILE BY A BLUE



WHAT THIS MEANS...

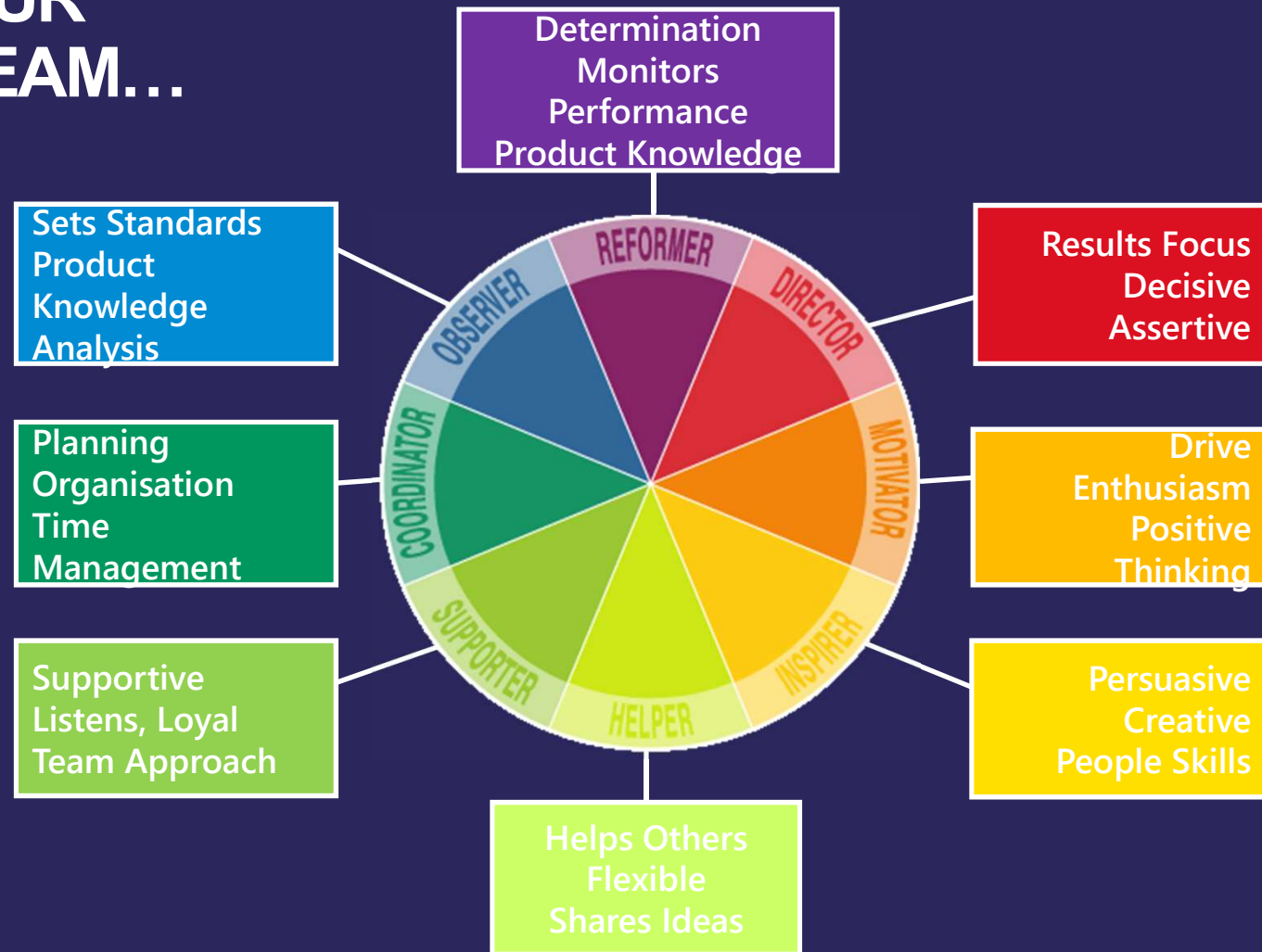
We are good at:

- Technical, Analysis and Development
- Responding and reacting to things... small and big!
- Looking after each other and eating cake!
- Waterfall

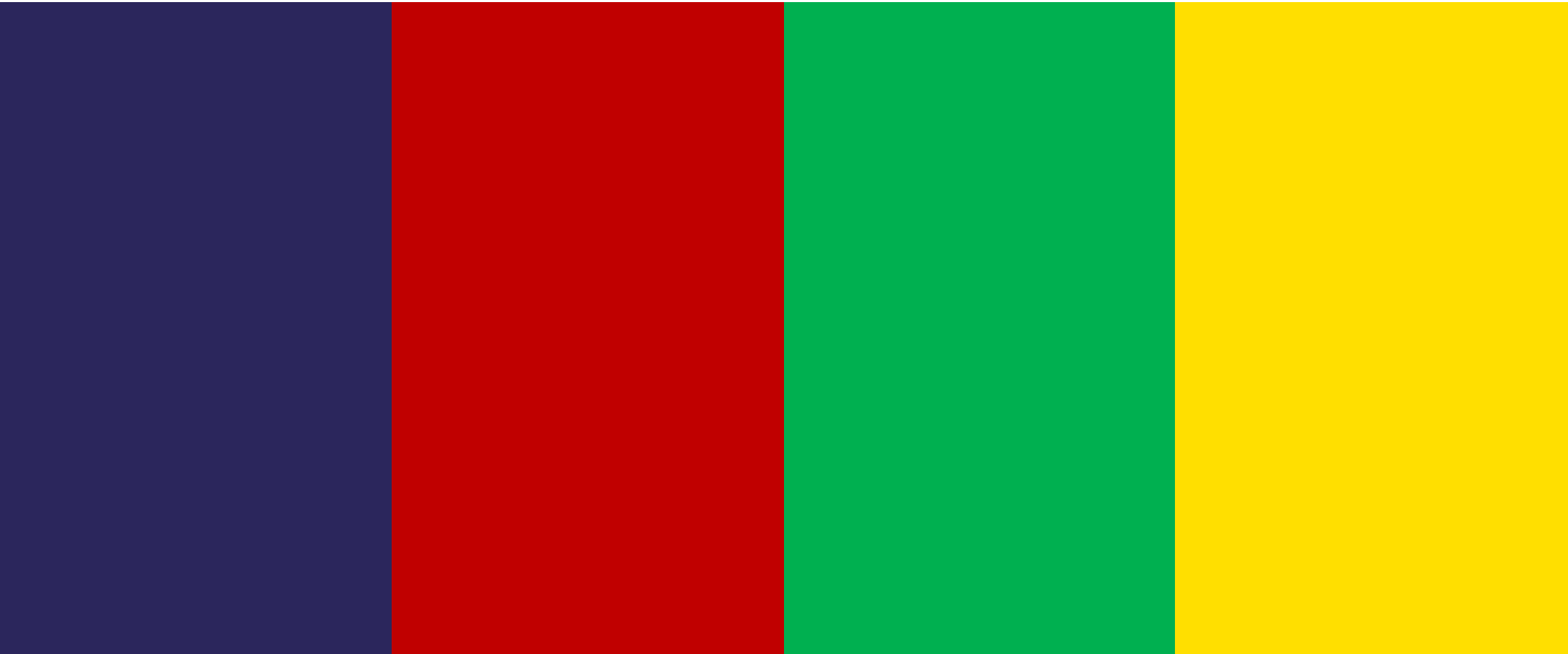
We could be better at:

- Marketing ourselves and communicating with our customers
- Keeping within project scope or saying “no”
- Not allowing meetings to run on... and on
- Agile!

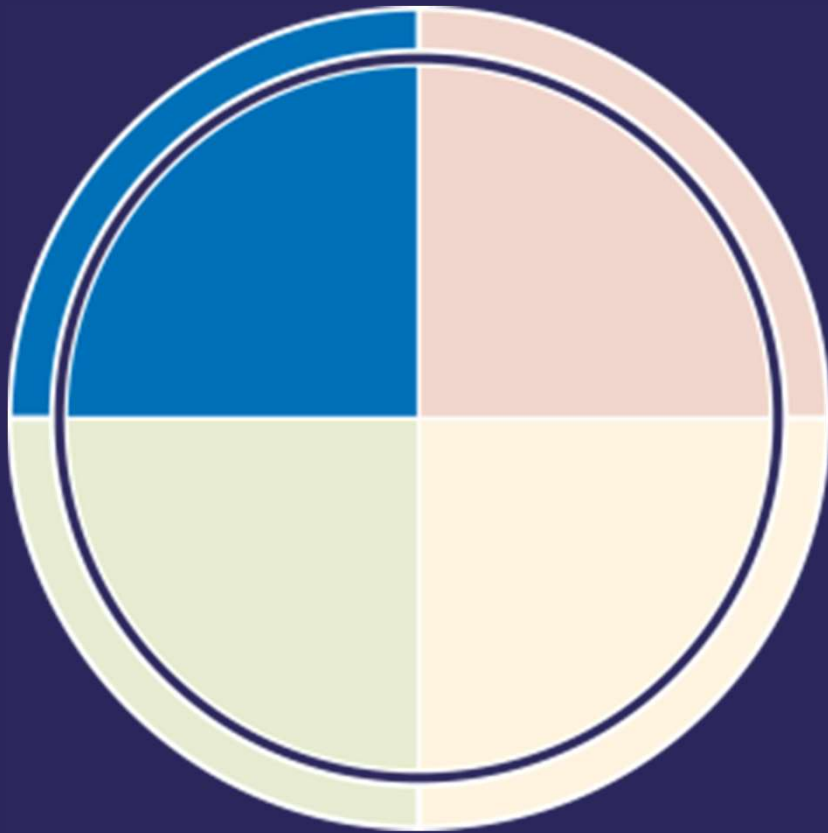
PICKING YOUR PROJECT TEAM...



HOW WOULD YOU PITCH TO COLLEAGUES OF A DIFFERENT PROFILE?



GIVE ME THE DETAILS



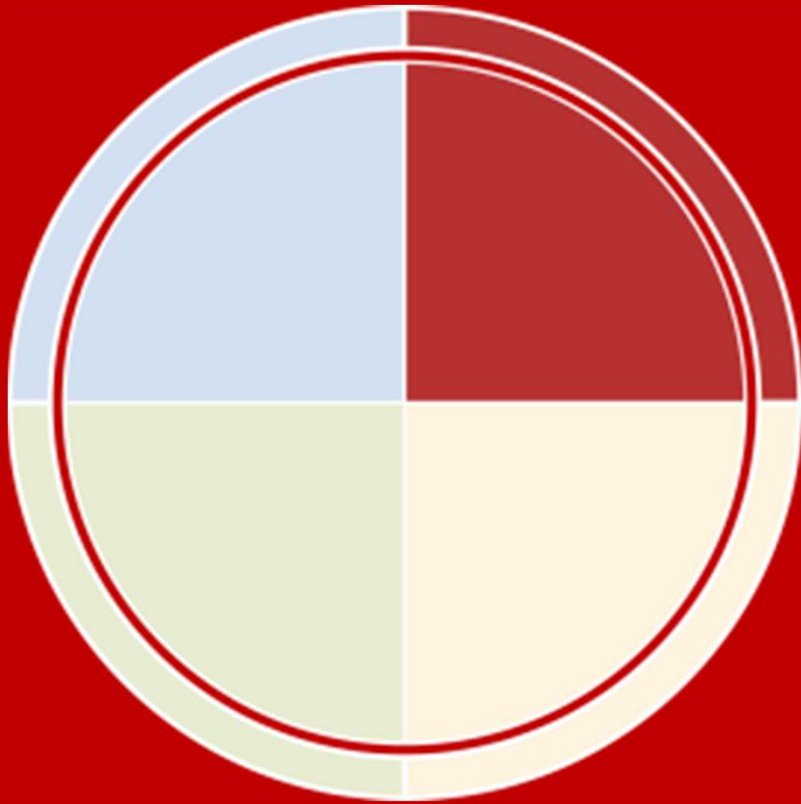
Do

- be well-prepared & thorough
- put things in writing first
- be objective & logical
- give me time to go into detail

Don't

- be over-familiar or flippant
- come with foregone conclusions
- gloss over vague issues
- give me empty sales patter

BE BRIEF, BE BRIGHT, BE GONE!



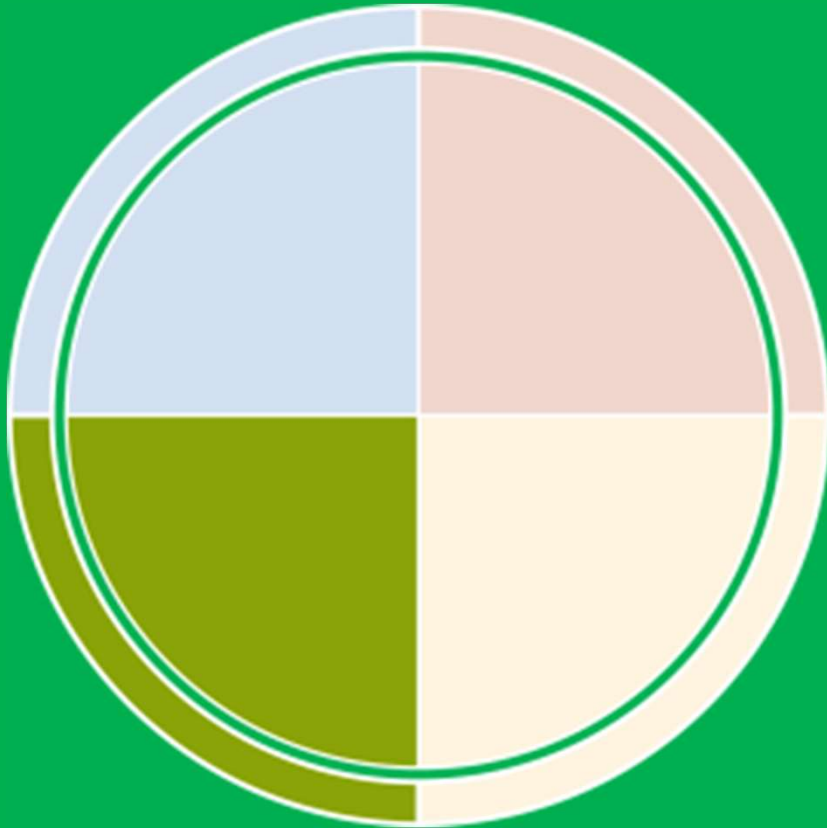
Do

be direct & to the point
keep it pacy & action-based
focus on facts, results, objectives
offer solutions not problems

Don't

hesitate, waffle
be dull, vague or woolly
get over-emotional
try to dominate their meeting

SHOW ME YOU CARE!



Do

appeal to my values
encourage me to speak out
listen patiently
give me time to reflect & answer

Don't

spring last-minute surprises
push me to make quick decisions
be abrupt or over-familiar
be too flippant

INVOLVE ME!



Do

be friendly & sociable
be entertaining & stimulating
keep things high level
focus on relationships

Don't

focus on process
bore me with details
demand that I be specific
shoot down my ideas

SUMMARY



- Outcomes
- Self-awareness
- Communication style
- Cooperation and collaboration
- Bring the best out of your teams

