

S1000D User Forum, Amsterdam



HOW TO ACCELERATE S1000D IMPLEMENTATION BY SLOWING DOWN

Awareness, Anthropology, and New Marketing Techniques
to Facilitate Business Rules Definition, Communication,
and Other S1000D Implementation Processes

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Contents of the presentation

- Problems
- Solutions
- Results

The presentation will address

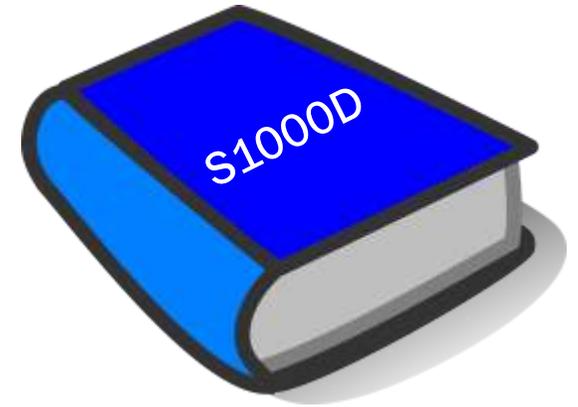
- Common Complaints about S1000D
- Lack of Communication or Art of Communication?
- Common Misconceptions in S1000D Implementation Projects
- Methods that Really Work: Awareness, Anthropology, True Listening
- LEAP: Marketing Technique For How To Proceed in Any Situation



WHAT ARE
THE
PROBLEMS
?

Common complaints about S1000D

1. S1000D is too complex (and too long) to understand well.
2. It takes too much time to implement.
3. Too many players involved.
4. I can't implement it by myself and need a consultant.
5. I can't keep up with its rate of change.
6. Why is it changing again?
7. It's stuck in the world of technical publications and needs to be expanded. ...



Lack of communication or art of communication?

Customer: *(having been to one of those wonderful User Forums)* Please deliver technical documentation to S1000D. It's the latest and greatest!

Project: Brilliant. We've done that before for our UK customer; we'll deliver the first batch of data modules next month!

Next month arrives...

Project: Here you are, 2000 data modules as promised. Haven't we done well to deliver on time!

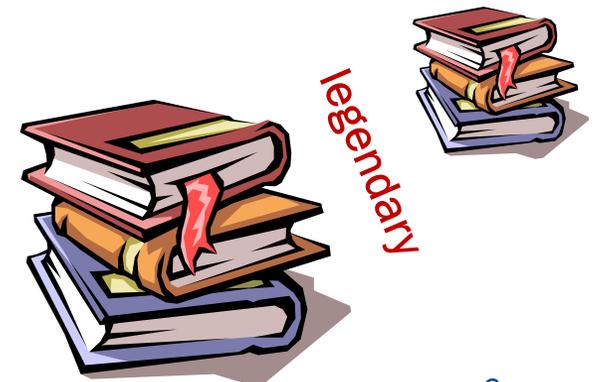
Customer: What is this? They won't load into my system! What are all these lonnnggg tag names! You have not followed the rules of S1000D!

Project: We've used Issue 4, it's the latest!

Customer: Our software doesn't support Issue 4 yet! Please put it right!

Project: That's going to be expensive!

Example from "Business rules: Overview – making S1000D work for you"
User Forum 2008 Budapest, Mike Day, quoted with permission



Common misconceptions in S1000D implementation projects



- I have an S1000D project with a deadline in January, so I need to make shortcuts, I don't have time to go into details with everything.
- I need to define everything (including the business rules) once, and then the process will run itself.
- Business rules are just a collection of documents that we need to complete, get a stamp on them, then move on.
- S1000D is too complicated. So I will never be able to understand it.

Common misconceptions (cont'd)



- (often by S1000D consultants) I had many S1000D projects so there shouldn't be any surprises.
- (often by S1000D consultants) I know exactly what the others are talking about.
- My/Our customers are new to S1000D, so they don't really know what they want or need.

Common misconceptions (cont'd)



- If the project doesn't go my (our/decided so far) way, it is doomed.
- I have a to-do list/a list of rules, and I need to follow them to the letter. Otherwise, the project is doomed.
- (often in academic/technical world) I don't have time for pleasantries. There's work to be done; so the first thing I have to do is to show my partners their mistakes and then have those corrected. ...

A poll

Who have had any of the thoughts just mentioned?

- Please raise your hand



It's not a mistake to have those thoughts ...

... but acting on them has consequences.

Let's consider these consequences.

Possible consequences

- S1000D related work – which is a rather a process than a goal – becomes a burden.
- The **business rules are** not considered to be what they truly are – **a knowledge base of all decisions for the given product (i.e. technical publication)** –, and therefore are not updated regularly. That leads to multiple ambiguous and erroneous definitions, and thus to mistakes during the production process.
- The project partners become defensive, and the meetings (e-mail traffic) go on for hours (days), where each participant tries to prove his/her point.
- We lose our partners' and customers' attention when we try to explain something.
- There's no fun during work and meetings.
- A general feeling of exhaustion and desperation when thinking of S1000D projects. ...



The reason

- Our brains are forward-thinking machines that always hurry into the future.
- *“Each of us is encased in a forward-thinking machine that references the past in order to improve upon what has gone before.”*
(Ariel and Shya Kane, *“Practical Enlightenment”*, 2015)



1 Problem
~~1~~ Solution



HOW TO
SOLVE
THIS?

The solution is to slow down

- We hear that often.
- But how do you slow down effectively?
- Especially when there are tight deadlines?



Awareness

- The first step is to become **aware**. This presentation and you listening is the first step.
- A definition of **awareness** by award-winning self-help and personal growth authors Ariel and Shya Kane:

“A nonjudgmental, non-preferential seeing. It’s an objective, noncritical witnessing of the nature or what we call the “isness” of any particular circumstance or situation. It can be described as an ongoing process in which you are bringing yourself back to the moment, rather than complaining silently about how you would prefer this moment to be.”

(Ariel and Shya Kane, “Practical Enlightenment”, 2015)



Anthropology

- Anthropology:
 1. *The scientific study of the origin, the behavior, and the physical, social, and cultural development of humans.*
 2. ...
(<http://www.thefreedictionary.com/anthropology>)
- A suggestion: study yourself, those around you, and the circumstances you are in as an anthropologist:
Non-judgmentally.



This means to be willing to:

- Be where you are: HERE and NOW!
- Be nonjudgmentally aware, but be fully engaged in this moment
- Be interesteded instead of interestinging
- Give up (=abandon) your agenda
- Give up the right of being right
- Stop, and bring yourself back to this moment if you find yourself being defensive or upset when something is not going your way
- Say what you like first, and only after that suggest changes; don't just critique
- Truly listen



The ultimate tool - True listening

- *“True Listening is actively listening to another with the intention of hearing what is being said from the other’s point of view.”*
- *“...this act of listening is enough to pull you into the moment. However, you have an incredibly facile mind. You can race ahead in your thoughts and finish another person’s sentence before he or she gets to the point. Or you can take exception to a word he or she uses and stop listening altogether. If you pay attention, you will see that there are many times when you have an internal commentary on what is being said rather than just listening. If you can train yourself to hear what is being said, from the speaker’s point of view, it takes you outside of time and into the current moment.”*

*(Ariel and Shya Kane,
“Working on Yourself Doesn’t Work: The 3 Simple Ideas That Will
Instantaneously Transform Your Life”, 2008)*



“Listen with your ears and eyes.”

Characteristics of the modern marketing techniques

- All emphasize close and empathetic **communication** with customers.
- They are all adaptive and flexible.
- All recommend listening to (potential) customers first. This listening includes market studies.



One of the novel marketing techniques: LEAP

- *“First, you LISTEN to what your ideal audience wants and in what way they like to be approached.*
- *Next, you EXPLAIN: who you are, what inspires you, how and why you create your art, and why people ought to take a close look at it or buy from you.*
- *Then you ASK: you can ask for a sale, ask for a response, or for people to visit your show — whatever the context and purpose, you always need to ask people to take some sort of action.*
- *Once you master these three things, that’s when you get to the final part of the LEAP system: You get to PROSPER as an artist.”*

(Martin Stellar,
“Take Control of Your Art Business”, 2016)



How does LEAP work for S1000D:

When in doubt of the next step,
apply LEAP, which always starts with LISTENING!

LISTEN	LISTEN to your partners or customers, their problems, ideas, and thoughts without judgment or interruptions. And most of all, listen to what is being said from their point of view.
EXPLAIN	EXPLAIN what you can offer or do to help or solve their problems.
ASK	ASK them to take action without forgetting to make clear what your actions will be. Record those actions. Don't forget to update them regularly.
PROSPER	Then your project & organization (as well as your partners and customers) will PROSPER, whatever the size and scope.



WHAT ARE
THE
RESULTS?

Ever surprising results



- Feedback from customers:
 - *“You give me the solution I need each time.”*
 - *“Communication is excellent.”*
- Delivery on time in spite of much more work done than initially defined.
Feedback from the customer: *“You saved us money.”*
- Giving up my agenda and suggesting giving up our shared agenda for diving into the depth of topics that most occupied the minds of our customer, let them understand the issues (like SNS and applicability) really well, so that they could make many related decisions on their own.
- The nonjudgmental approach led to the generation of an unplanned document consolidating Business Rules documents not only for our customer but also on the customer’s client’s side. Our customer’s client was very happy! And our customer too. 😊
- A relaxed, productive and fun atmosphere during meetings; often surprised of how much we have managed during single day sessions. Feeling elated at the end of the day.
- Discovering so many new and unique characteristics for each project.
- Learning so much new in many different areas.

The best thing

- No additional budget, no more time investment, nor other material resources, nor personnel were needed to apply these techniques.
- I simply needed to:
 - *be where I was and in that moment of time,*
 - *be fully engaged, and*
 - *truly listen.*

Summary of the tips

- Be where you are: HERE and NOW!
- Be nonjudgmentally aware, but be fully engaged in this moment
- Be interesteded instead of interestinging
- Be an anthropologist
- Give up (=abandon) your agenda
- Give up the right of being right
- Stop and bring yourself back to this moment if you find yourself being defensive or upset when something is not going your way
- Say what you like first, and only after that suggest changes; don't just critique
- Truly listen
- When in doubt of the next step, apply LEAP: Listen, Explain, Ask, and Prosper. Again, always start with Listening!

THANK YOU!

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