10th Annual National Defense Industrial Association
CMMI® Technology Conference and User Group
November 16, 2010
Denver, Colorado, USA
Track 1: CMMI and Process Improvement
Session 11314, Chasm Creek 1:30-2:15 pm

CMMI® IN THE SOCIAL MEDIA

(FOR THE SOCIAL MEDIA-CHALLENGED!)

Bill Smith, CEO
Leading Edge Process Consultants LLC
www.CmmiTraining.com

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Introduction

Introduction

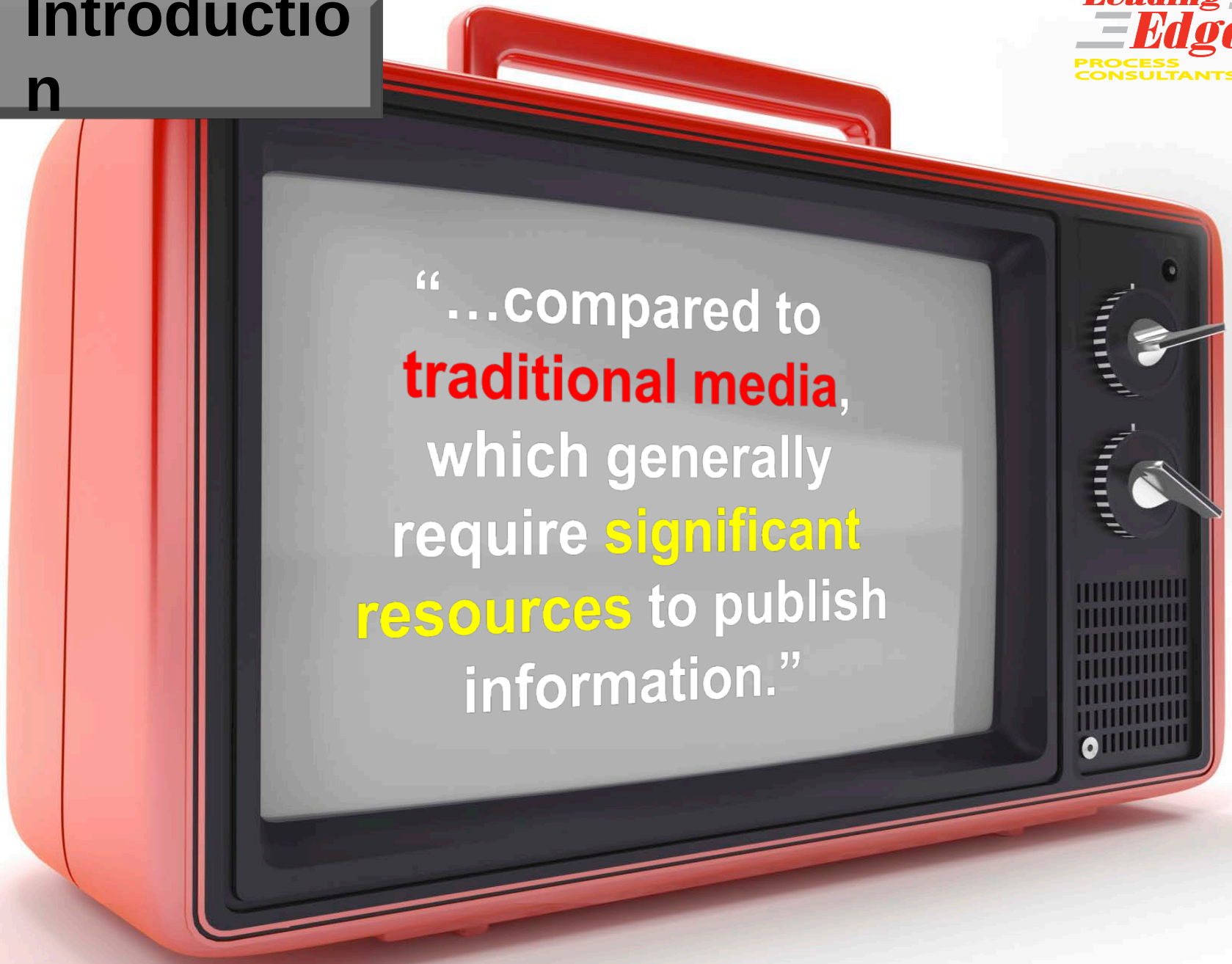
An example of social media!

Wikipedia defines social media as "media for social interaction, using highly accessible and scalable publishing techniques…"

Introduction

"They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information…"

Introduction



Introduction

That's *one* definition…

Introduction

Here are a few
other things
social media can be…

Introduction

...useless

Introduction

Introduction

…time waster

Introduction

Introduction

This presentation focuses on how to use social media effectively and efficiently to enhance your understanding and application of the CMMI®

Introduction

We'll focus on…

and provide a **case study** on using social media for **customer support**.

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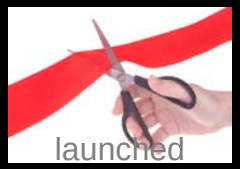
Social Media Applications

LinkedIn

LinkedIn About

www.linkedin.com



May 2003

80 million

29

Business and professional networking

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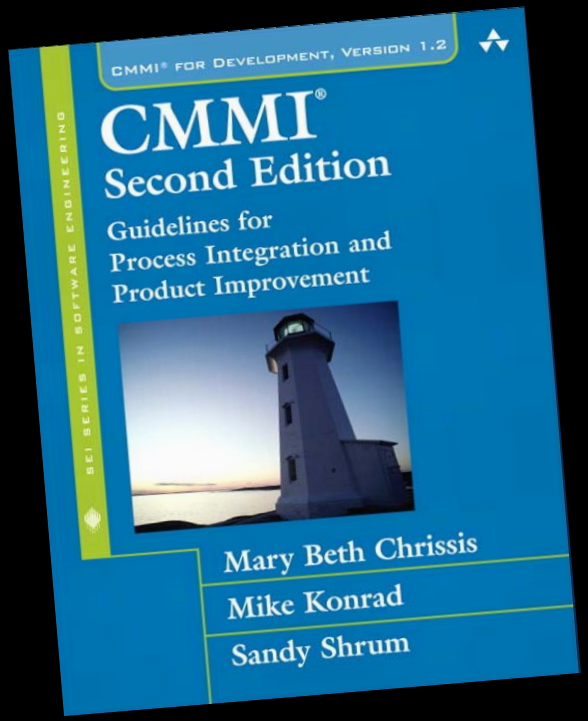
LinkedIn: Relevance to CMMI® Users



- Gathering expert opinion
  - interpretational guidance
- Staying informed
  - upcoming events
- Filling a position
  - employee, consultant, appraiser

Uh-oh… you're the **SEPG Lead** and your organization didn't earn their desired **Maturity Level** rating…

- Finding a job!

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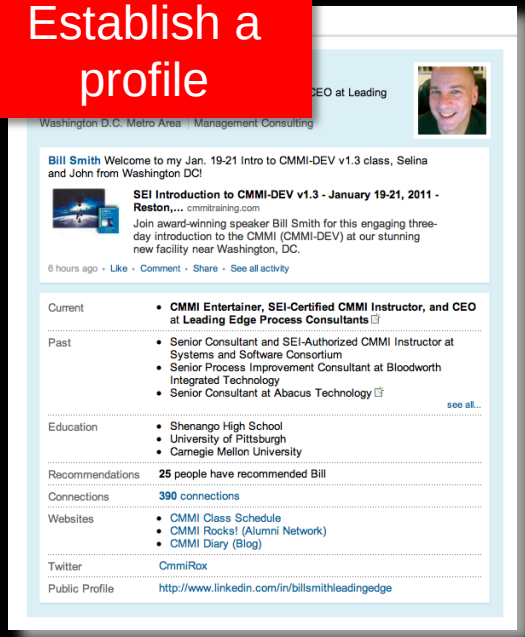
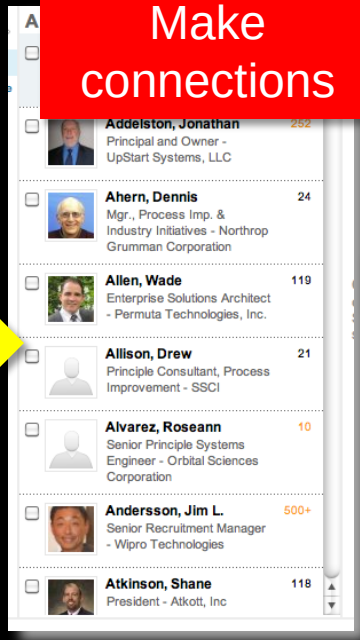
How to Use LinkedIn

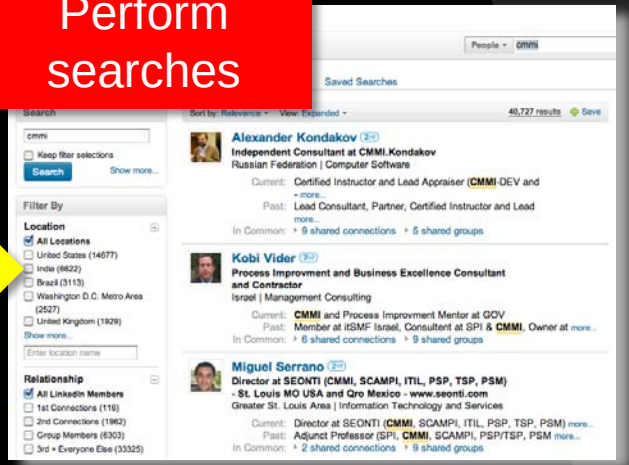
Establish a profile



Make connections

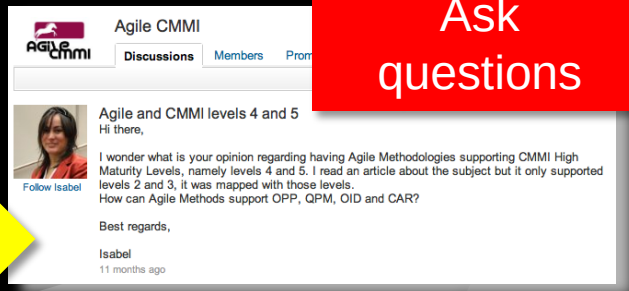


Perform searches



Join groups

Ask questions



Simplified, and only focusing on a few key uses

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Key CMMI®-Related Groups

7101 members

Agile CMMI

Discussions | Members | Promotions | Jobs | Search | More...

Virtually no SPAM

3385 members

CMMI-Capability Maturity Model Integration (Main Group)

Discussions | Members | Promotions | Jobs | Search | More...

Limited SPAM

2285 members

CMMI Adopters

Discussions | Members | Promotions | Jobs | Search | More...

1901 members

CMMI Group

CMM - Integrated (CMMI, 1500+)

Discussions | Members | Promotions | Jobs | Search | More...

Membership totals as of 11/2/2010

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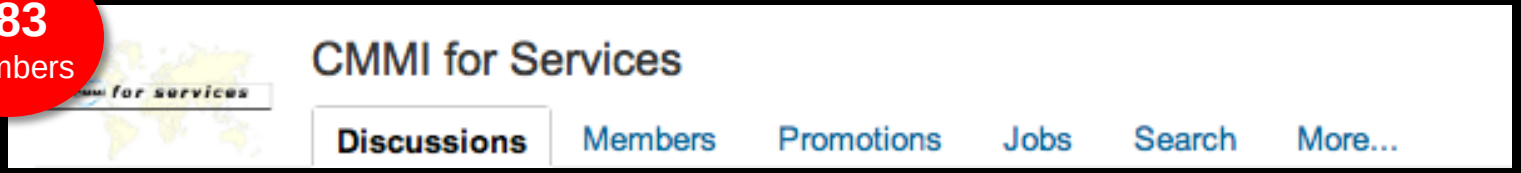
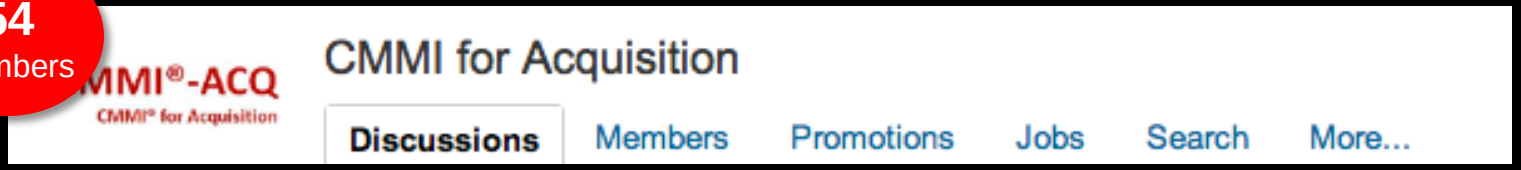
Specialized CMMI®-Related Groups

283 members

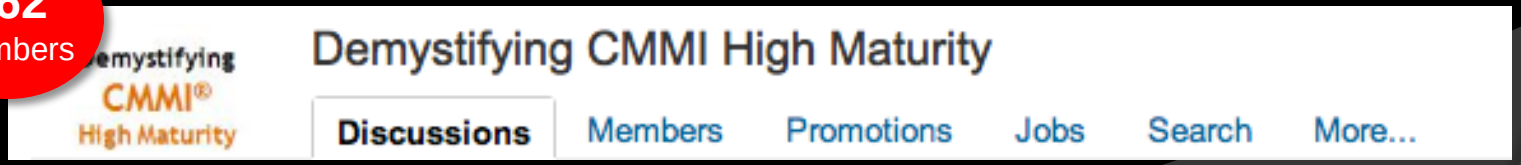


54 members



131 members

262 members



Membership totals as of 11/2/2010

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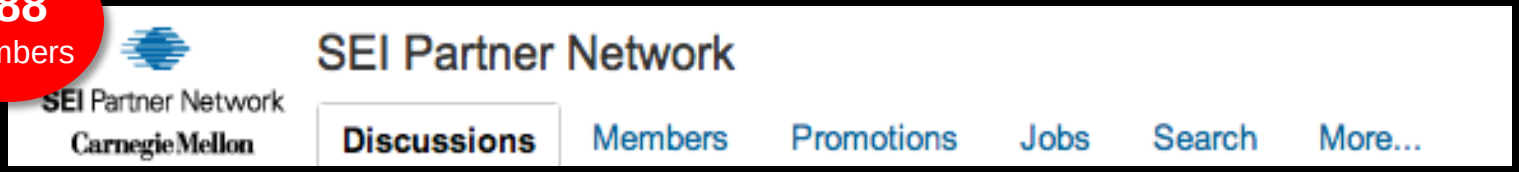
Also of Interest…

2048 members

364 members

188 members



Membership totals as of 11/11/2010

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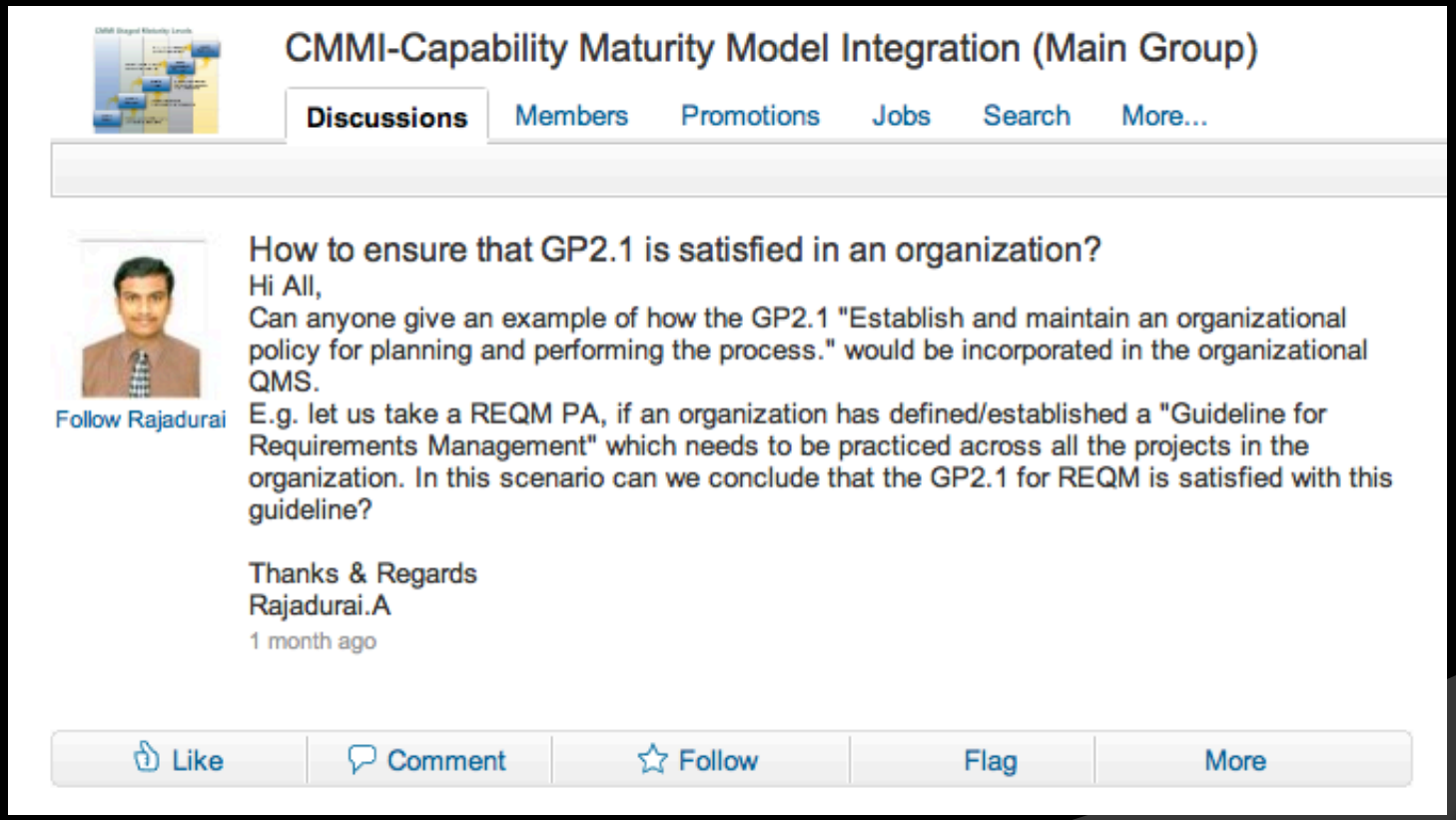
LinkedIn Example Use [1]

This question about organizational policies (CMMI® GP 2.1)…



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LinkedIn
Example Use
[2]

… led to a discussion thread of 30+ entries

30 comments • Jump to most recent comments

Follow Mathi E

Mathi E Arasu • Hi Raja,

Establishing a Policy conveys only an intent to perform.

However, various other GPs like 2.2, 2.3...to 2.10 and also 3.1 and 3.2 - when implemented will imply the complete implementation of GP 2.1

So, with your example, If you have a Policy for Requir
the implementation of this policy is planned, assigned
responsibilities are defined, required training provided,
stakeholder
reviewed wi
process an
Manageme

Hope this h

Cheers,
Mathi Ezhil
1 month ago

Follow Rajadurai

Rajadurai Aruna
implementing all t
particular GP.

In my case, we've
(which describes
referred by the "R
kind of documenta
define a policy sta

Need to understar
1 month ago

Follow David

David Walker • Y
are no surprises,
an expectation of
guildeline" in your
1 month ago

Follow Lyn

Lyn Jones • Rajadurai

I guess you are implementing the CMMI in order to succeeed with an Appraisal. Therefore my advise would be in support of David Walkers suggestion, ask the Appraiser, then there are no surprises. If this is not so the case then my advise would be that if you have any kind of statement from the management in regards to how they intend a specific process or set of processes to operate then take that no matter what its called and reference that as your policy statement.

My principle is if it exists, use it, far too many companies invent things unecessary in order to satisfy the "requirements" of the CMMI. This is extra work for no added value to the organisation especially when something already exists which will equally satisfy the requirement.

Another suggestion that I would recommend here is if you are either using existing or creating from new DO NOT PLEASE DO NOT make a policy statement per Process Area, too many companies do this and it is so obviously artificial and invented for the purpose, my suggestion would be to possibly have a generic Engineering Policy statement which covers all your engineering processes, maybe one Project Management Policy covering PP, PMC, IPM and maybe RSKM. Taking this approach you will end up with about 4 or 5 policy statements which are fully integrated as opposed to almost 20 disjointed policies.

Hope this helps, if you need further help email me on lyn.jones@pnltd.org.uk

Thanks

Lyn
1 month ago • Reply privately • Flag as inappropriate

LinkedIn Sample Questions

From the *CMMI-Capability Maturity Model Integration* group

What is the different between : SP 2.2 Conduct Peer Reviews and SP 3.1 Perform Verification within the verification area?

posted 2 days ago

Is there any one from here who can lead the course "Official Intro to CMMI" ? in VN? if yes, let's contact me, Thanks

posted 4 days ago

In a recent interview I was asked to state the standard 4 strategies for implementing the CMMI. I answered this based on 15 years...

posted 1 m

Why do you need PP SP2.3 - "Plan for Data Management" when most of the things are same in CM SP 1.2 - "Establish Configuration Management...

posted 2 months ago

Why Requirement Management and Requirement Development are two differnt PA's

posted 3 months ago

How to change the mindset of the people who hate process approach (other than escalation) during the process improvement journey.

posted 5 months ago

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LinkedIn Pros and Cons

- Well-represented CMMI® community
- Free interpretational guidance from experts
- Specifically designed for business networking
- Easy to use

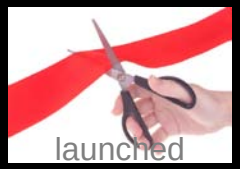
- Too much spam in some groups
- Negative or competitive tone of some discussion posts

Social Media Applications

Twitter

Twitter About

twitter.com



July 2006

160 million

10

Micro-blogging

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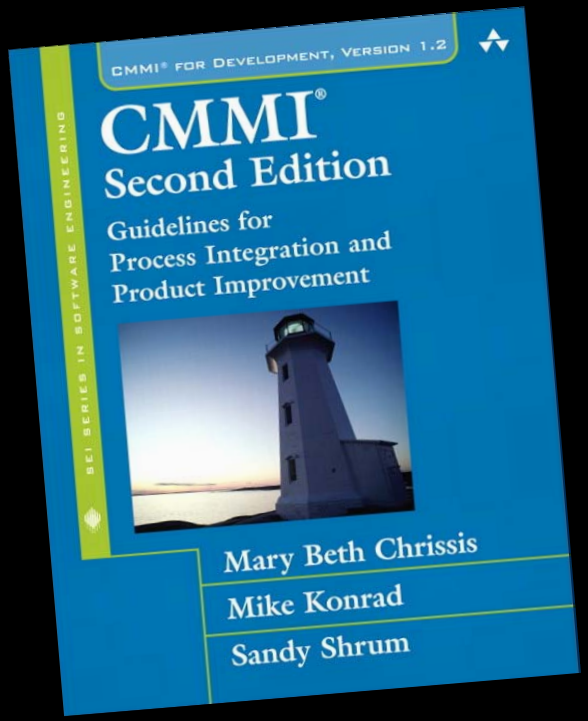
Relevance to CMMI® Users



- Gathering information
  - useful hyperlinks
- Following a conference
  - live tweeting
- Getting to know new people
  - valuable contacts

If you think the CMMI® is the best thing since sliced bread…

- Being exposed to a diversity of viewpoints
  - anti-CMMI® chatter

Twitter

How to Use Twitter

[1]

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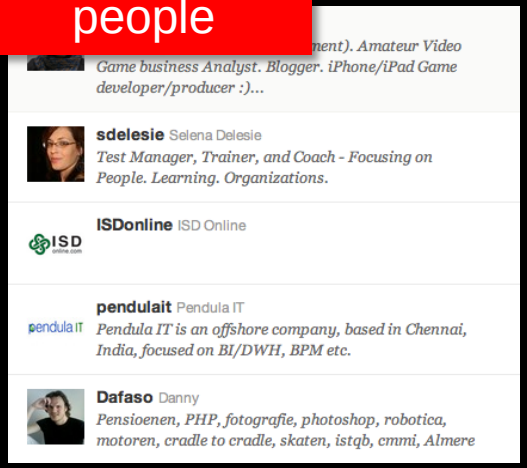
Set up a profile

You "follow" people



People "follow" you

Monitor the action

I strongly recommend a twitter "client" (e.g., *TweetDeck*)

Simplified, and only focusing on a few key uses

Twitter

How to Use Twitter

[2]

Track tweets of selected groups of people

Send/receive direct messages

See when you're mentioned in a tweet

A search for all tweets including "cmmi"

Monitor search terms

A simple status update

"Direct Message" (DM)conversati

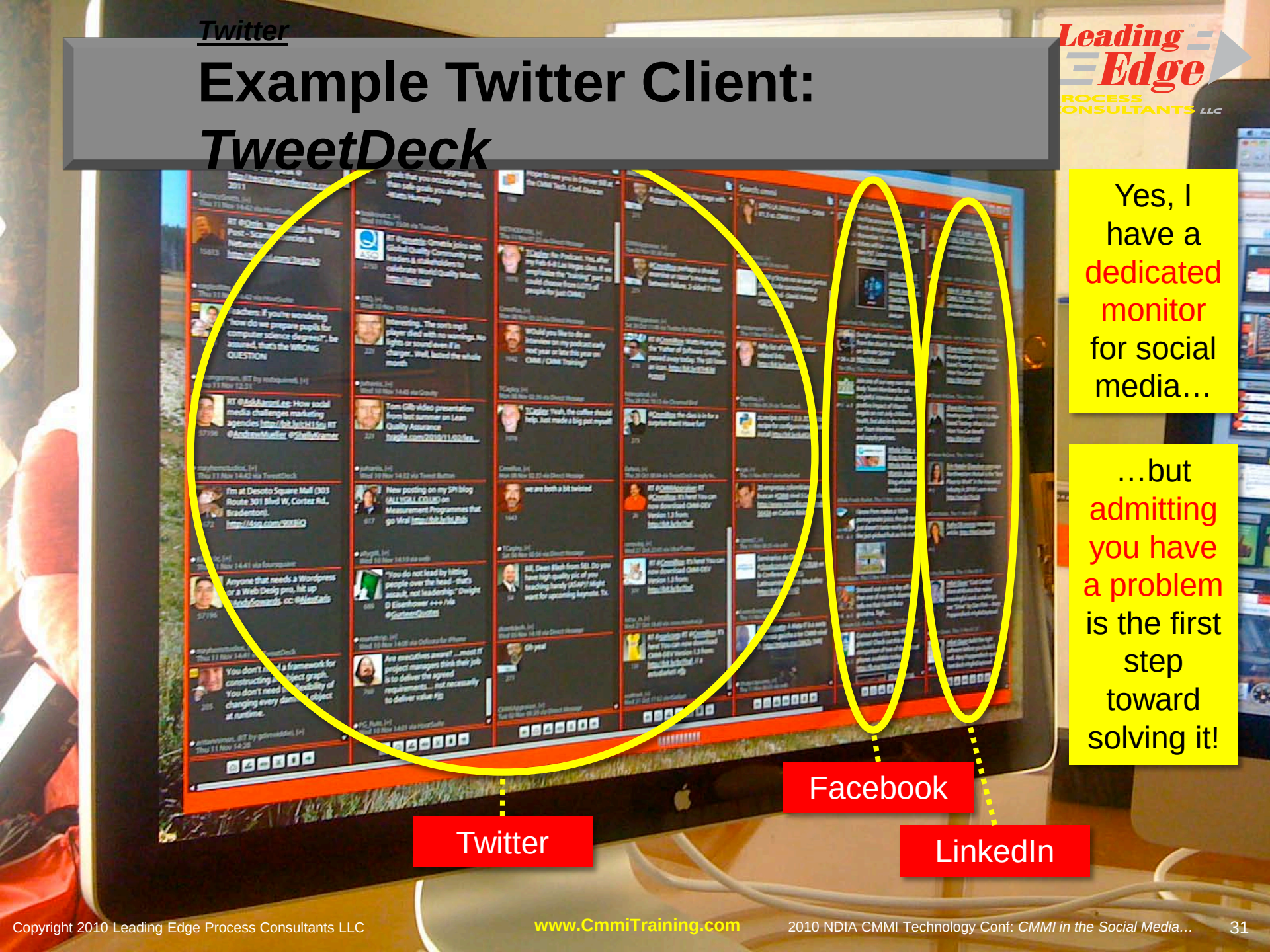
"Re-Tweet" (RT)

"'At' Reply (@)

Simplified, and only focusing on a few key uses

Images taken from TweetDeck

Example Twitter Client: *TweetDeck*



Yes, I have a dedicated monitor for social media…

…but admitting you have a problem is the first step toward solving it!

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Who to "Follow"?

Suggestions based roughly on:

- CMMI relevance
- number of followers
- number of tweets
- number of times "listed"

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Twitter

Sample Tweets

[1]

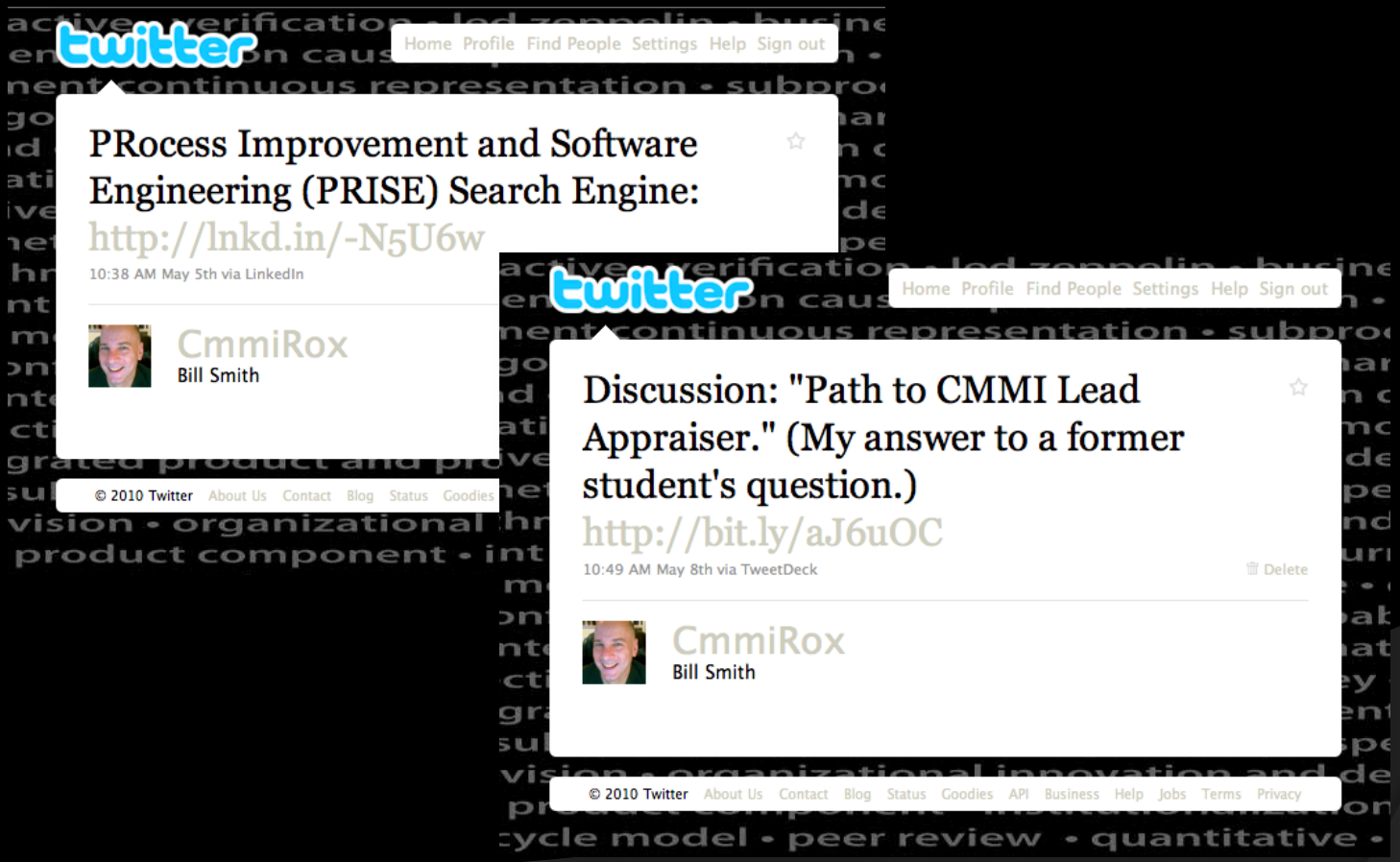
Information

Twitter

Sample Tweets

[2]

Hyperlinks

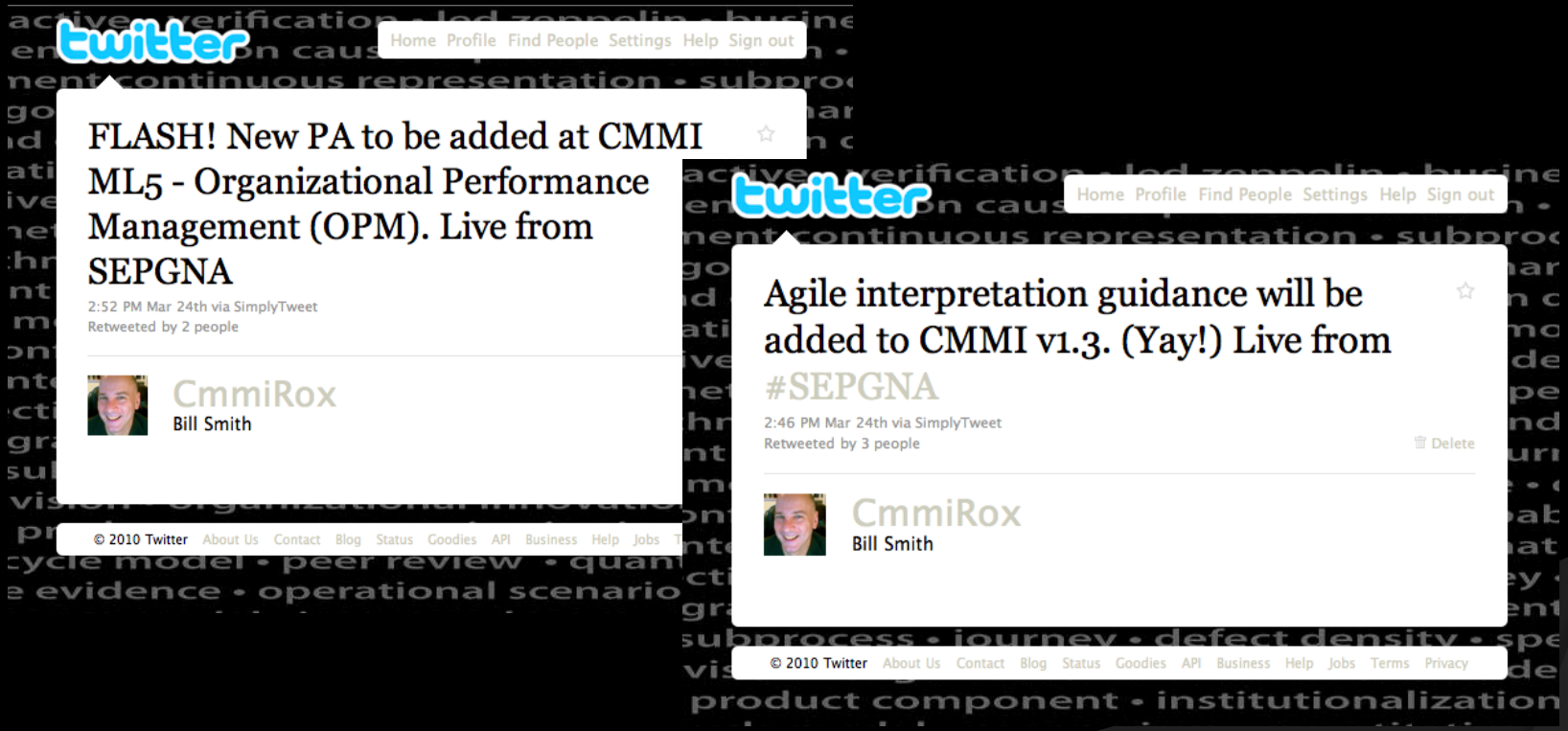


Twitter

Sample Tweets

[3]

Live from conferences or other gatherings



Twitter

Sample Tweets

[4]

"Words of wisdom"

Twitter

Sample Tweets

[5]

General “what’s happening”

Twitter

Sample Tweets

[6]

Humor

Twitter Pros and Cons

- Useful hyperlinks and tidbits of information
- Get to know influential people
- Get answers from your followers
- Easy to "unfollow" people who waste your time
- Follow conferences and other events *as they happen*

- CMMI® community not widely represented
- Need to filter lots of irrelevant chatter
- Need third-party apps ("twitter clients") to be truly useful
- Not intuitive to explain or use effectively

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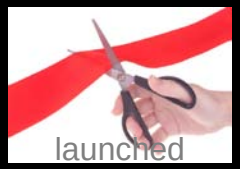
Social Media Applications

Facebook

Facebook About

www.facebook.com



February 2004

500 million

2

Social networking

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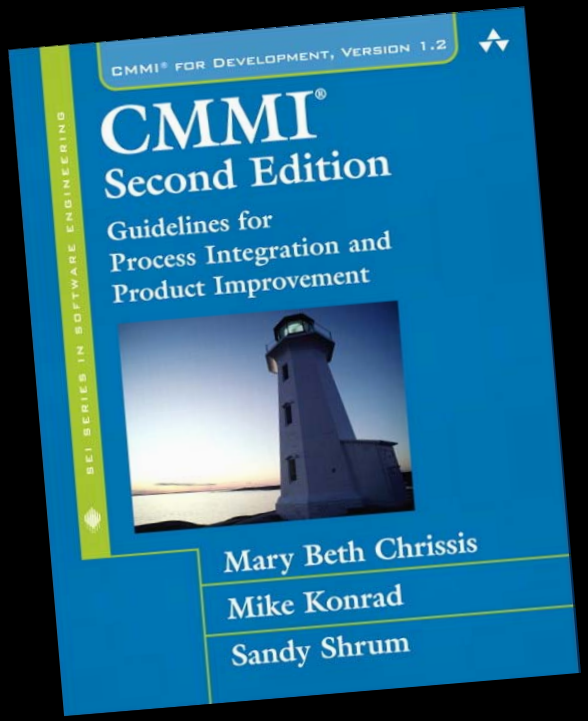
Facebook: Relevance to CMMI® Users



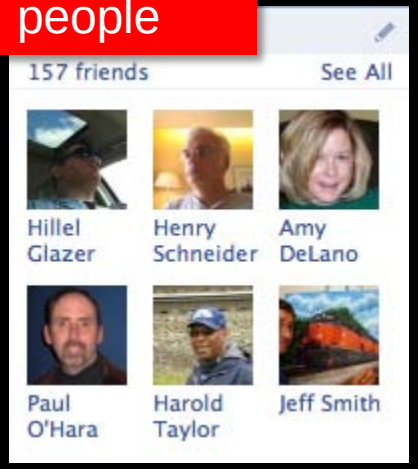
- Gathering information
  - from organizations you "like"
- Solidifying relationships
  - personal/business contacts

For now, **limited CMMI relevance**. Included here because of its ***widespread adoption***.

How to Use Facebook

Set up a profile

"Friend" people



Get status updates

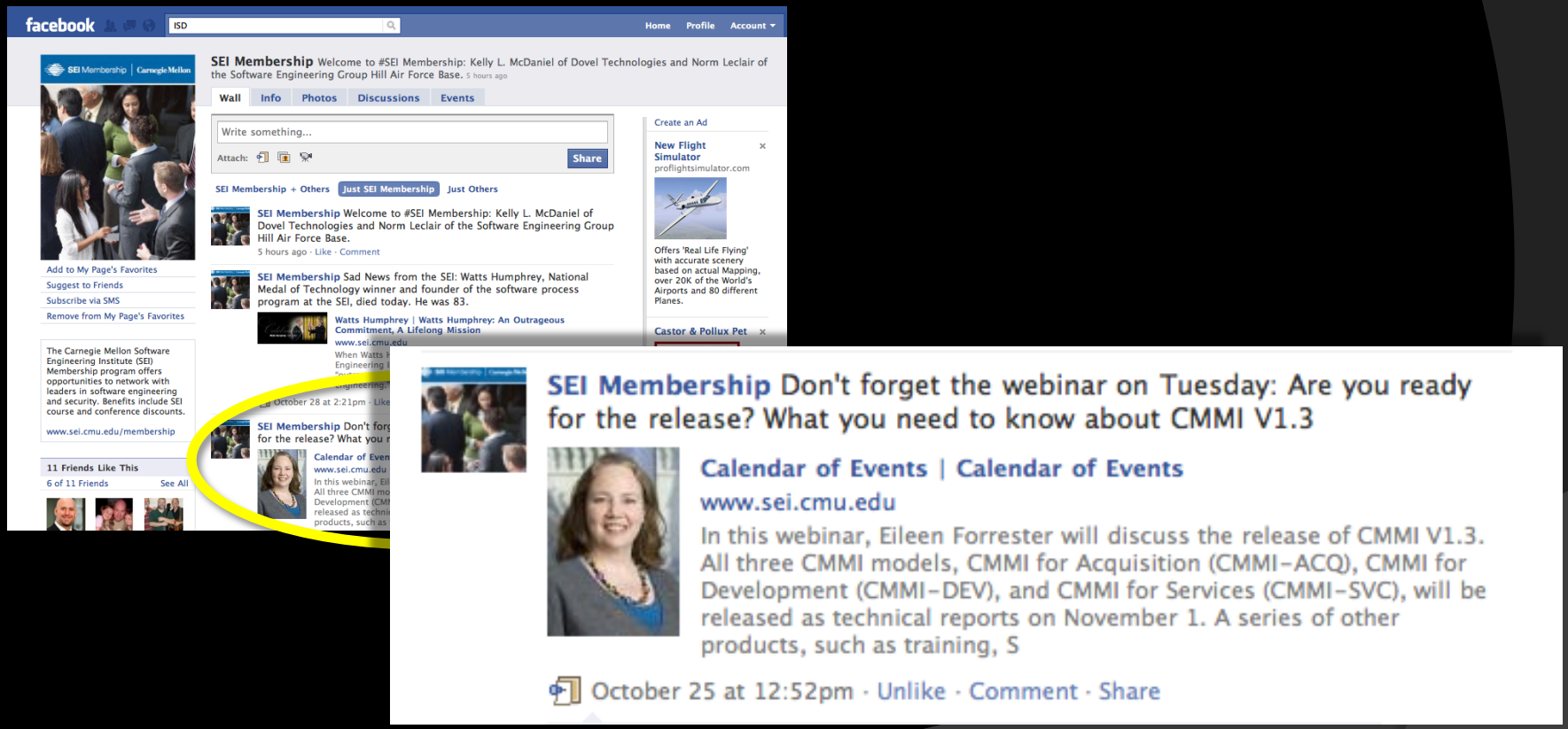
"Like" organizations etc.

Simplified, and only focusing on a few key uses

Facebook
Who to "Friend"?
[1]

SEI Membership

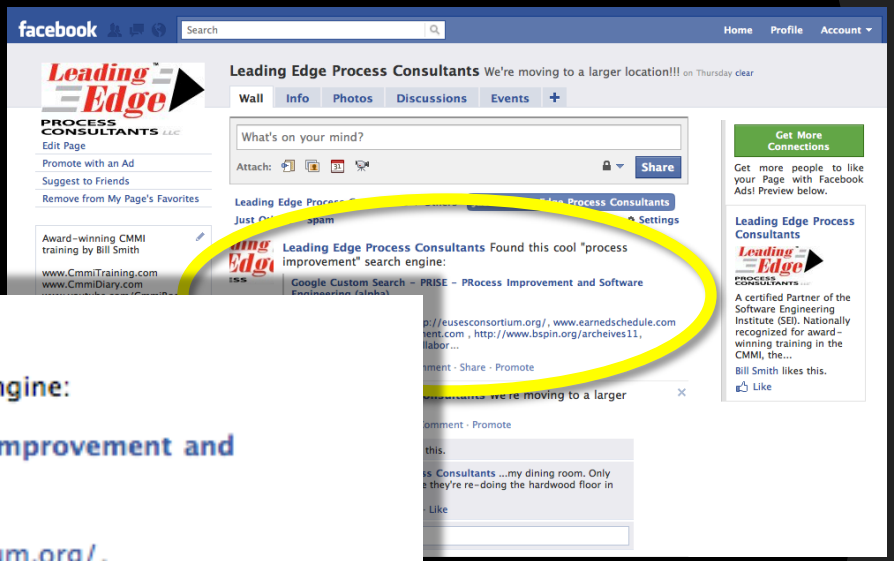
http://www.facebook.com/pages/SEI-Membership/147935936575



Facebook
Who to "Friend"?
[2]

Leading Edge Process Consultants

http://www.facebook.com/pages/Leading-Edge-Process-Consultants/120351941356797



An admission: *Unlike Twitter and LinkedIn, I've only been on Facebook since early October 2010. There could indeed be other disseminators of CMMI®-relevant information that I just don't know of yet. Know any? Please drop me a line.*

Facebook: Pros and Cons

- Some useful information
- Deepen relationships with friends
- Widely adopted
- Easy to use

- CMMI® community not widely represented (professionally)
- Difficult to determine who to "friend" for CMMI guidance
- Must sift through *marketing* updates to get to *informative* updates

Social Media Applications

CMMI Rocks!

Warning!

CMMI Rocks! is **my network**…

…that I developed from the ground up, using the social network platform **Ning**…

…to provide **my CMMI students** with a base level of support after class has ended.

There's no way I can be totally **objective** about it…

…and it **may not directly apply** to most people here.

Please accept these slides in the **spirit** in which they're intended…

A **case study** in how a **social network** may be used as part of a **customer support** platform

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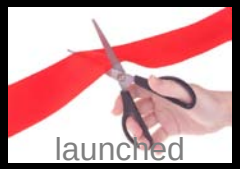
CMMI Rocks! About

cmmirocks.ning.com



January 2010

150

(Are you kidding me?)

Customer support and (private audience) professional networking

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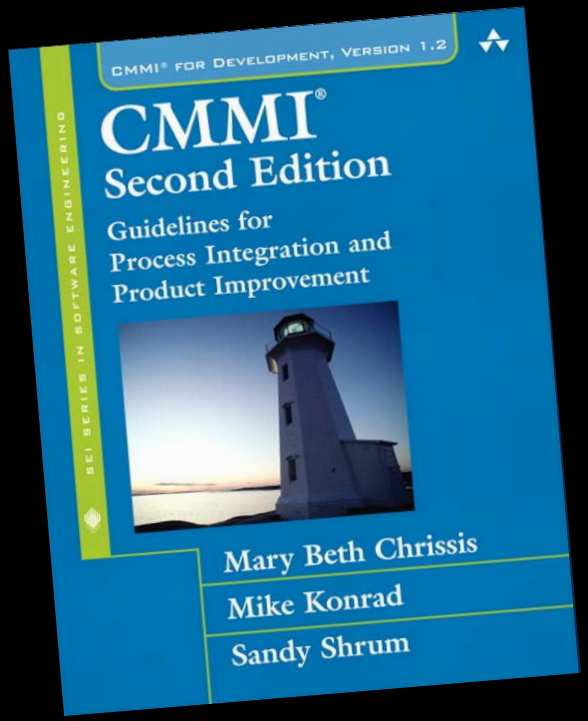
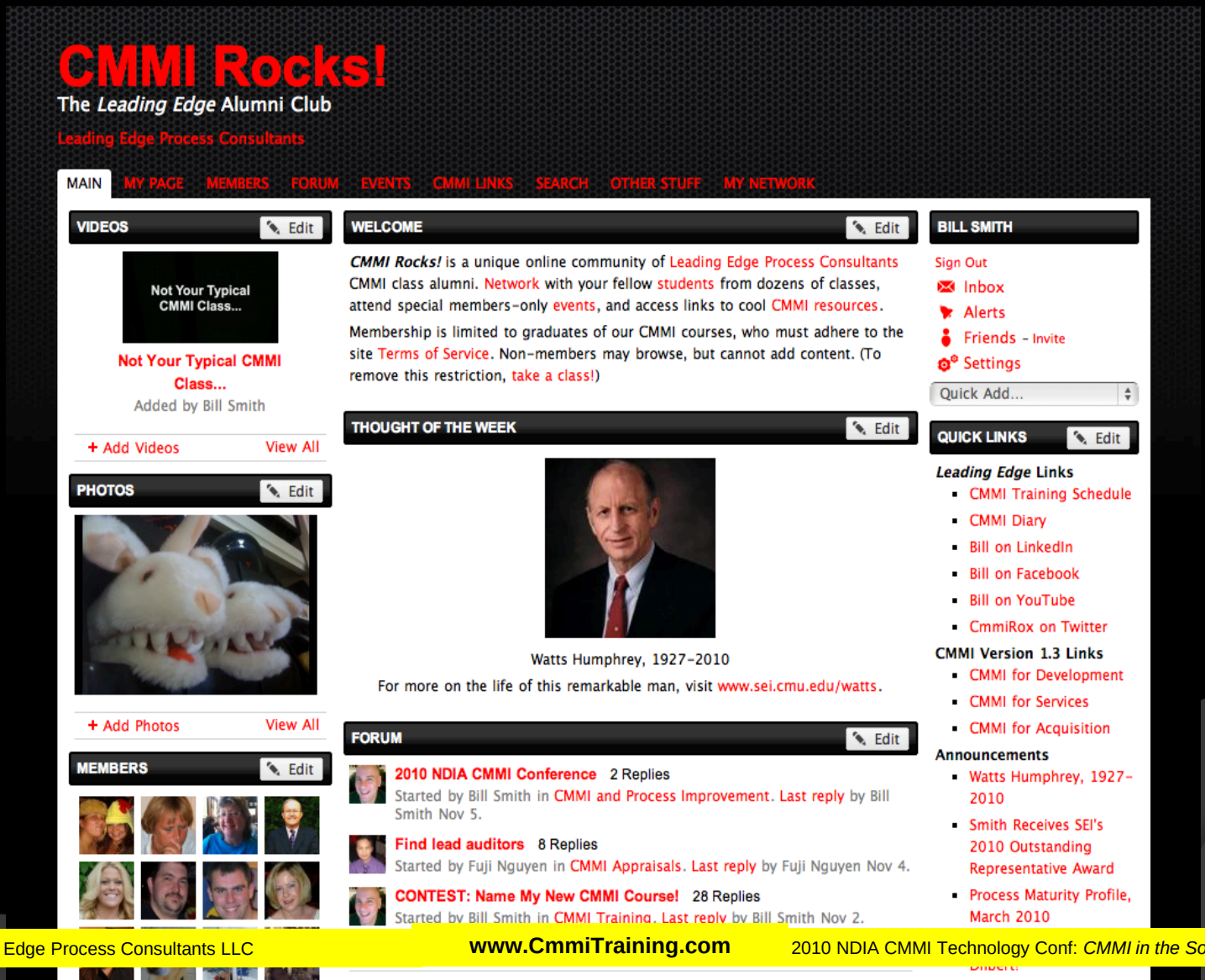
Relevance to CMMI® Users



- Private network, to support students who have attended one company's CMMI® classes

Main Page - Top



Main Page - Bottom

View All

LATEST ACTIVITY

Joyce Danaher is now a member of CMMI Rocks!
Welcome Them!
on Monday

Bill Smith added 3 photos

on Sunday

Steve Ford is now a member of CMMI Rocks!
Welcome Them!
November 6

Bill Smith replied to Bill Smith's discussion '2010 NDIA CMMI Conference'
November 5

CMMIROX ON TWITTER

CmmiRox: RT @TCagley: I have heard that Allan J. Albrecht the creator of #FunctionPoint has died.

CmmiRox: Nifty list of CMMI appraisal-related links: http://bit.ly/bxHPoX

CmmiRox: Welcome to my Jan. 19-21 Intro to CMMI-DEV v1.3 class, Selina and John from Washington

CMMI DIARY

The Top 8 New Concepts in CMMI v1.3 (Part 3)

In my past two entries (Oct 22 and Nov 1), I introduced the first seven of my ***Top 8 New Concepts in CMMI v1.3*** -- other than the "front page news" of *high maturity clarification* and *harmonizing the models*.

Here's my Number 1.

1. Agile Interpretive Guidance

Say the word "Agile." Great! Now say "CMMI." Super! Quick question: which sounds sleeker... smoother... sexier? Even the authors of the CMMI would have to admit they lose that battle *every single time!*

Now, I certainly can't claim to be an agile expert, based on the fact that once-upon-a-time I read a book and then I kinda-sorta applied it. (Along with a dose of the CMMI for Services, though, it did help to turn my little company around.) But I'd be a fool -- and so would you -- to ignore the fact that agile methods such as Scrum have taken the development world by storm in the past decade. Yet, agile developers often don't see how CMMI can help them. Reasonable people have said it can, and publications like

EVENTS

November 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Last Month Next Month

Alumni Happy Hour
December 9, 2010 from 5pm to 7:30pm - Bill's Place

+ Add an Event View All

BADGE

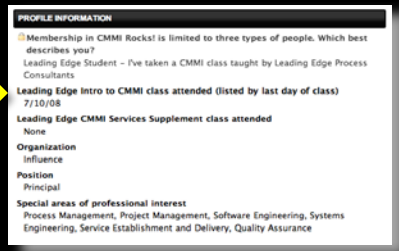
I'm a member of:
CMMI Rocks!

Get Badge

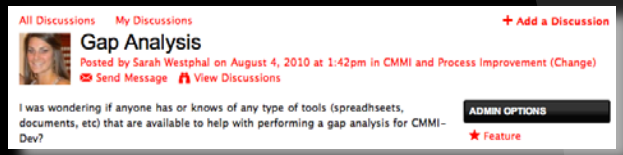
How to Use *CMMI Rocks!*

Attend a class

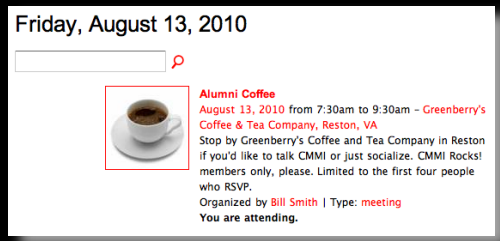
Create a profile



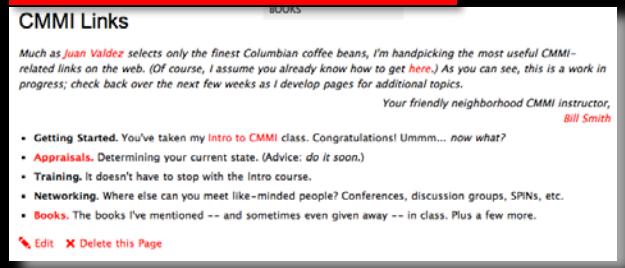
Ask questions



Attend events



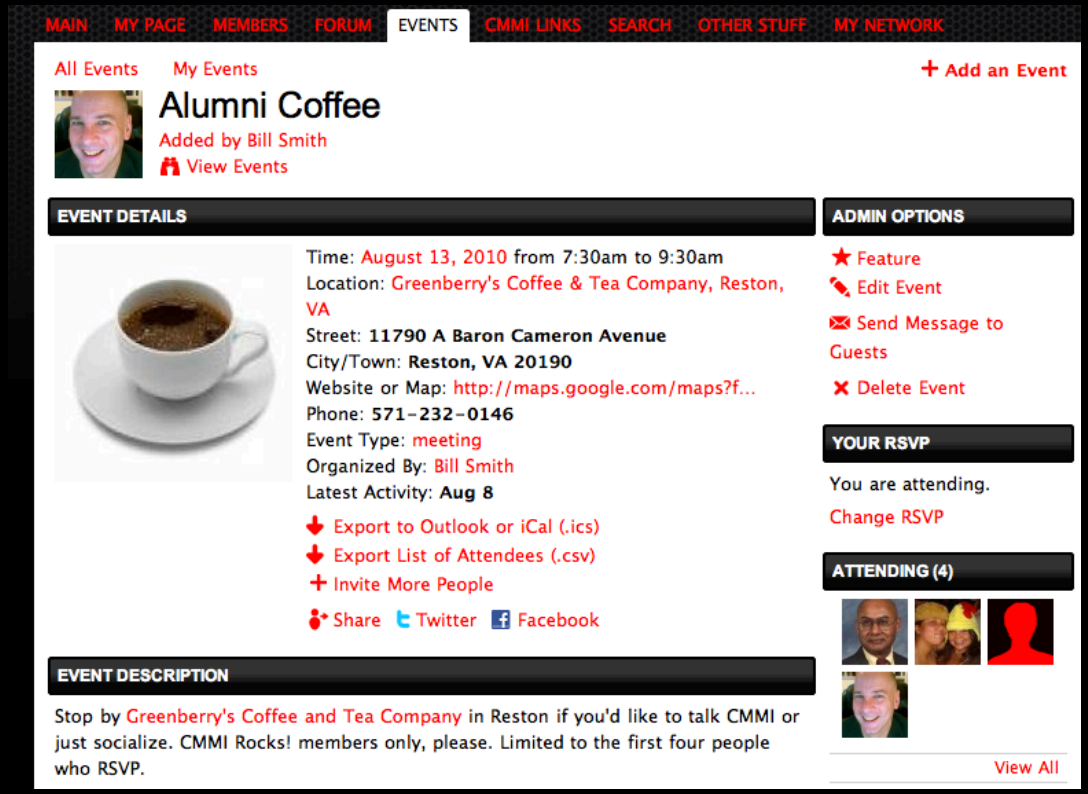
Access resources



Receive broadcast messages

Simplified, and only focusing on a few key uses

CMMI Rocks! Events



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CMMI Rocks! Resources

CMMI Rocks!

CMMI Rocks!

Sample Questions

CMMI and/or SEI-related awards??

Good afternoon fellow CMMI-ers (sp?)!! I have been assigned the marvelous task of research...WOOHOO! Our CEO has asked me to search for...
Started by Danielle Bean in Success Stories

CMMI Version 1.2 vs. 1.3 Training Considerations

...ober 24-26, 2010, Introduction to CMMI ... my final public v1.2 class ever. Why is this ...
...MMI Training

ISO Auditor Question

Since I don't Twitter and the question was raised... There are basically three levels to look at depending on what your trying to do... ...
Started by Steve May in LIf

Estimated cost for SCAMPI Class A, B, or C appraisal

Greetings, Does anyone know ROM to do class A, B or C appraisal for a software development shop? Thanks, Fuji.
Started by Fuji Nguyen in CMMI Appraisals

Process tailoring

What does useful "process tailoring guidance" look like? What is sufficiently significant to qualify as a tailoring of the standard process...
Started by Rich McCabe in CMMI and Process Improvement

Organizational Training Waivers

What standards are used to waive a student from required training? I am writing the organizational training plan and in it I need to speci...
Started by Ted H. Exstein in CMMI and Process Improvement

Example Use [1]

This question about CMMI-SVC vs. ITIL for an IT Helpdesk…

All Discussions My Discussions + Add a Discussion

CMMI-SVC or ITIL for IT helpdesk

Posted by Fuji Nguyen on May 13, 2010 at 5:52pm in CMMI for Services (Change)

Send Message View Discussions

I went to Bill CMMI-SVC class in mid of April 2010. As usual, instructor Bill was great. I learned a lot from the class.

While listening to Bill's preaching of CMMI-SVC, I noticed many similarities between CMMI-SVC and ITIL. CMMI is broad while ITIL is specific for IT. If anyone has experiences with implementing either CMMI-SVC or ITIL in IT environment, please share. I am particularly interested in IT help desk area.

It's time to practice what we learned from Bill.

ADMIN OPTIONS

- Feature
- Edit Discussion
- Close Discussion
- Edit Your Tags
- Delete Discussion

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Example Use [2]

… led to several extensive replies, and an eventual "report" back from the original questioner

Replies to This Discussion

Reply by Lita Fulton on May 18, 2010 at 7:26am

Send Message

Hi Fuji, I have e
subset of ITIL t
significant in sc
is the only one
Function. CMM
of them addres
Prevention (IRP)
the help desk.

As you indicate
CMMI-SVC mod
Delivery (SD) ar
part of your se
delivery (your s
system (require

Edit Comme

Reply to This

Reply by Cathy Beykzadeh on May 18, 2010 at 6:51pm

Send Message

Fuji,

CMMI for Services is a perfect methodolc
Here's a high-level approach for applyin
of "helpdesk" as a Service. Accordinly to
by facilitating outcomes customers want
risks.

Project Planning (PP): Project Plan for est
support, including people, process, techr
Project Monitroing and Control (PMC): Pla
service establishment
Integrated Project Management (IPM): Int
initiatives on the helpdesk. for example,
new locations; or modification to current
Requirements Management (REQM): Mana
managing new and/or changed requirem
Risk Management (RSKM): Managing you
any update to current functionality or est
Capacity and Availability Management (C
helpdesk establishment. for example, pla
support the current phone line that the h
People, process, technology and product
Organizational Process Definition (OPD):
process assets and work environment sta
Organizational Process Focus (OPF): Plan,
improvements on the helpdesk based on a thorough understanding of the current strengths and
weaknesses of the organization's processes and process assets

Reply by Fuji Nguyen on September 2, 2010 at 10:32am

Send Message

Thanks to Bill, Cathy, Lita, etc. for your guidance.

Here is my update on making help desk more Service oriented

1. The term Service Desk was used to describe the functional group (instead Help Desk)
[map to Organizational Process Focus (OPF)]

2. Leveraging free open source DotNetNuke (www.dotnetnuke.com) and aDefHelpDesk (http://adefhelpdesk.com) to automate tracking of support tickets.
[map to Service System Development (SSD) and Service System Transition (SST)]

3. Getting three IT staffs ITIL v3 certified
[map to Organizational Training (OT)]

4. Updating existing help desk procedure to match ITIL v3 Service Desk function
[map to Incident Resolution and Prevention (IRP)]

5. Providing training to users, including a brochure of available services.
[map to Service Delivery (SD)]

Attached please find the process diagram. I hope the information will be helpful to those on similar journey.

Edit Comment

Attachments:

service_desk_process.pdf, 88 KB Delete

Reply to This

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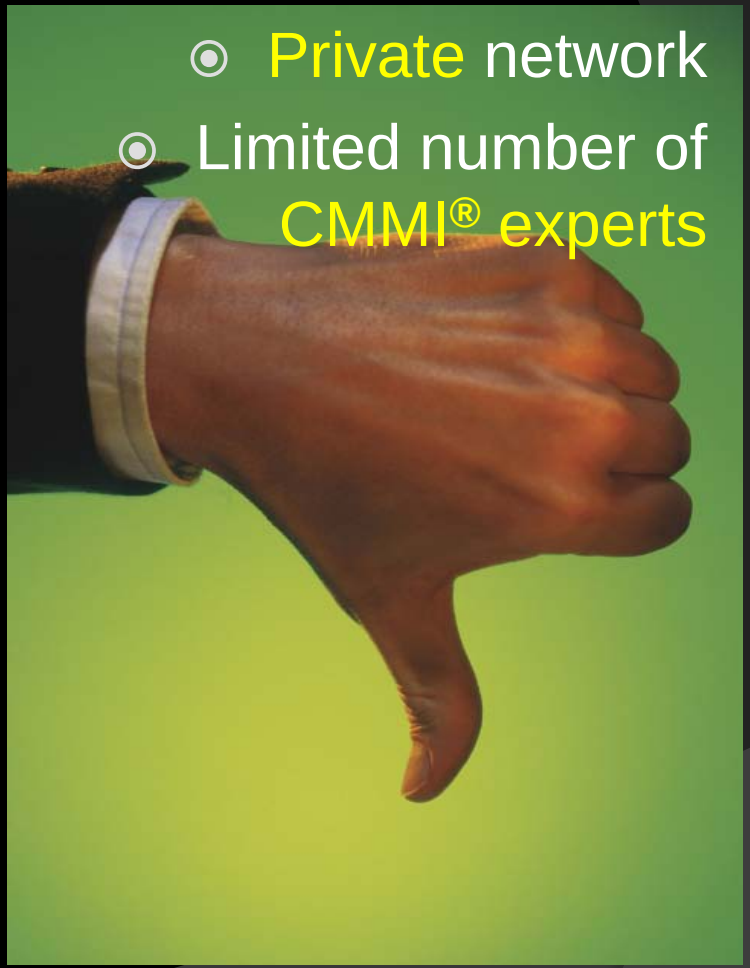
Pros and Cons

- Logical extension of the classroom experience
- CMMI®-immersive environment
  - *designed for* CMMI® knowledge dissemination
- All members personally know (and presumably trust) the site owner
- Spam-free



- Private network
- Limited number of CMMI® experts

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Summary

Summary

- Common social media sites include LinkedIn, Twitter, and Facebook
- Social media can used successfully for customer support (CMMI Rocks!)
- Each of these has its own unique strengths and weaknesses
- They all may be used to enhance your understanding and application of the CMMI®.

My Other Presentations This Week

Coming up next… in this room!

Best Presentation, Track 1

Questions

Q: Bill, why didn't you mention blogs?
Or YouTube?
Or other social media applications?

A: Then what would
I talk about *next* year?

Questions ?

Intro to CMMI v1.3
Hard Rock Hotel
Las Vegas!
Feb 8-10, 2011

Intro to CMMI-DEV v1.3
- Jan 19-21, 2011, Reston, VA
- Feb 8-10, ***Las Vegas***, NV

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Twitter:	twitter.com/CmmiRox
YouTube:	www.youtube.com/CmmiRocks
LinkedIn:	www.linkedin.com/in/billsmithleadingedge
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