

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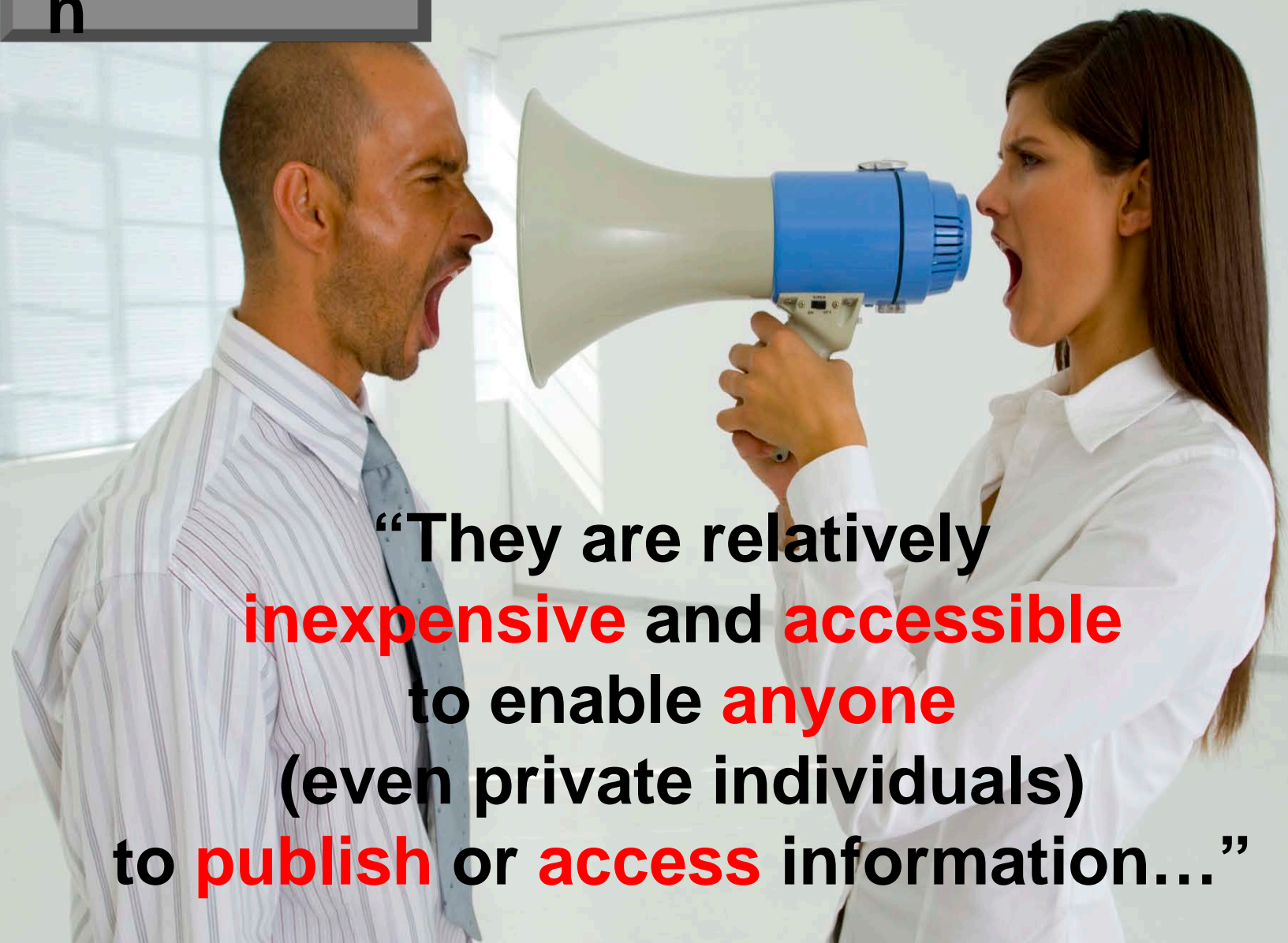
Bill Smith, CEO
Leading Edge Process Consultants LLC
www.CmmiTraining.com

Introduction

An example of
social media!

Wikipedia defines
social media as
“media for social **interaction**,
using highly **accessible** and **scalable**
publishing techniques...”

Introduction

A man and a woman are shown in profile, facing each other. The woman on the right is holding a blue and white megaphone to her mouth and shouting. The man on the left is also shouting with his mouth wide open. They are both wearing white shirts. The background is a bright, modern office interior with large windows.

**“They are relatively
inexpensive and accessible
to enable anyone
(even private individuals)
to publish or access information...”**

Introduction



“...compared to
traditional media,
which generally
require **significant
resources** to publish
information.”

Introduction

That's **one** definition...

Introduction

Here are a few
other things
social media can be...

Introduction



...useless

Introduction

...useful



Introduction

...time waster



Introduction



...time saver

**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...

LinkedIn

twitter

facebook

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

CMMI Rocks!

The *Leading Edge* Alumni Club

Leading Edge Process Consultants

Social Media Applications

LinkedIn

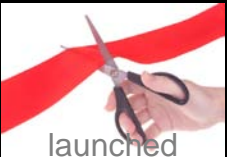


LinkedIn

About



www.linkedin.com



May 2003



80 million



29

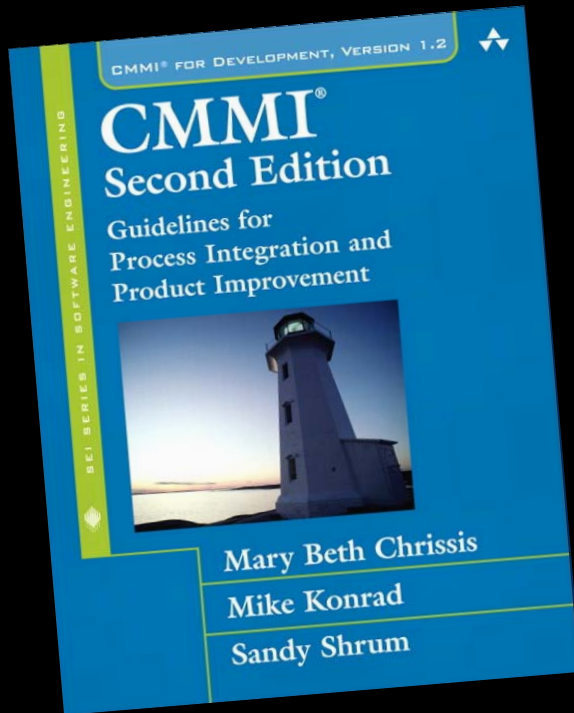


Business and professional
networking

Linked 



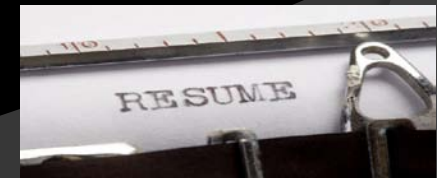
Relevance to CMMI® Users



- 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!**





How to Use LinkedIn

Establish a profile

Make connections

Perform searches

Bill Smith, CEO at Leading Edge Process Consultants, is shown with his profile details. The profile includes a header with his name and title, a summary of his experience, and a list of current and past roles. He is currently a CMMI Entertainer, SEI-Certified CMMI Instructor, and CEO at Leading Edge Process Consultants. His past roles include Senior Consultant and SEI-Authorized CMMI Instructor at Systems and Software Consortium, Senior Process Improvement Consultant at Bloodworth Integrated Technology, and Senior Consultant at Abacus Technology. He has a degree from Shenango High School and a Master's degree from Carnegie Mellon University. He has 390 connections and 25 recommendations. His website is listed as CmmiRox, and his public profile is at <http://www.linkedin.com/in/billsmithleadingedge>.

A screenshot of LinkedIn search results for "CMMI". The results list several professionals, including Jonathan Addelston (Principal and Owner - UpStart Systems, LLC), Dennis Ahern (Mgr., Process Imp. & Industry Initiatives - Northrop Grumman Corporation), Wade Allen (Enterprise Solutions Architect - Permuda Technologies, Inc.), Drew Allison (Principle Consultant, Process Improvement - SSCI), Roseann Alvarez (Senior Principle Systems Engineer - Orbital Sciences Corporation), Jim L. Andersson (Senior Recruitment Manager - Wipro Technologies), and Shane Atkinson (President - Atkott, Inc.).

A screenshot of LinkedIn search results for "CMMI". The results list several professionals, including Alexander Kondakov (Independent Consultant at CMMI.Kondakov), Kobi Vider (Process Improvement and Business Excellence Consultant and Contractor), and Miguel Serrano (Director at SEONTI (CMMI, SCAMPI, ITIL, PSP, TSP, PSM)).

Join groups

Ask questions

A screenshot of the "My Groups" page on LinkedIn. It lists several groups, including Carnegie Mellon University, University of Pittsburgh Alumni Association, CMMI-Capability Maturity Model Integration (Main Group), and CMM - Integrated (CMMI, 1500+).

A screenshot of a discussion thread in the "Agile CMMI" group. The thread is titled "Agile and CMMI levels 4 and 5" and is posted by Isabel. The thread content includes a question about Agile Methodologies supporting CMMI High Maturity Levels, specifically levels 4 and 5, and a response from Isabel asking for opinions on the subject.

Simplified, and only focusing on a few key uses



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



CMM - Integrated (CMMI, 1500+)

Discussions

Members

Promotions

Jobs

Search

More...

Membership totals as of 11/2/2010



LinkedIn

Specialized CMMI®-Related Groups

283
members



CMMI for Services

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

54
members



CMMI for Acquisition

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

131
members



CMMI High Maturity

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

262
members



Demystifying CMMI High Maturity

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

Membership totals as of 11/2/2010



Also of Interest...

2048
members



National Defense Industrial Association (NDIA)

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

364
members



SEI Membership
Carnegie Mellon

SEI Membership

Discussions [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

188
members



SEI Partner Network
Carnegie Mellon

SEI Partner Network

Discussions [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)

Membership totals as of 11/11/2010

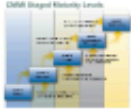


LinkedIn

Example Use


[1]

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



CMMI-Capability Maturity Model Integration (Main Group)

Discussions Members Promotions Jobs Search More...



[Follow Rajadurai](#)

How to ensure that GP2.1 is satisfied in an organization?

Hi All,
Can anyone give an example of how the GP2.1 "Establish and maintain an organizational policy for planning and performing the process." would be incorporated in the organizational QMS.
E.g. let us take a REQM PA, if an organization has defined/established a "Guideline for Requirements Management" which needs to be practiced across all the projects in the organization. In this scenario can we conclude that the GP2.1 for REQM is satisfied with this guideline?

Thanks & Regards
Rajadurai.A
1 month ago

[Like](#) [Comment](#) [Follow](#) [Flag](#) [More](#)



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 Requirement the implementation of this policy is planned, assigned responsibilities are defined, required training provided, stakeholder reviewed with process and Management

Hope this h

Cheers,
Mathi Ezhil
1 month ago



[Follow Rajadurai](#)

Rajadurai Arunas
implementing all the particular GP.

In my case, we've (which describes) referred by the "Requirement" kind of documents define a policy statement

Need to understand
1 month ago



[Follow David](#)

David Walker • You are no surprises, I have an expectation of guideline" in your
1 month ago



[Follow Lyn](#)

Lyn Jones • Rajadurai

I guess you are implementing the CMMI in order to succeed 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 unnecessary 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 n

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



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

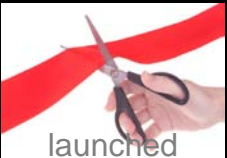


Twitter

About



[twitter.com](http://www.twitter.com)



July 2006



160 million



10

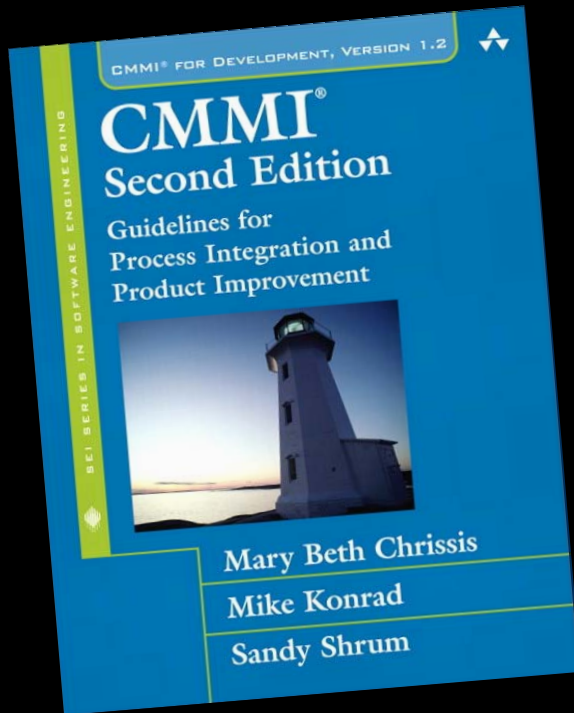


Micro-blogging

twitter



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]

Set up a
profile



Bill Smith

@CmmiRox Reston, Virginia, USA

CEO & CMMI Entertainer! (Huh?) Energizing trainer of 800+ people in the Software Engineering Institute's CMMI. Loves rock music, dry humor, "real" improvement.
<http://www.CmmiTraining.com/cmmi-instructor.html>

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]

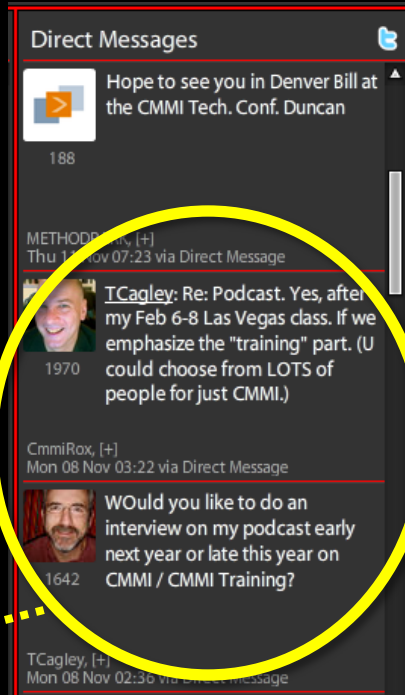
Track tweets of selected groups of people

Send/receive direct messages

See when you're mentioned in a tweet

A search for all tweets including "cmmi"

Monitor search terms



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!

Twitter

Facebook

LinkedIn



Who to “Follow”?

@CMMIAppraiser

User Profile

Jeff Dalton
@CMMIAppraiser

Friend

Got CMMI questions? Get answers! Agile pioneer in the CMMI world, CMMI Lead Appraiser, Scrum Master, and CMMI consultant.
www.broadwordsolutions.com

Michigan

<http://www.asktheCMMIAppraiser.com>
Twitter page

271 Followers 49 Following 385 Tweets 12 Listed

@CmmiRox

User Profile

Bill Smith
@CmmiRox

CEO & CMMI Entertainer! (Huh?) Energizing trainer of 800+ people in the Software Engineering Institute's CMMI. Loves rock music, dry humor, *real* improvement.

Reston, Virginia, USA

<http://www.CmmiTraining.com/cmmi-instructor.html>
Twitter page

1973 Followers 1449 Following 1264 Tweets 38 Listed

@hi11e1

User Profile

Hillel Glazer
@hi11e1

Friend

I build high performance organizations out of companies motivated to be lean, agile, and achieve world-class results.

Baltimore. Or away on biz.

<http://www.agilecmmi.com>
Twitter page

408 Followers 391 Following 1426 Tweets 36 Listed

Suggestions based roughly on:

- CMMI relevance
- number of followers
- number of tweets
- number of times “listed”

@SEINews

User Profile

Software Engineering Institute
SEI News

News from the Carnegie Mellon Software Engineering Institute

Pittsburgh, PA, USA

<http://www.sei.cmu.edu>
Twitter page

433 Followers 29 Following 1239 Tweets 44 Listed

@TCagley

User Profile

Thomas Cagley
@TCagley

Process Improvement Consultant, Blogger, Podcaster and Family Guy

Avon Lake, OH

<http://www.tcagley.wordpress.com>
Twitter page

1639 Followers 2001 Following 7560 Tweets 73 Listed



Twitter

Sample Tweets

[1]

Information

twitter

Home Profile Find People Settings Help Sign out

Number of CMMI SCAMPI A Appraisals increased sharply, from 1001 in 2008 to 1352 in 2009. <http://bit.ly/cKfqgo>

11:56 AM May 7th via TweetDeck

Delete



CmmiRox
Bill Smith

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twitter

Home Profile Find People Settings Help

'09 CMMI SCAMPI A Appraisals: Asia-2648, N America-1727, Europe-709, S America-313, Africa-63, Australia-39. C'mon Antarctica!

1:29 PM Apr 29th via LinkedIn
Retweeted by 1 person

Delete



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Twitter

Sample Tweets

[2]

Hyperlinks

active verification • led zepplin • busine
ent on caus
nent continuous representation • subpro
go
id
ati
ive
net
hr
nt
m
on
nt
cti
grated product and prove
sul
vision • organizational hr
product component • int
m
on
nt
cti
gr
sul
vision • organizational innovation and de
product component • innovation
cycle model • peer review • quantitative •

twitter Home Profile Find People Settings Help Sign out

PRocess Improvement and Software Engineering (PRISE) Search Engine:
<http://lnkd.in/-N5U6w>
10:38 AM May 5th via LinkedIn

 **CmmiRox**
Bill Smith

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twitter Home Profile Find People Settings Help Sign out

Discussion: "Path to CMMI Lead Appraiser." (My answer to a former student's question.)
<http://bit.ly/aJ6uOC>
10:49 AM May 8th via TweetDeck Delete

 **CmmiRox**
Bill Smith

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Twitter

Sample Tweets


[3]

Live from conferences or other gatherings


Home Profile Find People Settings Help Sign out

FLASH! New PA to be added at CMMI ML5 - Organizational Performance Management (OPM). Live from SEPGNA

2:52 PM Mar 24th via SimplyTweet
Retweeted by 2 people



CmmiRox
Bill Smith

Home Profile Find People Settings Help Sign out

Agile interpretation guidance will be added to CMMI v1.3. (Yay!) Live from #SEPGNA

2:46 PM Mar 24th via SimplyTweet
Retweeted by 3 people



CmmiRox
Bill Smith

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Twitter

Sample Tweets

[4]

"Words of wisdom"



Home Profile Find People Settings Help Sign out

Process improvement is NOT synonymous with making yourself more "compliant." #cmmi

8:08 AM Apr 29th via LinkedIn



CmmiRox
Bill Smith

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Home Profile Find People Settings Help Sign out

The CMMI never says you need to use the whole CMMI. Prioritize, addressing your organizational pain points first.

4:41 AM May 5th via web

Delete



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Bill Smith

Home Profile Find People Settings Help Sign out



How many "processes" are in the CMMI? Zip, zilch, zero, nada. The CMMI provides guidance on WHAT to do, not HOW to do it.

11:26 AM Oct 15th, 2009 via TweetDeck

Delete



CmmiRox
Bill Smith

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Twitter

Sample Tweets

[5]

General "what's happening"



Home Profile Find People Settings Help Sign out

Caffeine-laced lollipops helped the CMMI architecture discussion go down a bit easier in today's Intro to CMMI class.

6:55 PM Apr 13th via LinkedIn



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Bill Smith

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Off to teach Day 3 of Intro to CMMI at the IRS in Landover MD. Hopefully they don't think it's too "taxing."

<http://bit.ly/XntYI>

6:19 AM Sep 24th, 2009 via TweetDeck

Delete



CmmiRox
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Twitter

Sample Tweets

[6]

Humor



Home Profile Find People Settings Help Sign out

You know you're CMMI Maturity Level 1 when: Your most commonly applied contingency plan is the phrase "uh-oh." (RSKM)

11:25 AM May 6th via TweetDeck
Retweeted by 1 person



CmmiRox
Bill Smith

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Home Profile Find People Settings Help Sign out

Retiring from CMMI. No wait I'm not. Yes I am. Hey just kidding... I'm not. (Sorry, thought I was Brett Favre for a sec.)

1:48 PM Aug 19th, 2009 via TweetDeck

Delete



CmmiRox
Bill Smith

Home Profile Find People Settings Help Sign out

Business Help Jobs Terms Privacy



@spm221 You're expecting a child!? Awesome! And remember, CMMI-DEV Product Integration SP 3.4 covers "delivery." :)

8:40 AM May 11th via TweetDeck in reply to spm221

Delete



CmmiRox
Bill Smith

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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



Social Media Applications

Facebook



Facebook

About

http://www.



url

www.facebook.com



launched

February 2004



users

500 million



page rank

2



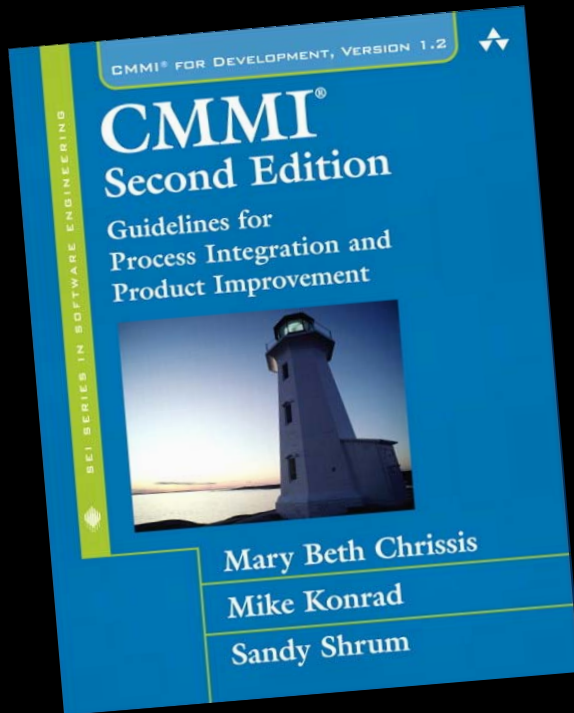
purpose

Social networking

facebook®



Relevance to CMMI® Users



- Gathering **information**
 - from organizations you “like”
- Solidifying **relationships**
 - personal/business contacts



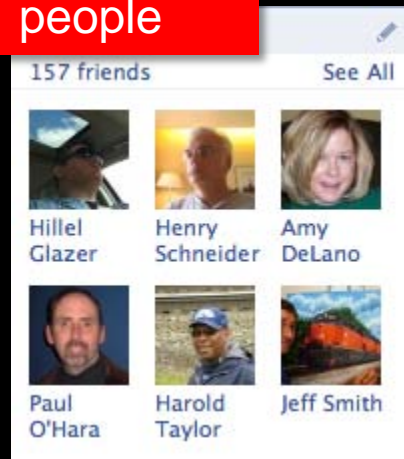
For now, **limited CMMI relevance**. Included here because of its **widespread adoption**.



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

ISD

Home Profile Account

SEI Membership | Carnegie Mellon

SEI Membership Welcome to #SEI Membership: Kelly L. McDaniel of Dovel Technologies and Norm Leclair of the Software Engineering Group Hill Air Force Base. 5 hours ago

Wall Info Photos Discussions Events

Write something...

Attach: Share

SEI Membership + Others Just SEI Membership Just Others

SEI Membership Welcome to #SEI Membership: Kelly L. McDaniel of Dovel Technologies and Norm Leclair of the Software Engineering Group Hill Air Force Base. 5 hours ago · Like · Comment

SEI Membership Sad News from the SEI: Watts Humphrey, National Medal of Technology winner and founder of the software process program at the SEI, died today. He was 83.

Watts Humphrey | Watts Humphrey: An Outrageous Commitment, A Lifelong Mission www.sei.cmu.edu

When Watts Humphrey died, the software engineering community lost a great leader. He was 83.

October 28 at 2:21pm · Like

SEI Membership Don't forget the release? What you need to know about CMMI V1.3

Calendar of Events www.sei.cmu.edu In this webinar, Eileen Forrester will discuss the release of CMMI V1.3. All three CMMI models (CMMI for Acquisition (CMMI-ACQ), CMMI for Development (CMMI-DEV), and CMMI for Services (CMMI-SVC), will be released as technical reports on November 1. A series of other products, such as training, S

11 Friends Like This 6 of 11 Friends See All

The Carnegie Mellon Software Engineering Institute (SEI) Membership program offers opportunities to network with leaders in software engineering and security. Benefits include SEI course and conference discounts. www.sei.cmu.edu/membership

SEI Membership Don't forget the webinar on Tuesday: Are you ready for the release? What you need to know about CMMI V1.3



Calendar of Events | Calendar of Events

www.sei.cmu.edu

In this webinar, Eileen Forrester will discuss the release of CMMI V1.3. All three CMMI models, CMMI for Acquisition (CMMI-ACQ), CMMI for Development (CMMI-DEV), and CMMI for Services (CMMI-SVC), will be released as technical reports on November 1. A series of other products, such as training, S

📅 October 25 at 12:52pm · Unlike · Comment · Share



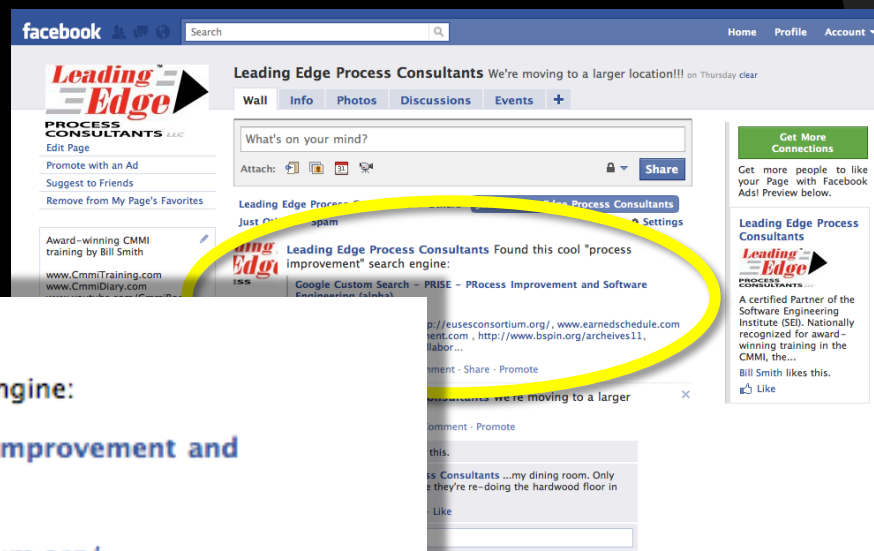
Facebook

Who to “Friend”?

[2]

Leading Edge Process Consultants

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



Leading Edge Process Consultants

Found this cool "process improvement" search engine:

Google Custom Search – PRISE – PProcess Improvement and Software Engineering (alpha)
www.google.com

searches sites including: <http://eusesconsortium.org/>,
www.earnedschedule.com, www.earnedvaluemanagement.com,
<http://www.bspin.org/archeives11>, <http://www.sei.cmu.edu/collabor...>

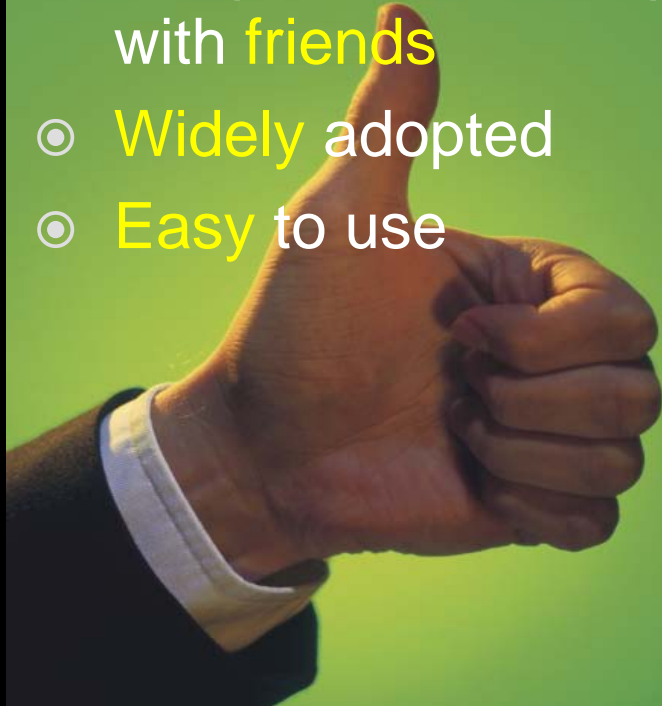
13 hours ago · 2 · Like · Comment · Share

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.

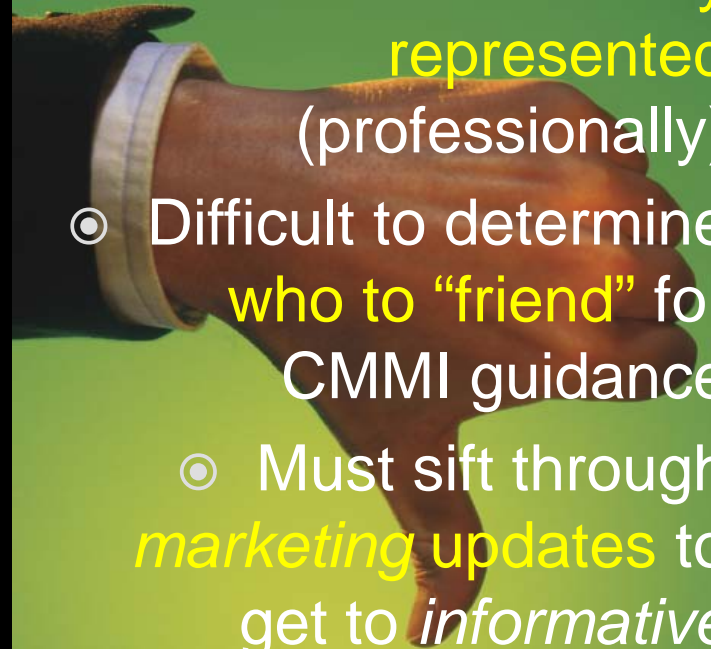


Pros and Cons

- ◉ 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!

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...

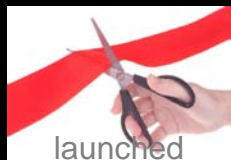
...and it **may not directly apply** to most
people here.

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



[cmmirocks.ning.com](http://www.cmmirocks.ning.com)



January 2010



150



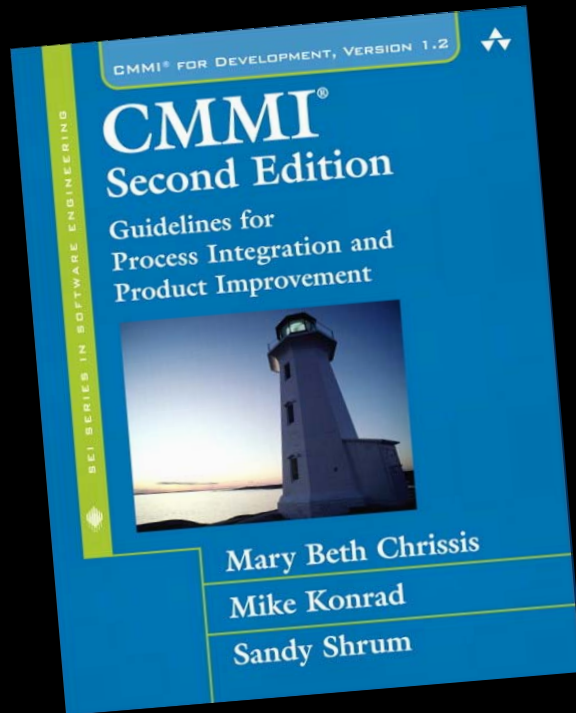
(Are you kidding me?)



Customer support and (private audience) professional networking



Relevance to CMMI® Users



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

CMMI Rocks!

The *Leading Edge* Alumni Club

Leading Edge Process Consultants

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VIDEOS

Edit

Not Your Typical
CMMI Class...

Not Your Typical CMMI
Class...

Added by Bill Smith

+ Add Videos

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WELCOME

Edit

CMMI Rocks! is a unique online community of *Leading Edge Process Consultants* CMMI class alumni. *Network* with your fellow *students* from dozens of classes, attend special members-only *events*, and access links to cool *CMMI resources*. Membership is limited to graduates of our CMMI courses, who must adhere to the site *Terms of Service*. Non-members may browse, but cannot add content. (To remove this restriction, *take a class!*)

THOUGHT OF THE WEEK

Edit



Watts Humphrey, 1927-2010

For more on the life of this remarkable man, visit www.sei.cmu.edu/watts.

FORUM

Edit



2010 NDIA CMMI Conference 2 Replies

Started by Bill Smith in *CMMI and Process Improvement*. Last reply by Bill Smith Nov 5.



Find lead auditors 8 Replies

Started by Fuji Nguyen in *CMMI Appraisals*. Last reply by Fuji Nguyen Nov 4.



CONTEST: Name My New CMMI Course! 28 Replies

Started by Bill Smith in *CMMI Training*. Last reply by Bill Smith Nov 2.

BILL SMITH

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

QUICK LINKS

Edit

Leading Edge Links

- CMMI Training Schedule
- CMMI Diary
- Bill on LinkedIn
- Bill on Facebook
- Bill on YouTube
- CmmiRox on Twitter

CMMI Version 1.3 Links


- CMMI for Development
- CMMI for Services
- CMMI for Acquisition


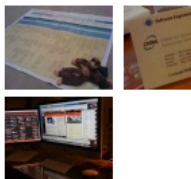
Announcements

- Watts Humphrey, 1927-2010
- Smith Receives SEI's 2010 Outstanding Representative Award
- Process Maturity Profile, March 2010


[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, Salina 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](#)

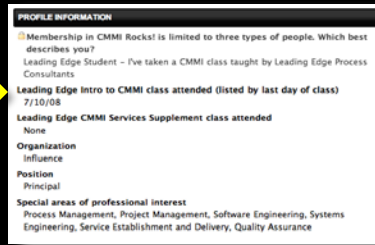
**CMMI
Rocks!**

How to Use CMMI Rocks!

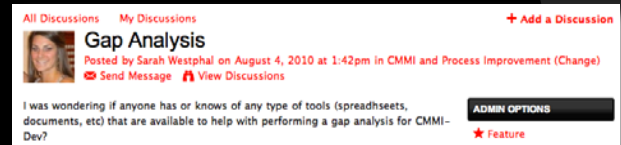
Attend a class



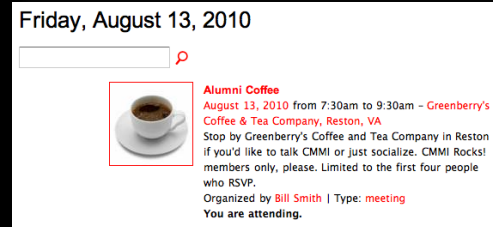
Create a profile



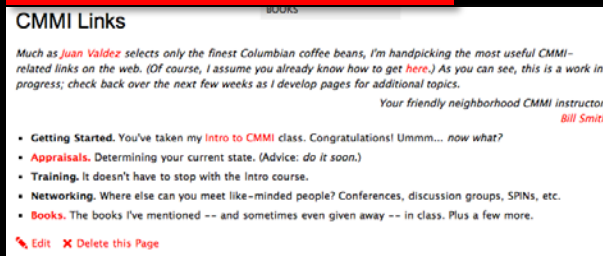
Ask questions



Attend events



Access resources



Receive broadcast messages

Simplified, and only focusing on a few key uses

MAIN MY PAGE MEMBERS FORUM **EVENTS** CMMI LINKS SEARCH OTHER STUFF MY NETWORK

All Events

My Events

[+ Add an Event](#)



Alumni Coffee

Added by Bill Smith

[View Events](#)

EVENT DETAILS



Time: **August 13, 2010** from 7:30am to 9:30am
Location: **Greenberry's Coffee & Tea Company, Reston, VA**
Street: **11790 A Baron Cameron Avenue**
City/Town: **Reston, VA 20190**
Website or Map: <http://maps.google.com/maps?f...>
Phone: **571-232-0146**
Event Type: **meeting**
Organized By: **Bill Smith**
Latest Activity: **Aug 8**

- [Export to Outlook or iCal \(.ics\)](#)
- [Export List of Attendees \(.csv\)](#)
- [+ Invite More People](#)
- [Share](#) [Twitter](#) [Facebook](#)

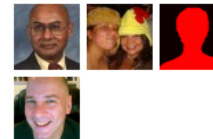
ADMIN OPTIONS

- [★ Feature](#)
- [✎ Edit Event](#)
- [✉ Send Message to Guests](#)
- [✕ Delete Event](#)

YOUR RSVP

You are attending.
[Change RSVP](#)

ATTENDING (4)



[View All](#)

EVENT DESCRIPTION

Stop by **Greenberry's Coffee and Tea Company** in Reston if you'd like to talk CMMI or just socialize. CMMI Rocks! members only, please. Limited to the first four people who RSVP.

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Class Downloads

CMMI for Development

- **CMMI Cheat Sheet.**
- **CMMI Crossword.** Distribute freely to your process group members. Or, use it in silences.
- **CMMI Crossword Solution.**
- **How a Project Works.** Amusing PowerPoint mini-presentation, adapted from silences.

CMMI for Services

- **CMMI-SVC Quick Reference.** Straight from the SEI.
- **CMMI-SVC Summary.** From Leading Edge. Crammed full of goals and practical tips.
- **Creatively Applying CMMI-SVC in a Very Small Consulting Firm.** Our award-winning presentation.
- **CMMI-SVC for CMMI-DEV Enthusiasts.** Another of our 2009 NDIA presentations.

Miscellaneous

- **FERPA Form.** You filled one out in class. Recapture that magical moment.

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Appraisals

[+ Add a Page](#)

The SEI's CMMI Appraisals Homepage. Your official starting point, I suppose. (If I thought it was sufficient, though, would I have pulled together the links below?)

Frequently Asked Questions (FAQs). Need to understand appraisals? At the 30,000 foot level? Quickly? Then read these! They may not tell you *everything* you'll eventually need to know, but they will clear up common misunderstandings and save you a ton of *grief*.

- **The SEI's CMMI Appraisals FAQ.** Straight from the horse's mouth. Good stuff.
- **An alternative CMMI appraisals FAQ.** Part of the kinda-sorta famous "brutally honest, totally hip CMMIFAQ." Irreverent and candid, which is why I *love* it!

Databases. Web-accessible SEI sites.

- **Published Appraisal Results (PARS).** Currently valid SCAMPI Class A appraisal results. Group or sort every-which-way -- by constellation, year, maturity level, etc. -- until you get *bored* and need to get back to your day job.
- **SEI Appraisal System (SAS).** If and when you need to become an official Appraisal Team Member (ATM), you'll register via this site. Until then, add this to the long list of *things you don't really need to know about*.

Method Descriptions. Authored by the SEI, these are the official guiding documents for conducting SCAMPI appraisals. Even better, they're *free*!

- **SCAMPI A v1.2 Method Definition Document** by the SCAMPI Upgrade Team. The appraisal geek's bible, containing "precise listings of required practices, parameters, and variation limits." Best left to Lead Appraisers or people with *too much time on their hands*. (You may hear this tome reverently referenced as "The MDD.")
- **Handbook for Conducting SCAMPI B and C Appraisals.** by Will Hayes, Gene Mulik, Lisa Ming, Margaret Glover, and members of the SCAMPI B and C Project. How to conduct SCAMPI B and C appraisals. (Duh!) You don't need a Lead Appraiser for these events, but you will need somebody who has had **SCAMPI B and C Team Leader Training**.

Books. You may find these a bit easier to read than an MDD.



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

October 24-26, 2010, Introduction to CMMI
my final public v1.2 class ever. Why is this
CMMI 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](#)




CMMI Rocks!

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



CMMI Rocks!

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 a subset of ITIL that is significant in service is the only one Function. CMMI of them address Prevention (IRP), the help desk.

As you indicate CMMI-SVC more Delivery (SD) are part of your service delivery (your system require

[Edit Comment](#)
[Reply to This](#)



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

[Send Message](#)

Fuji,

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

Project Planning (PP): Project Plan for establishment support, including people, process, technology
Project Monitoring and Control (PMC): Plan service establishment

Integrated Project Management (IPM): Initiatives on the helpdesk. for example, new locations; or modification to current Requirements Management (REQM): Managing new and/or changed requirements
Risk Management (RSKM): Managing your any update to current functionality or establishment
Capacity and Availability Management (CAM): helpdesk establishment. for example, plan support the current phone line that the People, process, technology and product
Organizational Process Definition (OPD): process assets and work environment
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](#)

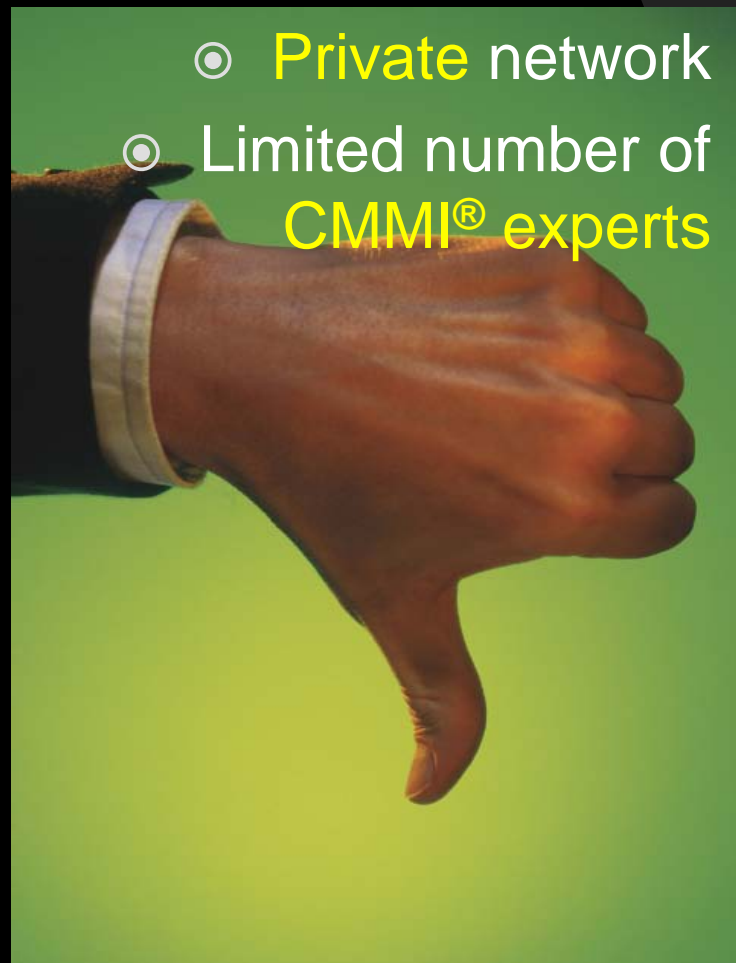
[Reply to This](#)

**CMMI
Rocks!**

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**



Summary

Summary

- ◎ Common social media sites include **LinkedIn**, **Twitter**, and **Facebook**
- ◎ Social media can be 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

Website:

www.CmmiTraining.com

Blog:

www.CmmiDiary.com

Alumni Club:

CmmiRocks.ning.com

bill@cmmitraining.com

Twitter:

twitter.com/CmmiRox

YouTube:

www.youtube.com/CmmiRocks

LinkedIn:

www.linkedin.com/in/billsmithleadingedge

Facebook:

[www.facebook.com/pages/
Leading-Edge-Process-Consultants/
120351941356797](https://www.facebook.com/pages/Leading-Edge-Process-Consultants/120351941356797)



Bill Smith