No More Slides!
Leading a True Technical Discussion

SESSION 12521

Wednesday, February 6th

Scott Harris, IBM

sfharris@us.ibm.com

SHARE
in San Francisco
2013

Agenda

- A Discussion?
- What? Planning for a Conversation
- How? Having the Conversation
- When? Gaining Agreement

A Discussion?

Power of the Pen

A Discussion?

Power of
the Pen

- Compelling
- Consistent
- Confident

versus

The Pain of
PowerPoint

A Discussion?

C-Level

Power of the Pen
- Compelling
- Consistent
- Confident

Staff

versus

The Pain of PowerPoint

SHARE
in San Francisco
2013

A Discussion?

Power of
the Pen
- Compelling
- Consistent
- Confident

C-Level

Staff

WB
- Discuss versus Present
- Differentiate and Align
- Act versus Inform

versus

The Pain of
PowerPoint

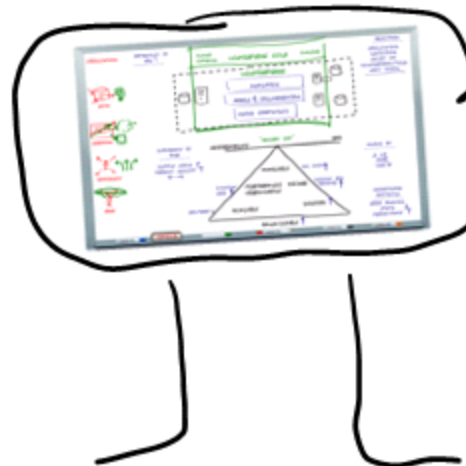# A Discussion?

Power of the Pen

- Compelling
- Consistent
- Confident

versus

The Pain of PowerPoint

C-Level

Staff

WB

SMEs

Reviews

Pilot

- Discuss versus Present
- Differentiate and Align
- Act versus Inform

SHARE in San Francisco
2013

Discussion vs Powerpoint – Top 10 Reasons from 2/6/2013 Session

- Interaction increased
- Allows presenter to be Authentic
- Discussion vs Presentation
- Flexible
- Thoughts considered
- Shared audience – keeps them engaged
- Control timing – not rush through final 20 charts
- Consistent message framework across all audiences
- Innovative
- Focused

What Is *Whiteboarding*?
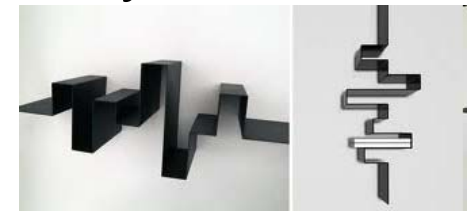
A framework for a discussion to:

- Have an interactive dialogue with your leadership team

- Position yourself as a consultative partner

- Sell ideas with visual stories

- Qualify and discover

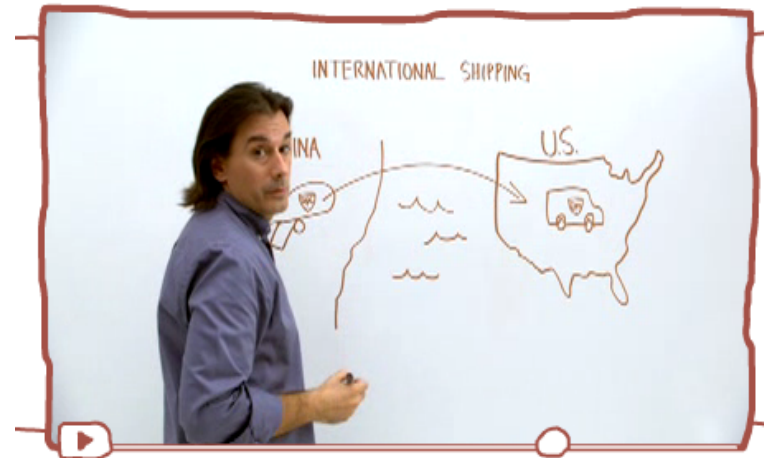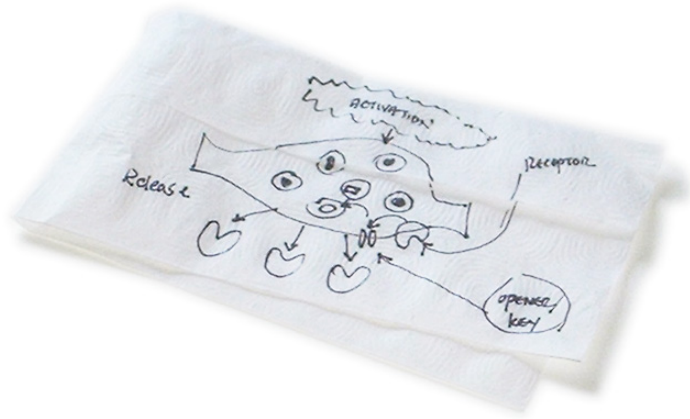- Be a thought leader

- Be a trusted advisor

Establishing the Story

Whiteboard Design

- What are the common company pain points?

- What is the real message we are trying to convey?

- What do we want the leadership to do?

Whiteboarding Is NOT the Point

Whiteboarding Best Practice

COLOR IS YOUR FRIEND

- Red is effective for the "before" picture.
- Green is for the "after."
- Blue is for references, anecdotes, and so on.
- Black is for the "facts."

Setting Up the Discussion

- Understand the concerns

- Define the objectives

- Gain agreement

OBJECTIVES
- WHY TCO
- 4 DIMENSIONS OF TCO
- OPTIMIZING TCO
- NEXT STEPS

Defining the Challenges

- Limit the number

- Ensure the scope is clear

- Open for discussion

- Gain agreement

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

ERASER

Setting Up the Landscape

- Provide adequate background and facts

- Ensure the message represents the environments

- Develop the message to position your point of view

- Ask for feedback throughout discussion

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

HARDWARE

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

PRODUCTION
ONLINE   FAILO   DEV   TEST   QA   D/R
BATCH

HARDWARE

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

PRODUCTION
ONLINE   FAILOVER   DEV   TEST   QA   D/R
BATCH

HARDWARE

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

ERASER

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

PRODUCTION
ONLINE FAILOVER   DEV   TEST   QA   D/R
BATCH

HARDWARE

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

ERASER

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN
COSTS

CONSOLIDATION
MIGRATION

NEW SYSTEMS

COMPETITION

PRODUCTION
ONLINE
BATCH

FAILOVER

DEV

TEST

QA

D/R

GROWTH

HARDWARE

SOFTWARE

PEOPLE

NETWORK

REFRESH

STORAGE

FACILITIES

"EVENTS"

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN COSTS

CONSOLIDATION MIGRATION

NEW SYSTEMS

COMPETITION

PRODUCTION
ONLINE
BATCH

FAILOVER

DEV

TEST

QA

D/R

GROWTH

TX

HARDWARE

REFRESH

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

"EVENTS"

AVAILABILITY... SECURITY... RESILIENCY... SCALABILITY...

ERASER

Providing the Facts

- Develop your solution

- Back up the solution with facts

- Link the facts with the solution

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS - NFR

CONTAIN COSTS

CONSOLIDATION MIGRATION

NEW SYSTEMS

COMPETITION

FOR TCO ... YOU NEED THE COMPLETE PICTURE

PRODUCTION
ONLINE FAILOVER
BATCH

ENVIRONMENT

DEV   TEST   QA   D/R

GROWTH   **TIME**

TX

COST CATEGORIES

HARDWARE

SOFTWARE

PEOPLE

NETWORK

STORAGE

FACILITIES

REFRESH

OPTIMIZING IT
TO REDUCE TCO

"EVENTS"

QOS - NFR AVAILABILITY... SECURITY... RESILIENCY... SCALABILITY...

ERASER

Closing the Discussion

- Provide references relevant to management's needs

- Gain agreement on next steps in the meeting

4 DIMENSIONS OF TCO
- COST CATEGORIES
- ENVIRONMENT
- TIME
- QOS – NFR

CONTAIN COSTS

CONSOLIDATION MIGRATION

NEW SYSTEMS

COMPETITION

OBJECTIVES
- WHY TCO
- 4 DIMENSIONS OF TCO
- OPTIMIZING TCO
- NEXT STEPS

FOR TCO ... YOU NEED THE COMPLETE PICTURE

PRODUCTION
ONLINE FAILOVER   DEV
BATCH

ENVIRONMENT
TEST   QA   D/R

TIME
GROWTH
                    TX

COST CATEGORIES

HARDWARE

REFRESH

SOFTWARE

OPTIMIZING IT
TO REDUCE TCO

PEOPLE

NETWORK

STORAGE

FACILITIES

"EVENTS"

QOS – NFR   AVAILABILITY... SECURITY... RESILIENCY... SCALABILITY...
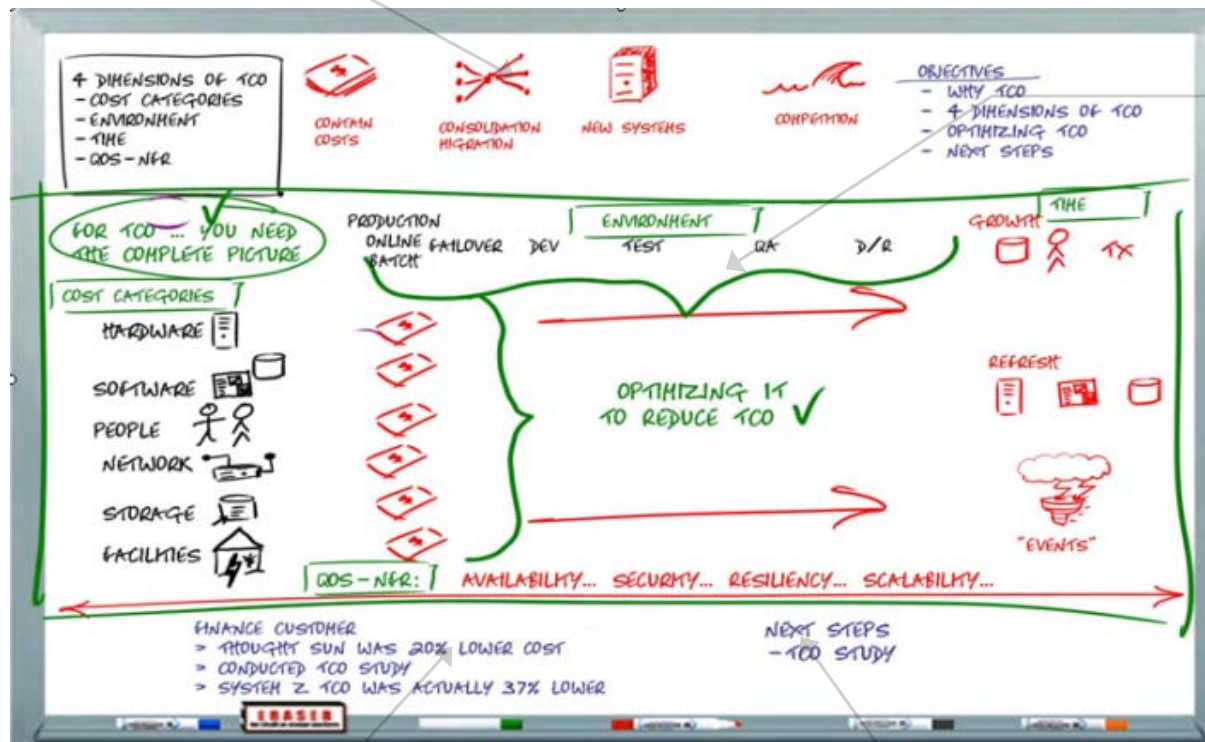
FINANCE CUSTOMER
> THOUGHT SUN WAS 20% LOWER COST
> CONDUCTED TCO STUDY
> SYSTEM Z TCO WAS ACTUALLY 37% LOWER

NEXT STEPS
– TCO STUDY

ERASER

The Whiteboard Selling Approach

1 *Gain agreement on generic challenges*

2 *Gain agreement on cost categories, environment, time, and QoS*

3 *Provide real implementation examples*

4 *Finish by talking about the need to understand all costs and the studies we have to help them*

References

- Helpful information on visual/graphics by Edward Tufte a leading thinker in graphic design and specifically in the area of the visual display of information.
  - http://www.wired.com/wired/archive/11.09/ppt2.html

- This link talks about how, with Power Point, the technology gets in the way of the speaker and his audience.
  - http://stevenmsmith.com/powerpoint-confession/

- A list of 20 things wrong with using Power Point.
  - http://ezinearticles.com/?Presentations---Whats-Wrong-With-PowerPoint---Top-Twenty-Troubles&id=2730080

System z Social Media Channels

- **Top Facebook pages related to System z:**
  - IBM System z
  - IBM Academic Initiative System z
  - IBM Master the Mainframe Contest
  - IBM Destination z
  - Millennial Mainframer
  - IBM Smarter Computing

- **Top LinkedIn groups related to System z:**
  - System z Advocates
  - SAP on System z
  - IBM Mainframe- Unofficial Group
  - IBM System z Events
  - Mainframe Experts Network
  - System z Linux
  - Enterprise Systems
  - Mainframe Security Gurus

- **Twitter profiles related to System z:**
  - IBM System z
  - IBM System z Events
  - IBM DB2 on System z
  - Millennial Mainframer
  - Destination z
  - IBM Smarter Computing

- **YouTube accounts related to System z:**
  - IBM System z
  - Destination z
  - IBM Smarter Computing

- **Top System z blogs to check out:**
  - Mainframe Insights
  - Smarter Computing
  - Millennial Mainframer
  - Mainframe & Hybrid Computing
  - The Mainframe Blog
  - Mainframe Watch Belgium
  - Mainframe Update
  - Enterprise Systems Media Blog
  - Dancing Dinosaur
  - DB2 for z/OS
  - IBM Destination z
  - DB2utor

Questions?