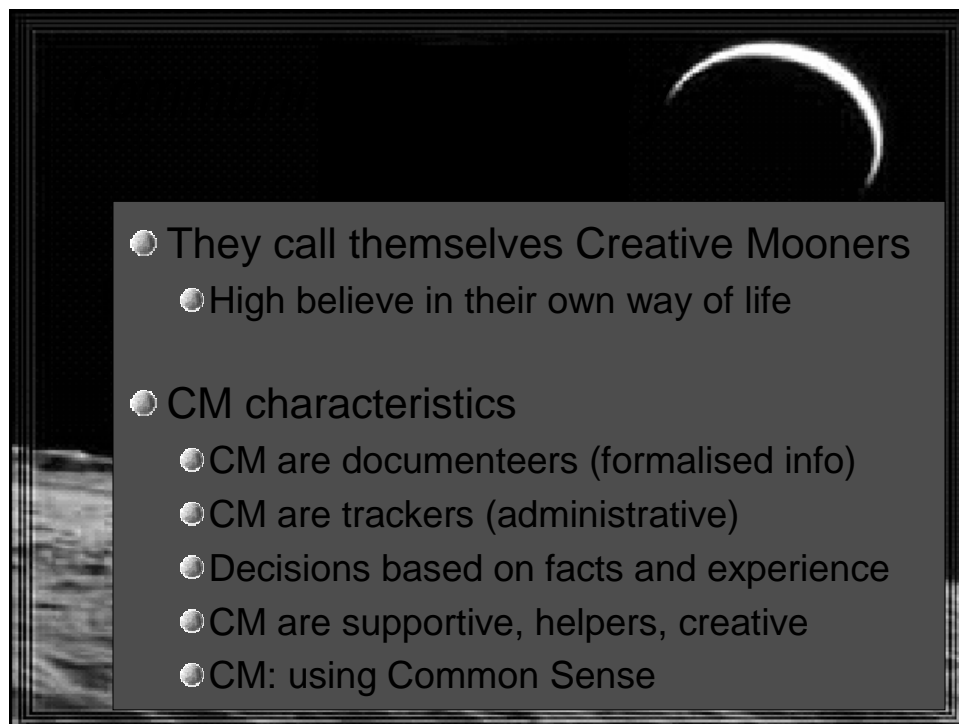


- Mayor of CM-City since 1995
- CM-city is one of the cities on the Moon
 - About 500 inhabitants
 - Pretty self-supporting
 - On the dark side
- Other places are:
 - PM-city, QA-village
 - ITIL-woods
 - DSDM-commune




- They call themselves Creative Mooners
 - High believe in their own way of life
- CM characteristics
 - CM are documenteers (formalised info)
 - CM are trackers (administrative)
 - Decisions based on facts and experience
 - CM are supportive, helpers, creative
 - CM: using Common Sense



- ***Take active role in all MoonProjects***
but
- MoonProjects are executed at the sunny side of the Moon
 - Inhabitants of PM-city and QA-village are always invited. Sometimes even ITIL-wooders and from the DSDM-commune

Who they know, is who they invite !

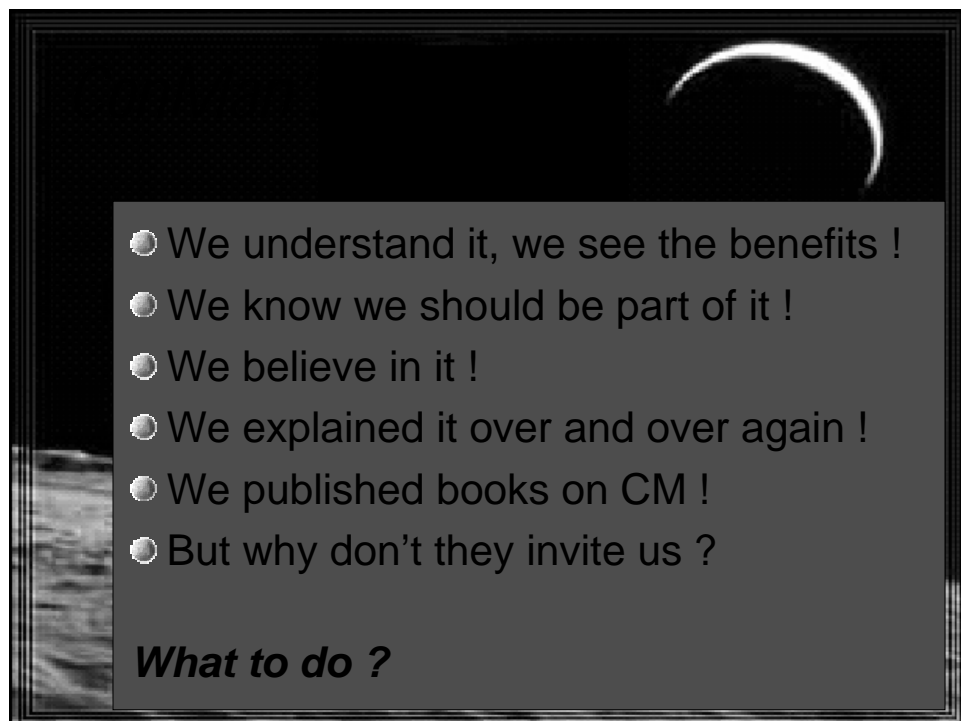


Dark side of the Moon

- CM (Creative Mooning) gets low attention
- No sunshine, no exposure
- Visible to adventures people
 - Like in 1969 (Apollo 11)

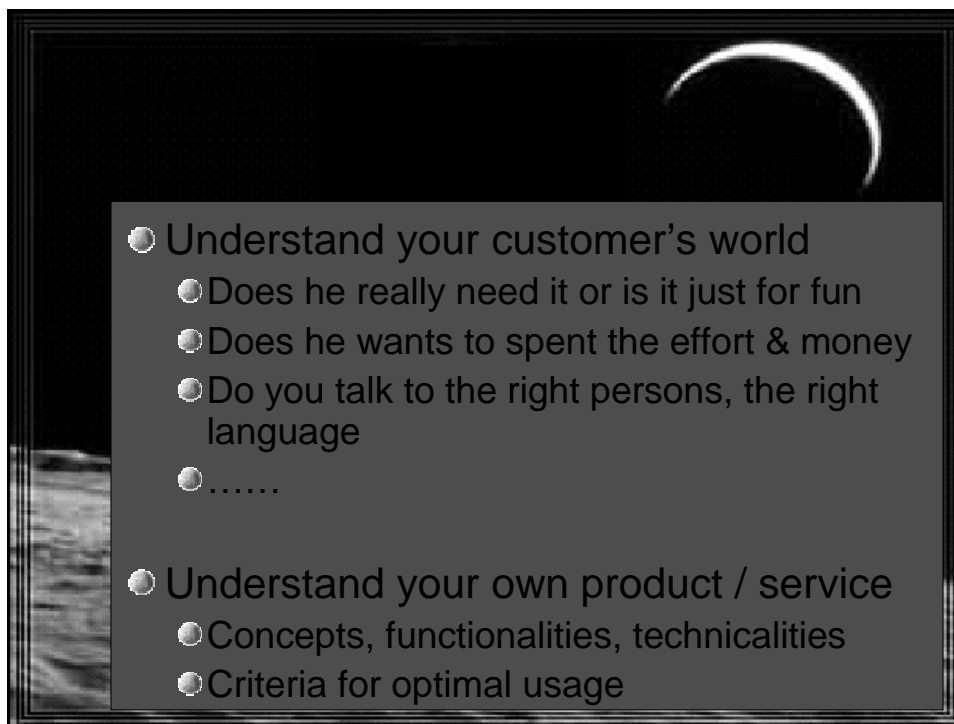


Who you don't know, you don't 'trust' !



- We understand it, we see the benefits !
- We know we should be part of it !
- We believe in it !
- We explained it over and over again !
- We published books on CM !
- But why don't they invite us ?

What to do ?



● Understand your customer's world

- Does he really need it or is it just for fun
- Does he wants to spent the effort & money
- Do you talk to the right persons, the right language
-

● Understand your own product / service

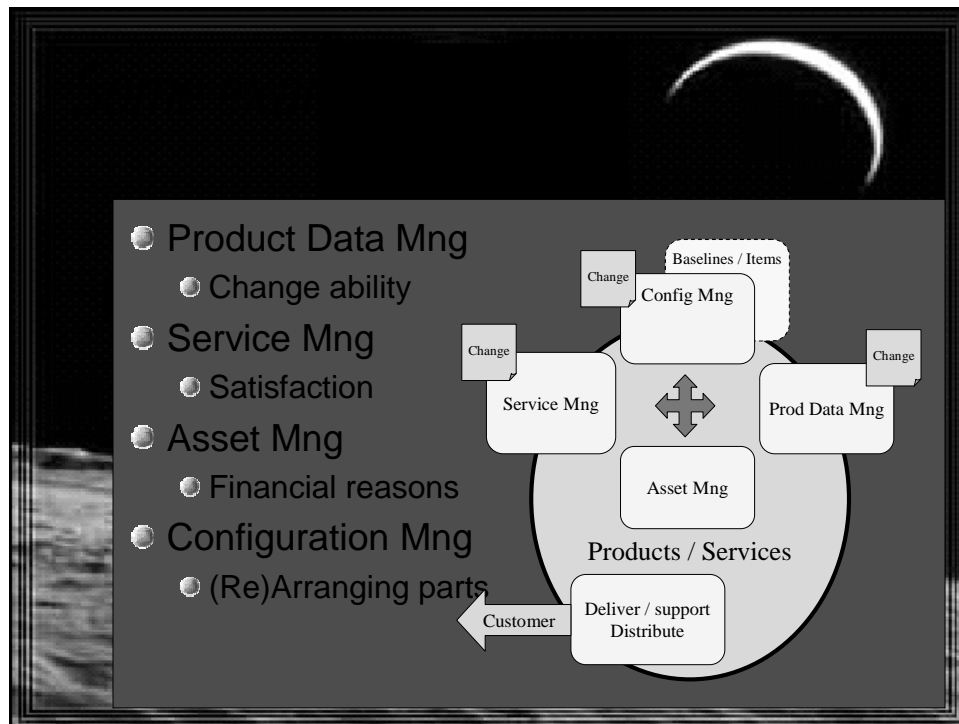
- Concepts, functionalities, technicalities
- Criteria for optimal usage



● Just another Mooning discipline

Project Mng, Content Mng, Version Mng,
Release Mng, Test Mng, Risk Mng,
Total Quality Mng, Document Mng,
Requirements Mng, Build Mng, CRM,
Asset Mng, Product Mng, Human
Resource Mng, Data Mng, ...

Is the moon waiting for this product ?



Management – decision makers

- Are they waiting for another Mng thing
 - it cost him/her extra money
 - and probably never sees a direct ROI

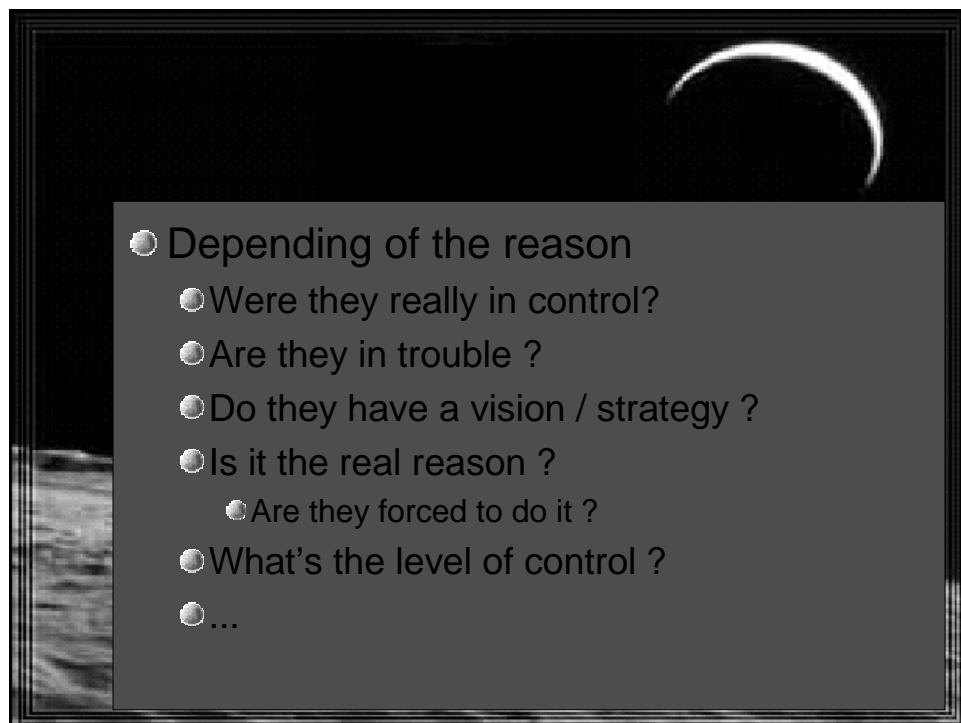
So, find something (s)he's waiting for !



A slide with a dark background featuring a crescent moon in the upper right and a textured, light-colored area in the lower left. A semi-transparent grey box in the center contains a list of five items, each with a bullet point. Below the list is a bolded italicized sentence.

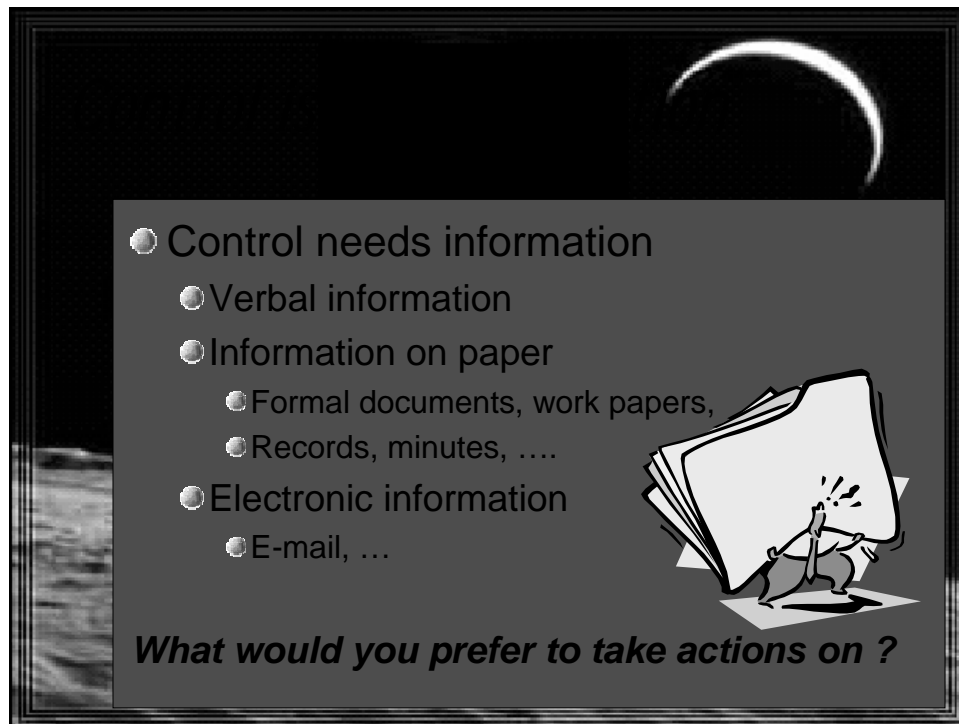
- Power (dictative reason)
- Money (commercial reason)
- Quality (safety reason)
- Changeability (survival reason)
- Time (save fines)

There's always a reason to be in control




A slide with a dark background featuring a crescent moon in the upper right and a textured, light-colored area in the lower left. A semi-transparent grey box in the center contains a list of seven questions, each with a bullet point.

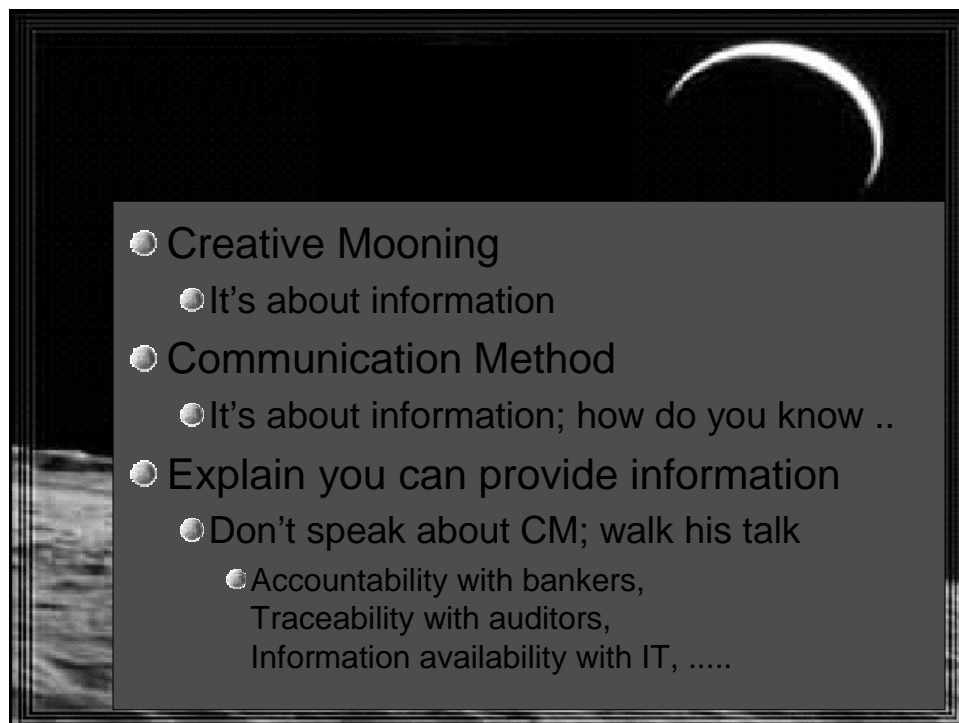
- Depending of the reason
 - Were they really in control?
 - Are they in trouble ?
 - Do they have a vision / strategy ?
 - Is it the real reason ?
 - Are they forced to do it ?
 - What's the level of control ?
 - ...



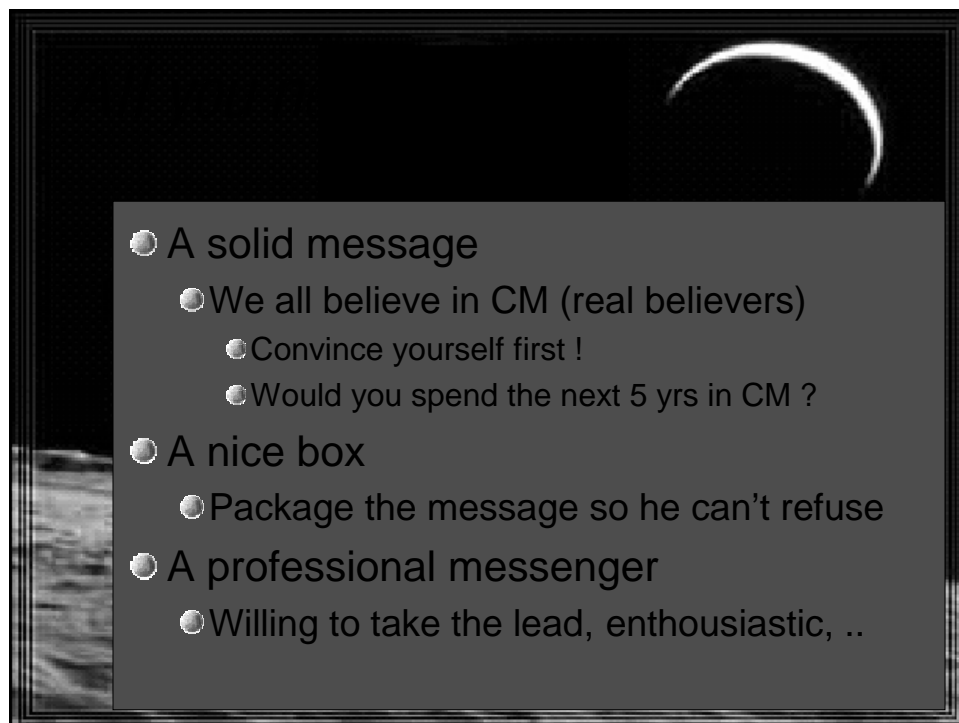
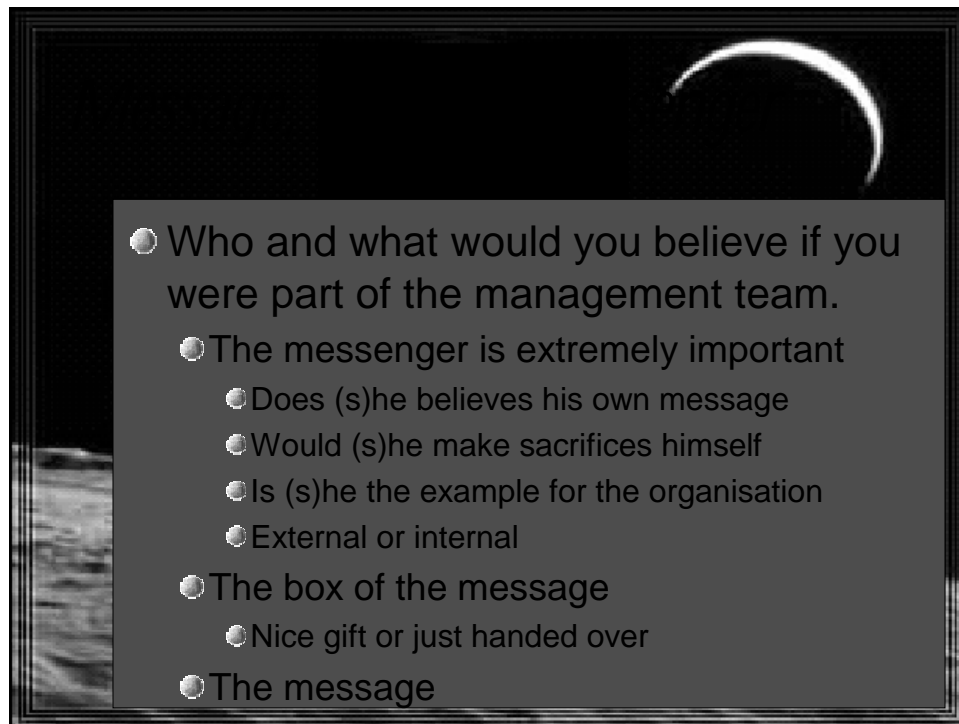
- Control needs information
 - Verbal information
 - Information on paper
 - Formal documents, work papers,
 - Records, minutes,
 - Electronic information
 - E-mail, ...



What would you prefer to take actions on ?

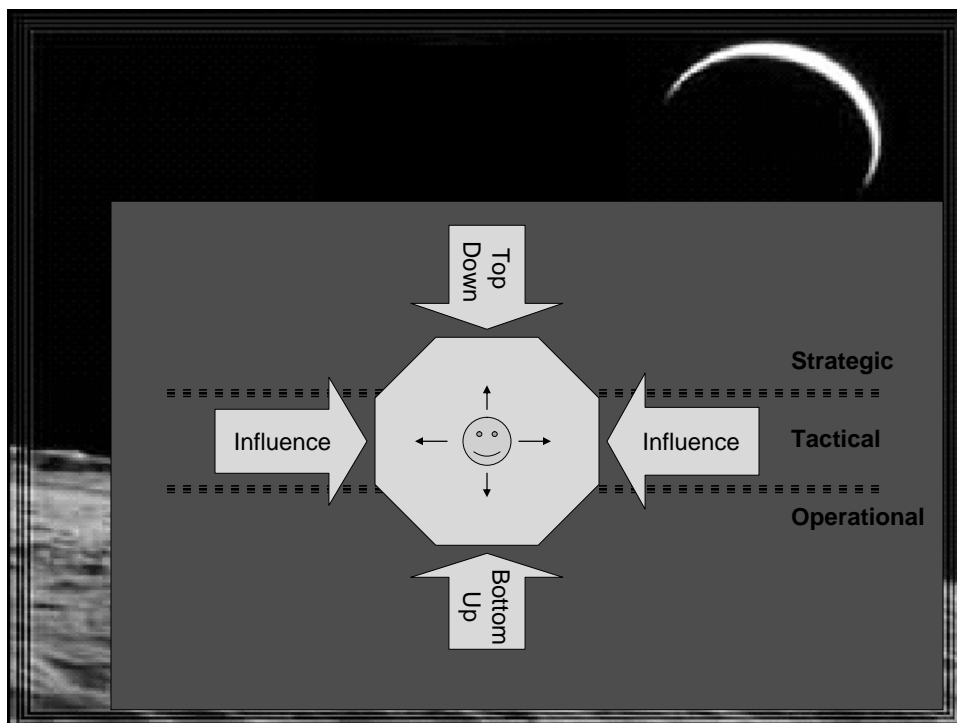


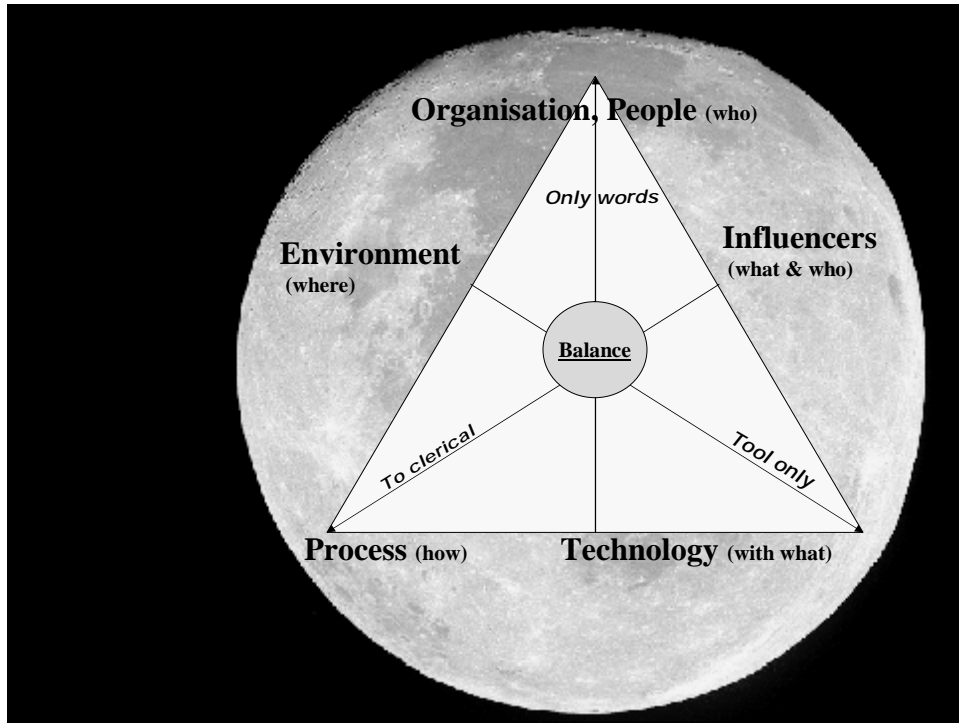
- Creative Mooning
 - It's about information
- Communication Method
 - It's about information; how do you know ..
- Explain you can provide information
 - Don't speak about CM; walk his talk
 - Accountability with bankers,
 - Traceability with auditors,
 - Information availability with IT,





- Just do it
 - Start in your own environment
 - Motivate your colleagues
 - Convince your environment
 - Be enthusiastic, pragmatic and realistic
 - Do it without extra budgets
 - Tools are not needed, just a lot of extra work
- Use the Inside Out Method





If you don't understand it, you can't explain it
It's everybody's job, so make them do it
They feel your fear, so be convinced
Make it your profession
It's not a product; it's a mental thing

**You don't sell mental issues,
you just pass it on !**

