

workfront

Ask the Expert Workshop:

Modern Work Governance
for the Enterprise

RESOURCES

Modern Work Governance for the Enterprise

Concept of a Federated Center of Excellence

P r e s e n t e r



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WHAT IS A FEDERATED CENTER OF EXCELLENCE

A multi-organizational team providing leadership, best practices, research, support and/or training of a **CONSISTENT MODEL** of work.



WHAT IS A FEDERATED CENTER OF EXCELLENCE



**Ensuring
operational excellence**



**Forming a
center for excellence**



**Sharing
best of class excellence**

ENSURING OPERATIONAL EXCELLENCE



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ENSURING OPERATIONAL EXCELLENCE

VALUE PROPOSITION

Ensure everyone is **focused on the same goals** and the right work

Increase work outputs in the same amount of time with the same or fewer resources

Optimize financial investment and the time required to do work

Automate the process of **conforming to regulations and standard work policies**

Deliver on and **manage internal/external stakeholder** work expectations

Create the right work environment where employees can cultivate job satisfaction

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A photograph of a man and a woman working together at a wooden desk in an office. The man, on the left, is looking down at a laptop. The woman, on the right, is looking towards the camera. On the desk are a laptop, a coffee cup, a small potted cactus, and a smartphone. In the background, there is a large window with several panes and some sticky notes on the wall.

FORMING A CENTER FOR EXCELLENCE

VALUE FORMATION

People have a **seat and a voice at the table**

A **common work management vision** is understood

Groups participate in working toward **common goals**

Leadership sponsorship to support work management solution is visible

Sets tone for thought leadership; best practices; process improvements; data measurements; support; training; and on-boarding

Creates the **right work environment** where employees can cultivate job satisfaction

FORMING A CENTER FOR EXCELLENCE

Secure **LEADERSHIP**
SPONSORSHIP and
buy-in.



User.

Facilitate user adoption in a way that makes it easy to integrate work with Workfront



Oversight.

Create standards and processes around the way work is done at your company



Work visibility.

Increase work visibility around individual and department tasks and project



Productivity.

Decrease number of meetings and enable individuals to spend more time producing results



Finance.

Improve visibility for real time financial expenditures and projects revenue expectations

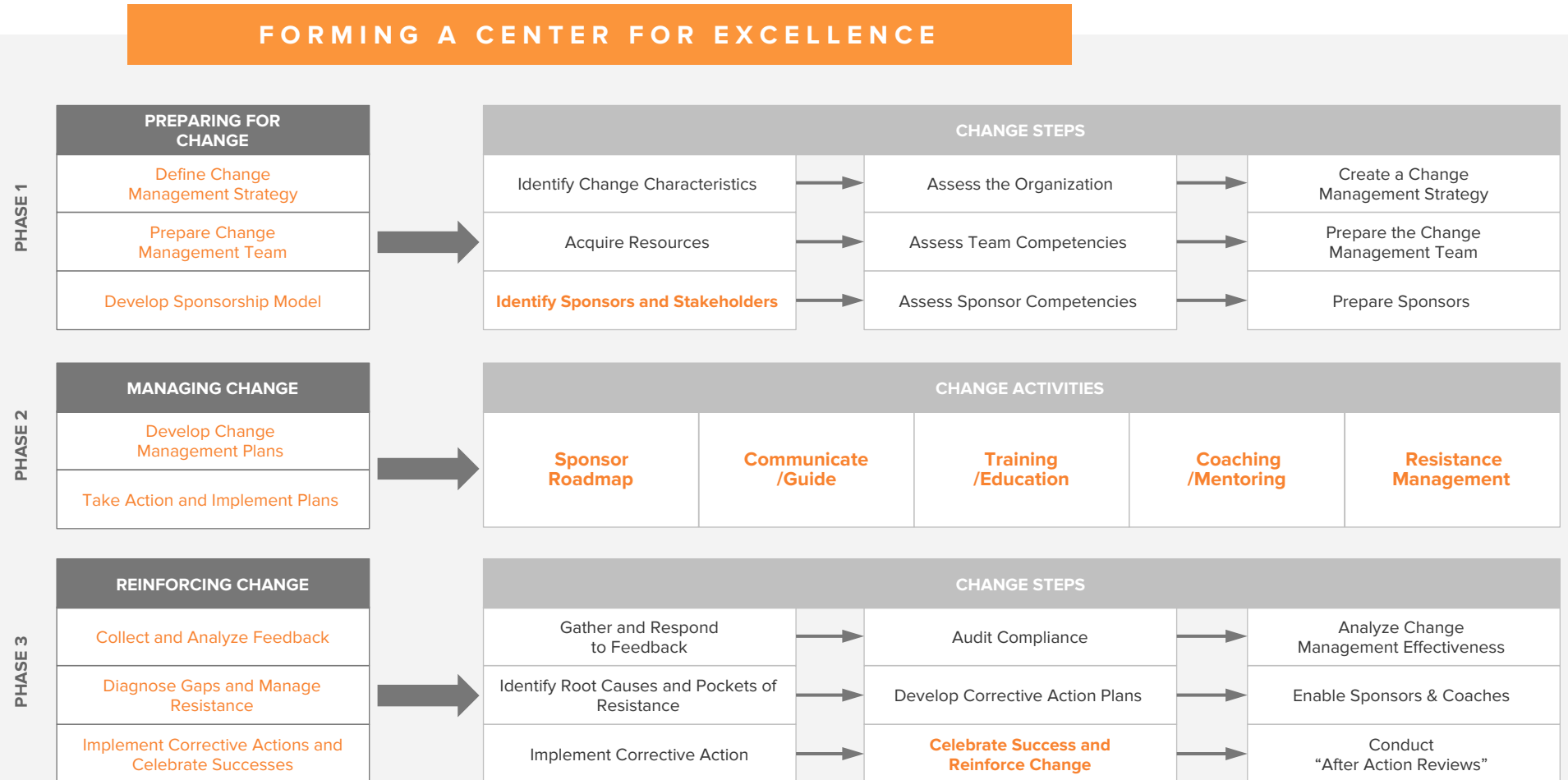


Work optimization.

Capture data to facilitate opportunities to refine processes and workflow



Drive
CHANGE in
how teams
work.



FORMING A CENTER FOR EXCELLENCE

Develop **FRAMEWORK** (6 steps)

1. **Create a vision**

2. **Secure resources** with defined roles & responsibilities

3. **Provide infrastructure** for resource change in order to achieve higher performance



OVERSEE

key
infrastructure
practices.

FORMING A CENTER FOR EXCELLENCE



Communication plans

Initiate active participation and adoption

- Personalizes message from Leadership Sponsor – gives encouragement
- Highlights importance of using Workfront and why you are needing them to “Get On Board”
- Outlines vision/strategy details to help direct collaboration
- Sets education expectations



Ongoing education

Instruct and guide training programs

- Provides learning curriculum of what the tool can provide to streamline work
- Develops Subject Matter Experts (SME) to help foster understanding and ease onboarding new team members (or reviewers)
- Engages team members in peer round table discussions
- Makes Workfront part of the company core work management learning curriculum



User management

Facilitate user management

- Handles user alignment, group/company structure, system license allocation

OVERSEE
more key
infrastructure
practices.

FORMING A CENTER FOR EXCELLENCE



System configuration

Source for all system defaults/configuration changes

- Reviews and handles system configuration and modifications (not individual group processes)
- Obtains buy-in from governing parties
- Aligns system modifications to Workfront release cycles



Process Improvement

Guide shared practices but not mandate identical work processes

- Understands Templates/Project work plans
- Provides guidance and assistance in structuring individual group processes – best practices



Data/ metrics/ measurements

Establish data guidelines/metrics

- Manages overall solution data for consistency, irregularity, and reporting



Reporting

Guide report design

- Understands reporting and text mode editing to assist others with reports, dashboards, layouts

Develop **FRAMEWORK** (6 steps)

1. **Create a vision**
2. **Secure resources** with defined roles & responsibilities
3. **Provide infrastructure** for resource change in order to achieve higher performance
4. **Establish governing principles**; practices; common successes; case studies
5. **Establish performance targets** to monitor success with defined KPI's to measure
6. **Report accountability** to stakeholders

So when should this be put
into **PRACTICE?**



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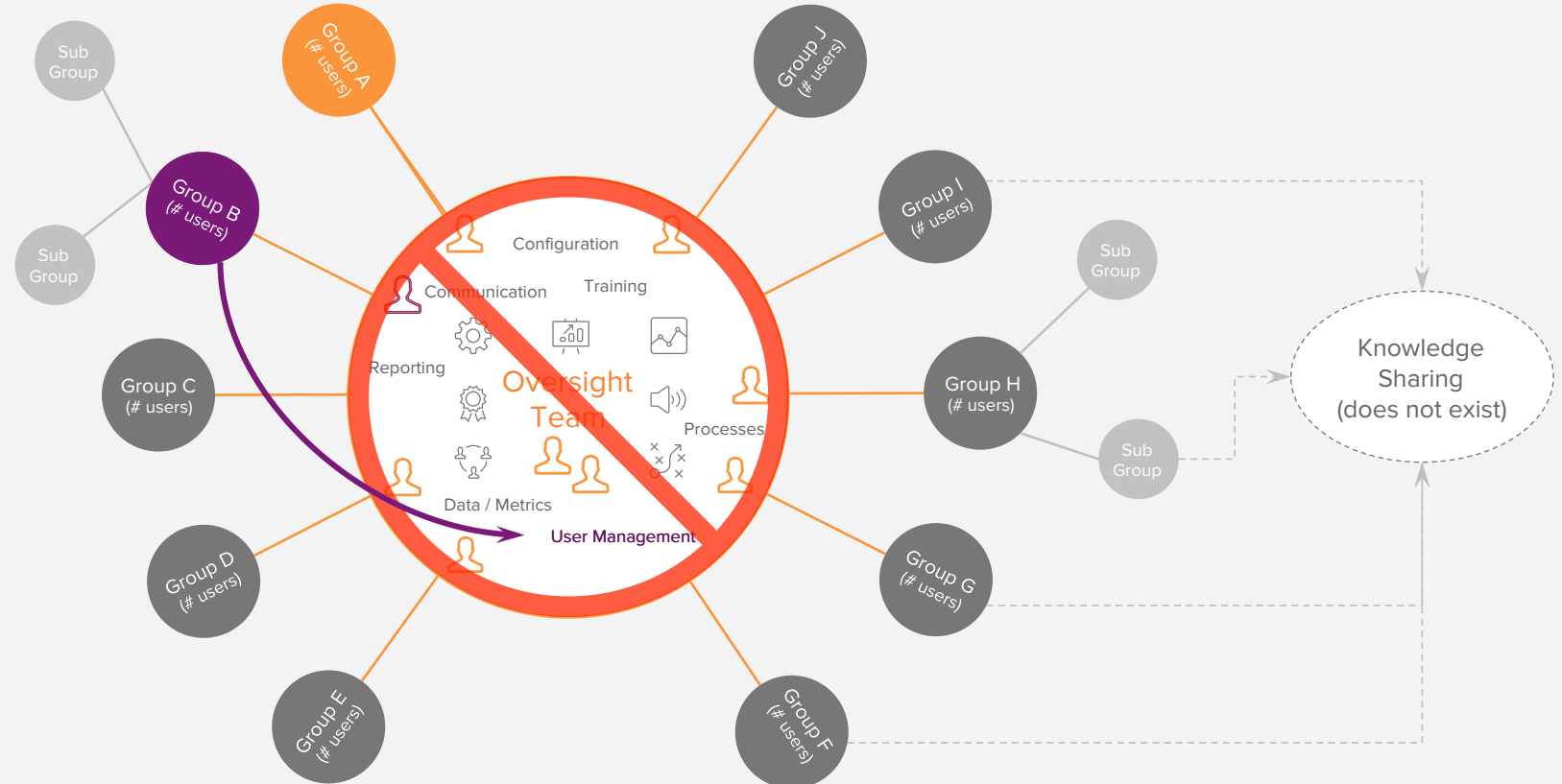
SHARING BEST OF CLASS EXCELLENCE

Governance/Oversight

- Change Management
- Framework
- Administration
- Enterprise expansion

 SYSTEM ADMIN

 SYSTEM ADMIN



NON-STRUCTURED
oversight example.

SHARING BEST OF CLASS EXCELLENCE

Structuring your **FEDERATED CENTER OF EXCELLENCE**

for success entails
minimizing the number of
administrators that can
actually make system
configuration changes,
and...

VALUE SUCCESS OF BEST OF CLASS

Defined **business value focus** and direction

Optimized **models of effective work management** solutions

Increased collaboration and coordination

Focused **repeatable project measurements**

Minimized manual duplication of work and entry efforts

Increased participation and delivery success

SHARING BEST OF CLASS EXCELLENCE



STANLEY®



Best of **CLASS.**

charles SCHWAB



Governance/Oversight

- Change Management
- Framework
- Administration
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SYSTEM ADMIN



GROUP ADMIN

Subject Matter Experts

- Cross Training
- Functional Experts
- COE Participants
- Team Member Point of Contact



SUBJECT MATTER
EXPERT

Community of Practice

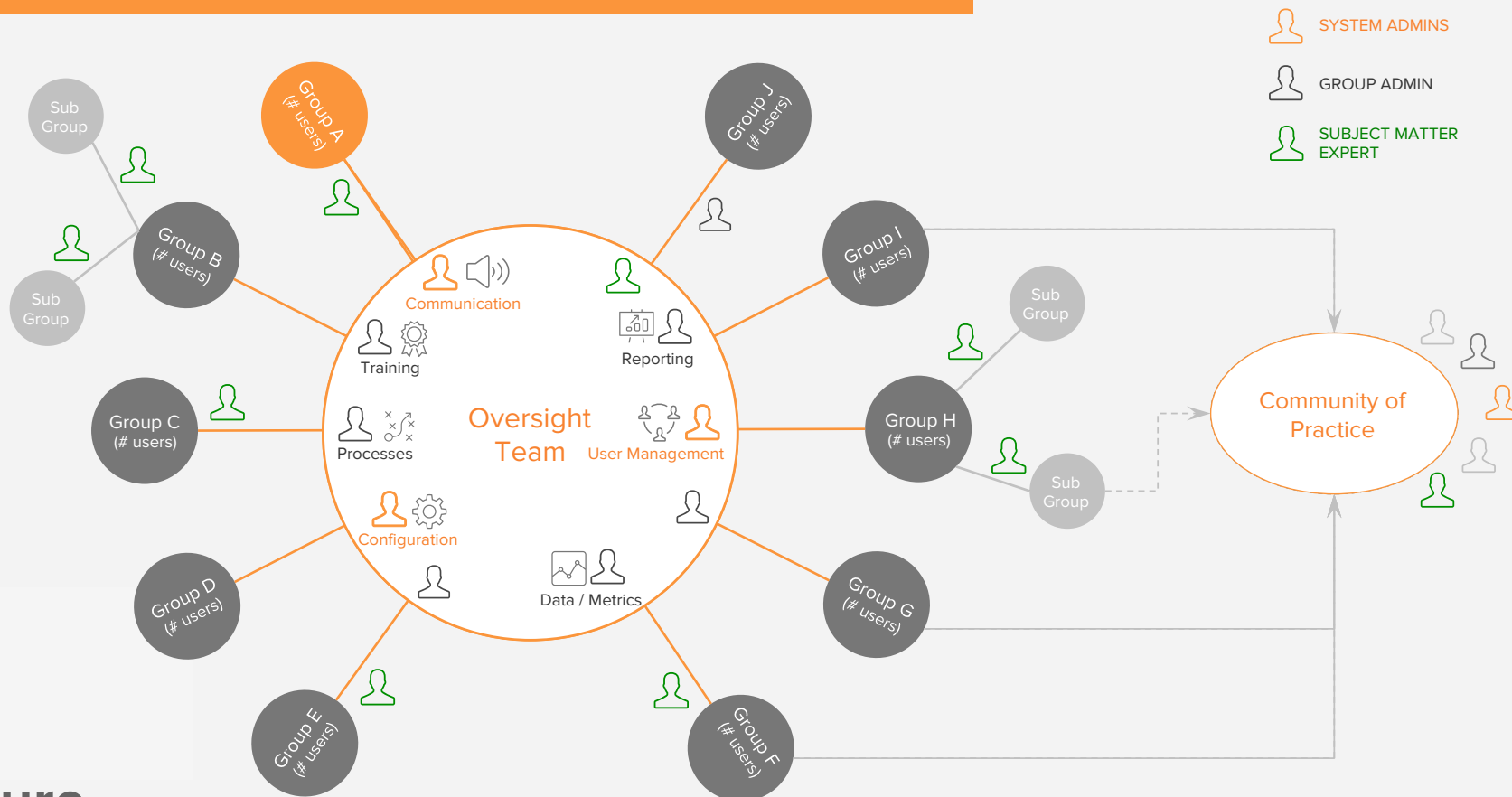
- Lunch & Learn
- Peer-to-peer
- Champions
- Share Good Practices

APPLICABLE
TEAM MEMBERS



Take the
NON-STRUCTURED
example and add **Structure**.

SHARING BEST OF CLASS EXCELLENCE



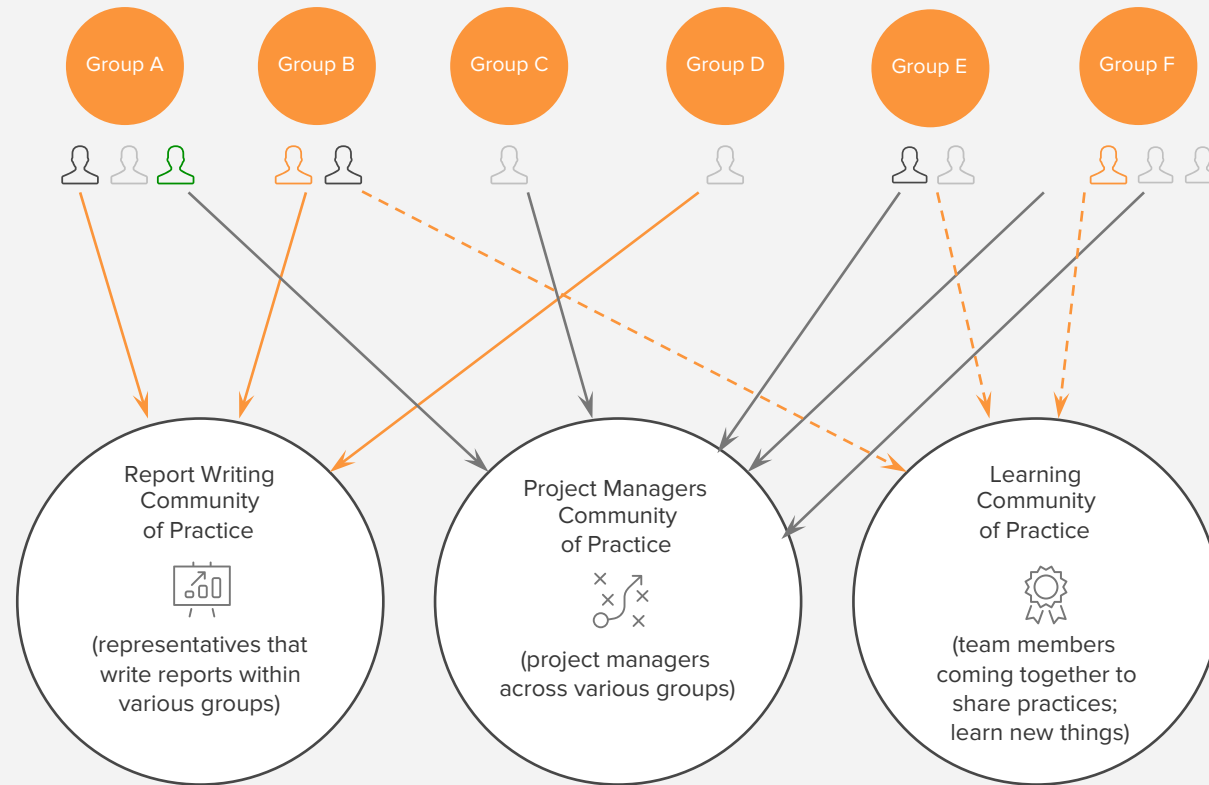
SHARING BEST OF CLASS EXCELLENCE

Along with your Federated COE, establish something along the line of “Communities of Practice” or “Peer-to-peer” groups to further participation. A Community of Practice is:

- Inclusive; not limited by organizational boundaries
- Promotes higher levels of competency
- Enables Peer to Peer Knowledge transfer
- Advocates in the governance feedback loop

Typical Communities: Project Managers & Coordinators; functional managers; report writers; team members, etc.

Typical Conversations: Solving problems; requesting information; sharing similar experiences; understanding effective report writing; mapping knowledge; and identifying gaps.



Knowledge Base: Best Practices, Lessons Learned, Support Cases/Fixes, Training Materials, Policy Framework, Content Directory

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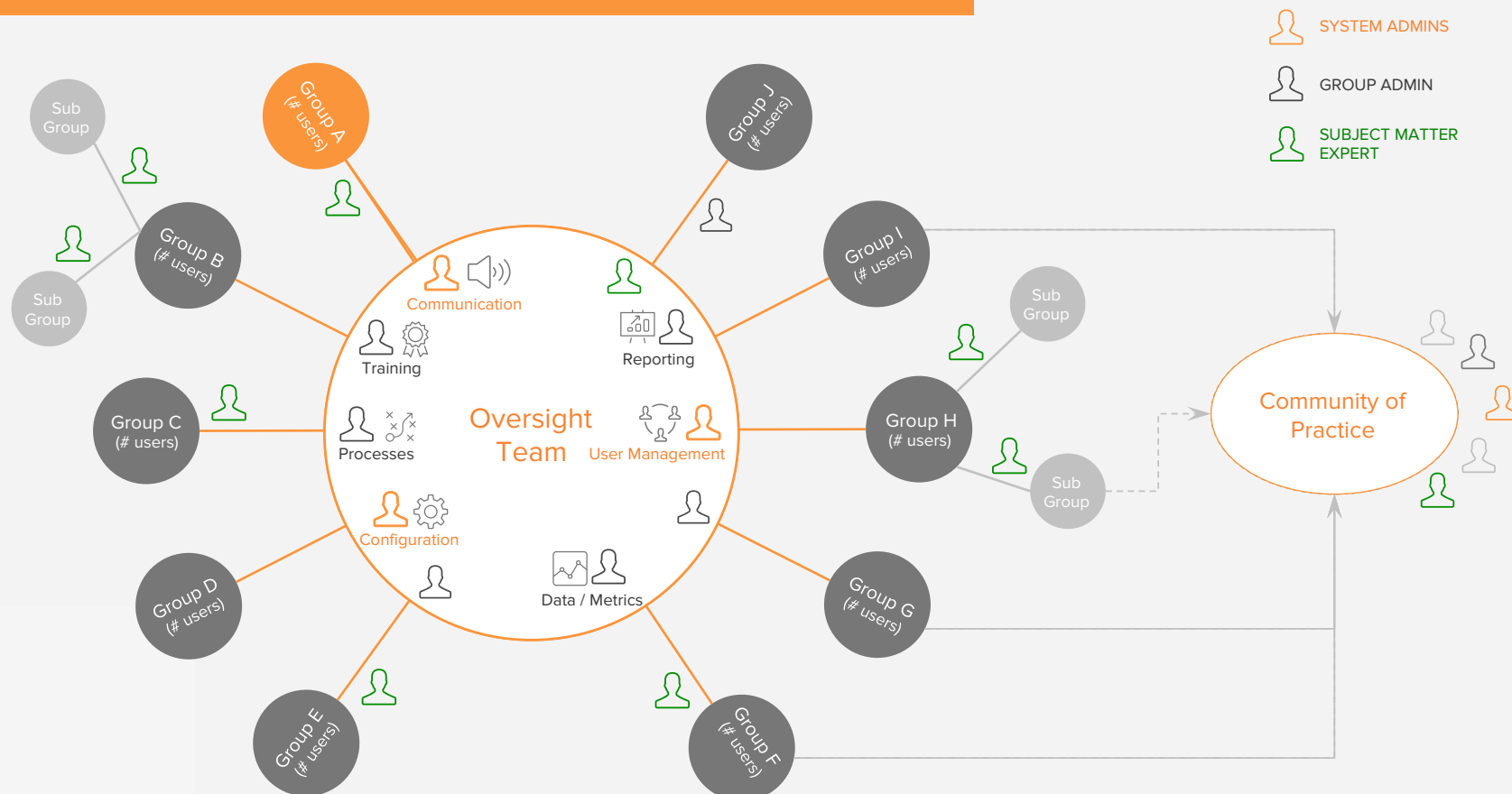
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APPLICABLE
TEAM MEMBERS



STRUCTURED example
of a successful COE.

QUESTIONS?



Have questions? We can help!

- Workfront Support – Available 24/7/365
- Customer Success at Scale Team

Send us an email at
csatscale@workfront.com

- Remote Consulting
- Workfront System Administrator (WSA)



Additional Resources

Virtual Admin. Boot Camps

<https://one.workfront.com/s/event>

Introduction to System Administration

- August 25-27
- September 22-24
- December 8-10 (EMEA)

Intermediate System Administration

- September 1-3
- September 29-October 1

Virtual LEAP

<https://www.workfront.com/leap>

Watch On-Demand breakout sessions

Check out the blog on Workfront One,
[In Case You Missed It – Leap 2020 Highlights](#)

Virtual User Groups

<https://one.workfront.com/s/event>

Register now!

- August 11 – Workfront Proof for Marketing & Creative Agencies
- August 18 – Healthcare
- August 25 – Navigating Change Management

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