CMMI® IN THE SOCIAL MEDIA
(FOR THE SOCIAL MEDIA-CHALLENGED!)

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

An example of social media!
“They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information…”
“...compared to traditional media, which generally require significant resources to publish information.”
That's *one* definition...
Here are a few other things social media can be...
Introduction...

...useless
...useful
...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®
We’ll focus on…

LinkedIn  
Twitter  
Facebook

and provide a case study on using social media for customer support.
Social Media Applications

LinkedIn
LinkedIn

May 2003

80 million

# 29

Business and professional networking
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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www.CmmiTraining.com
How to Use LinkedIn

Establish a profile

Make connections

Perform searches

Ask questions

Simplified, and only focusing on a few key uses
Key CMMI®-Related Groups

- Agile CMMI
  - 7101 members
  - Virtually no SPAM

- CMMI-Capability Maturity Model Integration (Main Group)
  - 3385 members
  - Limited SPAM

- CMMI Adopters
  - 2285 members

- CMM - Integrated (CMMI, 1500+)
  - 1901 members

Membership totals as of 11/2/2010
Specialized CMMI®-Related Groups

283 members
CMMI for Services

54 members
CMMI®-ACQ

131 members
CMMI High Maturity

262 members
Demystifying CMMI High Maturity

Membership totals as of 11/2/2010
Also of Interest...

- National Defense Industrial Association (NDIA)
  - 2048 members

- SEI Membership
  - 364 members

- SEI Partner Network
  - 188 members

Membership totals as of 11/11/2010
LinkedIn

Example Use

[1]

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

... led to a discussion thread of 30+ entries

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 2.4

So, with your example, if you have a Policy for Requiring a specific
the implementation of this policy is planned, assigned responsibilities are defined, required training provided... stakeholders reviewed with process and
process and Management

Hope this helps.

Cheers,
Mathi Ezhi
1 month ago

Rajadurai Arunas • implementing all the particular GP.
In my case, we've not done it,
which describes what referred by the "Risk Management" kind of document.

define a policy statement.

Need to understand 1 month ago

David Walker • Yea, there are no surprises, I was an expectaion of guidelines in your

Follow Mathi E
Follow Rajadurai
Follow David

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 Walker's suggestion, ask the Appraiser, then
there are no surprises. If this is not 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@pniid.org.uk

Thanks
Lyn
1 month ago • Reply privately • Flag as inappropriate
LinkedIn Sample Questions

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 month ago

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 different 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

From the CMMI-Capability Maturity Model Integration group
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
About

**Twitter**

- **url**: twitter.com
- **launched**: July 2006
- **users**: 160 million
- **page rank**: # 10
- **purpose**: Micro-blogging
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
How to Use Twitter [1]

I strongly recommend a twitter “client” (e.g., TweetDeck)

Set up a profile

Monitor the action

You “follow” people

People “follow” you

Simplified, and only focusing on a few key uses
Twitter

How to Use Twitter

Simplified, and only focusing on a few key uses

- Track tweets of selected groups of people
- Send/receive direct messages
- See when you’re mentioned in a tweet
- Monitor search terms

A search for all tweets including “cmmi”

“Re-Tweet” (RT)

“A at Reply (@)

“Direct Message” (DM) conversation

A simple status update

Images taken from TweetDeck
Yes, I have a dedicated monitor for social media...

...but admitting you have a problem is the first step toward solving it!
Who to "Follow"?

Suggestions based roughly on:
- CMMI relevance
- number of followers
- number of tweets
- number of times "listed"
Sample Tweets

Information


CmmiRox
Bill Smith
Sample Tweets

**Twitter**

**Hyperlinks**

**Discussion:** "Path to CMMI Lead Appraiser." (My answer to a former student's question.)

**CmmiRox**
Bill Smith

**PRocess Improvement and Software Engineering (PRISE) Search Engine:**
http://lnkd.in/-N5U6w

0:38 AM May 5th via LinkedIn

CmmiRox
Bill Smith

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Product component, integrated product and process, organizational innovation and development, continuous improvement, process improvement, software engineering, product, component, integrated product and process, organizational innovation and development, continuous improvement, process improvement, software engineering.
Live from conferences or other gatherings

---

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 3 people

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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

---

"Words of wisdom"

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

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

General “what’s happening”

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

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

Humor

Twitter

Sample Tweets

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

CmmiRox
Bill Smith

@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

CmmiRox
Bill Smith
**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

www.facebook.com

February 2004

500 million

# 2

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
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.
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

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

Watts Humphrey, 1927-2010
For more on the life of this remarkable man, visit www.sei.cmu.edu/watts.

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
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...
How to Use CMMI Rocks!

Attend a class

Create a profile

Access resources

Ask questions

Attend events

Receive broadcast messages

Simplified, and only focusing on a few key uses

CMMI Rocks!
CMMI Rocks!

Alumni Coffee
Added by Bill Smith

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

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.
Class Downloads

- CMMI for Development
  - CMMI Cheat Sheet
  - CMMI Crossword: Distribute freely to your process group members, or, use it as a training session
  - CMMI Crossword Solution
  - How a Project Works: Amusing PowerPoint mini-presentation, adapted from CMMI for Services
  - CMMI-SVC Quick Reference: Straight from the SEI
  - CMMI-SVC Summary: From Leading Edge, Crammed full of goals and processes
  - Creatively Applying CMMI-SVC in a Very Small Consulting Firm. Our experiences
  - CMMI-SVC for CMMI-DEV Enthusiasts: Another of our 2009 NDIA poster papers

Miscellaneous

- NDIA Annual Meeting 2008
- FIPPA Form: You filled one out in class. Recapture that magical moment

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

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 Life

CMMI Version 1.2 vs. 1.3 Training Considerations
October 24–26, 2010, Introduction to CMMI
After completing my final public v1.2 class ever. Why is this...
Started by CMMI Training

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. Extein in CMMI and Process Improvement
CMMI Rocks!

Example Use

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

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.
CMMI Rocks!

Example Use

... led to several extensive replies, and an eventual “report” back from the original questioner.
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
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

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Website: www.CmmiTraining.com
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Alumni Club: CmmiRocks.ning.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