up a notch™

Bedspread™ Project Visualization

Why is it called a 'Bedspread' ?

It's called a 'Bedspread' because it's huge …. the only place you could roll it out in your home would be on top of a queen size bed. Project teams hang up a full-sized copy in their "situation room."

Why would an IT Director need one ?

When your CEO looks through your 72 page, $x00,000 proposal for a new system implementation, he/she is probably going to stop paying full attention at about page 6. The CEO is unlikely to have a systems background and wading through that much paper is an impossible mission. He'll ask for an executive summary so that he has something to show the Board of Directors.

When you come back with a four page executive summary, the CEO will be happier, but it's unlikely that he can grasp the great depth of complexity and the cascade of operational implications inherent in a software implementation project from your four page Word document. Executive summaries have been known to generate BODirectors questions like: "Why is this going to take so long and cost that much money and what is the ROI?"

None of those results are good for your career …. but the worst of it is that if the BODirectors ends up approving the implementation, they and the CEO will be convinced that it's an IT project and you are "in charge" of getting it done right.

The Bedspread lays out the entire project on a single very large printout. The chart employs Threads of Activity and shows how different Threads are juxtaposed, interrelated, and inter-dependant. Crucial milestones that shall be important enough for an Executive Vice President to take note when they are accomplished are shown at the bottom of some Threads as "Chunks."

Each Thread has it's own unique color and Unbeaten Path always picks bright yellow for the IT activity thread. We position it in the middle of the page for two reasons: i) as you can imagine, it touches lots of other Threads, and ii) it attracts elevated attention when the finished Bedspread is rolled out for the first time at corporate headquarters.

What happens when the Bedspread is rolled out?

It's a crucial/high-attention document, so the unveiling is typically in the fancy conference room in front of the CEO and his senior direct reports. Here's what almost always happens:

Silence (*except for Milt Habeck explaining what the colors and Threads mean*)

Retreat After looking at it for about 2 – 4 minutes, all the corporate officers tend to move as far away from the table as they can without leaving the room; everyone is engrossed in their private thoughts.

What happens when it's rolled out, *continued ...*

Re-engagement   Several officers come back to the table for another look ... and that's when Milt drops the "bombshell" ---- > IT department involvement is limited to just the yellow boxes. And look: there are not that many square inches filled up with yellow boxes. People who don't work in IT shall have the vast majority of the effort on their plates to accomplish.

Recognition   It sinks in: this is not going to be an IT project. All of the officers in that room realize for the first time the extent to which they are going to end up personally leading the efforts of their function(s) to get this accomplished.

Endorsement   The officers see the "Chunks" of ROI and understand how the Threads of Activity can deliver those important ROI achievements. Usually, that generates a green light or planning starts on how/when to show the Bedspread to the Board of Directors.

From that point, events go in a variety of unpredictable directions. The happy news is that if the project is ultimately approved, the senior officers know exactly what they have signed up for. That gives the IT Director a much-needed audience with senior officers when the users responsible for Thread X get too far behind schedule.

Click here to see a miniature sample version with disguised IDs.

Other information

Unbeaten Path gathers the data to assemble a Bedspread with a **No Stone Unturned** strategic assessment.

The finished document is laminated in tough plastic so the project team can use it for a variety of tracking purposes. For a multi-site project, companies print up copies for each remote location; that greatly facilitates telephone discussions. Once the project gets going, Unbeaten Path ties the Thread-by-Thread headway reported in **Dashboard** communications to the Threads appearing on the Bedspread.

Questions ?

It would be a privilege to answer any questions about **Bedspreads**. Here's Unbeaten Path International's contact information:

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