



Geospatial Platform Roadmap Outreach & Communication Planning

National Geospatial Advisory Committee

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Stephen Lowe

Geospatial Information Officer

US Dept of Agriculture



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Outreach & Communication Team

- Colleen Cahill (Co-Chair, LOC)
- Michelle Gallinger (LOC)
- John Mahoney (FGDC, NGAC Liaison)
- FGDC Support Team
- Grant Thorton
- NGAC Communication Subcommittee
- Stephen Lowe (FGDC ExCom)



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Scope of Platform Stakeholder Participation*

- **Federal Agencies** – Cabinet, Agencies, Bureaus, Missions, Commissions; Budget, Legislative, Audit, Regulatory
- **Vertical Government** – State, Local, Tribal, Regional
- **Industry Partnership** – Product Vendors, Services
- **Collaborative Governance** – Citizens, Stakeholders
- **Research & Development** – Academic, Entrepreneurs
- **Global Coordination** – International, Non-Profit

* Primary grouping categories with some cross participation in multiple areas



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Federal Geographic Data Committee





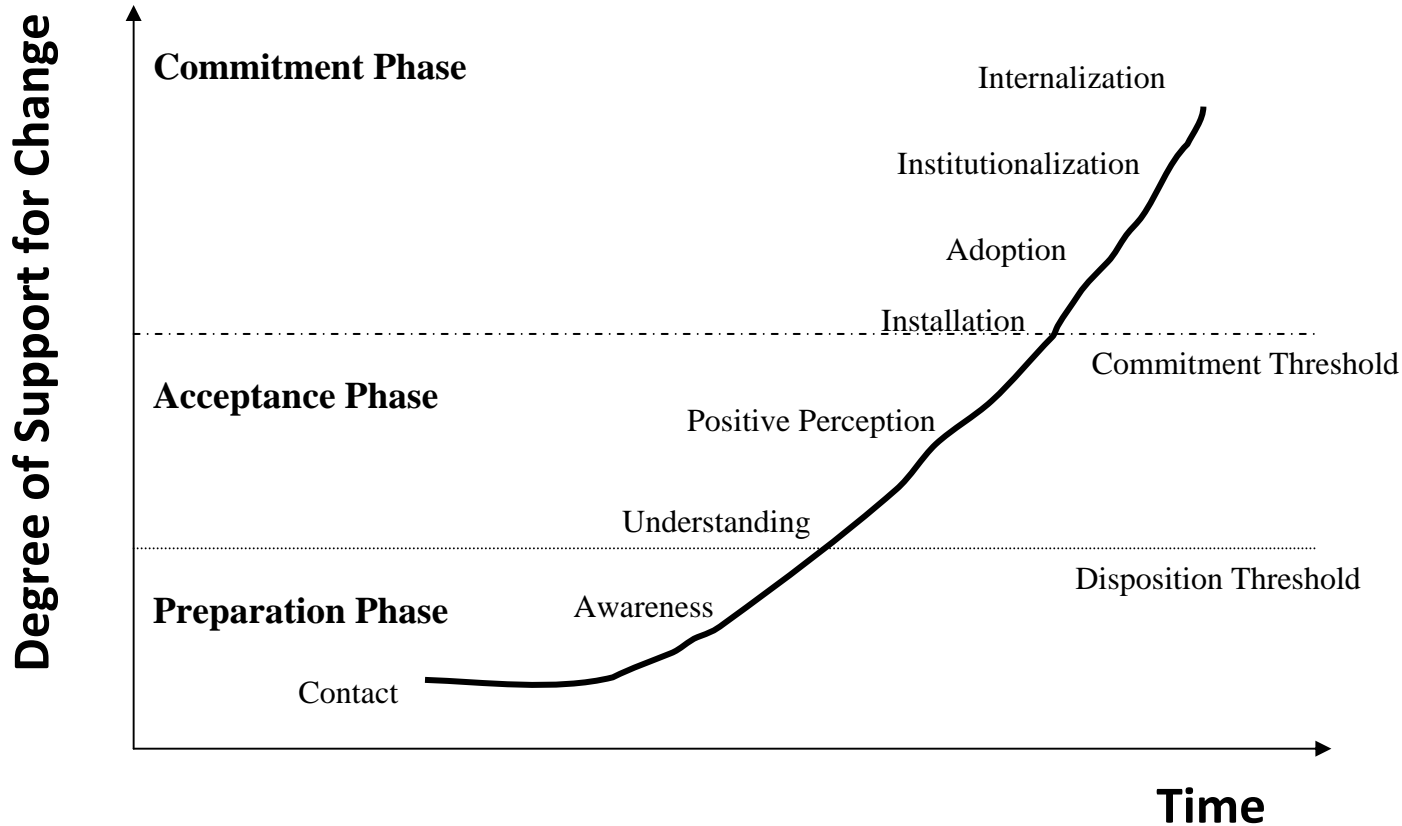
Key Platform Messages Answering...

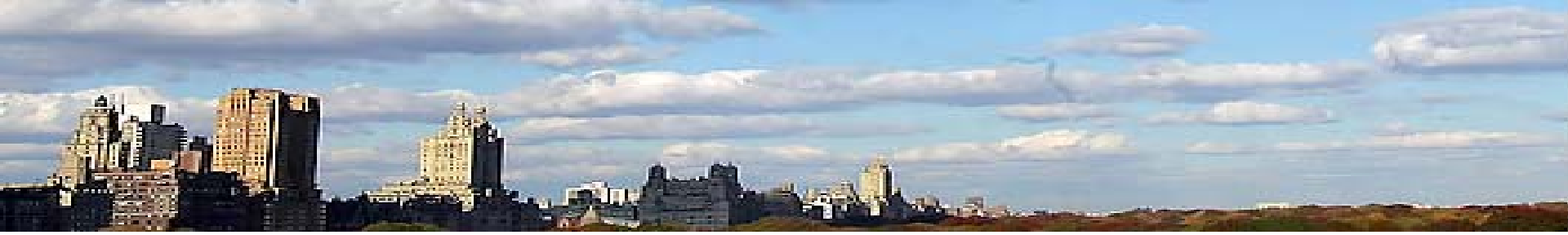
- **Why now?**
 - Endorsement, scarce funds, confusion, performance gaps
- **What's different?**
 - Integrated agendas, leadership, cost of failure
- **When's the benefit?**
 - Constituent, Operations, LC visibility, transaction
- **How to manage value?**
 - Activity, component, perpetually, partnerships/alliances
- **Where's it managed?**
 - Competency Center (COE), dedicated, neutral, scalable





Helping Stakeholders Climb the Adoption Hill





Population

Averages:

Innovators – 3%

Early Adopters – 13%

Early Majority – 34%

Late Majority – 37%

Laggards – 13%

“23% Threshold”

“Cannot See Change”

“Wants Change”

<i>Content</i>	<i>Renew</i>
<i>Denial</i>	<i>Confused</i>





Recognizing Level of Commitment

1. **Commitment:** Wants it. Will make it happen. Creates whatever “laws” (structures) needed to succeed. Feeling responsible for making vision happen.
2. **Enrollment:** Wants it. Will do whatever can be done within the “spirit of the law.” Becoming a part by choice, but its your vision. Not planning ahead.
3. **Genuine Compliance:** Sees the benefits of the vision. Does everything expected and more. Follows the “letter of the law.” Good soldiers. Wants the vision to get something else; vision is not important.
4. **Formal Compliance:** In the whole, sees the benefits of the vision. Does what’s expected and no more. “Pretty good soldier.”
5. **Grudging Compliance:** Does not see the benefits of the vision. But, also does not want to lose job. Does enough of what’s expected because s/he has to, but also lets it be known that s/he is not really on board.
6. **Noncompliance:** Does not see benefits of the vision and will not do what’s expected. “I won’t do it, and you can’t make me.”
7. **Apathy:** Neither for nor against vision. No interest. No energy. “Is it five o’clock yet?”





That's a good question.... What do you think?

- When is the most effective time to reach stakeholders?
- Who (name) are the champion stakeholders to engage early?
- Who are the disaffected/marginalized groups?
- Where is the greatest return on investment?
- What messages remain static; which evolve over time?
- What represent the core performance measures?
- How will we know when success is achieved?
- How do we stay on topic?
- Why is this initiative different from the previous efforts?
- What is the core message?
- Who is key audience?
- Best means of reaching groups?
- Primary goals and objectives?





Sources to Engage the Networked World

Channels

- Radio
 - Audio self-selecting audience
- Email
 - Known targets
- Facebook
 - Regulated access
- YouTube
 - Open to world
- Telephone
 - Personal, directed
- Webcast/Podcast
 - Audio-Visual push/pull

Web-based Platforms

- Link Content
 - Communities build value chain
- Search Content
 - Keywords from the inquiry
- Author Content
 - Tweets are emergent
 - Blogs are cumulative
 - Wikis are iterative
- Tag Content
 - Folksonomy categorization
- RSS Content Updates
 - Agent-Aggregators





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- **Show Passion:**
 - Introduce real people; 20 second video cameos, hand written notes, photos, audio clips, drawings, quotes
- **Build Attention:**
 - Enable subscriptions/feeds, conduct polls/surveys, highlight adoption/endorsement, community calendar
- **Create Value:**
 - Vote/rank content, web traffic analysis, tools/templates, broker contacts, make it fresh daily, lessons learned





Traditional Communication Opportunities

- **Publications/Newsletters: papers, notices, editorials...**
 - AAG, Academic, Arc Series...
- **Websites/Portals: links, content, RSS feeds...**
 - NASCIO, GIS Cafe, GIS Lounge, GIS User...
- **Conference Speaking: topical, panels, booths...**
 - ESRI, ALA, Virginia GIS Conference...
- **News Media: press release, talk shows, TV specials**
 - Networks, PBS, Cable, Local...





Background Slides

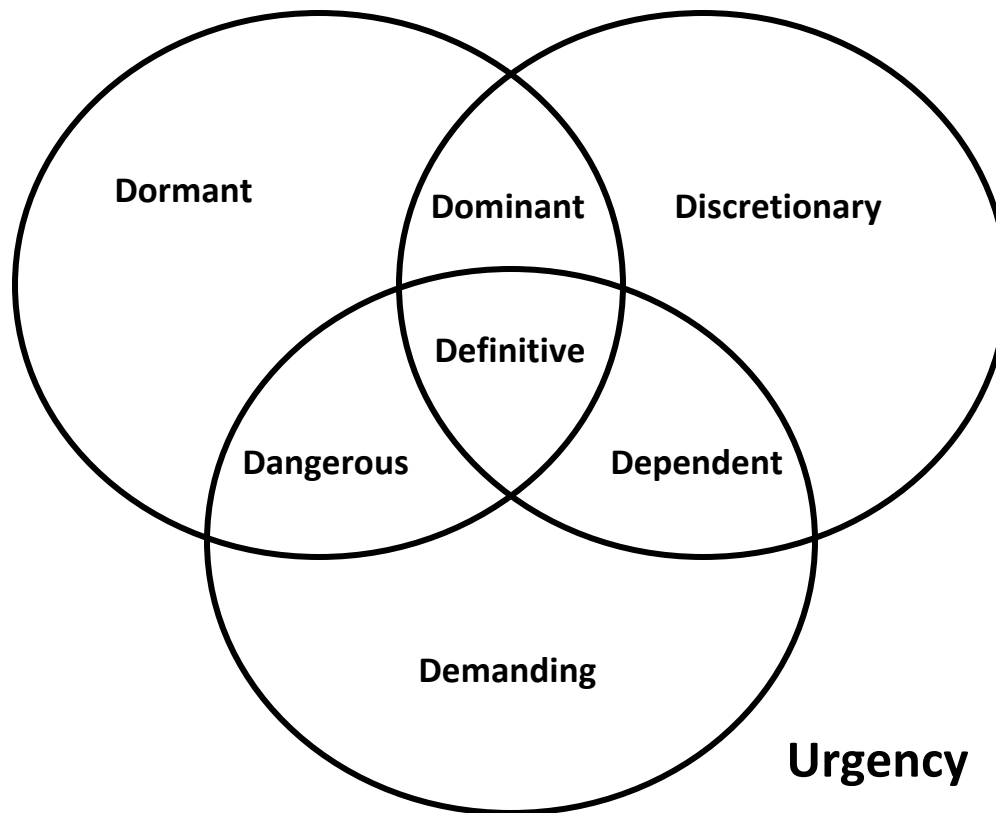




Stakeholder Analysis/Management Model

Power

Legitimacy



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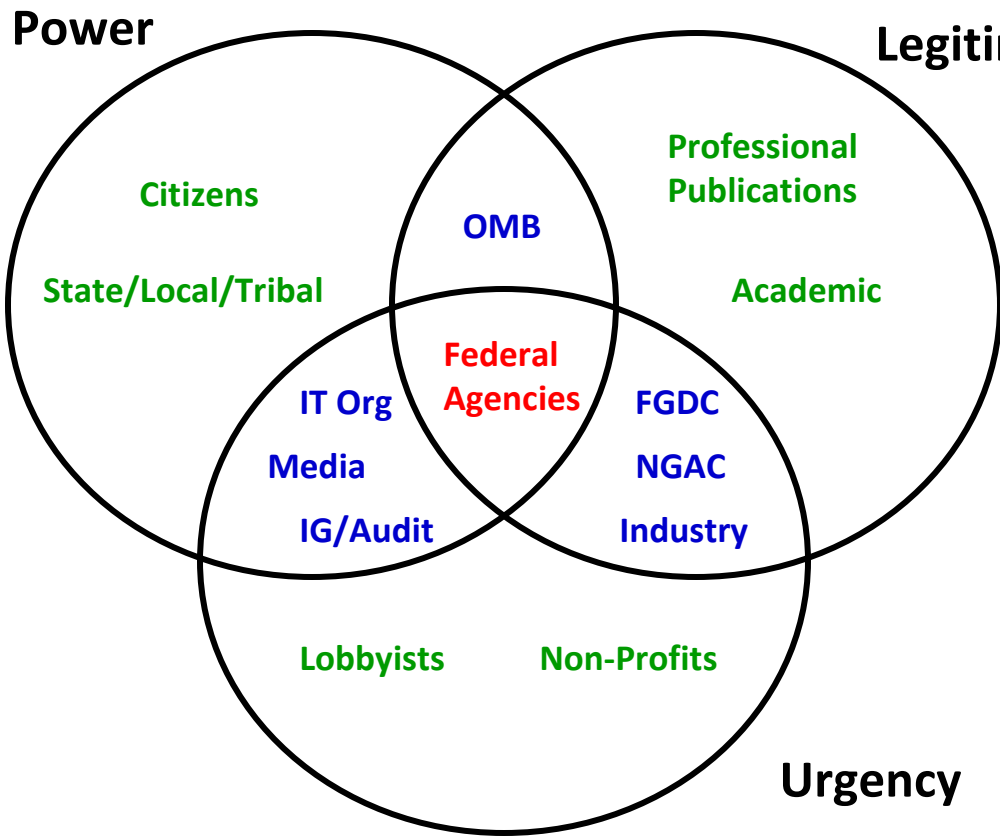
Stakeholder Analysis/Management Definitions

- **Definitive:** most important; should always be included
- **Dominant:** most influential
- **Dependent:** reliant on the powerful
- **Dangerous:** lack full legitimacy; coercive or utilitarian power
- **Dormant:** potential to change status rapidly
- **Discretionary:** Limited influence
- **Demanding:** issue motivated; rely on others to voice concerns





FY2010 4th Qtr NGP Outreach & Communication



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Capturing Stakeholder's Attention

- To receive a lot of attention, *personalization* is the single most important factor; second is keeping it *short and concise*; third is *emotion*, having either positive or negative emotion being evoked by the message; and the fourth one is making it come from a *trustworthy source*.
 - Understand “Chain of Attention”
 - Create attention agendas
 - Focus attention on novel ideas and their implementation
 - Reward for attention
 - Create attention guards





Disconnecting from the Old Stories

Listen to beliefs, assumptions, and intent in people's stories

What are the unintended consequences of that story?

What are alternative ways to view what happened in the past?

Recognize and Interrupt Old "Rut" Story

Name and identify rut stories

Understand Nature of Old "Rut" Story

Step back from the story; observe facts and inferences

Create New "Pathway" Story

What are new ways of relating, thinking and acting?

Influence the present and future by first disconnecting from the past!





Roughly Defined Vision for Actions

- **Organize government resources** as place-based “solutions,” rather than simply products or services
- **Rethink the geospatial value chain** in terms of an extended nation-wide enterprise
- **Measure what stakeholders care about** to understand geospatial value contribution
- **Transform technology distribution channels** into communities that work together for mutual goals
- **Empower democratization** through open sharing of geospatial data and service assets





Do we want to be right... or do we want to be happy?

“Right” Approach:

- Traditional premises; early judgments; assumptions
- Importance of always being right breeds fear of making mistakes

“Happy” Approach:

- Be provocative; delay judgment; facilitate ownership; model innovative thinking
- Judgment or evaluation is not the most important thing to be done to new ideas





Adopting Social Media Principles

- **Listen to the Conversations:** allow the stakeholders to tell the story of the Platform from their perspective
- **Relinquish Control:** let them organize the information to avoid creating more noise than sense
- **Enable Metadata:** leverage all possible sources to facilitate search on their terms to make connections to information
- **Extend Reach:** post information extensively across various media, channels, environments, events, etc...
- **Stop Editing:** facilitate broad community input without filters





Web 2.0 Model Deployment

- **Crowdcasting** – engage audience, create the network
- **Crowdsourcing** – generate collaborative solution capabilities, relevancy by results
- **Customization** – assemble-to-order on scale
- **Connectivity** – visibility across domains, fields, relationships, dependencies, and consequences
- **Confluence** – draw holistic value from complimentary, yet chaotic activities





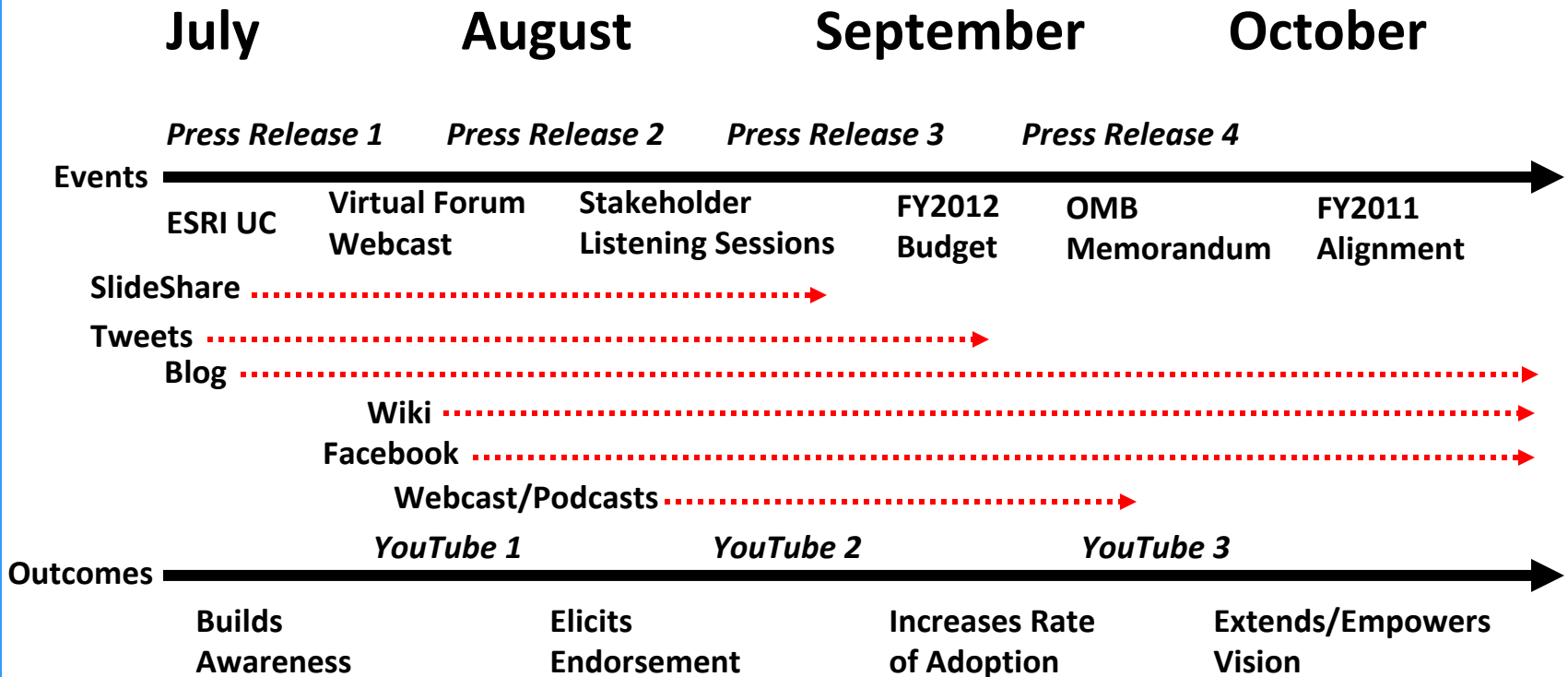
Potential Social Media Roles – One a Day

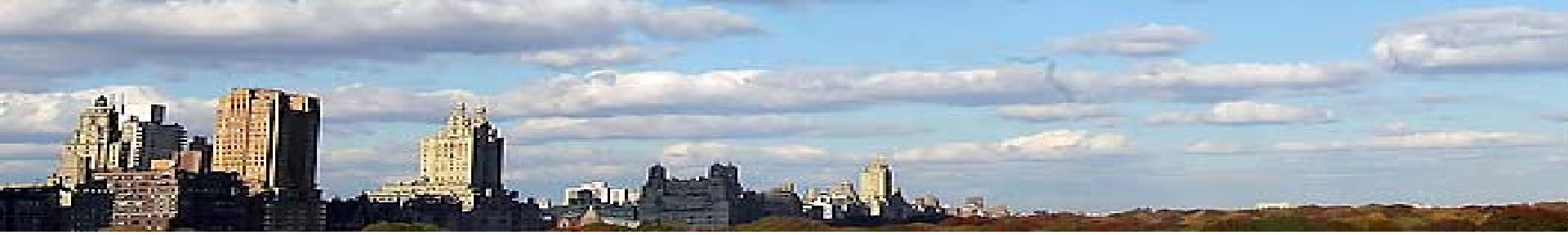
	FGDC	NGAC	Geo Community	Business Partners
Webcast/Pod	X			X
Tweets	X	X	X	X
YouTube		X		
Website	X		X	
Blog	X	X	X	
Wiki	X		X	
Facebook	X			X





Potential Activities Timeline for Summer-Fall 2010





Value Proposition Example: Reduce Transaction Costs

- **Search Costs**: matching of geo solutions to problems is disorganized, clumsy, resource intensive
- **Information Costs**: complex business landscape hides geo-enabled information and stifles decision-makers
- **Bargaining Costs**: vague, undocumented standards for exchange of geo information assets creates mistakes, sub-optimization
- **Decision Costs**: comparison and value of options is confusing without common geo frameworks
- **Policing Costs**: inefficient management of geo service level agreements disappoints business expectations
- **Enforcement Costs**: lack of geo governance structure results in unclear source(s) of business remedies





Engaging Stakeholders in Learning Processes

Understanding

Knowing

Translate

Discuss

Describe

Recognize

Explain

Locate

Define

List

Name

Recall

Repea



Applying

Interpret

Apply

Demonstrate

Dramatize

Illustrate

Sketch

Analyzing

Distinguish

Analyze

Differentiate

Calculate

Compare

Contrast

Debate

Solve

Synthesizing

Compose

Plan

Design

Formulate

Assemble

Collect

Construct

Create

Organize

Evaluating

Judge

Appraise

Evaluate

Rate

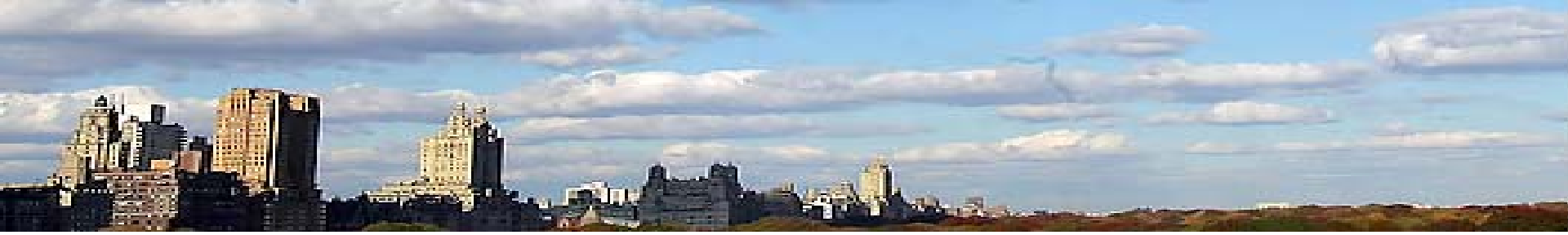
Revise

Assess



Can only be achieved through "active" learning

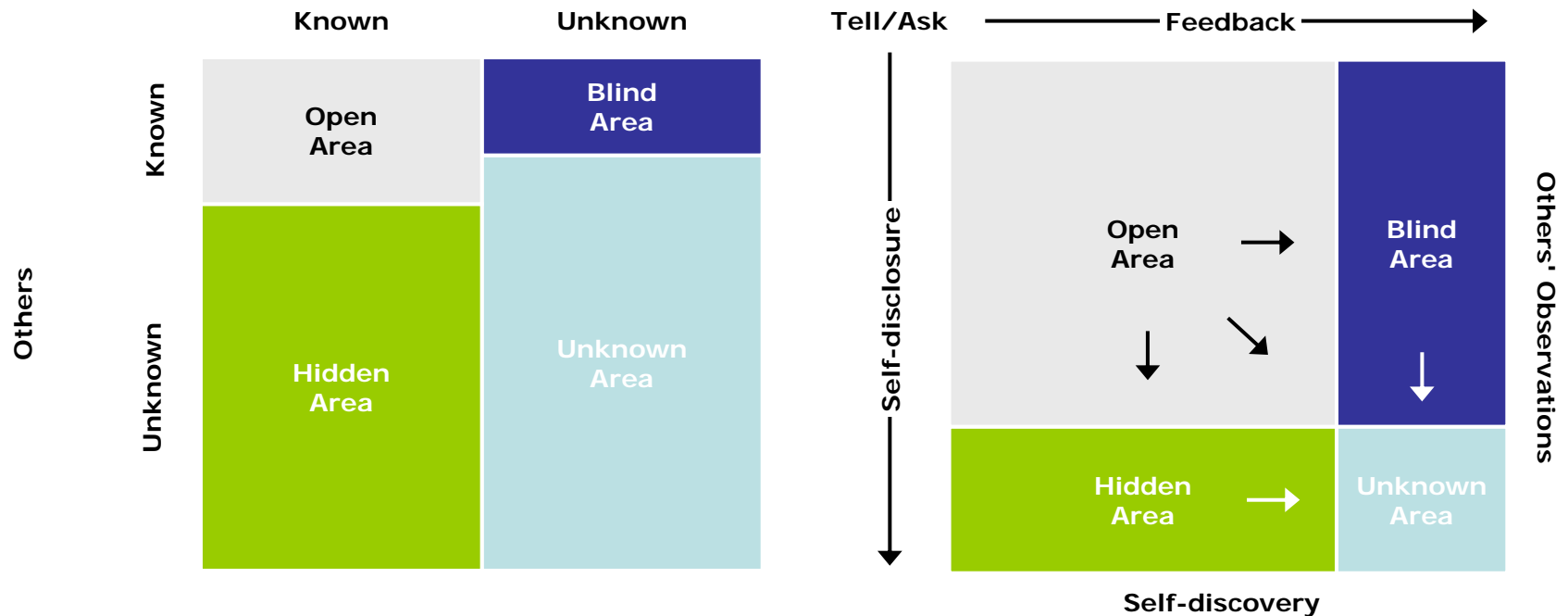




Johari Window Example of Stakeholder Maturity

Self (Customer)

Customer



The open area increases over time



This model is based on a "Johari Window": http://en.wikipedia.org/wiki/Johari_window



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Chesbrough Diagnostic Assessment Guide

Model Questions

Assess your company's strategy using this business-model framework

	Type 1: Undifferentiated	Type 2: Somewhat differentiated	Type 3: Segmented	Type 4: Externally aware	Type 5: Integrated innovation process	Type 6: Fully open and adaptive
Examples	Mom-and-pop restaurants	Technology startups	Technology push companies	Mature, industrial R&D companies	Leading financial firms	Dell, Intel, Wal-Mart Stores
Diagnostic questions	1. How can we differentiate our business? 2. Why do customers buy from us? 3. Why do customers leave us? 4. What control do we have over our future direction?	1. Do we earn a price premium for our product or service? 2. How long can we sustain our differentiation? 3. When are we likely to develop a second successful offering?	1. Are we an engineering-driven company? 2. Have we created new market segments, or did our customers find us? 3. Can we further segment and/or extend our markets?	1. Do we regularly look outside for new ideas? 2. Do our key customers and suppliers know about our future road maps? 3. Is marketing an equal partner in the innovation process?	1. Is our business model widely understood within our company? 2. Do our key customers and suppliers share their road maps with us? 3. Is innovation managed as a business or as a technology function?	1. Can we direct the evolution of our markets? 2. Will customers and suppliers fit their business models to our own? 3. Do others routinely invest in projects that require our technology as a platform?

SOURCE: Henry Chesbrough, *Open Business Models*

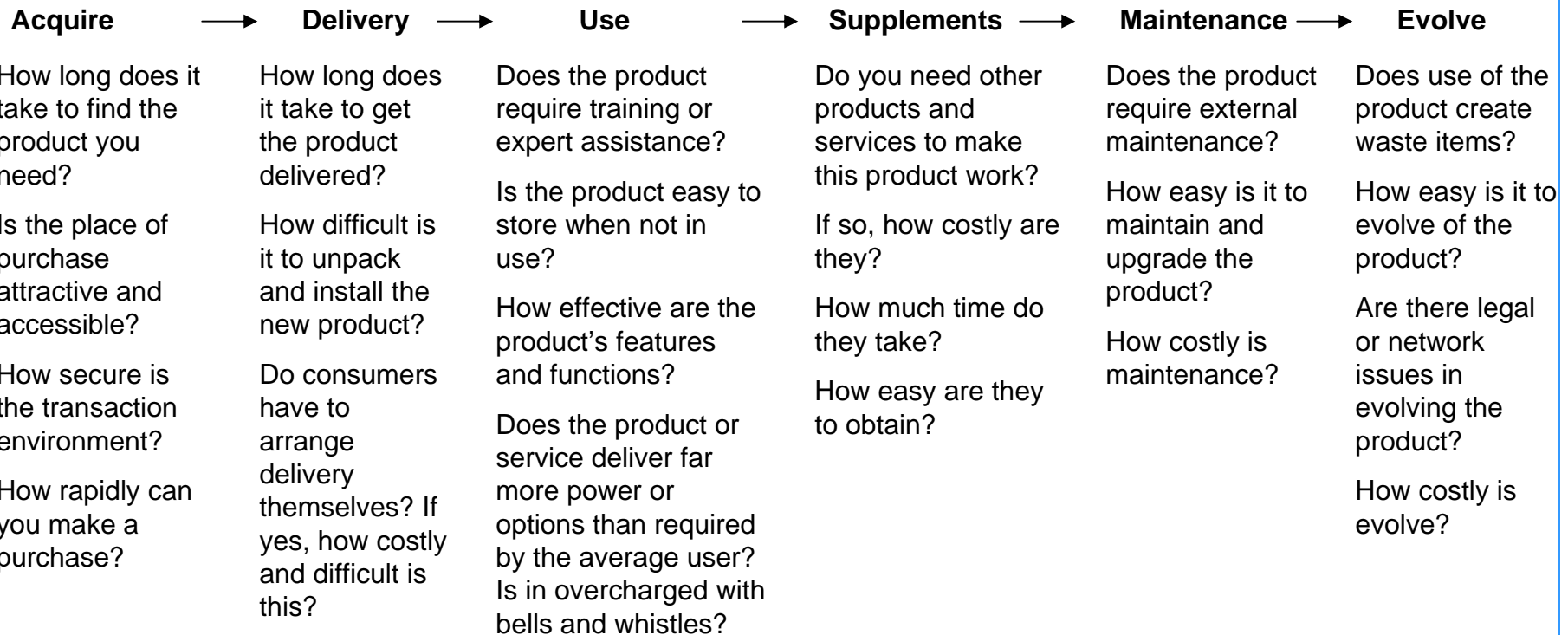


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“Blue Ocean” Consumer Experience Cycle Stages





Uncovering Blocks to Consumer Utility

Acquire	Delivery	Use	Supplements	Maintenance	Disposal
Customer Productivity:		In which stage are the biggest blocks to customer productivity?			
Simplicity:		In which stages are the biggest blocks to simplicity?			
Convenience:		In which stage are the biggest blocks to convenience?			
Risk:		In which stage are the biggest blocks to reducing risks?			
Image:		In which stage are the biggest blocks to image?			
Ecological Friendliness:		In which stage are the biggest blocks to environmental friendliness?			





		Solution Alliance or Partnership		Extent of IT Service Change		
		Research and Development	New Core Service	Next-Generation of Core Service	Addition to Service Family	Derivatives and Enhancements
Extent of Business Process Change	New Core Process	Radical Breakthrough				
	Next-Generation Process		Next Generation or Platform			
	Single Enterprise Upgrade				Enhancements, Hybrids, and Derivatives	
	Tuning and Incremental Changes					

