


Socio-technical design in the wild – A report of the STPIS 2017 business case and its aftermath

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nce upon a time ***



Workshop participants use a **real case to reflect** on their socio-technical approaches

Company representative receives **suggestions** on how to **improve their processes**





The case: Proposal management department
of a mid-sized IT company

Sales, external consultants, developers identify opportunity to participate in call

Pre-bid decision

Decision comes too late

Pre-kick-off

Manual set-up
is error prone

Proposal writing

Hard to get required
information

PA1: Lack of focus

Current goal appears to be submitting as many proposals as possible

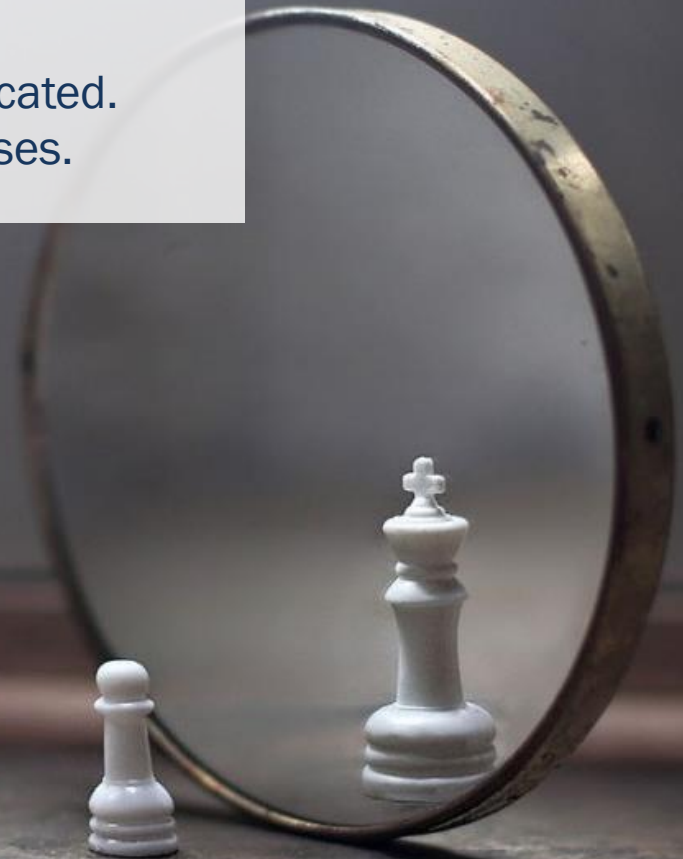


PA2: Lack of metrics

Number of proposals is only tracked metric.
Success and costs are not tracked

PA3: Lack of feedback and reflection

Success is not systematically communicated.
Reflection only happens in critical cases.



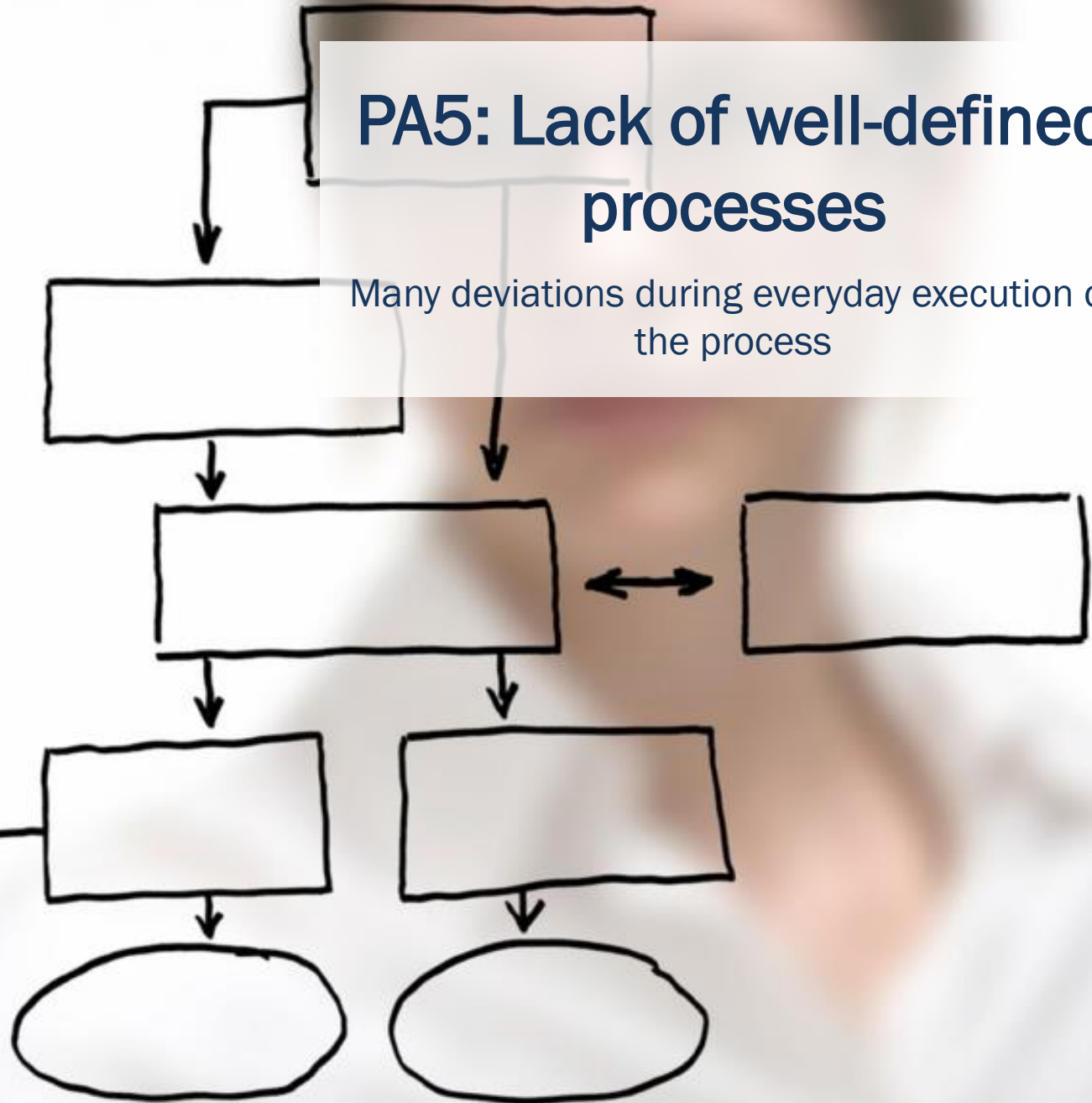


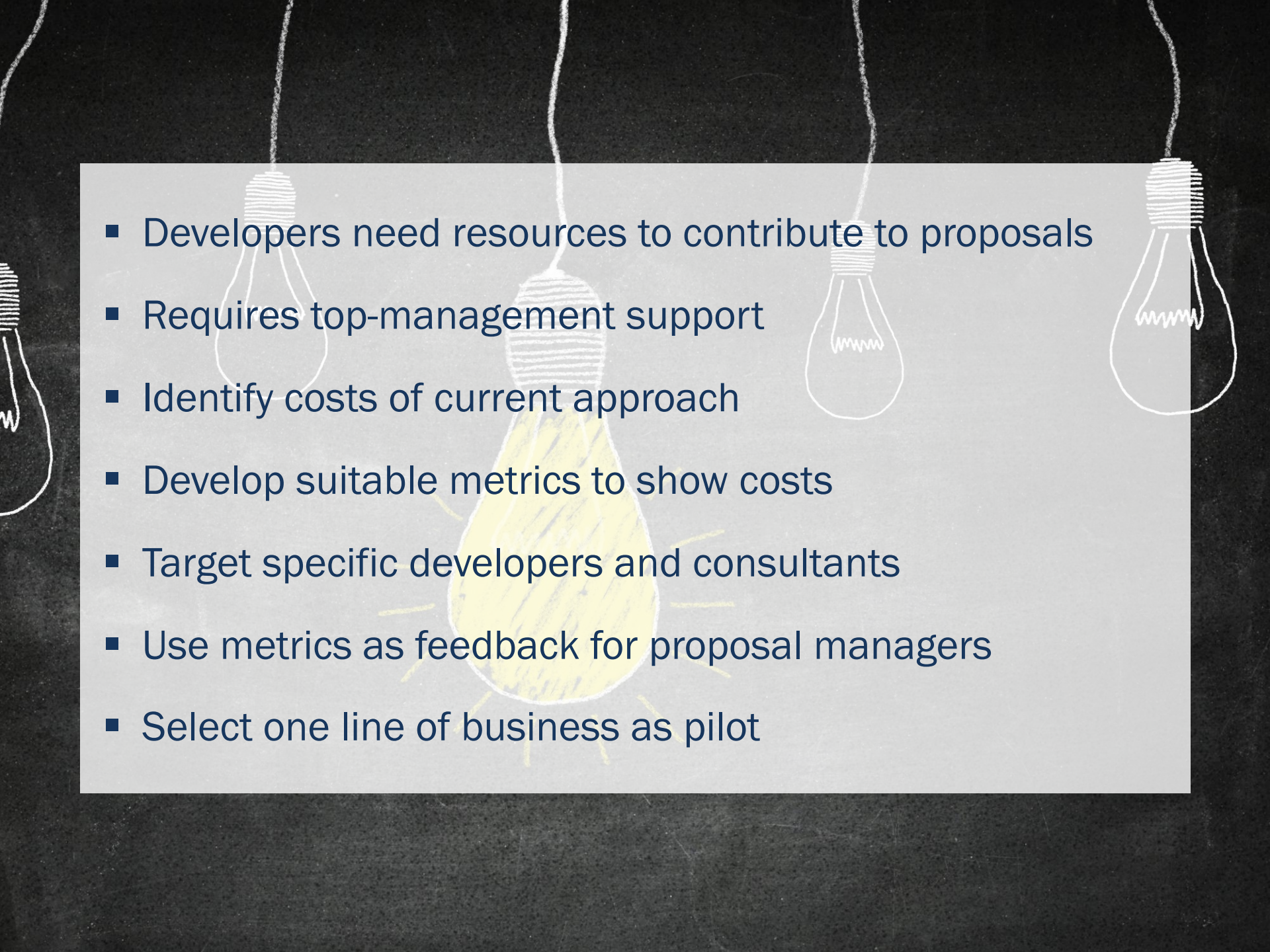
PA4: Lack of incentives for developers

Developers work full time in customer projects and have little incentives to contribute to proposals

PA5: Lack of well-defined processes

Many deviations during everyday execution of the process



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- Developers need resources to contribute to proposals
 - Requires top-management support
 - Identify costs of current approach
 - Develop suitable metrics to show costs
 - Target specific developers and consultants
 - Use metrics as feedback for proposal managers
 - Select one line of business as pilot



1on1 discussions

track numbers
manually

next year

workshop helped
reflecting

process is perceived to be
working well

Keep it practical

Produce some variety

Show them how

Ask them to bring a friend



of despising my taste; but I always delight
overthrowing those kind of schemes, and cheating
person of their premeditated contempt. I

it without offering one argument in favour of
propriety."
"To yield readily—easily—to the persuasion

"Not at all," was her answer; "but it
means to be severe on us, and of
disappointing him will be to ask nothing

"I see your design, Bingley," said his friend.—"You
dislike an argument, and want to silence this."
"Perhaps I do. Arguments are too much like

And they lived
happily ever after.

therefore
want to
you dare
"In
Elizabeth
was an
mixture
which
and D
"I
dislike
dispute
am out
you may
"V
my side
letter,
Mr.
why
Bingley
music.
forte, a
lead the
earnest
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After playing some Italian songs, Miss E
varied the charm by a lively Scotch air; and
afterwards Mr. Darcy, drawing near Elizabeth, s
her —

There is, I believe, in every disposition a te
to some particular evil, a natural defect, wh
even the best education can overcome."

piece of modesty:
"The indirect boast;—for you are r
defects in writing, because you are p
proceeding from a rapidity of thought

piece of modesty:
"The indirect boast;—for you are really proud of your
defects in writing, because you consider them as
proceeding from a rapidity of thought and carelessness"



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