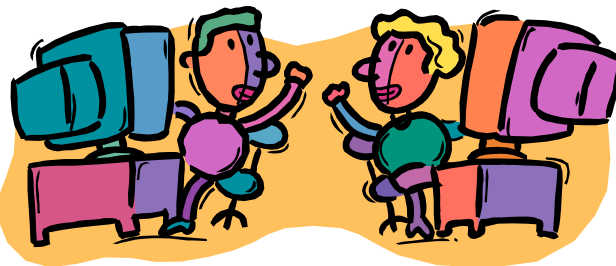




IEEE Computer Society – Eastern NC
Feb. 16, 2010 Panel Discussion:
“Practical Software Development”

Practical Software Development: A Way to Fail Taking Team Communications For Granted

- Up to 70% of all software developer work involves communications with others!
- Communication skills, teamwork, and active requirements elicitation aren't inborn talents
- Getting the 'problem to be solved' (customer need) well-defined and understood is half the battle



Practical Software Development: A Way to Succeed Consider GSD Aspects In All Team Communications (especially for globally marketed products)

Global aspects can be native or acquired (*relocation, travel, education, relationships*)

❖ Culture

- National, regional, educational, occupational, recreational, generational, even gender
- Organizational, team, role

❖ Language

- Accents, patterns, pronunciations

❖ Geographic distance

- More than “30 meters” matters

❖ Temporal distance

- Time zones (travelers)
- ‘Morning people’ vs. ‘night owls’

Example interpretations/judgments:

- Looking people in the eye
 - ☹ *Honest, or rude?*
- ‘Not giving a straight yes or no answer’
 - ☹ *Tactful, or evasive?*
- ‘Good’ handshake (none/firm/light)
 - ☹ *Disrespect or religious taboo?*
 - ☹ *Cultural norm?*
- Punctuality
- Personal distance
- What the color **red** means
- etc.

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Practical Software Development Some Key Success Strategies – 1



- When you are building a software product, build a team first
 - Cultural or other diversity on a team is an asset!
 - Global market success takes global(-thinking) development teams
- When you are building a software team, build trust first
 - Think positive: people tend to live up, or down, to our expectations
 - Observe and consider multiple interpretations
 - Question assumptions; intercept judgments
- Manage projects and lead people

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Practical Software Development Some Key Success Strategies – 2

▪ R-E-S-P-E-C-T

- Your customers
- Your teams
- Your teammates
- Your colleagues
- Yourself



- Plan, choose, replan, decide, and adapt based on **risk**
- Celebrate and have 'serious **fun**'!

