12 Steps to Move Broadband from Idea to Execution

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Background

- Industry analyst, consultant
- Helps organizations develop broadband business strategy
- Author of books, special reports, blog
Objectives

- Present high-level view of planning
- Establish foundation concepts
- Give a push in right direction
Remember

- Every community is unique
- Thinking points, not rules
- Mix and match ideas
- At some point, just do it
Polling Question #1
(use form on right side of screen >>>)

What *main* role do (or will) you play in your community's broadband efforts?

- Project champion
- Project leader
- Member of project team
- Provider/Vendor
- Elected official
- Involved stakeholder
- Other
12 steps, in four groups:

- Build a proper foundation
- Rally the people
- Align the stars
- Pull the trigger and implement
Build a proper foundation
1. Develop the Vision

- Creation orientation vs problem solving
- Motivational & quantifiable
- Start big with “what if,” finish big with “why not”
2. Be Clear on the Goals

• Where are we going?
• How are we going to get there?
• How will we know we have arrived?
3. Identify the Stakeholders

- Who benefits?
- Who’s willing to pay something?
- What are their primary needs?
- Go beyond the obvious
Rally the people
4. Create an Effective Project Team

- Operations
- Political
- Technology
- Specialists
5. Build Consensus

- Start with end users
- Add the leadership
- On-going process
- Communication is key
6. Plan for Political Processes

- Know the laws, rules and regs
- Push for procedural concessions
- Address adversarial issues early
- Be ready to rally
Polling Question #2
(use form on right side of screen >>>)

Which of your stakeholder groups vocally support community broadband?

- K-12
- College/university
- Businesses
- Local government (excluding public safety)
- Public Safety
- Healthcare
- Other
Align the stars
7. Effective Needs Assessment

- Ask the right questions
- Ask the right people
- Mix quantitative, qualitative
- Remember creative orientation
8. Align Tech with Needs

- Clearly articulate the needs
- Understand technical capabilities, limitations
- Maintain neutrality, standards
- Document as you progress
9. Test the Water

- Jump into someone else’s pond
- Understand what you’re testing
- Be clear, fair with objectives
- Minimize cut corners
Pull the trigger and implement
10. Moving to Full Deployment

- Requires a plan
- Restructure project team
- Manage expectation
- Promise long, deliver short
11. Manage Implementation

- Have the right outside help
- Expect Mr. Murphy
- Capitalize on early successes
- Test frequently
12. Measure ROI Always

- Plan for profitable buildout
- Plan for profitable operation
- Delineate financial, public good
- Even intangibles have metrics
Q&A
Communities United for Broadband:  
www.communitiesforbroadband.com/

At Broadband Properties Magazine:  
www.munibroadband.com  
Broadband Properties homepage: www.bbpmag.com

Join us July 21 at 2 PM EDT for the next webinar in this series: 
7 Ways to Make the Needs Assessment Pay Dividends
Register at www.Muniwebinar.com

Craig Settles delivers on-site workshops for communities and organizations that want to develop and execute effective broadband strategies. E-mail for details: craig@successful.com