

12 Steps to Move Broadband from Idea to Execution

Craig J. Settles

Successful.com

Communities United for Broadband

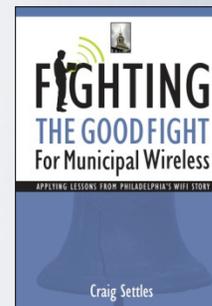
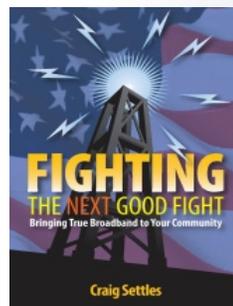
craig@successful.com

Twitter: [cjsettles](#)



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

