

A 5 STEP GUIDE
TO INCREASING YOUR **CREATIVITY**

DAVID
LESUÉ
DIRECTOR
OF
CREATIVE
SERVICES



AtTask

1. INTRO
2. THE PROCESS PROBLEM
3. STEP 1: MAKE THEM ASK NICELY
4. STEP 2: POST PRIORITIES
5. STEP 3: STAY IN CONTEXT (AND IN FLOW)
6. STEP 4: TEMPLATIZE WHAT WORKS
7. STEP 5: COLLABORATE CONSISTENTLY
8. WRAP UP / Q&A

INTRO

AtTASK?



ArtTask®

CREATIVE
SERVICES





ENTERPRISE WORK MANAGEMENT

How to Slay of Enterprise

AtTask

AtTask

9 Levels of Enterprise Work Hell

A JOURNEY THROUGH THE
ENTERPRISE UNDERWORLD

AtTask

IOUS

DUCTIVITY

BUSTED!

MANAGERS

I DESPISE
THESE PEOPLE.



Bulldog Solutions Streamlines Planning with AtTask Enterprise

After working with its homogeneous tool for years, Bulldog Solutions needed an enterprise-level software customer base. AtTask automation, resource plan turned out to be just what they needed.

Running with the Big Dogs

As an integrated provider of software penetration and marketing in Mexico, the central ability to organize all the various customer acquisition and Partners 1000 businesses across High Tech, Health Financial Service drove high impact marketing programs, and used that project management solution that became a core for their client company's strategic thinking. An AtTask program led by the President, vice president of Technology at Bulldog Solutions recognized.

As a leading tool was not designed for managing individual tasks, to project-level individual tasks had to be managed offline. Manage clients or timelines to create project progress without significant visibility into capacity planning or forecasting. Projects could be set team members assigned in the system, but there was no way to track how much time and effort each team member had to complete the project.

It became more going to work on the local level and enterprise clients were going toward an individual solution.




With AtTask®, Barnabas Health Increases Capacity by 25 Percent


The PMO at Barnabas Health had gone to great lengths clinical systems and get better enterprise-level visibility tools were standing in the way. AtTask Enterprise Work Cloud was the final piece they needed.

Best Guess

In 2007 Barnabas Health, which treats over 2 million patients per year at was undergoing a major transformation to centralize their clinical systems enterprise-wide visibility into their work to attain meaningful use. As part of system creation a project management office with John Jenks as the direct work into refining their processes, that took some time to keep up.

Up until that point, the PMOs tools consisted of a mix of spreadsheets, MS Office files. Project managers spent hours checking down information the only to spend half of their day every Friday preparing reports for John Jenks. Throughout the process, team members tended to make small changes a good deal of inaccuracy in the team's data.

Ultimately, all of this work yielded only minimal visibility into the team's Office. John was only able to give his "best guess" on costs, who was and resources were assigned. He could not gain real status on projects, and if necessary until projects were closed. Unable to gain a view the resource of

233% Project Capacity Increase

Consolidated Graphics PMO Boosts Project Capacity 233% with AtTask®

In the wake of a failed software implementation, Ed Sandford, VP of PMO at Consolidated Graphics, Inc., was struggling to capture the value his team was creating. AtTask Enterprise Work Cloud illuminated their achievements and the path to success.

Consolidated Graphics
 Consolidated Graphics Inc.
 Industry: Printing
 Employees: 5,113
 www.cg.com

Invisible Value


As the single source IT provider for the nation's largest digital printer, Ed Sandford's PMO was charged with supporting the company's websites and 70 printing locations. They did this by building software solutions to make it easy for their clients, like Apple Entertainment and Ford Motor Company, to order an array of printed materials. At first, however, the PMO was stuck with a poorly done Microsoft Server implementation that failed to give them the timesheets, executive reporting, and billing that they needed to succeed.

233%

PROJECT CAPACITY INCREASE
 With AtTask, the PMO increased their project capacity from 60 to 200 projects.

This system required a great deal of manual work while delivering very little of the visibility they needed. PMO team members spent much of their time exchanging emails and sitting in status meetings, taking away time that would have been better used on project tasks. Despite the meetings and emails, Ed still found himself at a loss when trying to determine who owned a given task or how much bandwidth each resource had. Even more troubling for Ed was the difficulty he had showing where his team was adding value to the organization, calculating their revenue, and showcasing the innovative solutions they'd built for major customers.

In this situation, more and more projects were headed on the PMO, regardless of the availability of resources. The team worked late into the night and often on weekends to meet this uncontrolled demand until many became burned out and left. These troubles drove Ed to seek a better solution.



www.attask.com | +1 866.441.0001 | +44 (0)645 508377



0002

ing Time from

KAMO POWER
 KAMO Power
 Industry: Energy and Environmental
 Location: USA
 Website: www.kamopower.com

ing Time from
 KAMO Power couldn't
 g, they found a way to
 automation they needed—

most Oklahoma and southeast
 2018, KAMO's annual sales to its
 1,000,000 customer segment. The
 ability of keeping the power and
 generation allocation and logistics
 at helping customers. Tim also
 to give them the other responsibilities.

is for backing projects and
 looked that their own individual
 the projects across teams or
 of how much time was being consumed
 the information, entering data,
 OAS often end up driving hours
 into jobs like to take in.

67% DECREASE
 IN MEETING HOURS

Meeting that used to require 24 or more
 team members was cut to a 20-minute
 production run.

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ies project

Peregrine Networks
 Peregrine Networks
 Industry: Telecommunications
 Location: USA
 Website: www.peregrine.com

ies project
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is for backing projects and
 looked that their own individual
 the projects across teams or
 of how much time was being consumed
 the information, entering data,
 OAS often end up driving hours
 into jobs like to take in.

3x

EXCEEDED ALL PROJECT CAPACITY
 The team worked late into the night and often on weekends to meet this uncontrolled demand until many became burned out and left. These troubles drove Ed to seek a better solution.

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Work chaos
is killing
creativity



- AT
- HBO
- CISCO
- WALMART
- Red Bull

ArtTask

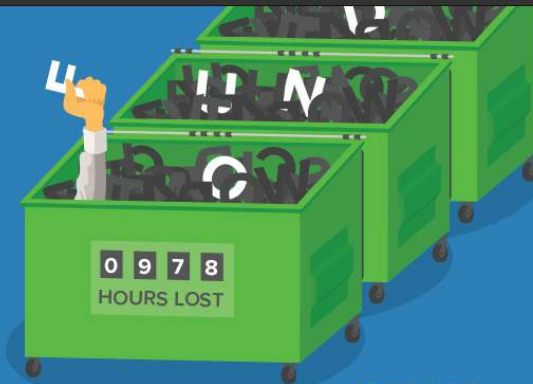
Revive
creativity with
Enterprise
Work
Management



Quit dumpster diving in disconnected tools for project information

The social tools in AtTask deliver relevant, easy-to-find information in the context of work.

[Learn More](#)



TREK

The power of true visibility

Trek's on-time delivery rates skyrocket

[Read the case study](#)



This Means War

Learn to slay the dragon of enterprise work

[Download the ebook](#)



AtTask demo

Change the way you work with Enterprise Work Management

[Watch the demo](#)

ABOUT US

AtTask Enterprise Work Management solves the failures of traditional project management software.

Your team is overwhelmed with fragmented tools and disconnected work, including projects. This results in chaos and poor visibility. See how the AtTask Enterprise Work Cloud helps you manage all work end-to-end, engaging your team in social collaboration, to deliver a single source of truth we call Enterprise Work Management.

SOLUTIONS



AtTask for Marketing Teams.

[Learn More.](#)



AtTask for IT Departments.

[Learn More.](#)



Enterprise Work Management.

[Learn More.](#)



We scare the hail out
of other clouds.

AtTask

Kickin' SaaS.

**LOTS
OF
BOSSES**

EDUCATION PRODUCT / DEV

MARKETING

HR

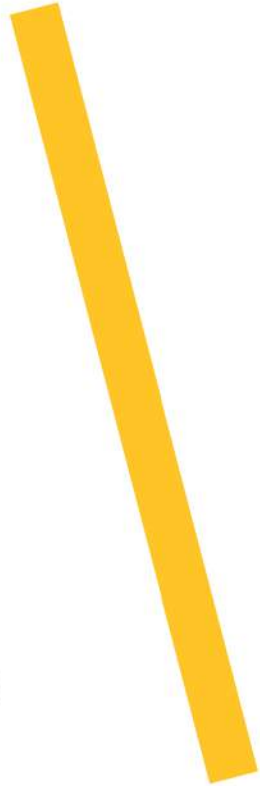
SALES



A HUGE
PAIN



THESE
AREN'T
THE
ANSWERS



THESE ARE
JUST
MY
ANSWERS

the
PROCESS
PROBLEM



CREATIVE WORK
TAKES
TIME AND ENERGY

THERE IS
NO SHORTCUT.



BEST
✓
THE WAY TO
IMPROVE YOUR

CREATIVE WORK
IS TO GIVE IT
MORE TIME AND ENERGY





STAY LATER
WORK HARDER

STOP
TRYING to
CREATE **TIME AND**
ENERGY

RECLAIM
YOUR
TIME AND ENERGY

FAKE WORK

REAL WORK

FAKE WORK





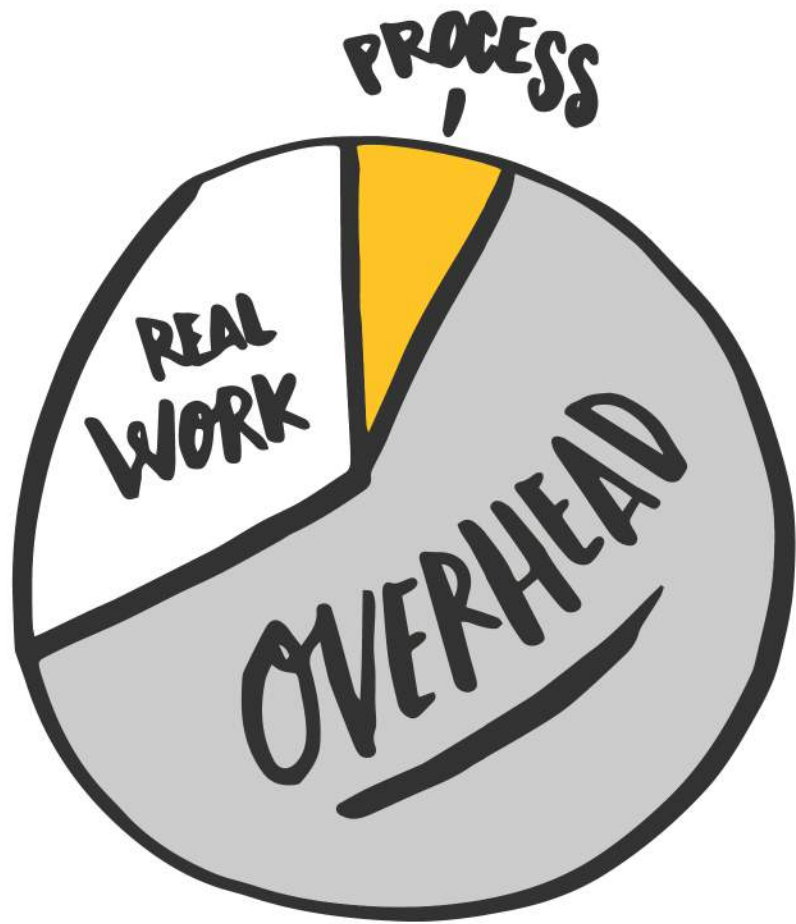
PROCESS
GETS a
BAD RAP

PROCESS
is your
FRIENEMY

PROCESS
(NECESSARY EVIL)

OVERHEAD

(UNNECESSARY EVIL)



PROCESS
,



KILL
your
FAKE
Work.

PROCESSES
ARE JUST
ORGANIZATIONAL
HABITS

STEP 1:
MAKE THEM
ASK NICELY

CATALOG *your*
JOB TYPES

WRITE your
DESIGN
BRIEFS

AUTOMATE ENFORCEMENT

NO BRIEF? NO
REQUEST.

General Information

Video Type

Department/Team

Primary Contact ?

Budget

Video Details

Project Deadline

Video Description

What is the core message?

Primary Audience

Length

What is the desired tone?

Where video will reside

Submit Request

Cancel

STEP 2 SET AND POST
PRIORITIES

A solid yellow horizontal bar is positioned at the bottom of the text, partially overlapping the word 'PRIORITIES'.

BUILD
a BACKLOG





Creative Services Design Team

Send a Work Request to Creative Services Design Team

Iterations **Backlog** Updates Working On Issues (0)

Unplanned All

+ New Story Plan Iteration Export

Useful Backlog view

<input type="checkbox"/>	Order	Name	Project: Name ↑	Estimate	Ready	Due Date	Priority	Assignments
<input type="checkbox"/>	10	Round 2 - eLearning Style Guide PDF	AtTask eLearning Rebrand	4		2/26/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	8	Round 2 - eLearning Intro and Outro Slide Design	AtTask eLearning Rebrand	2.5		2/26/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	5	Round 2 - eLearning Instruction Slide Layout	AtTask eLearning Rebrand	2		2/26/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	6	Round 2 - eLearning Generic Slide Layout for miscellaneous requests	AtTask eLearning Rebrand	2		2/26/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	9	Round 2 - eLearning Reskin of TOC and Toolbar Mock using Adobe Captivate	AtTask eLearning Rebrand	2.5		2/26/14	Normal	Nate Nelson Creative Services Design Team
<input type="checkbox"/>	1	Round 2 - AtTask eLearning/Education Logo	AtTask eLearning Rebrand	1.5		2/25/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	2	Round 2 - eLearning Objective Slide Layout	AtTask eLearning Rebrand	2		2/26/14	Normal	Ashley Carroll Creative Services Design Team
<input type="checkbox"/>	7	Round 2 - eLearning Reskin of current YouTube Page	AtTask eLearning Rebrand	2		2/26/14	Normal	Nate Nelson

GROOM
your **BACKLOG**







Creative Services Design Team

Send a Work Request to Creative Services Design Team

Iterations **Backlog** Updates Working On Issues (0)**Unplanned** All+ New Story **Plan Iteration** Export More

Useful Backlog view

Iteration Name

CS28 Orko

Start Date

Feb 18, 2014

End Date

Feb 22, 2014

Focus

100%

Capacity

160

Goal

Total Points: 8.5/160

Save

Cancel

<input type="checkbox"/>	Order	Name	Project: Name ↑	Estimate	Ready	Due Date	Priority	Assignments
<input checked="" type="checkbox"/>	10	Round 2 - eLearning Style Guide PDF	AtTask eLearning Rebrand	4		2/26/14	Normal	Ashley Carroll Creative Services Design Team
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Ashley Carroll



David Lesue



Jeremy Harker



Joey Daniel



Jordan Harker



Nate Nelson



Ryan Braman

GO PUBLIC



CS28 Onko Feb 18 - 22, 2014

Feb 18 - Feb 22

Feb 22, 2014

Work & Graphics: Project and Tasks

Work & Graphics: Documents and Assets

Work & Graphics: Integrations and APIs

Work & Graphics: Collaboration

Work & Graphics: Time Tracking

Work & Graphics: Approvals

2014 President's Club T-shirt Design

Mock & Graphics: Collaboration

Create Main Character- Erin Frey Rough (HOB)

Create Title Scene

Create CCO print ad - "9 Levels"

Create illustrations for product release for Februa...

BMW Poster

Mock & Graphics: Time Tracking

Mock & Graphics: Approvals

NOW
USE IT
to
SAY NO!
OR
AT LEAST
NOT YET.

CS28 Orko (Feb 18 - 22, 2014)
















 Iteration Owner
David Lesue
 Creative Director

Iteration Timeline Feb 18 - Feb 22 Story Points ✓ 3.0/146.0 Team Creative Services Des

- Story Board**
- Stories
- Hours by Assignee
- Iteration Details
- Updates
- More ▾

Today

Feb 18, 2014

New 114	In Progress 23	Awaiting Verification 6	Complete
<p>Round 1 - AtTask eLearning/Education Logo 3</p> 	<p>2014 President's Club T-shirt Design 4</p> 	<p>Mock & Graphics: Projects and Tasks 1.5</p> 	<p>Mock & Graphics: Collaboration 1.5</p> 
<p>Mock & Graphics: Time Tracking 1.5</p> 	<p>Create PowerPoint Presentation 8</p> 	<p>Mock & Graphics: Integrations and APIs 1.5</p> 	<p>Mock & Graphics: Approvals 1.5</p> 
<p>Mock & Graphics: Recognition 1.5</p> 	<p>Outline Brand Guide 3</p>  1	<p>Printing Estimate for Service Day Shirts 3</p> 	
<p>Round 1 - eLearning Objective Slide Layout 4</p> 	<p>Create Webinar Script 8</p> 		
<p>Mock & Graphics: Documents and Assets 1.5</p> 			
<p>Mock & Graphics: Reports 1.5</p> 			

STEP 3: STAY
in
CONTEXT
AND in
FLOW

INTERRUPTIONS
KILL FLOW

KEEP IT TOGETHER

Version 2 Template Mocks

Revising the design with Heather Hurst and Bryan Nielson

Updates Subtasks Documents (16) Task Details More

Update Status | Log Time | Filter System Updates

David Lesue said the condition is **Going Smoothly** and volunteered to work on this. 1 minute ago · Comment

Heather Hurst Dear Dave - Please change "by work lifecycle" to "by workflow" in all instances on the mocks.
 David Lesue · Dec 5 at 8:35 am · Like · Comment

Kirk Eisele Here's the task with the mocks...
 Micah Beals · Dec 3 at 2:31 pm · Like · Comment

Kirk Eisele Hi Team, the files for the marketing mocks are now all attached to this task. As approved annotated mocks come in I'll create a new story for each one. We'll build out the core templates first and then add in icons/graphics/content as we receive them.
 Dragon of the Black Pool · Dec 3 at 10:17 am · Like · Comment

Heather Hurst Kara - Dave has included the latest mocks here, including Overview.

Edit Task | Task Actions

Assigned To



David Lesue
Creative Director

Edit Assignment

Due on
Dec 7, 2013
(3 days ago)

Status
In Progress

I'm Done

Submitted On
Nov 4, 2013

Last Update
Dec 10, 2013

Reference Number
2422853

STEP 4:
TEMPLATIZE
WHAT WORKS

MAKE
AND USE
JOB TYPE
TEMPLATES

[Marketing](#) » EWM Rolling Thunder

EWM Rolling Thunder – Social Collaboration

[Edit Project](#) | [Project Actions](#) ▾



Project Owner
Steve Dame
Sr. Marketing Program Manager

Status	Condition	Planned Completion	Percent Complete
■ Complete	On Target	Dec 7, 2013	100%

Tasks | [Issues](#) | [Project Details](#) | [Documents \(46\)](#) | [Updates](#) | [More](#) ▾

[+ New Task](#) | [Export](#) ▾

Showing **All** ▾ tasks in the **Useful** ▾ view, grouped by **Nothing** ▾

<input type="checkbox"/>	#	Name	Description	Priority	Assignments	Pln Hrs	Planned Completion Date	% Complete
<input type="checkbox"/>	1	▶ Initiation and Positioning	Brainstorm and provide direction on scope, website design, headline and positioning.	Normal		0 Hours	10/14/13	100%
<input type="checkbox"/>	4	▶ Video		Normal		0 Hours	10/29/13	100%
<input type="checkbox"/>	13	▶ Website		Normal		0 Hours	12/7/13	100%
<input type="checkbox"/>	36	▶ Press Release		Normal		0 Hours	10/29/13	100%
<input type="checkbox"/>	42	▶ Review Meetings		Normal		0 Hours	10/24/13	100%
<input type="checkbox"/>	45	▶ Social Media		Normal		16 Hours	10/30/13	100%

PERFORM
JOB-TOPSIES



801

REFINE your
TEMPLATES
over time

STEP 5:
COLLABORARATE
CONSISTENTLY

PICK A
METHOD OF
COMMUNICATION
(AND STICK WITH IT)

Version 2 Template Mocks

Revising the design with Heather Hurst and Bryan Nielson

Edit Task | Task Actions

Updates Subtasks Documents (16) Task Details More

Update Status | Log Time | Filter System Updates

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Assigned To



David Lesue
Creative Director

Edit Assignment

Due on
Dec 7, 2013
 (3 days ago)

Status
In Progress

I'm Done

Submitted On
 Nov 4, 2013

Last Update
 Dec 10, 2013

Reference Number
 2422853

DELIVER

ONE

WAY

Q3: eBook – Circles of Work Hell

[Edit Project](#) | [Project Actions](#) ▾



Project Owner
Heather Hurst
Director, Content & Awareness

Status	Condition	Planned Completion	Percent Complete
Complete	On Target	Nov 13, 2013	100%

Tasks Issues Project Details **Documents (34)** Updates More ▾

[Add Folder](#) [Proof](#) [Preview](#) [Download](#) [Share](#) [Delete](#) [More](#) ▾

Folders

PROJECT FOLDERS

Updated Date ▾ ↑

[Details](#)

[Updates](#)

[Custom Form](#)

PROJECT FOLDERS



AtTask_9 Levels of Hell_eBook_Final.pdf

Added Nov 6 at 1:49 pm by Ryan Braman 🗨️ 125



AtTask_9 Levels of Hell_eBook_Final.pdf

Added Nov 6 at 3:07 pm by Raechel Duplain 🗨️ 1



AtTask_9 Levels of Hell_eBook_Final.pdf

Added Nov 6 at 3:05 pm by Raechel Duplain 🗨️ 1



Hell eBook Copy FINAL-FINAL.docx

Added Nov 4 at 12:39 pm by Raechel Duplain 🗨️ 2

[Update](#)

[Cancel](#)



Raechel Duplain Looks great. This is now, DONE.

Nov 6 at 2:20 pm · Like



Ryan Braman Hell ya! :)

👍 1 · Nov 6 at 2:59 pm · Like



Brett Merritt Amazing work from everyone.

Nov 6 at 3:36 pm · Like

[Comment](#)



Raechel Duplain approved **AtTask_9 Levels of Hell eBook Final.pdf** and made 2 other updates.

WRAP UP

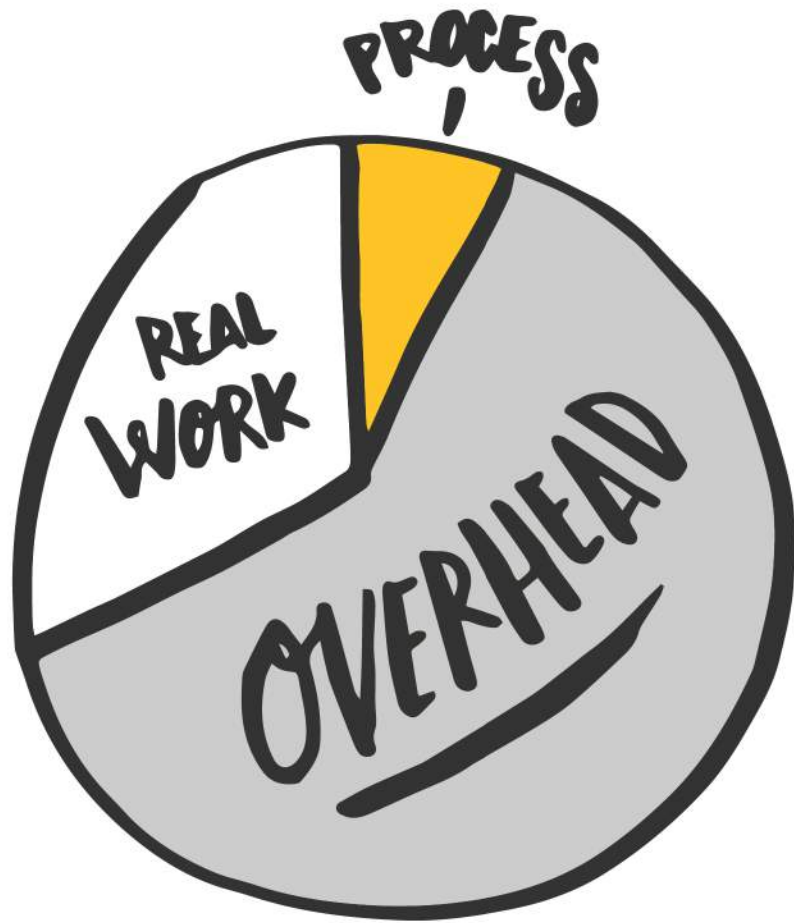
AND

Q & A

BEST
✓
THE WAY TO
IMPROVE YOUR

CREATIVE WORK
IS TO GIVE IT
MORE TIME AND ENERGY

RECLAIM
YOUR
TIME AND ENERGY



PROCESS
,



MARKETING.AETask.COM

DAVID.LESUE@AETask.COM

attask.com/how2014

ArtTask®