

SUBJECT MATTER EXPERTS MAKE THE PROJECT WORK

3 KEYS TO SUCCESS

- 1 Should represent a cross-section of departments.
- 2 Choose people with deep expertise in your business areas.
- 3 Include a strong executive sponsor.



SMEs Come in a Variety of Personas

Stephanie Staffer

I may not understand the “why” behind our business rules, but I can tell you everything there is to know about my functional area. I am NOT a technical expert.

Tony Tech

I understand our organization’s systems back to front, so I need to be part of the system selection process. Include me from the very beginning, *before* you make the system selection!

Mary Membership

I know the ins and outs of our complex membership processes and all the wonderful benefits of membership. The system we choose needs to work for our rules, so I will have a lot to say during the selection process.

Carter Customer-Care

I am the face and voice our members see and engage with on a day-to-day basis. I know our legacy system very well since I do a lot of record updates and process orders on behalf of our customers

Erica Executive

I hardly ever touch the system, but I rely heavily on data reports to make business decisions. I know the bottom line of this project and have several strategic goals for the organization tied to its success.

