PRODUCTION TALES:
Managing Up, Managing Down

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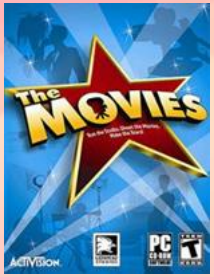
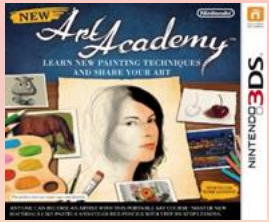


SUPER DELUXE
Chime

LIONHEAD STUDIOS

HEADSTRONG



PlayStation VR WORLDS

ZOE MODE

KUJU

CURVE DIGITAL GAMES

KUJU: Experience Architects

Games & experiences for brands & IP

- A 20 year history
- Developed over 125 games
- Added immersive to services
- Last – The Chainsmokers: Paris VR
- In Dev - Guitar Hero Live, AR Mobile title
- Just announced - “Narcos” for console 2019

SITARA SHEFTA

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DREAM REALITY INTERACTIVE

Immersive VR & AR experiences

@DRI_HQ

drihq.com

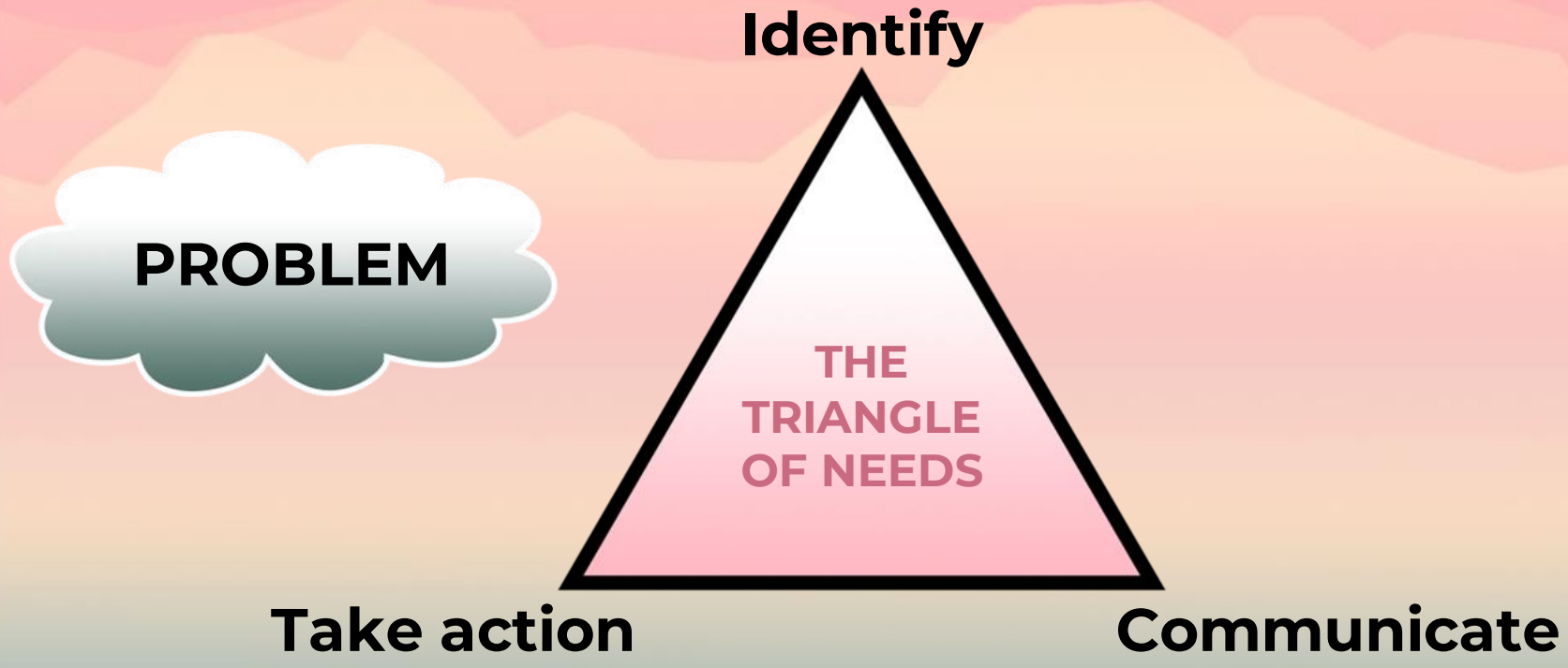
PART 1: Talk

1. Adaptive framework
2. Top tips & techniques

PART 2: Workshop

1. Share issues
2. Discuss & resolve

THE ADAPTIVE FRAMEWORK



WHAT DO PEOPLE HAVE A NEED FOR?

Information

Direction

Confidence

HOW TO IDENTIFY WHAT SOMEONE NEEDS

1. Who are they?
2. What is their end goal?
3. What is preventing them from achieving this already?
4. What can be done to achieve the end goal?
5. Take action

WHEN YOU'RE SPEAKING TO PEOPLE

1. Be educational, not patronising
2. Be pragmatic, not argumentative
3. Be open-minded & listen
4. Be constructive, not negative

GENERAL TIPS: UP AND DOWN

1. Look at things from their perspective

2. Build a routine

3. Provide clarity on the status of things

4. Listen & gather info to make smart decisions

MANAGING UP

1. Rhythm of communication
2. Know your audience
3. Under promise & over deliver
4. Build a relationship & align goal

MANAGING UP

5. Everyone has a boss- help them!

6. Raise problems early

7. Offer solutions, not just issues

8. Ask for & manage feedback

MANAGING DOWN

1. Be clear on what you want & by when

2. Be clear on what's ok vs what's not

3. Solve problems with your team

4. Offer a multi-service

MANAGING DOWN

5. Collect, condense & redistribute information

6. Don’t assume

7. Be transparent but NOT overwhelming

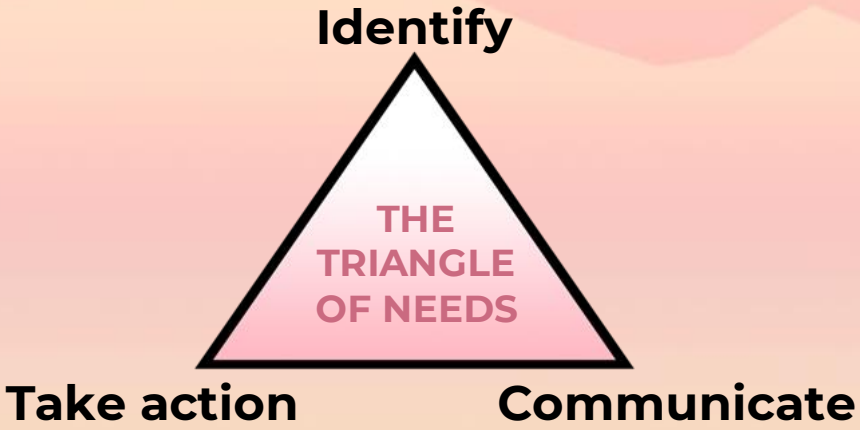
8. Be a leader, NOT a boss

IT’S NEARLY WORKSHOP TIME

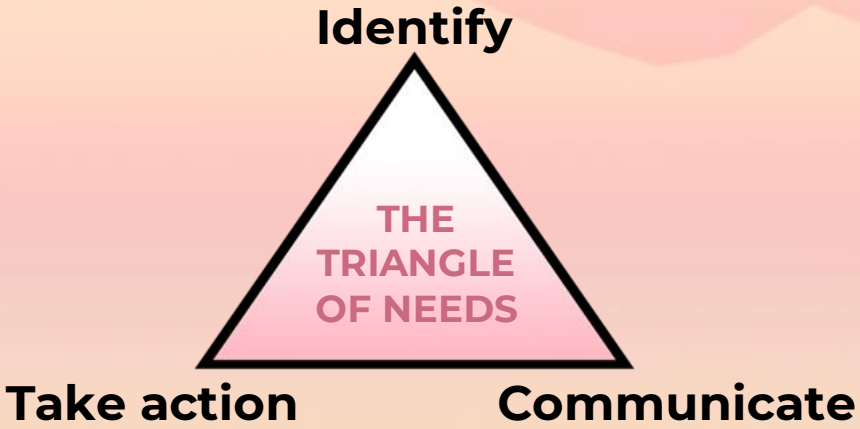
Don’t be shy, say hi!

WORKSHOP: WHAT YOU NEED TO DO

1. Get into group
2. Discuss the assigned issue(s)
3. Use the triangle to figure out how it can be resolved
4. 5 minutes.



WORKSHOP: THE PROBLEMS



QUESTIONS & THANK YOU

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