PRACTICAL PITFALLS UNRAVELED: Insights for the growth seeking IA
OUR GOALS
Move your projects forward
Hands-on practice
Tools to work with non-UXers
Specific ways to advance your career
Who we are

SARAH BROOKS
OUTCOMES PRODUCER
CAREER COACH
SARAH.BROOKS@GA.CO
ARE YOU READY?
(Cause we are & we’re stoked!)
STORY TIME...
OR... A BIT OF HUMILITY!
Know-It-All Client

Why did you add this button to the user interface? You told me to.

Why would I tell you that? You always suggest random changes to create the illusion of adding value.

Well, remove that button. It's only on your copy.
Know-it-all client

“Can we get this?”
BEEN HERE BEFORE?

Skeptic  Bored  Apathetic
WHAT ARE YOUR CHALLENGES?
INSTRUCTIONS

‣ Partner A share a challenge you faced in a recent project (5 min)
‣ Partner B write it down on a post it note.

‣ Partner B share how you might address this challenge. (5 min)
  Partner A share what you did do, what you wish you had done.
SWITCH!
INSTRUCTIONS

› Partner B share a challenge you faced in a recent project (5 min)
› Partner A write it down on a post it note.

› Partner A share how you might address this challenge. (5 min)
  Partner B share what you did do, what you wish you had done.
LETS SHARE
WHAT DID WE LEARN?
PUT AN IDEA IN THEIR HEADS
MOVE YOUR PROJECTS FORWARD
CHOOSE A TACTIC, WORKSHOP > MEETINGS
ADVANCE YOUR TEAM TO ADVANCE YOUR CAREER
INFLUENCE
INFLUENCE
INFLUENCE
INFLUENCE
INSTRUCTIONS

› Partner A practice using the flower analogy with a recent challenge

› Partner B share your feedback, are you enrolled?
SWITCH!
INSTRUCTIONS

› Partner B practice using the flower analogy with a recent challenge

› Partner A share your feedback, are you enrolled?
FIND YOUR TRIBE
Let's share