



GRANITE HORIZON

Chief eZ Publish Officer Training

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Subtitles

Creating the kind of ecosystem you want to live in.

Initial thoughts about what leadership in the ecosystem means.

What is a CeZO?

- Officially, the shop eZ Publish practice lead
- Unofficially, anyone who takes the opportunity to provide leadership in an eZ Publish practice

Goal

Leverage eZ for optimal user engagement.

Goal

Develop
and maintain

a satisfied eZ Publish team

which benefits your company.

Develop

Improving in eZ Publish Skill Individually

- Download and install, read the docs
- Try to build a site
- Take training
- Thrash around for a few weeks while getting paid for it
- Make a manual (Graham Brookins)
- Read the manuals
- Get certified

Improving in eZ Publish Skill Individually

- Read
 - Roadmap
 - Forums on share.ez.no
 - Blogs on share.ez.no
 - Blogs on planetezpublish.org
 - ezpedia.org
 - IRC Freenode #ezpublish
 - Github commit logs and release note files
 - Feed readers like Google Reader help
- But most importantly...

Real eZ Publish Developers Are

- Humble
- Expert
- Social

Maintain (and Retain)

Improving in eZ Publish Skills as an Organization

- Industrialize (at least use version control)
- Create a standard install, put in to version control (Joe Kepley)
- Send people to partner meetings and conferences
- Bring in experts to give advanced training
- Build a new extension when you have downtime
- Create your own training program

Improving in eZ Publish Skills as an Organization

Learn how eZ is used by learning the admin interface well. Consider using eZ Publish internally (e.g. wiki, CRM).

Improving in eZ Publish Skills as an Organization

Better to have one who knows what their doing than ten who know enough to send your client to someone else. Allocate work wisely.

Create a Culture of Improving

- Your skills
- Your organization
- Your products and services
- Your CMS, eZ Publish

Create a Culture of Improving

- Model it
- State it
- Insist on it
- Persist with it

Care about Your Team

- Enforce ergonomics
- Know their family members
- Celebrate their birthdays and anniversaries with the company
- Make your company the place they want to be and stay
- Make team satisfaction one of the criteria for taking projects (e.g. Make-A-Wish)

Build Community

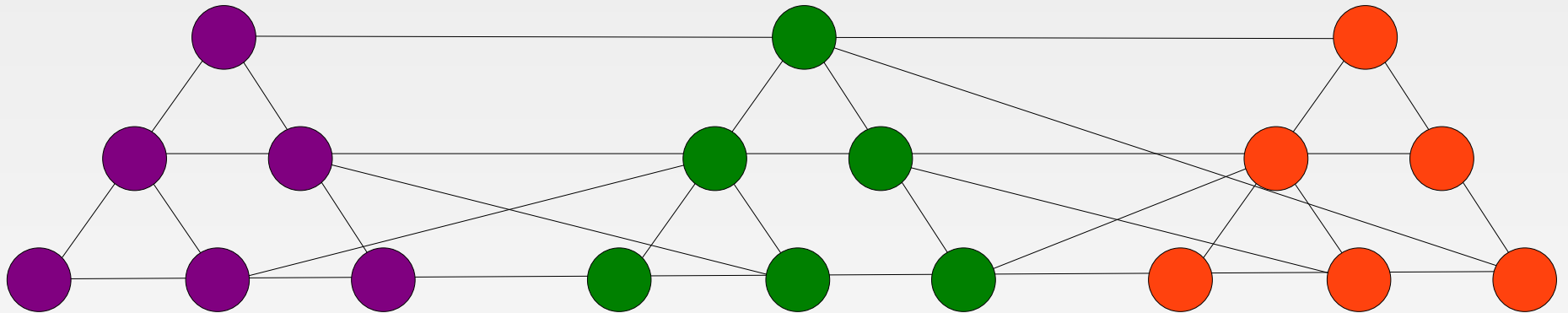
Do different things together.

- Dinner
- Dayhike
- Volunteer
- Help a team member move
- Play a board game

Care About the Ecosystem

- It supports you
- Contribute extensions, fixes, documentations, and enhancements
- Build relationships with eZ crew, including your regional team
- Care about eZ Systems
- Promote eZ's subscriptions
- Promote eZ Publish

Increase Communication



Care About Competitors

- We will bid on jobs against other partners and sometimes lose.
- But the benefit we gain from having relationships with them are great.
- Organizational conflicts of interest are no excuse for jeopardizing the personal care we have for one another.
- Just be straight.

Your Tips for Successful eZ Publish Leadership

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