

Peacocks, Owls & Technology

How knowing the makeup of your flock can determine project success

A white paper

By OneLaw and CommArc CEO Phil Johnson

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Birds of a feather flock together, but it's the diversity of personalities within your business which can really take it to the next level.

- Phil

It always interests me how technology is implemented in businesses. Experience has taught me that there needs to be the right balance of:

- 1. A clear business strategy (so we all know where we are going)**
- 2. Systems/applications that reflect this strategy (i.e. the right tools for the job)**
- 3. An internal culture that can deliver this (a great attitude)**

Points 1 and 2 are pretty obvious. The development of great business strategy and selection of good system(s) are well understood and catered for, albeit not always well executed.

But it's point 3 that really interests me. The modern business is often a complex collection of interests, personalities and agendas, which all have the capability to empower or derail a project.

The people that represent your business all have personality traits that can impact the outcomes of your strategy and the tools you use to get you to where you want to go.





Knowing your flock

There is a relatively common workplace personality test that attempts to define individuals based on the shared or singular elements of four birds:

- **Dove** – peace-loving and kind
- **Owl** – logical and intelligent
- **Peacock** – showy and outgoing
- **Eagle** – bold and decisive



Culture is key

The best projects facilitate a culture of honesty, communication and collaboration, and always have a clear focus on the business' best interest. This combination of team values and shared vision provides the optimal chance of project success.

When you get it right, you get a high level of buy-in across your business. In some cases it's not uncommon to see bursts of enthusiasm... say, for a new practice management system... (yes, I know, I'm pushing boundaries here).

So what do the birds have to do with all this?

Just knowing that your business has a broad selection of personality traits at its disposal is a fantastic start.

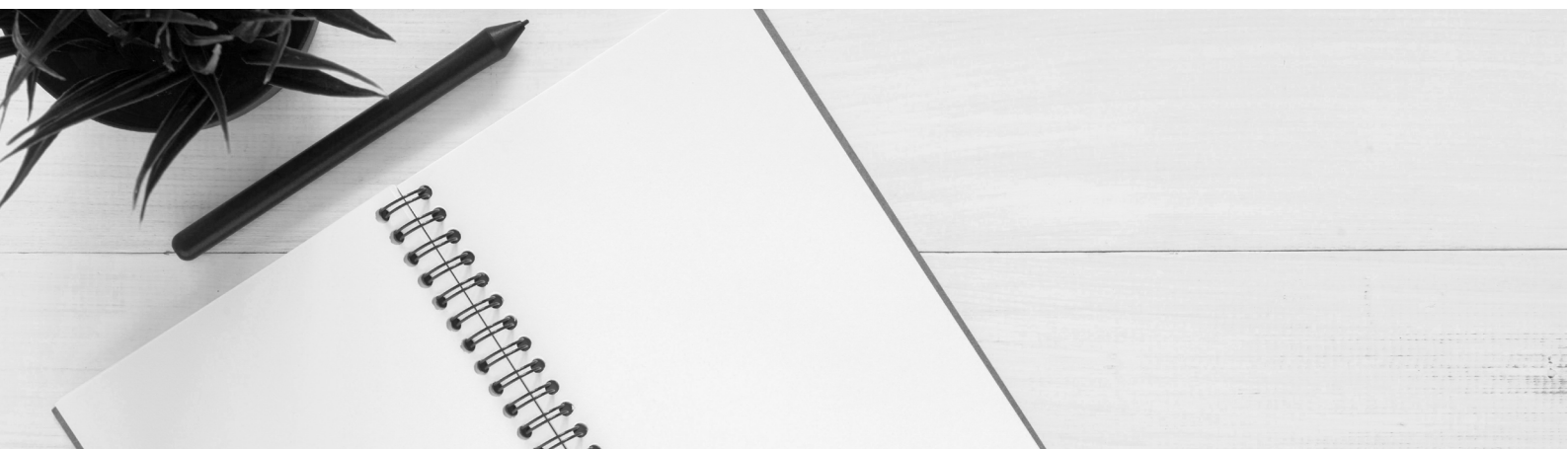
You may have some "enthusiastic optimists", the odd "overconfident know-it-all", the occasional "it's just a job for me" fence sitter, a possibly dangerous "patch protector", and, worse case, a dreaded "negatron blocker"!

For your project to be successful you need to engage and acknowledge all personality types. Turning a negatron around (especially if they influence the business) is highly satisfying and can resultantly motivate the fence-sitters. The "birds" personality test helps recognise the varying traits and strengths of individuals which in turn allows their skill set to be optimally utilised.



Those with “eagle” characteristics make strong leaders. Owls are great at the finer details, doves excel at documenting and testing, and peacocks will proudly amplify and broadcast the outcomes.

The mix of your flock and how you herd them (or not) will impact your business. Creating an environment where people feel as though their input is valued is central to a positive and productive team culture. Your team will dictate whether you take to the skies or burrow down and find a good tree to nest under. Either of which may be the best option for your business.



In summary:

- 1. Have a focussed business strategy**
- 2. Define what you want to achieve and how you will measure it**
- 3. Build the right project culture and engage everyone**
- 4. Collaborate to deliver the project and manage the change to your business**
- 5. Honestly measure your success and learn from mistakes**

At OneLaw we love to see technology deliver outcomes for business, and we love to see our customers getting engaged - whatever their plumage.

And just for the record, I’m apparently an Eagle / Owl hybrid.

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