Work Prioritization Model (WPM) Team Status Update

Presented to: GNSO Council

Olga Cavalli

Chair – WPM Team

10 March 2010

Why Was A WPM Effort Undertaken?

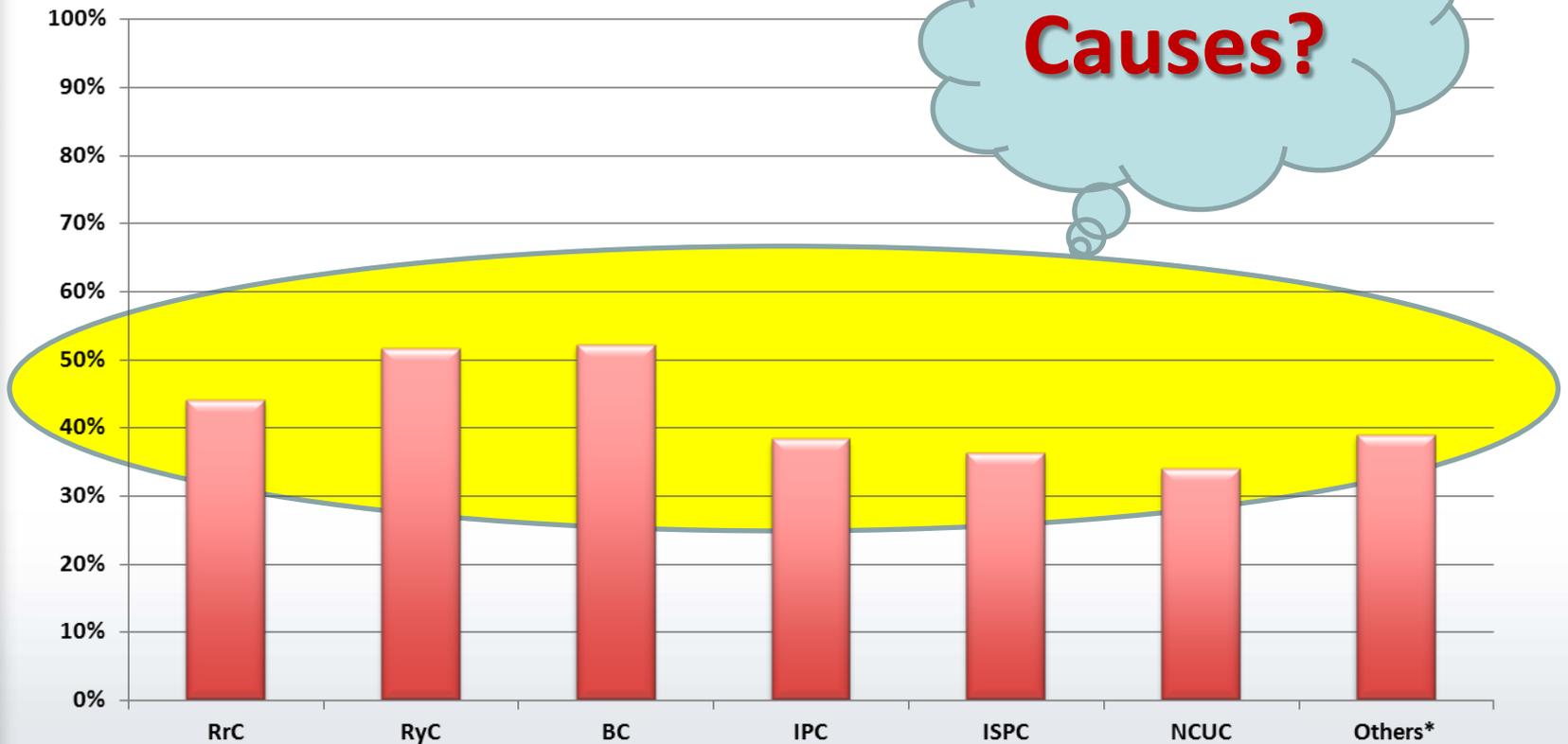■ **Pre-Seoul Community Symptoms:**

- Work teams struggling to complete tasks

- Conference calls cancelled due to lack of participants

Staff Attendance Study (Oct 2009)

Average Percent Attendance
(11 WGs: 2008-2009 Q3)

Causes?

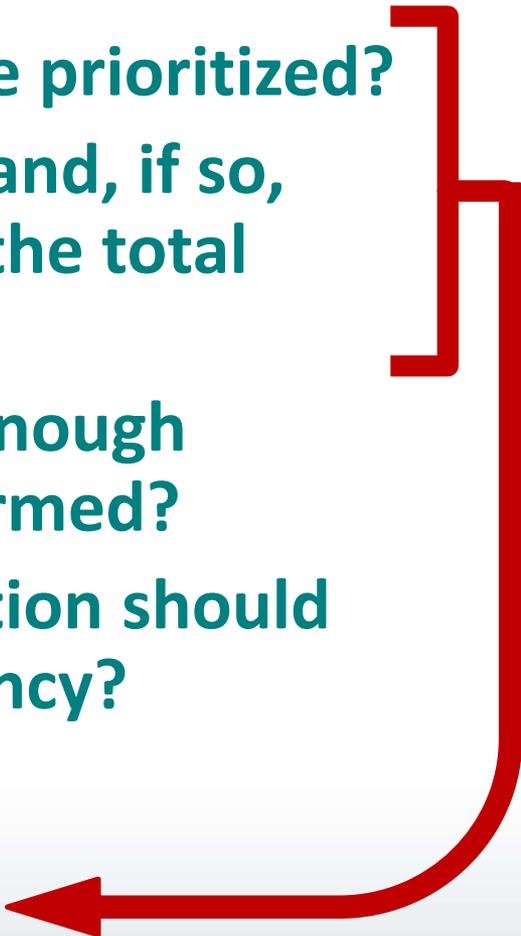*Source: GNSO Participation Study, ICANN Staff, 26 October 2009*

Study Conclusion

"**There is clear evidence of sporadic attendance and, in some cases, very low participation by some Constituencies and inconsistent participation by others. "**

Source: GNSO Participation & Workload Study -- Presented by Liz Gasster to GNSO Council, Seoul

Study Questions For Further Analysis

1) How might the GNSO's work be prioritized?

2) Is there too much GNSO work and, if so, what might be done to assess the total capacity?

3) Are Constituencies providing enough recruits to the groups being formed?

4) What levels of group participation should be targeted for each Constituency?

Work Prioritization Model (WPM) Team

WPM Formed early November 2009

- **Initial Activities:**
  - **Scoping the Effort**

    Active Staff/Team Concept Sharing & Discussions
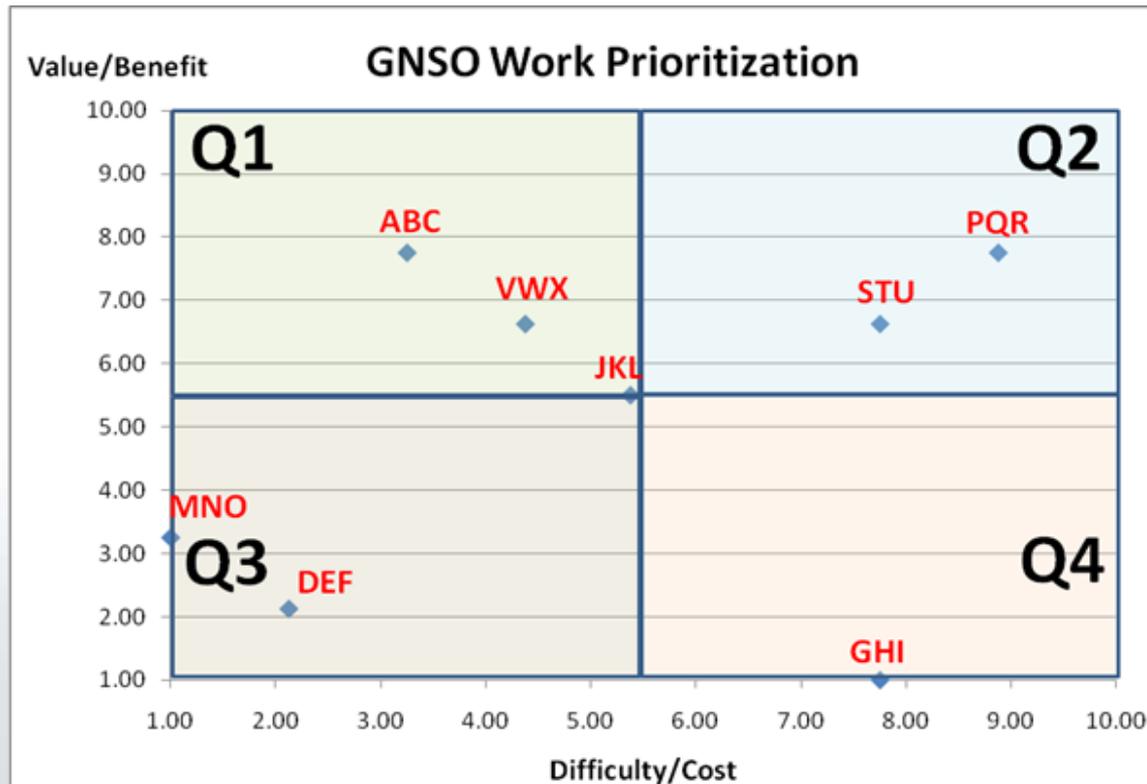
  - **Six Step Plan: Concept → Adoption**

    1) Finalize the <u>Project List</u> and Descriptions
    2) Solidify <u>Definitions</u>
    3) <u>Develop & Test</u> Rating/Ranking Methodology
    4) Produce Test <u>Results</u>
    5) <u>Evaluate</u> Results, Model Construct, Process, and Methodology
    6) Focus on <u>Outcomes</u>, i.e. HOW Council might utilize the prioritization outputs to address original workload concerns
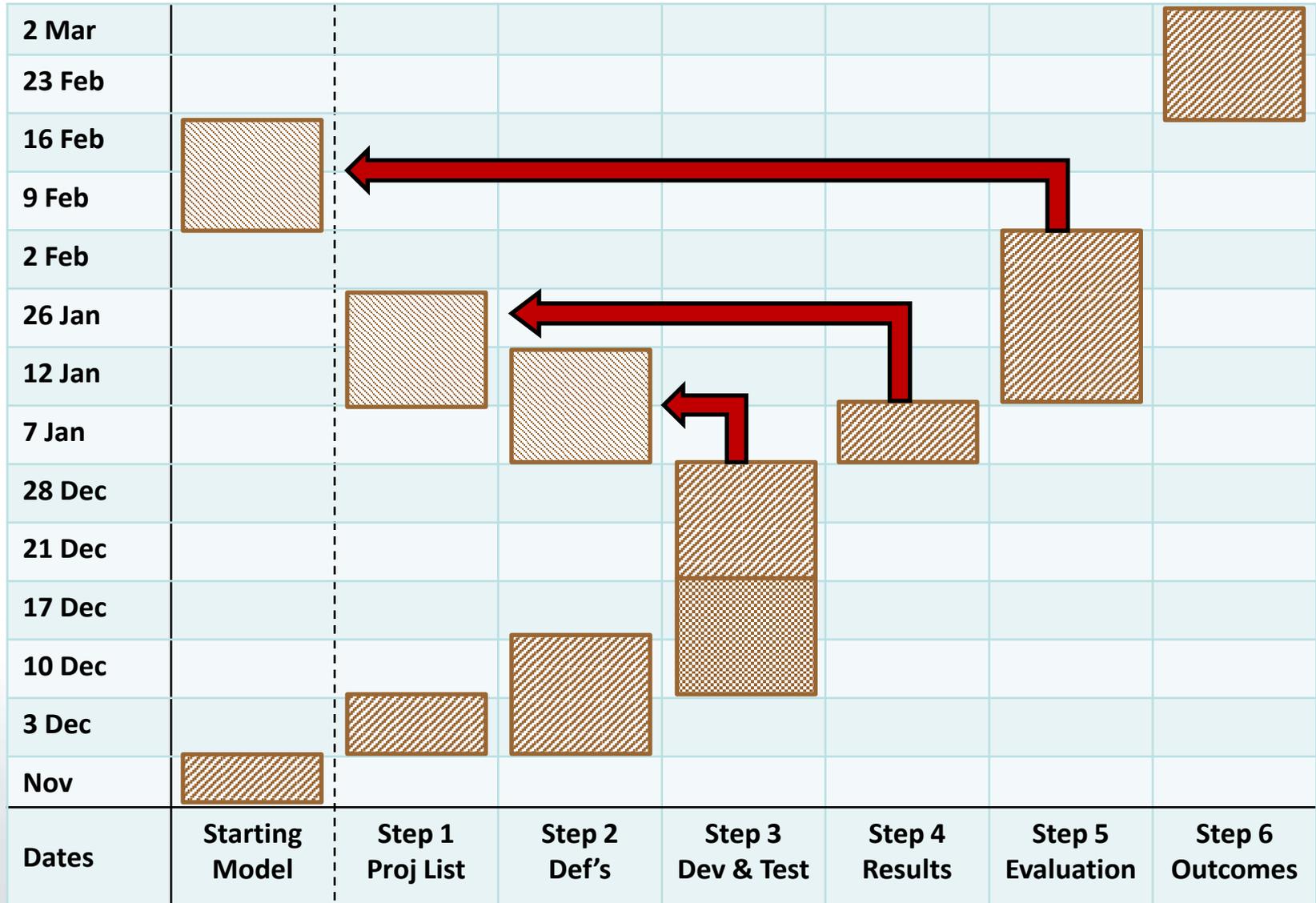
WPM Formed early November 2009

Initial Month: Scoping the Effort

– Active Staff/Team Concept Sharing & Discussions

– Consensus: Start With 4-Quadrant Model
2 Axes (X, Y): Value/Benefit vs. Difficulty/Cost

Illustrative

WPM Progress: December-Present

WPM Decisions Confirmed

- **Project List Completed**

- **Model Simplification: Focus Primarily on <u>Value</u>**

- **Definitions Completed**

- **Rating Methodology Tested & Adopted Thus Far:**
  - Scale: 7 Point "Likert"
  - Individual Rating Template
  - Group DELPHI Process using Adobe Connect with Polling Feature

- **Outcomes: How Is Prioritization Useful?**
  - <u>Education & Transparency</u>: communicates Council's work priorities to establish organizational awareness and understanding
  - <u>Resource Allocation</u>: may help the Council redirect limited resources where needed
  - <u>Strategic Management</u>: Councilors may be informed by the project prioritization when discussing issues and voting on particular motions

WPM Next Steps

- **Continue Methodology Evaluation**
- **Decide if Additional Testing is Needed**
- **Management Tools Recommendation**
  - Prioritization is useful, but not 'quick fix' by itself
  - Council needs data and management tools to assist in decision-making
- **Document Final Model and Methodology**
- **Council Training Materials**
- **Deliverable to Council Targeted → 13 April**

Note: Deliverable timed to be 8 days in advance of 21 April 2010 Council meeting.

Thank You!