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Crowd Favorite

The Fidelity Gap - How to embrace the unknown and succeed in client relationships

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24 years web, 8 years WordPress, pm, a producer, account manager, product owner, client and commercial director, sites small and (very) large, on the agency, freelance, and client side.

Director of Client Engagement at Crowd Favorite, an international consultancy delivering open source enterprise software solutions.



So you think you got problems.

Things that go wrong

Scope Creep



Burn Out



Client Antagonism



“Survivor” Mentality



Over Delivery



These are not Problems

These are Symptoms



The Problem is the Fidelity Gap

MIND THE GAP

The Fidelity Gap.

Your actual problem



The gap between what the client knows
they need, and what the agency needs
to know

— ME, JUST NOW

Fidelity



Fidelity



Fidelity



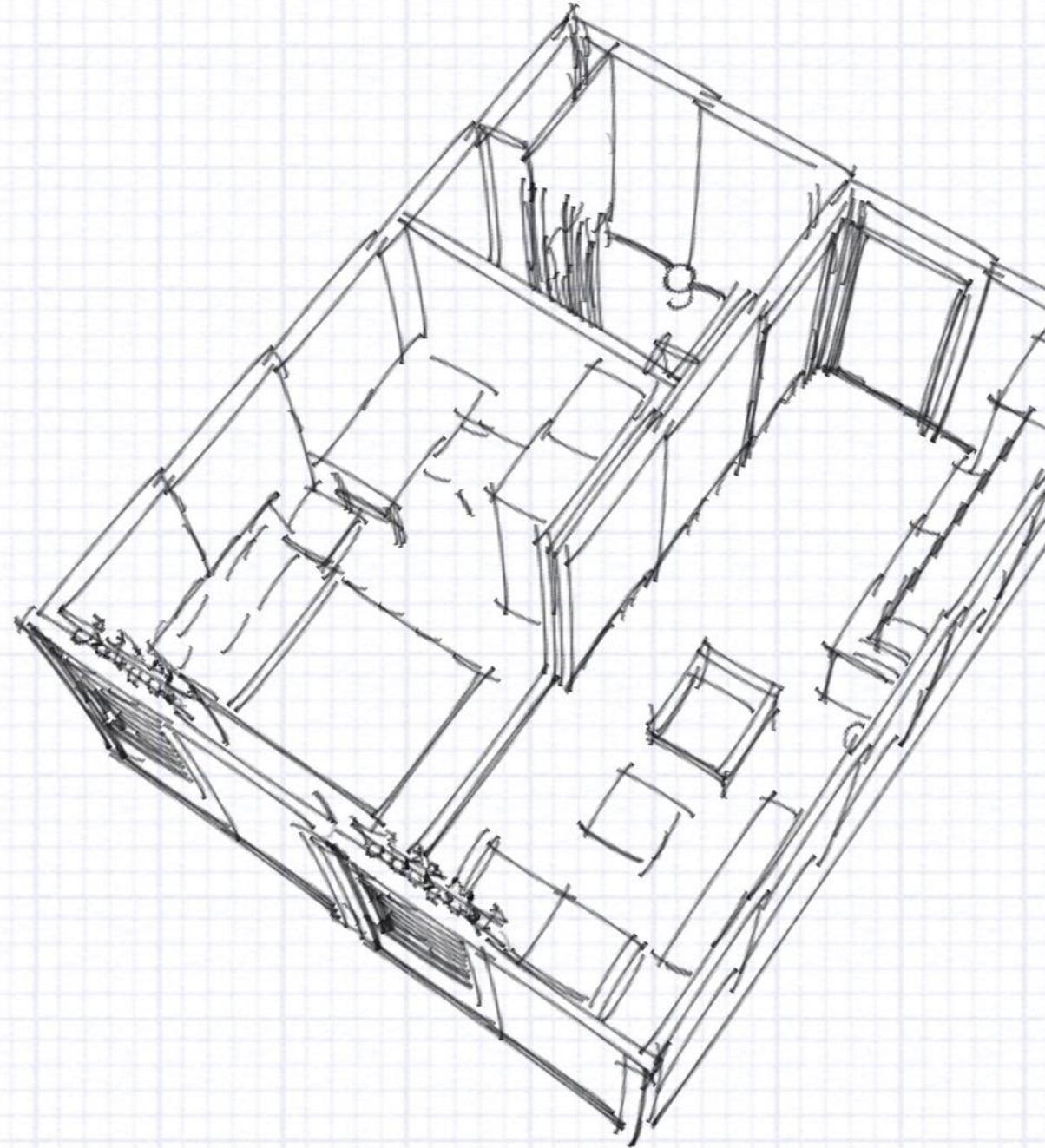
Fidelity

- Accuracy
- Loyalty
- Honesty

You cannot close the Fidelity Gap



Scope Creep



Burn Out





But...
you can bridge it



**So what do we know
about bridges?**

Foundations.

Gotta build on something



All bridges need solid foundations



Know thyself

Know:

- your strengths
- your weaknesses
- why you are special

**Know what you are
not, and do not try
and pretend**



Relationships.

Bearing the Load

**Leaders make the
space**





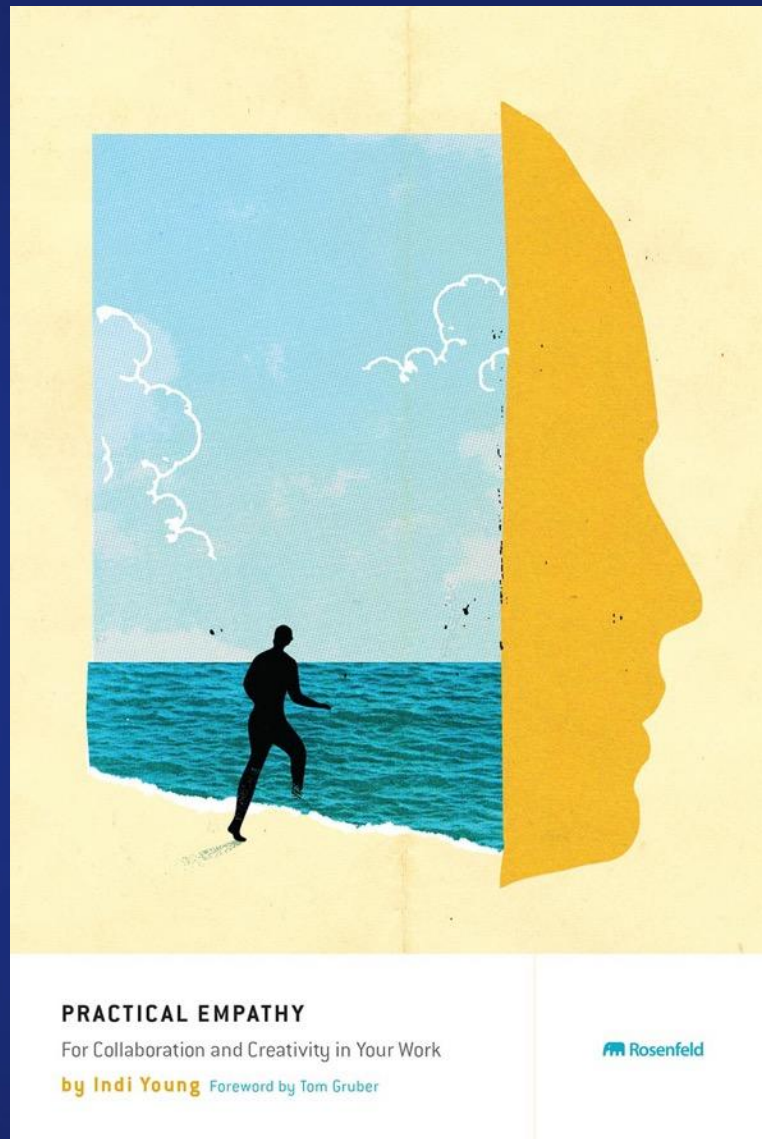
Connect the Foundations



Connect the people

- Reasoning (inner thinking)
- Reactions
- Guiding Principles

Connect the people



Listen



Simmer
(optional)



Find Patterns
(optional)



Walk in Shoes



Support People

...with things
you make

...as you
collaborate

Develop Empathy

Apply Empathy

What it feels like



Your turn

- Researcher
 - Ask about an episode of stress in a project
 - Explore the person, not the event
- Subject
 - Tell your side of the story, your inner experience
 - You as an individual, your contribution, not the team



OK Go!

- 5 minutes, then we'll swap

A close-up photograph of a person's hand held palm up, with fingers slightly spread. The hand is illuminated from the side, creating strong highlights and shadows. The person is wearing a dark, long-sleeved shirt. The background is dark and out of focus.

STOP!

- Zeigarnik Effect

Methods & Decks.

Don't do it for its own sake

A project is a platform
for delivery



A Methodology is a Platform





This is not a real agile team...

but you knew that.



**Adaptation to reality
needs context.**

Criteria.

A 'why'.

Communications.

Oxygen. Also high tensile steel

**Connect the load
bearing relationship to
the delivery platform.**



**Transfer the loads... all
the loads**



The Recap Slide

- Many problems in agency/client projects have a common cause
- That cause is a gap - the Fidelity Gap
- The Fidelity Gap is unavoidable, and can't be closed
- Think of Projects as 'Bridges' across the Gap
 - **Firm Foundations**
 - **Strong Relationships** to bear the load
 - Suitable **Methodologies as Platforms** to deliver the solution
 - Regular, clear, simple **Communications** to keep the load well distributed.
- Don't fear the Fidelity Gap – you can build great bridges!

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Thank you!

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