



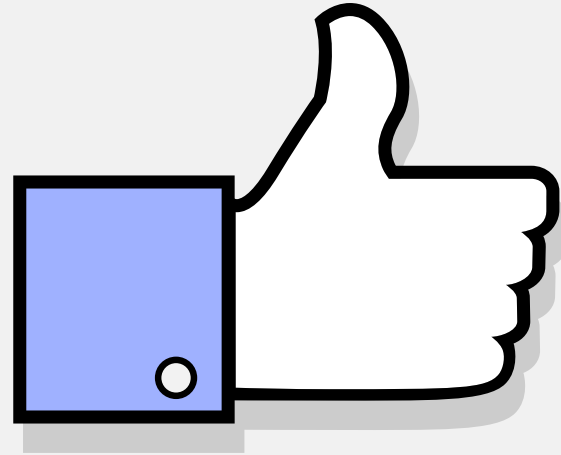
EMILIA DOMAGAŁA

# RECOMMENDATIONS & IMPLEMENTATION PLAN FOR CLEARCODE

PROFESSIONAL PRODUCT

9.05. 2023

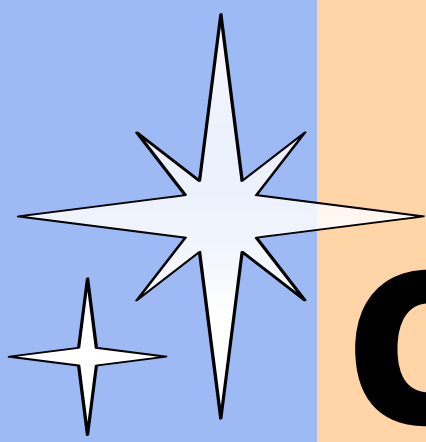
# Recommendations



- ✓ **Change the website**
- ✓ **Sell the paid content**
- ✓ **Buy a tracking activity software**
- ✓ **Re-brand to an estimates focused team**
- ✓ **Provide External Sales Training**
- ✓ **Carry out case study benchmarking**
- ✓ **Build network of partners**
- ✓ **Hire business oriented consultant**
- ✓ **Build an effective Feedback system**
- ✓ **Give lectures on events**

**source: graduation report**

triangulation – research, interviews, expert's advice (chapter 5)  
+ Team Asana (2022)



# Implementation Plan

## Change the website

### 1. Objectives

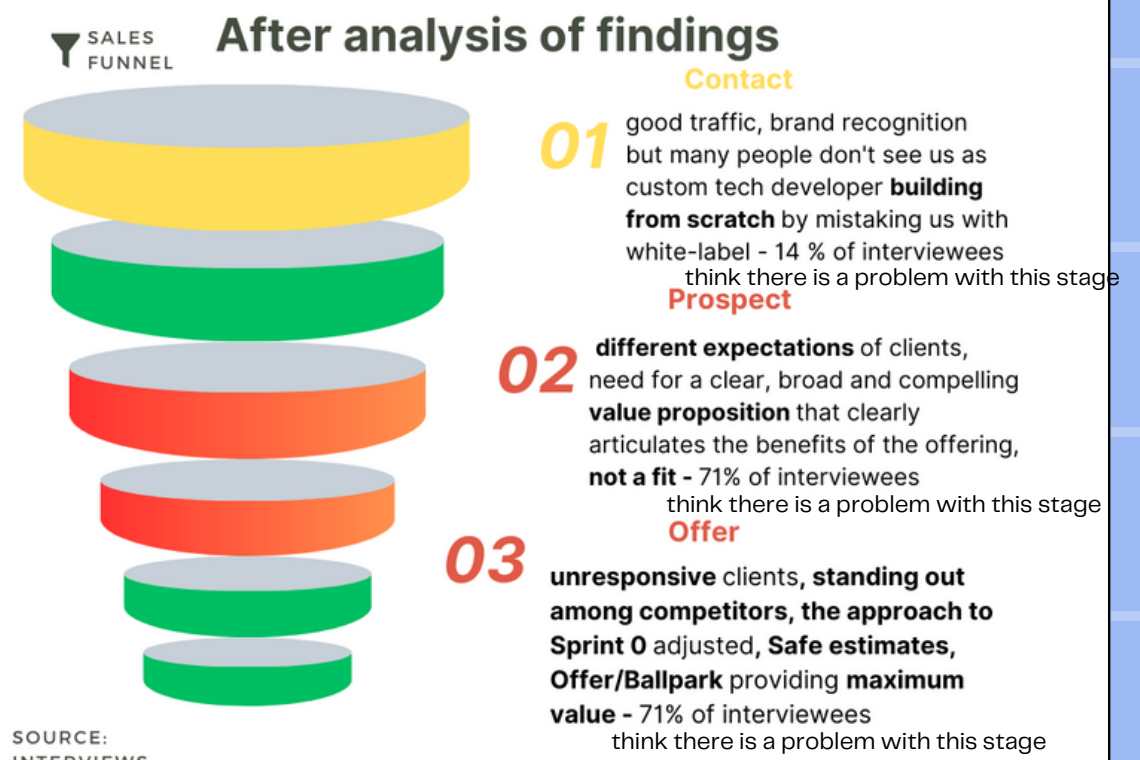
What Clearcode wants to achieve?

- building awareness of the exact services "custom building from scratch"

What results do they expect?

- not being mistaken with a ready solution during the intro calls (improving "contact stage")

### 2. Research



### 3. Risk Analysis

What are the common risks?

- negative impact on search engine rankings
- negative user experience
- performance degradation
- functionality troubles
- relocation of tasks in Marketing department

Source: Matthew Edgar (2021)

### 4. Resources

What's the priority level?

- high (primary priority)

Who will work on that project?

- Marketing + Sales

What budget is needed?

- no/low additional investment

Timing?

- 2/3 months

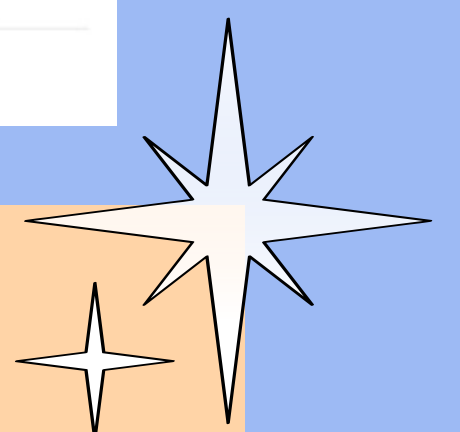
Additional resources?

- -

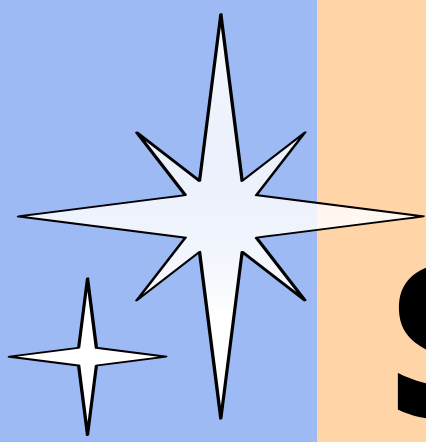
### 5. Responsibilities/tasks

Changing website						
Overview List Board Timeline Calendar Dashboard Messages Files						
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
✓ Conduct in-depth research	Em Emilia	Today – 30 Jun	High	In progr...	Sales	
✓ Review the current content (Marketing)	mi mike-sween...	19 Jun – 14 Jul	High	In progr...	Marketing	
✓ Make a draft of the potential content changes (Marketing)	mi mike-sween...	14 – 31 Jul	Medium	To do	Marketing	
✓ Consult the changes with Sales (Sales & Marketing)	RK Radek Kost...	1 – 14 Aug	Medium	To do	Sales	
✓ Change the agreed content on the website	mi mike-sween...	14 – 31 Aug	Medium	To do	Sales	
Add task...						

**Source:** Interviews and own observations (chapter: 3.2, 4.2 & 5)







# Implementation Plan

## Sell the paid content

### 1. Objectives

What Clearcode wants to achieve?

- selling AdTech book/other content and using the already existing opportunities

What results do they expect?

- creating additional revenue stream by people showing interest, buying the book & covering delivery

expected ROI per copy: 124%

### 2. Research

SALES FUNNEL

After analysis of findings



01

**Contact**  
good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 14 % of interviewees think there is a problem with this stage

02

**Prospect**  
different expectations of clients, need for a clear, broad and compelling **value proposition** that clearly articulates the benefits of the offering, **not a fit** - 71% of interviewees think there is a problem with this stage

03

**Offer**  
unresponsive clients, **standing out among competitors, the approach to Sprint 0 adjusted, Safe estimates, Offer/Ballpark** providing **maximum value** - 71% of interviewees think there is a problem with this stage

SOURCE: INTERVIEWS

### 3. Risk Analysis

What are the common risks?

- financial risk
- low demand
- managing print distribution

Source: MasterClass (2021)

### 4. Resources

What's the priority level?

- high (primary priority)

Who will work on that project?

- Marketing + Management

What budget is needed?

- 24,19 € (hard cover) – per each of 60 copies (Amazon fees + print)

Timing?

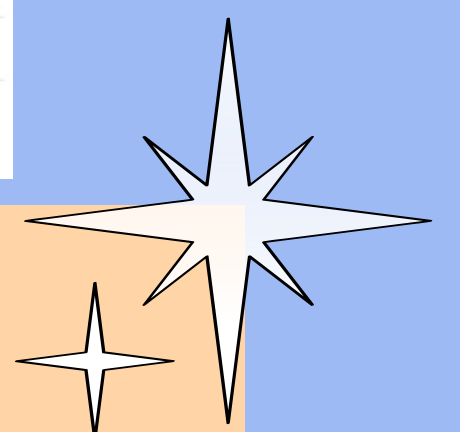
- 6/7 months

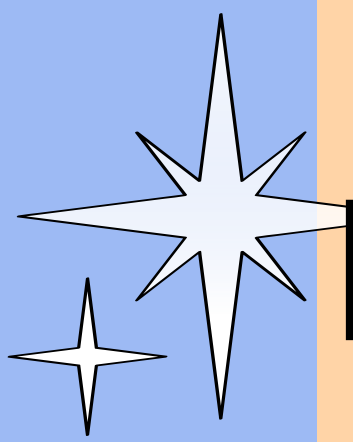
Source: Amazon (2023)

### 5. Responsibilities/tasks

Sell paid content						
Overview	List	Board	Timeline	Calendar	Dashboard	Messages Files
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
Review the AdTech book for grammar mistakes	mike-sween...	Today – 9 Sep	High	In progr...	Marketing	
Approve everything with Finance department	mike-sween...	19 Sep – 11 Oct	Medium	To do	Finance	
Set the pricing straight	piotr-banas...	14 – 19 Sep	High	In progr...	Manage...	
Research publishing on Amazon (delivery, fees, rules)	mike-sween...	11 – 22 Oct	Medium	In progr...	Marketing	
Print the agreed copies (first set)	mike-sween...	11 Oct – 14 Nov	Medium	To do	Marketing	
Publish the book	piotr-banas...	15 – 19 Nov	Low	To do	Manage...	
Observe the reviews	mike-sween...	20 Nov, 2023 – 30 Jan, 2024	Low	To do	Marketing	
Add task...						

**Source:** Own observations & expert's opinion (chapter: 3.2 & 5)





# Implementation Plan

## Buy a tracking activity software

### 1. Objectives

What Clearcode wants to achieve?

- tracking Ballparks and Proposals estimates

What results do they expect?

- defining clients hesitation & activity in those documents in order to improve the “offer” stage

### 2. Research



After analysis of findings

01

**Contact**  
good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 14 % of interviewees think there is a problem with this stage

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**Prospect**  
different expectations of clients, need for a clear, broad and compelling **value proposition** that clearly articulates the benefits of the offering, **not a fit** - 71% of interviewees think there is a problem with this stage

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**Offer**  
unresponsive clients, **standing out among competitors, the approach to Sprint 0** adjusted, **Safe estimates, Offer/Ballpark** providing **maximum value** - 71% of interviewees think there is a problem with this stage

SOURCE: INTERVIEWS

### 3. Risk Analysis

What are the common risks?

- the software not working how Clearcode expected
- privacy regulations
- hard to implement in the company
- unnecesary cost

Source: Brainstorming

### 4. Resources

What's the priority level?

- high (primary priority)

Who will work on that project?

- Lead Processing + Sales

What budget is needed?

- 350 € training on usage x one time, 50 € one account/month, 20 € each new user/month = 420€ (1st) 70€ (2nd)

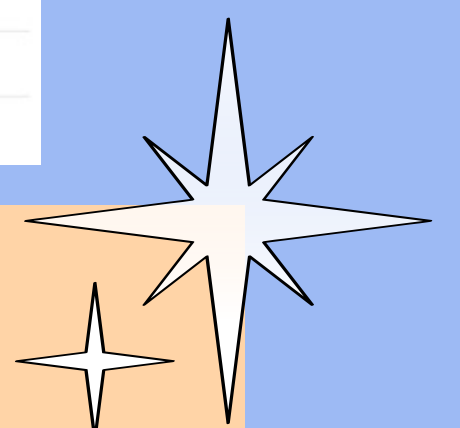
Timing?

- 2/3 months

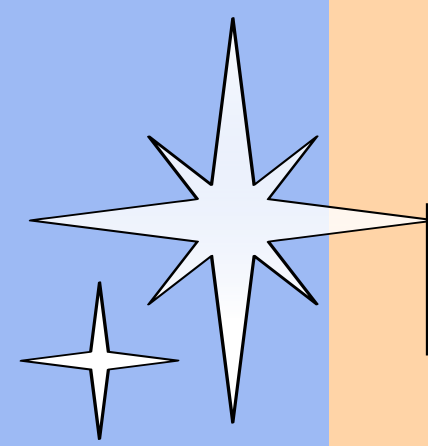
### 5. Responsibilities/tasks

Buy a tracking activity software (Offery) <span>☆</span> <span>○ Set status</span>						
Overview <b>List</b> Board Timeline Calendar Dashboard Messages Files						
+ Add task <span>Filter</span> <span>Sort</span> <span>Hide</span> <span>...</span>						
Task name	Assignee	Due date	Priority	Status	department	
▼ Tasks						
✓ Contact Offery in order to get an offer	<span>RK</span> Radek Kost...	5 Jul	High	In progr...	Sales	
✓ Approve the pricing	<span>RK</span> Radek Kost...	6 – 30 Jul	High	To do	Finance	
✓ Do the workshop on using Offery software	<span>ba</span> bartek-moc...	1 – 7 Aug	Medium	To do	Lead Pr...	
✓ Start tracking Proposals	<span>ba</span> bartek-moc...	9 – 15 Aug	Medium	To do	Lead Pr...	
✓ Follow conversion of the Proposals & Ballparks	<span>gr</span> grzegorz-lu...	15 Aug – 15 Sep	Low	To do	Lead Pr...	
✓ Write the feedback on the 1st month	<span>ba</span> bartek-moc...	30 Sep	Low	To do	Lead Pr...	
Add task...						

**Source:** Interviews and own observations (chapter: 3.3, 4.3 & 5 )







# Implementation Plan

## Re-brand estimates focused team

### 1. Objectives

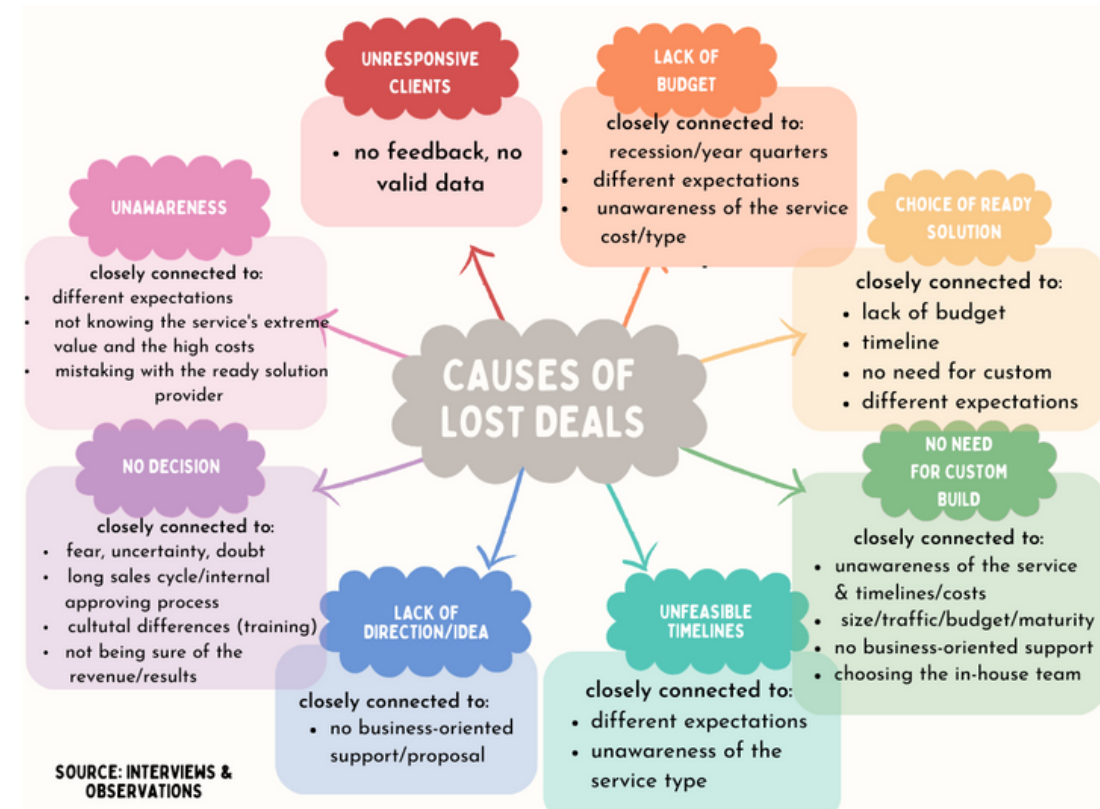
What Clearcode wants to achieve?

- re-brand some developers to take care of accurate estimates

What results do they expect?

- having more accurate estimates that are correct according the amount of work and aren't causing "lost deals"

### 2. Research



### 3. Risk Analysis

What are the common risks?

- loss of identity and connection
- negative reaction of employees
- internal disruption

Source: Milestone25 (2021)

### 4. Resources

What's the priority level?

- high (primary priority)

Who will work on that project?

- HR + Lead Processing + Management

What budget is needed?

- no change, since the developer gets +10 k (PLN), salary of the estimate architect is similar

Timing?

- 2 months

### 5. Responsibilities/tasks

Re-brand estimates focused team

☆

○ Set status

EmRKedmi8

Share

Customize

Overview

List

Board

Timeline

Calendar

Dashboard

Messages

Files

+ Add task

Filter

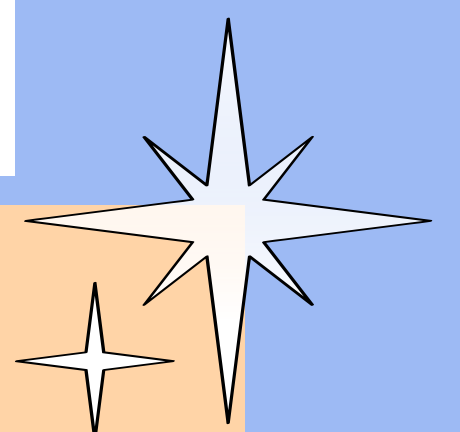
Sort

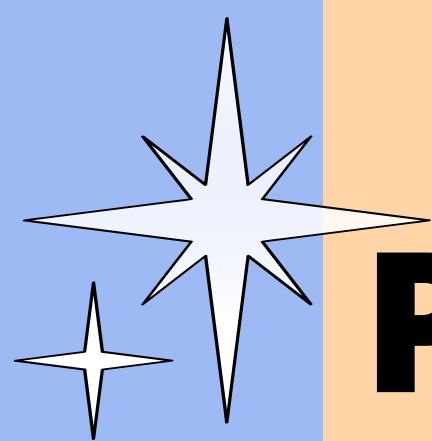
Hide

...

Task name	Assignee	Due date	Priority	Status	department	
▼ Tasks						
✓ Plan the department & its abilities	RK Radek Kost...	15 – 30 Jun	High	In progr...	Manage...	
✓ Create the job offers	sa sabina-lipie...	1 – 15 Jul	High	In progr...	HR	
✓ Annouce re-branding in the company	sa sabina-lipie...	16 – 19 Jul	High	In progr...	HR	
✓ "Hire" for the department	sa sabina-lipie...	19 – 31 Jul	Medium	To do	HR	
✓ workshop "accuarte estimates"	gr grzegorz-lu...	1 – 12 Aug	Low	To do	Lead Pr...	
✓ Gather feedback from the department	sa sabina-lipie...	31 Aug	Low	To do	HR	
Add task...						

**Source:** Interviews and own observations (chapter: 3.1, 4.1& 5)





# Implementation Plan

## Provide External Sales Training

### 1. Objectives

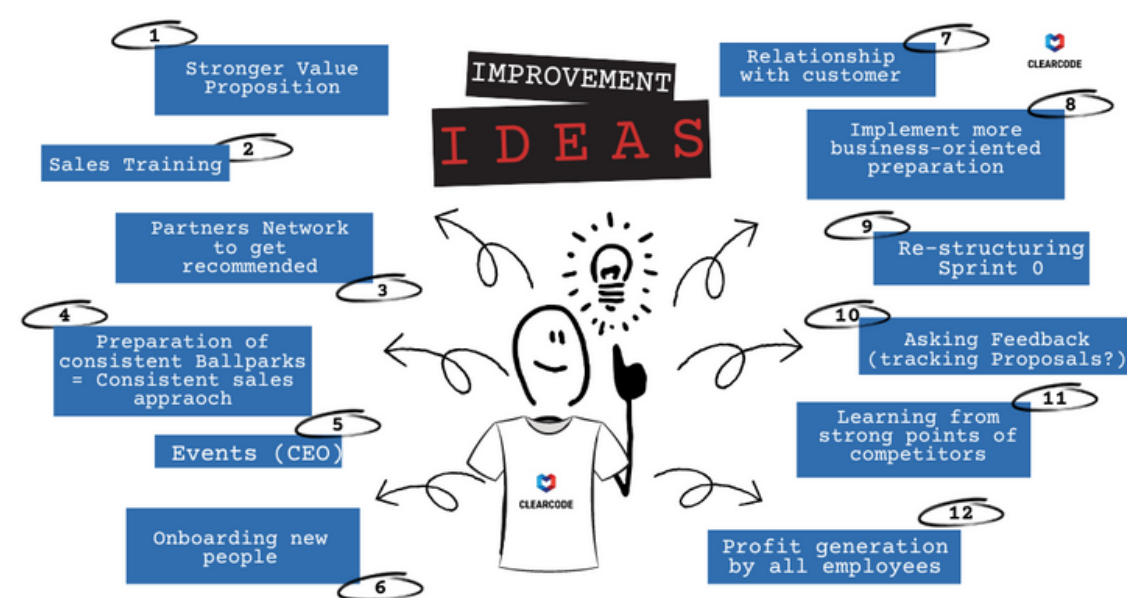
What Clearcode wants to achieve?

- train their employees in soft skills & cultural skills (sales skills rather than tech)

What results do they expect?

- successfully improved clients retention & every employee having his own revenue stream

### 2. Research



### 3. Risk Analysis

What are the common risks?

- ineffective sales training
- high/unnecessary cost

Source: Brainstorming

### 4. Resources

What's the priority level?

- medium

Who will work on that project?

- Sales

What budget is needed?

- between \$400- \$6,000.

**Source:** Iannarino, 2023

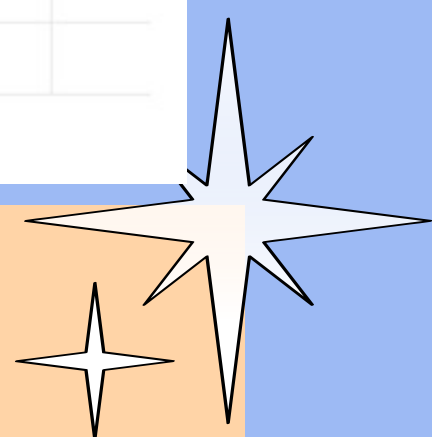
Timing?

- 3/4 months

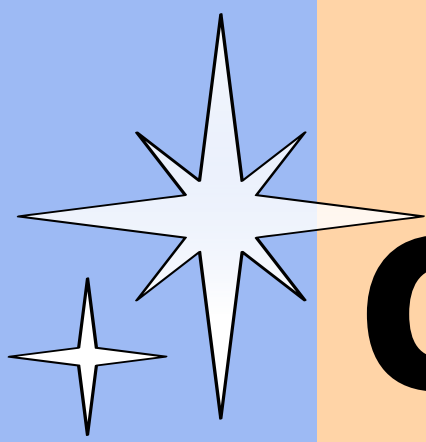
### 5. Responsibilities/tasks

Provide external sales training						
Overview	List	Board	Timeline	Calendar	Dashboard	Messages Files
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
Find the training of interest	Em Emilia	25 Jul – 8 Aug	High	In progr...	Sales	
Discuss it with the team	RK Radek Kost...	8 – 12 Aug	High	To do	Sales	
Approve the budget	RK Radek Kost...	12 – 26 Aug	Medium	To do	Finance	
Get the training	Em Emilia	1 – 30 Sep	Medium	To do	Sales	
Feedback & Sum up session	Em Emilia	1 – 7 Oct	Low	To do	Sales	
Add task...						

**Source:** Interviews and own observations (chapter: 3.3, 4.3 & 5 )







# Implementation Plan

## Carry out case study benchmarking

### 1. Objectives

What Clearcode wants to achieve?

- identify success stories & victory themes so every employee knows them

What results do they expect?

- winning a client with this approach & being able to communicate better value proposition

### 2. Research

SALES FUNNEL

After analysis of findings



SOURCE: INTERVIEWS

01

Contact

good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 14 % of interviewees think there is a problem with this stage

02

Prospect

**different expectations** of clients, need for a clear, broad and compelling **value proposition** that clearly articulates the benefits of the offering, **not a fit** - 71% of interviewees think there is a problem with this stage

03

Offer

**unresponsive clients, standing out among competitors, the approach to Sprint 0 adjusted, Safe estimates, Offer/Ballpark providing maximum value** - 71% of interviewees think there is a problem with this stage

### 3. Risk Analysis

What are the common risks?

- lack of time for implementation
- not effective compared to the efforts

Source: Brainstorming

### 4. Resources

What's the priority level?

- medium

Who will work on that project?

- Sales + Lead Processing

What budget is needed?

- no additional investment, just time

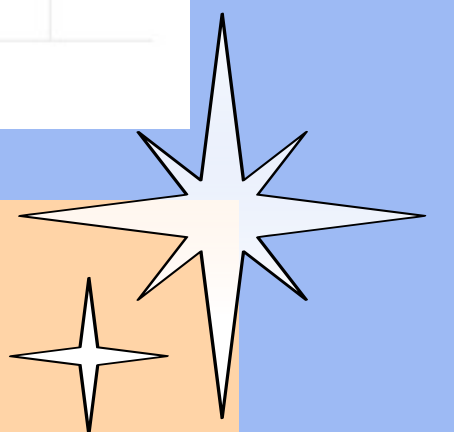
Timing?

- 1/2 months

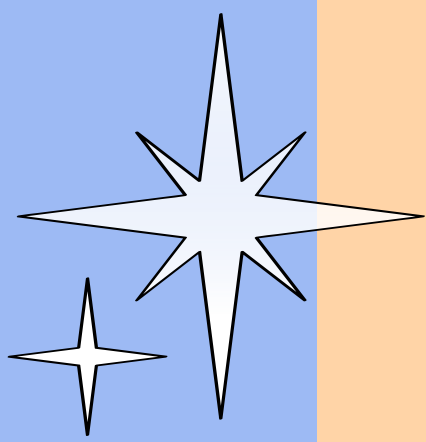
### 5. Responsibilities/tasks

Carry out case study benchmarking						
Overview	List	Board	Timeline	Calendar	Dashboard	Messages Files
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
✓ Revise the case studies	RK Radek Kost...	1 - 9 Sep	Medium	To do	Sales	
✓ Define the most successful ones	ba bartek-moc...	10 - 16 Sep	Medium	To do	Lead Pr...	
✓ Benchmark them	ba bartek-moc...	16 - 23 Sep	Low	To do	Lead Pr...	
✓ Create an internal training focusing on strenghts	ba bartek-moc...	23 - 30 Sep	Low	To do	Lead Pr...	
✓ Check if others remmeber the key points	RK Radek Kost...	7 Oct	Low	To do	Sales	
Add task...						

**Source:** Interviews and own observations (chapter: 3.2, 4.2 & 5 )







# Implementation Plan

## Build network of partners

### 1. Objectives

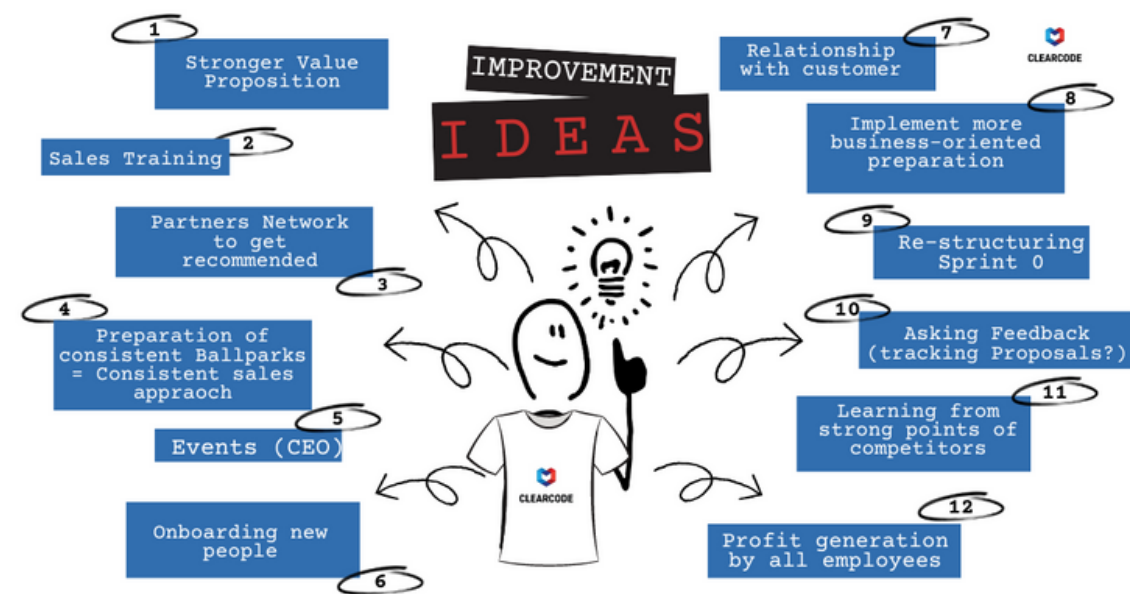
What Clearcode wants to achieve?

- having the big network of partners who could refer Clearcode when there is a specific project

What results do they expect?

- gaining a project out of such partnership

### 2. Research



Source: Interviews

### 3. Risk Analysis

What are the common risks?

- partners unsuitable for AdTech industry
- wrong understanding of Clearcode's services by the partners
- high sales commission for the partner

Source: Brainstorming

### 4. Resources

What's the priority level?

- medium

Who will work on that project?

- Sales

What budget is needed?

- no/low additional investment

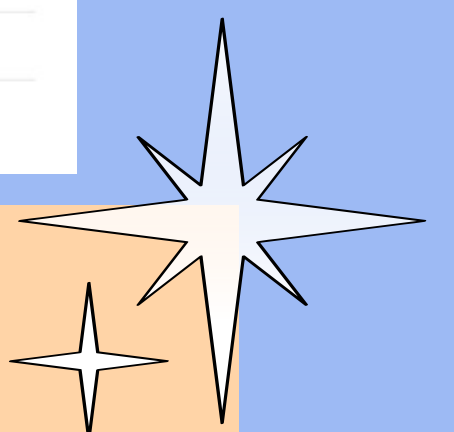
Timing?

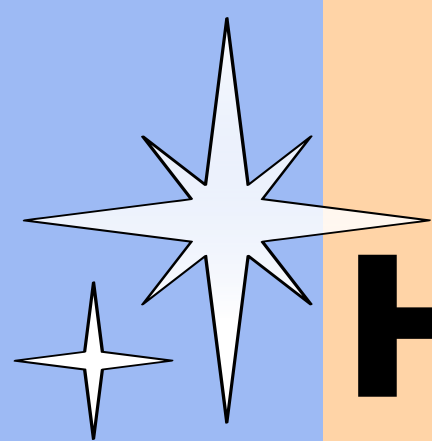
- 5/6 months

### 5. Responsibilities/tasks

<

**Source:** Interviews and own observations (chapter: 3.3, 4.3 & 5 )





# Implementation Plan

## Hire business oriented consultant

### 1. Objectives

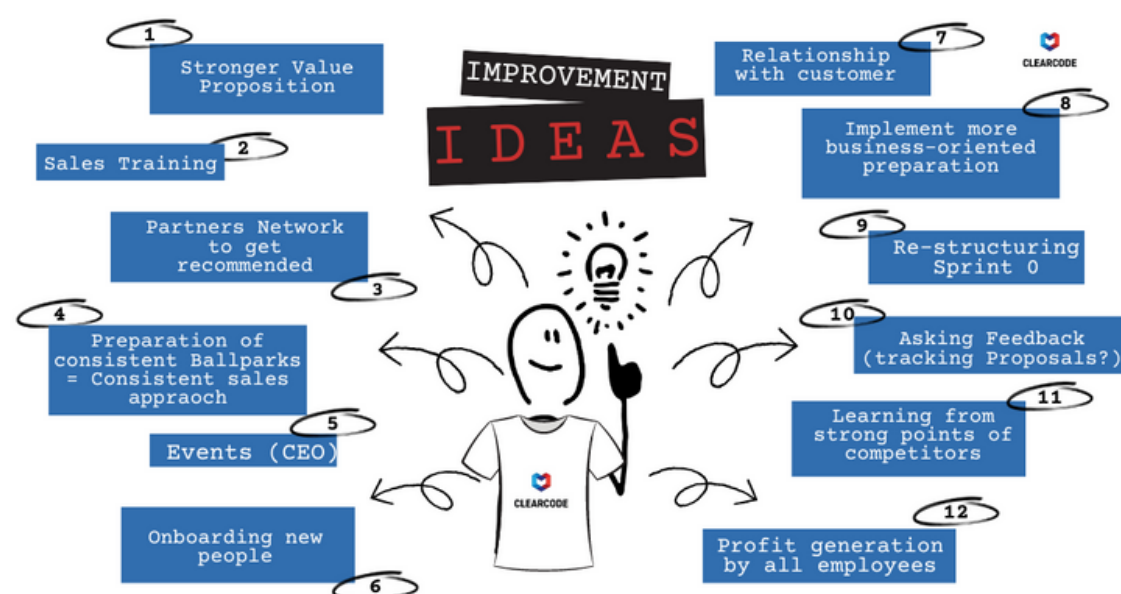
What Clearcode wants to achieve?

- create business-oriented approach for the clients who require that

What results do they expect?

- employees can address business issues challenges and define business benefits of Clearcode's services

### 2. Research



Source: Interviews

### 3. Risk Analysis

What are the common risks?

- high costs (premium prices)
- no guarantee of the expected results
- lack of consultant's flexibility in the specific AdTech industry
- lack of consultant's knowledge of AdTech

Source: Burger (2022) & Brainstorming

### 4. Resources

What's the priority level?

- low

Who will work on that project?

- Sales

What budget is needed?

- of: \$45 to \$150 per hour

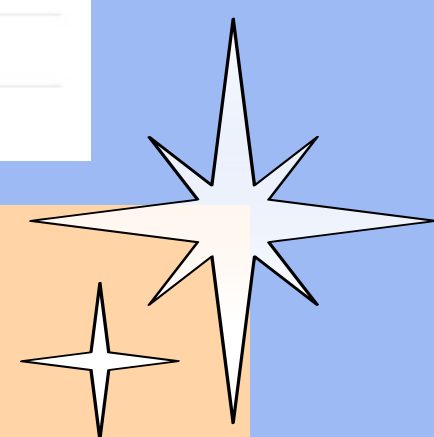
Timing?

- 3-4months

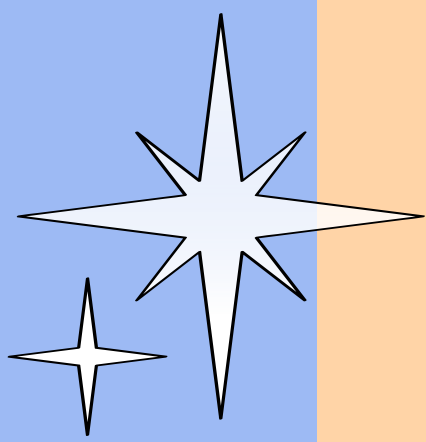
### 5. Responsibilities/tasks

Hire business oriented consultant						
Overview List Board Timeline Calendar Dashboard Messages Files						
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
✓ Research the potential consultants	Em Emilia	1 – 14 Oct	Low	In progr...	Sales	
✓ Consult them with the team & chose one	RK Radek Kost...	13 – 21 Oct	Low	To do	Sales	
✓ Approve the pricing	RK Radek Kost...	16 – 30 Oct	Low	To do	Sales	
✓ Contact the consultant	RK Radek Kost...	22 – 30 Oct	Low	To do	Sales	
✓ Duplicate the steps	RK Radek Kost...	1 Jul – 30 Dec	Low	To do	Sales	
Add task...						

**Source:** Interviews and own observations (chapter: 3.3, 4.3 & 5 )







# Implementation Plan

## Build an effective Feedback system

### 1. Objectives

What Clearcode wants to achieve?

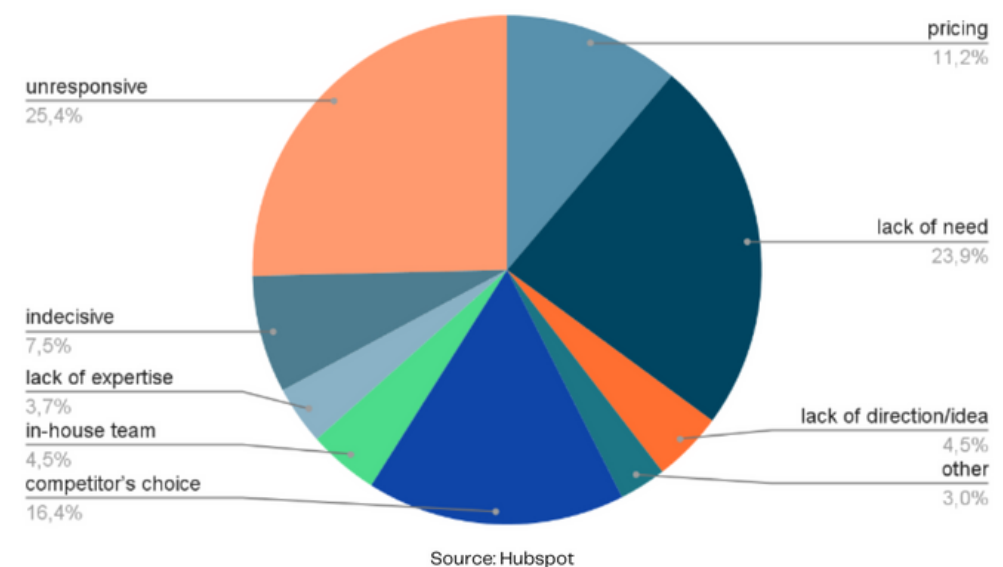
- to replace “unresponsive” in the statistics & knowing the real reasons why the deal is "lost"

What results do they expect?

- anyone considered "unresponsive" revealing the reason for resignation

### 2. Research

The reasons of lost deals



Source: data from CRM system (Hubspot)

### 3. Risk Analysis

What are the common risks?

- negative perception of the company in the client's eyes
- no response
- considered as spam

Source: Brainstorming

### 4. Resources

What's the priority level?

- high (primary priority)

Who will work on that project?

- Sales

What budget is needed?

- no/low additional investment

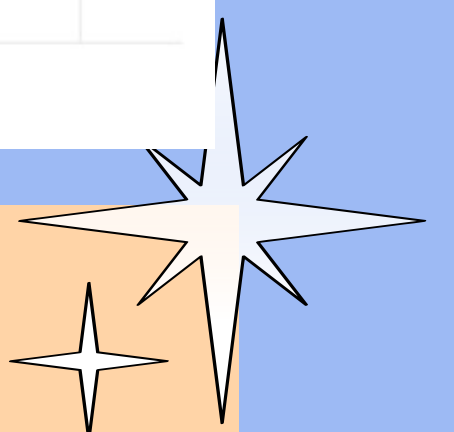
Timing?

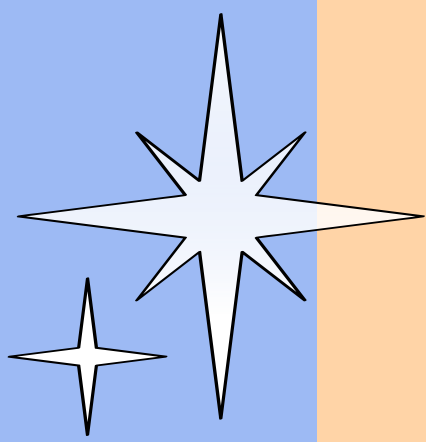
- 3/4 months

### 5. Responsibilities/tasks

Build effective feedback system						
Overview	List	Board	Timeline	Calendar	Dashboard	Messages
+ Add task						
Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Write the simple survey	Emilia	Today	High	Done	Sales	
Consult it with the team & correct	Emilia	15 – 21 Jul	High	In progr...	Sales	
Send it out to unresponsive clients	Radek Kost...	22 Jul – 4 Aug	Low	To do	Sales	
Gather feedback	Emilia	4 – 19 Aug	Low	To do	Sales	
Add task...						

**Source:** Interviews, own observations and expert's opinion (chapter: 2.1, 3.1, 4.1 & 5 )





# Implementation Plan

## Give lectures on events

### 1. Objectives

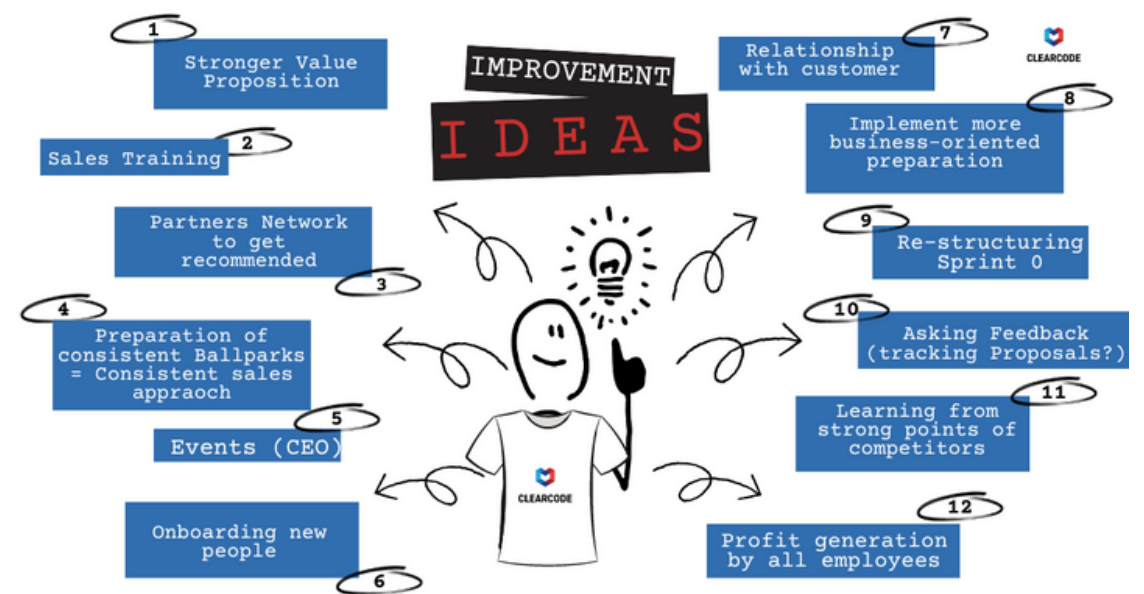
What Clearcode wants to achieve?

- speaking on events to improve service awareness

What results do they expect?

- bringing clients from the event & improving the awareness of the services

### 2. Research



Source: Interviews

### 3. Risk Analysis

What are the common risks?

- too high cost
- ineffective masterclass
- wrong conference choice regarding the industry

Source: Brainstorming

### 4. Resources

What's the priority level?

- medium/low

Who will work on that project?

- Management

What budget is needed?

- no/low additional investment

Timing?

- 4/5 months

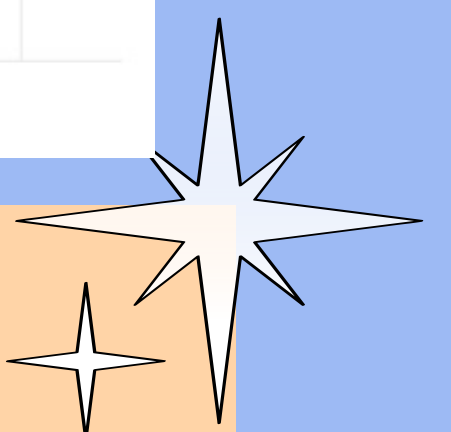
Additional resources?

- -

### 5. Responsibilities/tasks

Give lectures on events						
Overview List Board Timeline Calendar Dashboard Messages Files						
+ Add task Filter Sort Hide						
Task name	Assignee	Due date	Priority	Status	department	
Tasks						
✓ Research the costs (ex.OMR)	Em Emilia	Today	Medium	Done	Sales	
✓ Approve with Finance department	RK Radek Kost...	7 - 15 Oct	Medium	To do	Sales	
✓ Prepare the presentation & transportation	pi piotr-banas...	22 Oct - 9 Nov	Low	To do	Manage...	
✓ Give a lecture	pi piotr-banas...	12 - 18 Nov	Low	To do	Manage...	
Add task...						

**Source:** Interviews and own observations (chapter: 3.3, 4.3 & 5 )





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