



Kalamuna

Translating Drupal into English

with props!

Lily Berman
lily@kalamuna.com

Hi, I'm Lily

PERSONALLY

1. Anti-tech tendencies
2. Storyteller and connection enthusiast

PROFESSIONALLY

1. Previous life in nonprofits
2. 3.5 years in Drupal



Kalamuna

**We make
your mission
our mission**

Agenda

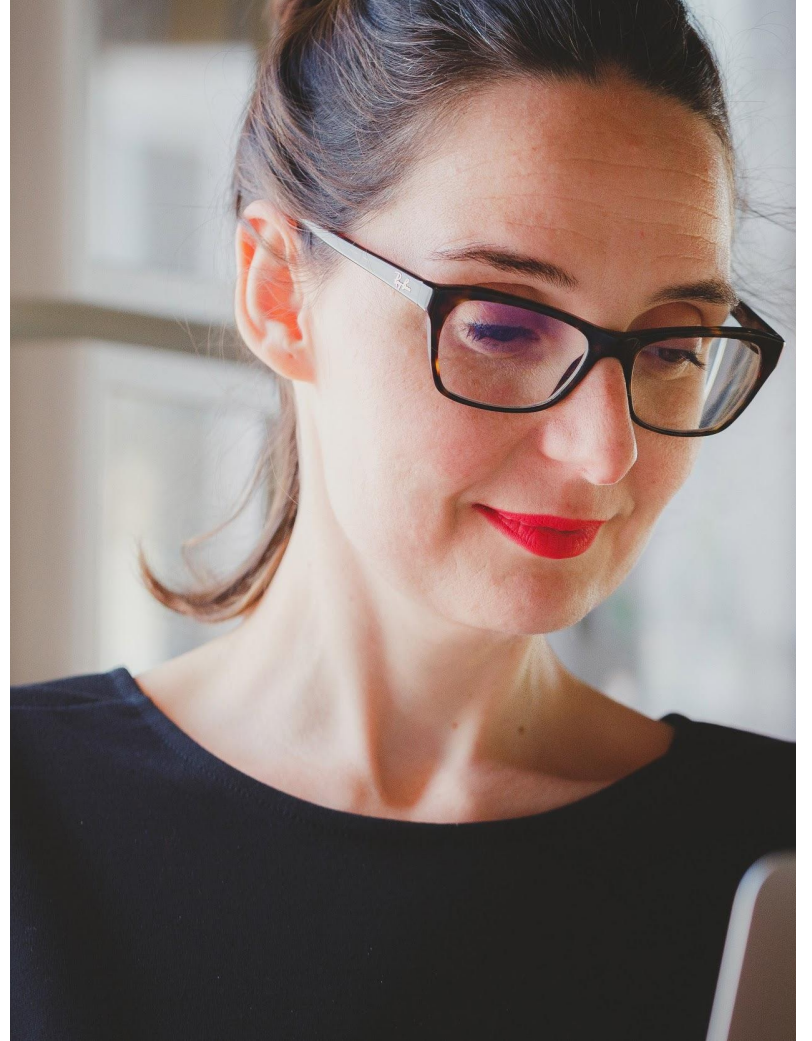
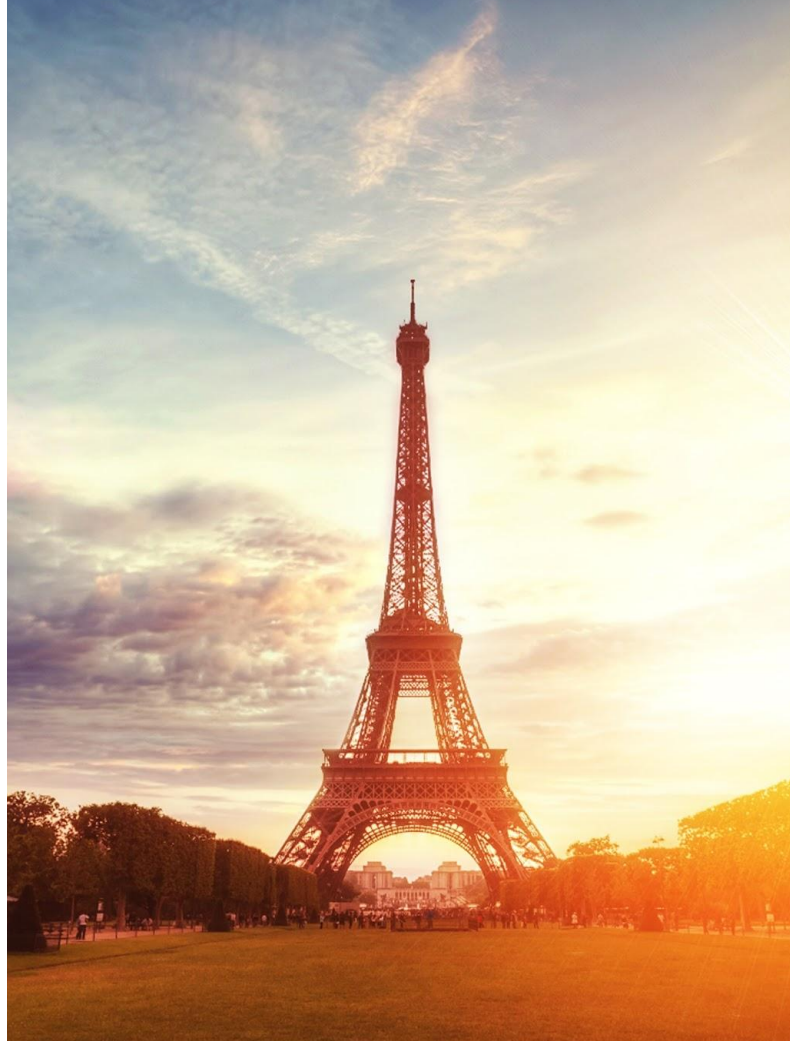
1. Building context
2. Building empathy
3. Building a dictionary
4. Building connections



Part 1

Building Context







**We have a
miscommunication
problem**

Let's play a little game of guess who...

(After you deliver a feature)
**“I thought you were building this
other feature. That’s what I
expected to see on the site.”**

**“We’re great at delivering
whatever you need,
and we can definitely do it
within your budget.”**

**“I haven’t confirmed, but I’m sure
the developers can easily
build my design.”**

We have a miscommunication problem

With clients, sales, and
non-technical colleagues



Part 2

Building Empathy





Why build empathy?

Effective communication
is essential

**Empathy is the foundation
of communication**

How do I build empathy?

Get out of your comfort zone

Attend another community's *meetup*

30
SEP

Monday, September 30, 2019

Contemporary Dance & Breathwork

Details

Connect to your body and breath with Logan and Monica on Monday evenings at The Co-op at 1st.

Come for the dance and option to stay for the 7pm breathwork session.

(Donation Based: Pay What You Can)

Suggested Donations:

Contact Improvisation: \$10-15

Breathwork: \$10-15

6pm - Inspired by contact improvisation, Logan Gray guides movement that supports self-care & body awareness. In this class, we will invoke child-like playfulness & explore our dynamic personal boundaries in spatial relationship to others.

7pm - Monica Ruderman leads Breathwork, an active meditation that harnesses the breath to move energy in the body. This self-healing practice facilitates emotional release, enhanced intuition & a deep sense of grounded, loving internal clarity.

<https://www.meetup.com/Denver-Dance/events/hzswrhryzmbnc/>

25
SEP

Wednesday, September 25, 2019

Denver South - Project Management Roundtable

Topic: What I Learned in Project Management

Presentation Synopsis: Ramzi Fawaz will share his lessons learned in major project development across the Mining, Oil and Gas, and Utilities business sectors. From his extensive hands-on experience in large project development, he will talk about the various challenges that Executives and Project Directors typically face on major projects, the Do's and Don'ts of Project Management, and the main attributes of good Project Leadership. Ramzi will also touch upon the Business Drivers for Projects, Stakeholder and Risk Management, as well as other essential ingredients of Projects without which, if not properly managed, will often result in project failures.

Speaker: Ramzi R Fawaz; Newmont Goldcorp Mining Corporation Senior Vice President Projects

About the Speaker: Ramzi works for Newmont Goldcorp Mining Corporation as Senior Vice President Projects. He joined Newmont Goldcorp in February 2011 and will be retiring end of 2019. He was responsible for the development and execution of various Newmont Goldcorp's global major gold & copper projects including the Akyem and Ahafo Expansion Projects in Ghana, the Conga and Yanacocha Sulfides Projects in Peru, the Merian Project in Suriname, the Tanami Expansion Projects in Australia, and the Phoenix Copper Leach, Turf Ventilation Shaft, and Long Canyon projects in Nevada.

Prior to joining Newmont Goldcorp, Ramzi served as Senior Vice President Operations of Atomic Energy Canada Ltd., where he was responsible for all project development, refurbishment and building of CANDU reactor projects. Before his endeavor with Atomic Energy, Ramzi held the role of Vice President of Royal Dutch Shell, where he worked for 30 years in various roles. Among those, he was responsible for leading the Athabasca Oil Sands Expansion Project in Canada and the Nigeria LNG Train 3 and LPG expansion project in Nigeria.

<https://www.meetup.com/Denver-Project-Management-Meetup/events/gqrpzmyzmbhc/>

Ask my partner about his day

“I did a quick cap bank sizing calculation to determine the kVAR rating of the cap bank required for voltage support on a 230kV line. After that I did a physical QC review which included checking the GA, section views, conduit plan, grounding plan, lightning protection plan, and BOM. During the review I found issues with inconsistent dimensions, phase to ground clearance issues, incorrect BOM callouts, missing construction notes, ineffective ground rod placement, and surge arresters missing on the BOM.”

Note: This is a prototypical jargon-filled day and may not match a real day

Ask for an English translation

Cap bank = grouping of capacitors

Capacitors = devices that provide capacitance, which in this case is imaginary power that raises the voltage

kVAR = type of rating, like watts, an imaginary electrical rating of the equipment that is necessary for how the system operates

Voltage support on a 230 kV line - The voltage is too low, so we're raising the voltage with the cap bank

How do I build empathy?

Put yourself in their shoes



Raise your hand if you...

**... Have ever felt frustrated
understanding Drupal**

**... First learned about
Drupal after age 25**

How do I build empathy?

Seek feedback

AWESOME



LESS

AWESOME





Part 3

Building a Dictionary



**Shared language is
the foundation of
understanding**



How do I build a shared language?

Listen thoughtfully

Elements of Thoughtful Listening

Focus on listening, rather than preparing what to say

Rephrase what the other person has said to confirm comprehension

Ask questions!

Pay attention to nonverbal cues



KALAMUNA

About Us

Services

Portfolio

Careers

Blog

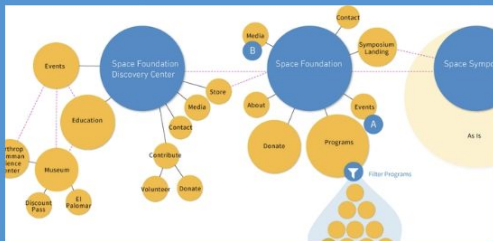
Contact

Strategy

Design

Development

Support



We provided a content strategy for The Space Foundation that increases traffic and donations.

See how we did it [➤](#)

KALAMUNA
Let's Play.

1111 Broadway, suite 300
Oakland, CA, 94607
1-800-674-7784

How do I build a shared language?

Create your Drupal to English dictionary

Sample Dictionary Entries

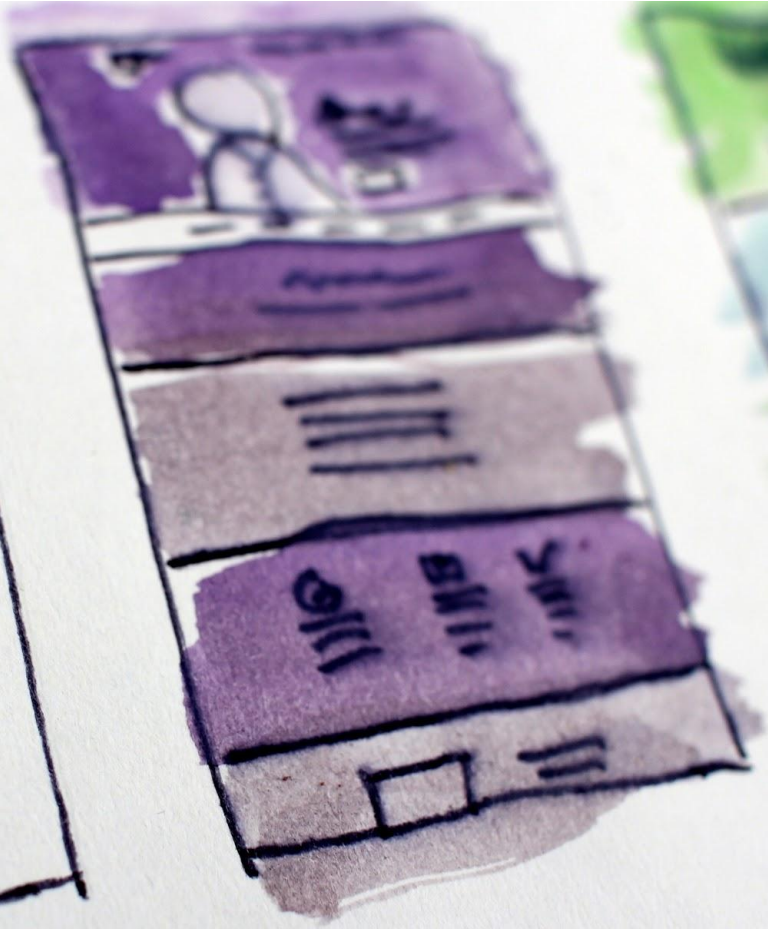
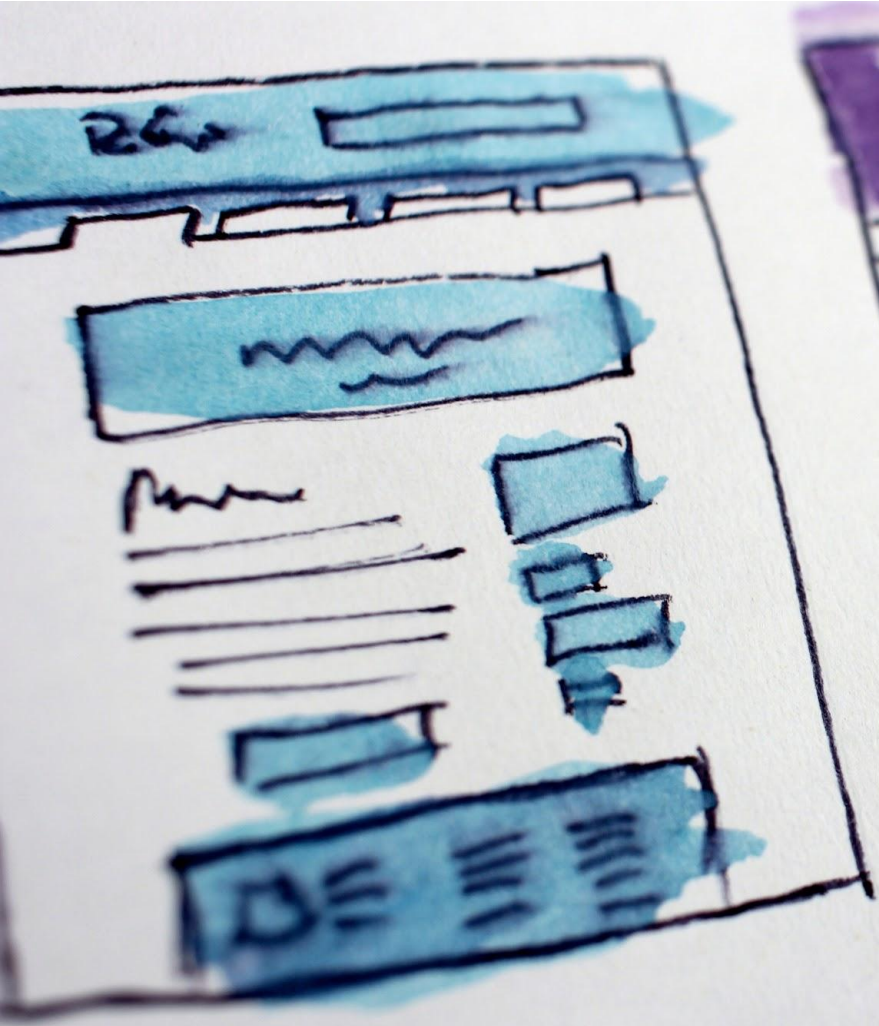
Wireframe: Blueprint

Field: Input

Taxonomy: Vocabulary

Components/Paragraphs: Puzzle pieces

Content Type: Curated consistent template



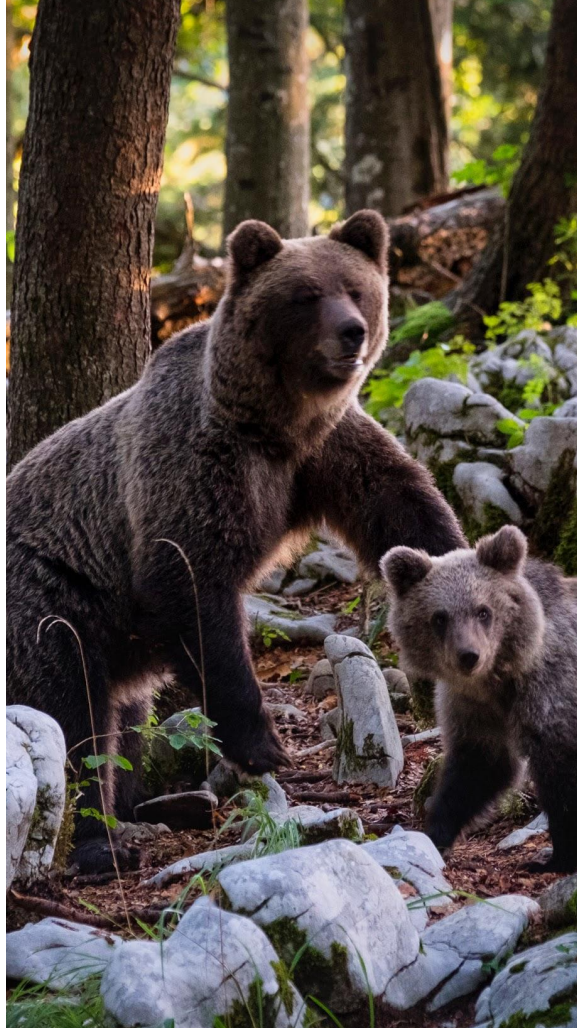


Part 4

Building Connections



**Analogies are a shortcut to
mutual understanding**



“You see, wire telegraph is a kind of a very, very long cat. You pull his tail in New York and his head is meowing in Los Angeles. Do you understand this? And radio operates exactly the same way: you send signals here, they receive them there. The only difference is that there is no cat.”

– Albert Einstein *

* The internet says this quote may be misattributed, but the point still stands

**Ask yourself two
questions to build an
effective analogy**

**What is the essence of
what I need to
communicate?**

What else is similar?

Do I fully understand this concept?
Is this comparison 100% true?

**Don't let perfection
stop you**



What is a substation?

WHAT IS THE ESSENCE?

1. Part of power grid system
2. May change voltage
3. May collect or distribute power
4. Safety features

WHAT ELSE IS SIMILAR?

1. Laptop power supply
2. Highway onramp
3. Traffic light



Drupal & Acquia: What's the difference?

WHAT IS THE ESSENCE?

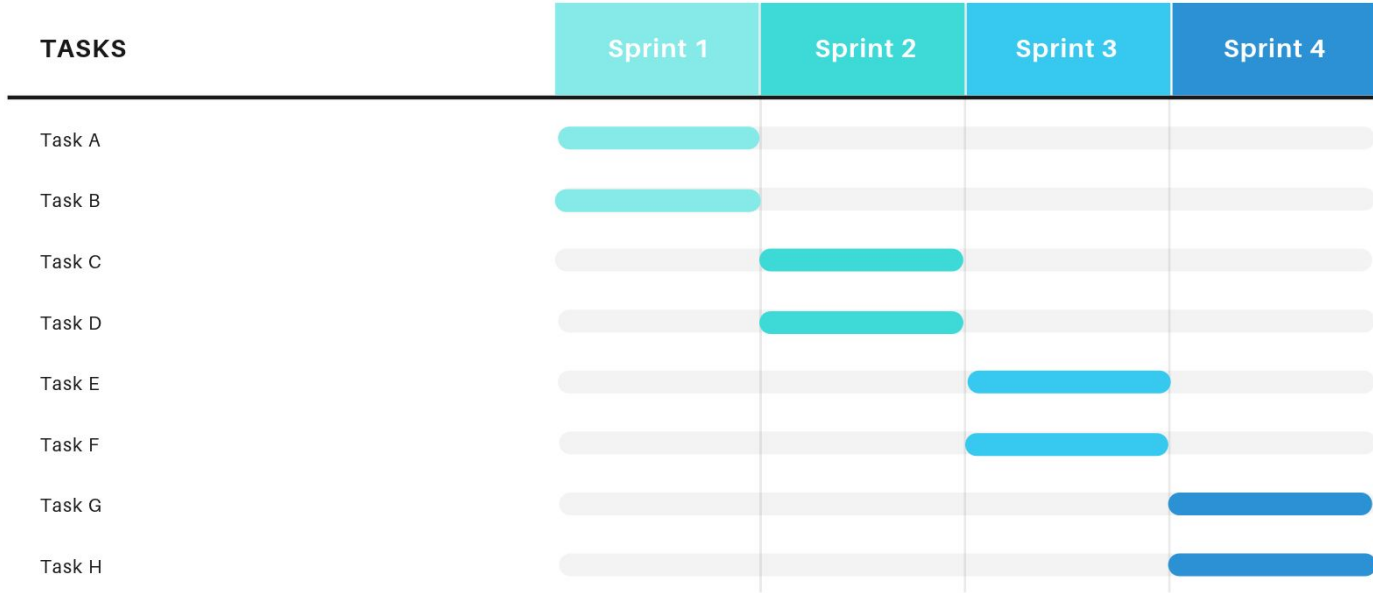
1. Drupal is a CMS, which allows non-developers to create and update website content
2. Acquia (in this example) is a hosting provider, storing the website on servers so people around the world can access it

WHAT ELSE IS SIMILAR?

1. A candy bar and a vending machine
2. A baking mix and a grocery store shelf
3. A laptop and a desk

Our Release Plan

SAP - Super Awesome Project



Why are we doing a release?

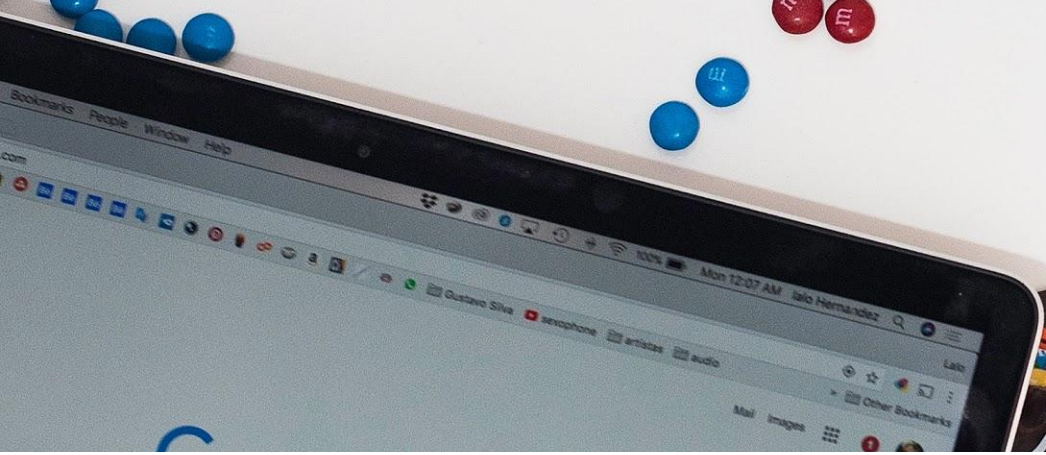
WHAT IS THE ESSENCE?

1. A release is a planned grouping of tasks to be completed and delivered on a scheduled date
2. This allows for efficiency in testing and ease of development

WHAT ELSE IS SIMILAR?

1. Groceries in a (reusable) bag
2. Yogis in a yoga class
3. Dry erase markers in a cup

Google



What is an SSO?

**What is the essence of what I need to
communicate?**

What else is similar?

In Summary

Effective communication is essential

Empathy is the foundation of effective communication

Shared language is the foundation of understanding

Analogies are a shortcut to mutual understanding

Build great analogies by defining essence, then similarities

Thank you!



Say hello!

Elsewhere at Badcamp

On [LinkedIn](#)

By email lily@kalamuna.com



Kalamuna