



working together  
and working as one

Lisa Welchman

Hi.



My twitter handle is @lwelchman

I post most of my digital governance content on LinkedIn and [digitalgovernance.com](http://digitalgovernance.com)

I wrote a book called: *Managing Chaos: Digital Governance by Design*

I write occasional essays about a variety of things on Medium.

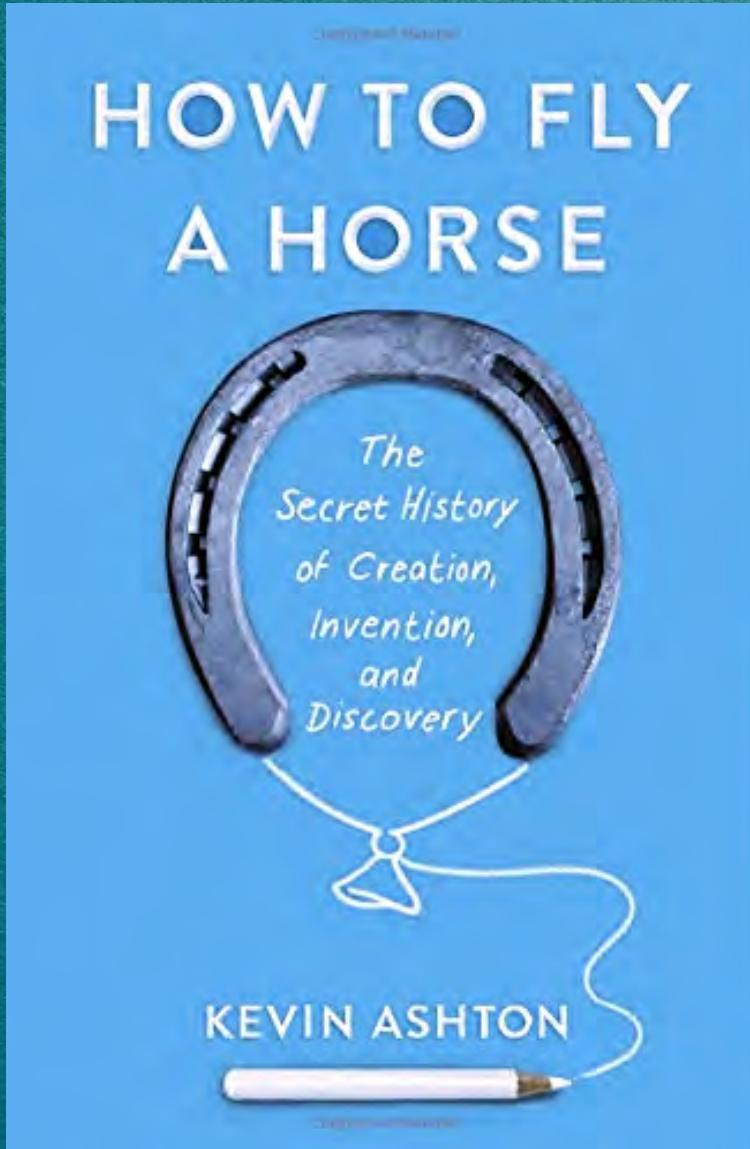




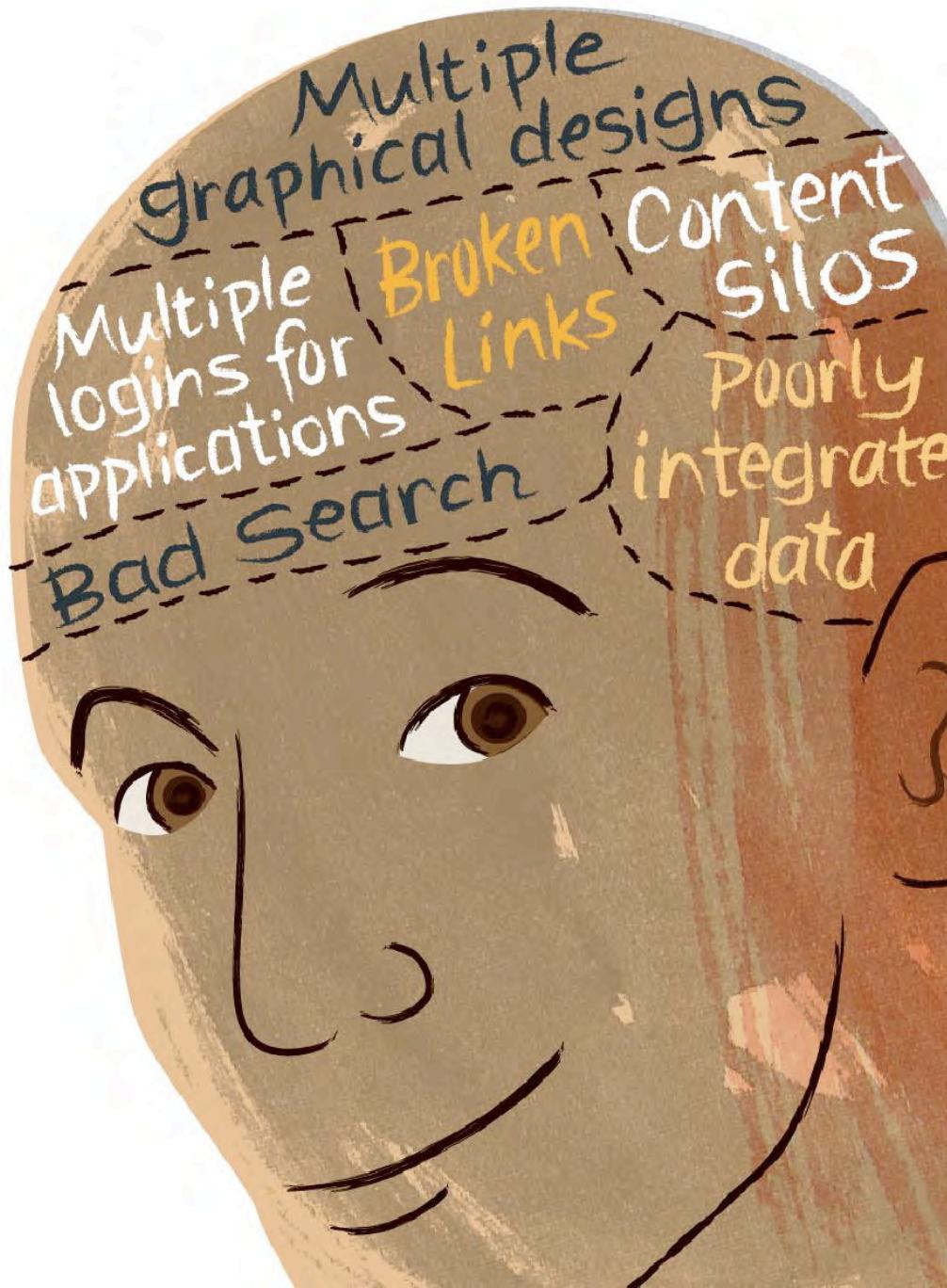
How can I work with people and create something good with them and still maintain my sense of self?

# 3 things that I have learned

working with people who make things and put them online



*"Organizations are a competition between compliance and creation."*



Creating for the Internet and  
WWW exposes collaboration  
weaknesses in interesting ways.

Everything is  
evolving all the time.

There is no “done.”



So, what can we do?



2 things we can do



The image features a purple line graph with five orange circular markers. The line starts at the bottom left, rises to a peak, dips slightly, and then rises again towards the top right. The markers are placed at the start, end, and middle points of the line's path. The background is a solid teal color.

1. Govern.



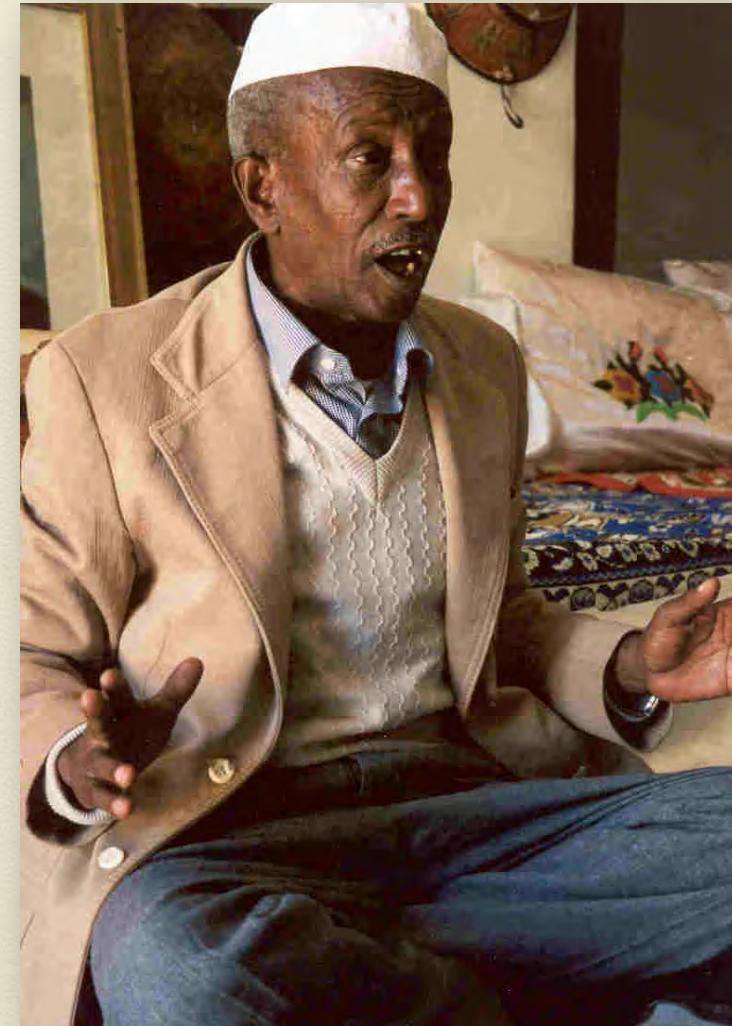
Many people believe that standards hinder innovation and creativity.





They are wrong.

speech





music

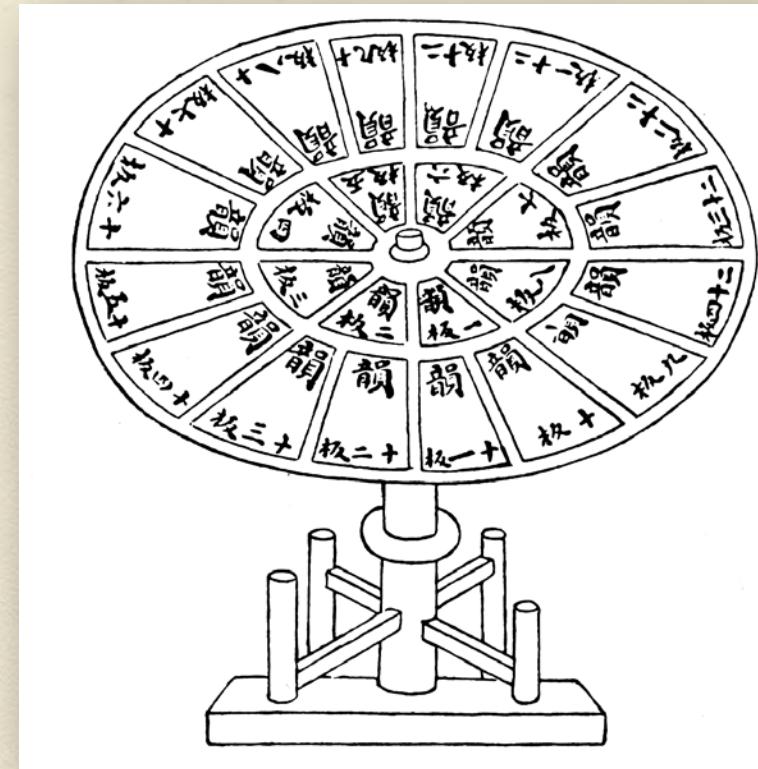
26. APRIL IN PARIS - VERNON DUKE

G<sup>7</sup>H(maj) C min D-7 b5 G<sup>7</sup>  
C min G-7 C7  
F min B-7 b5 E7 A- A/G  
F#-7 b5 B7 H B-7 E7 E-7 b5 A7 H  
F#-7 b5 F9 C/E Eb D-7(b5) C/E  
B-7 b5 E7 A- A/G F#-7 b5 B7 H E min D-7 G7  
G<sup>7</sup>H(maj) C min E-7 b5 A7 alt.  
D9 D-7 b5 G7 C  
FINE

CHARLIE PARKER - "APRIL IN PARIS"  
THE LEMMUS HOUSE - "SOULS"



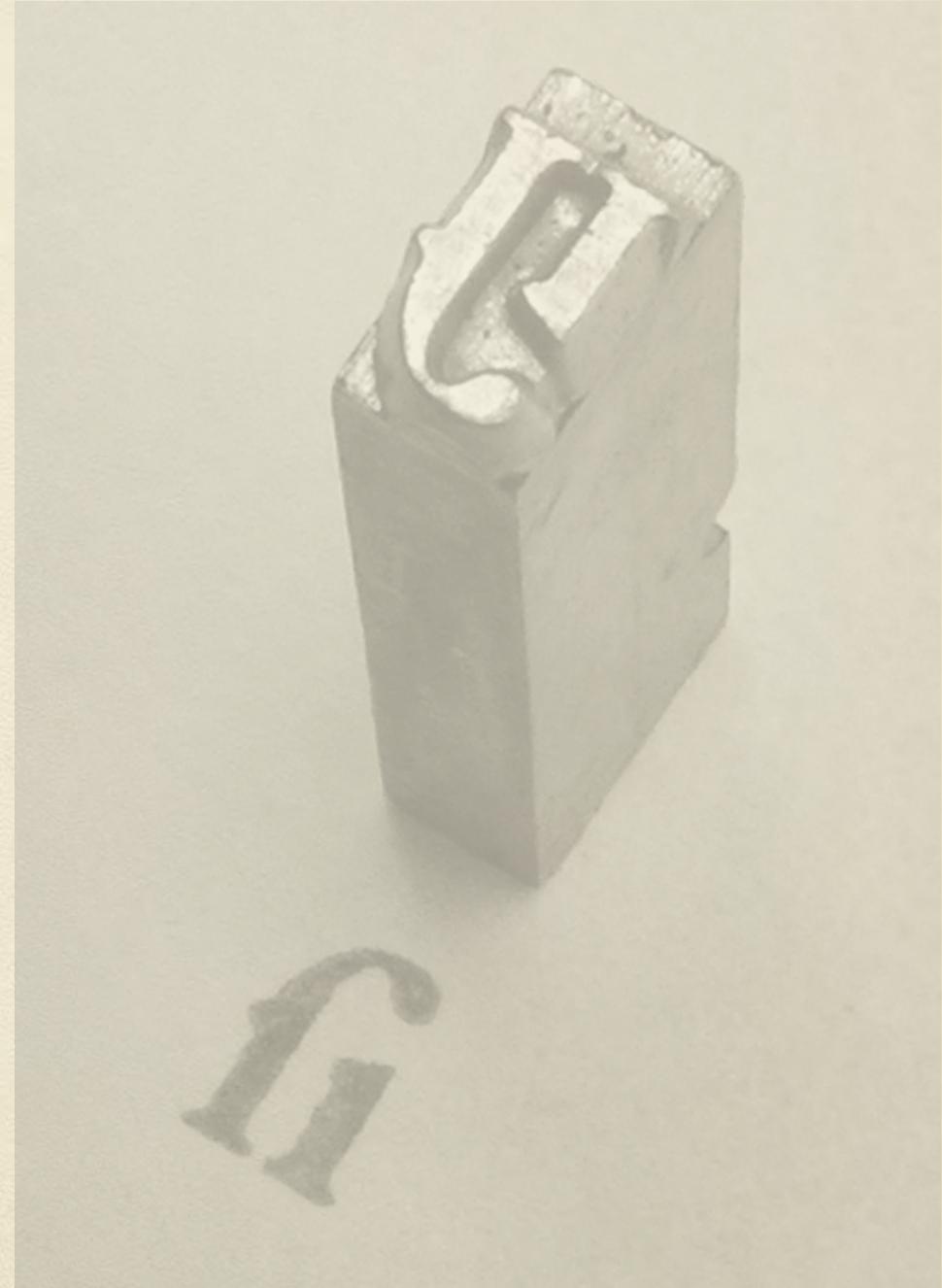
moveable type



a revolving type case for wooden type in  
China, from Wang Zhen's book  
published in 1313



the other moveable type



telephony

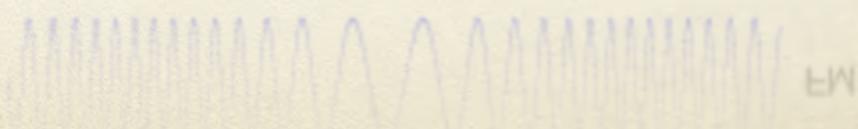
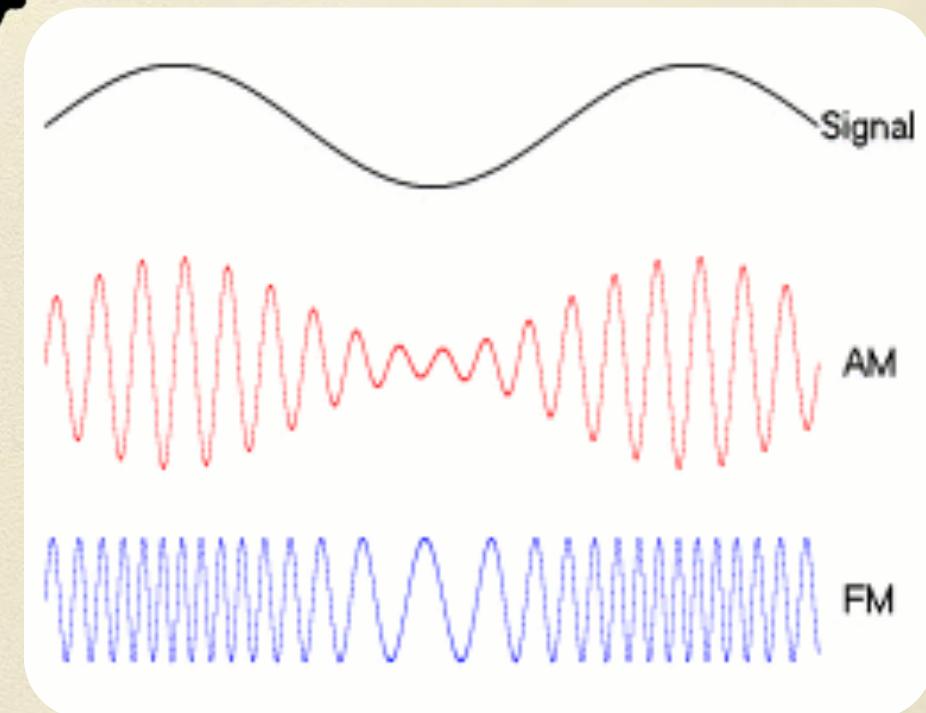




telegraphy



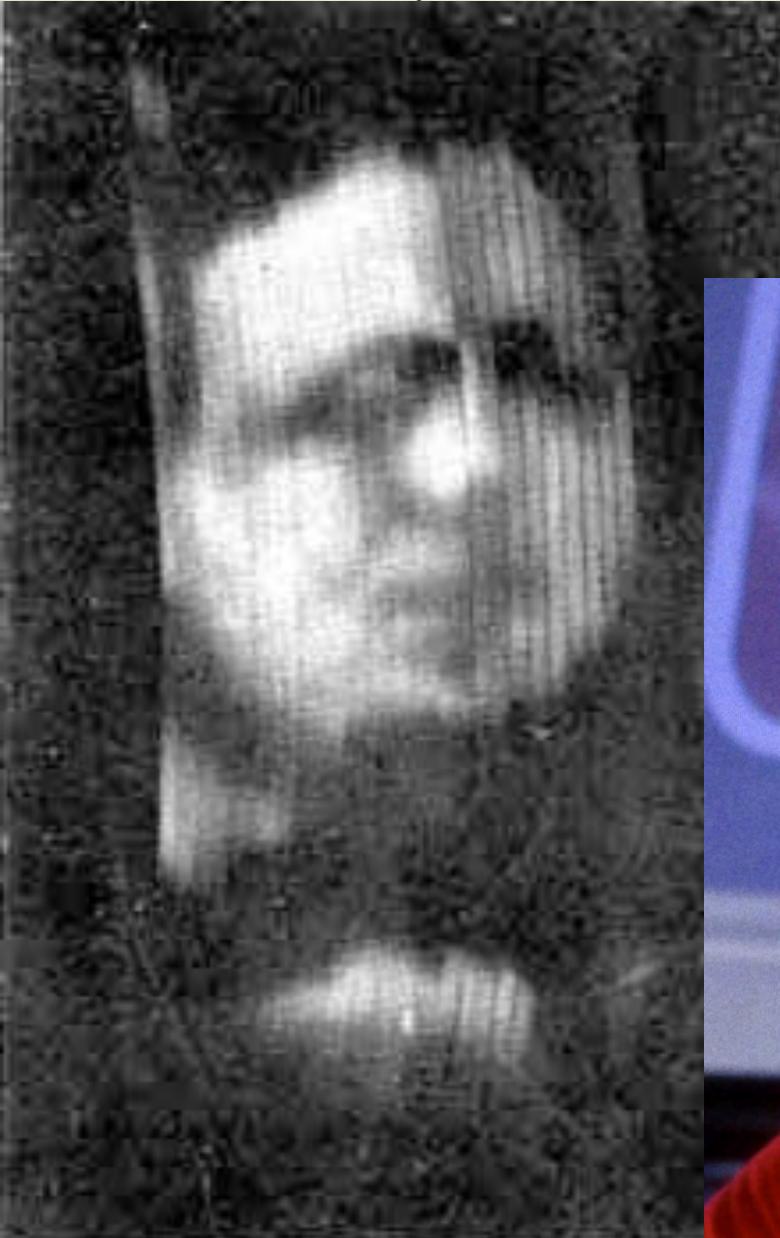
radio



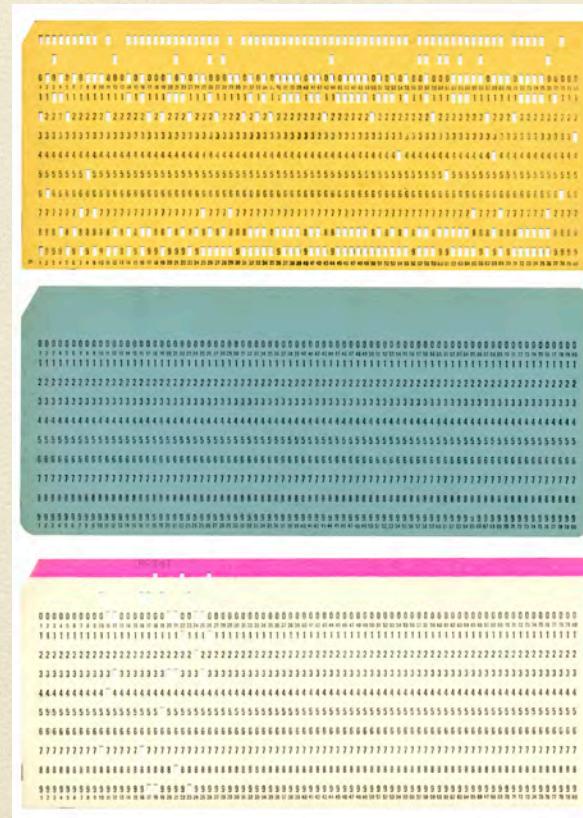
film

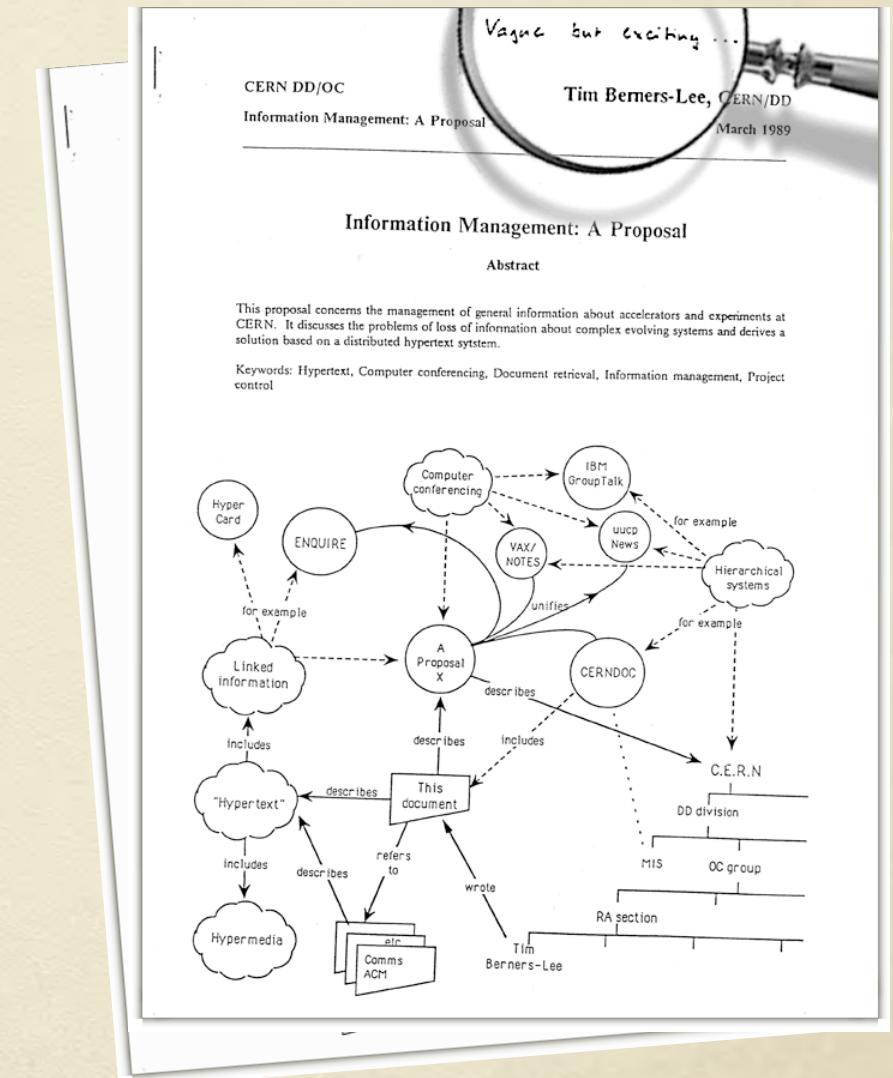


television



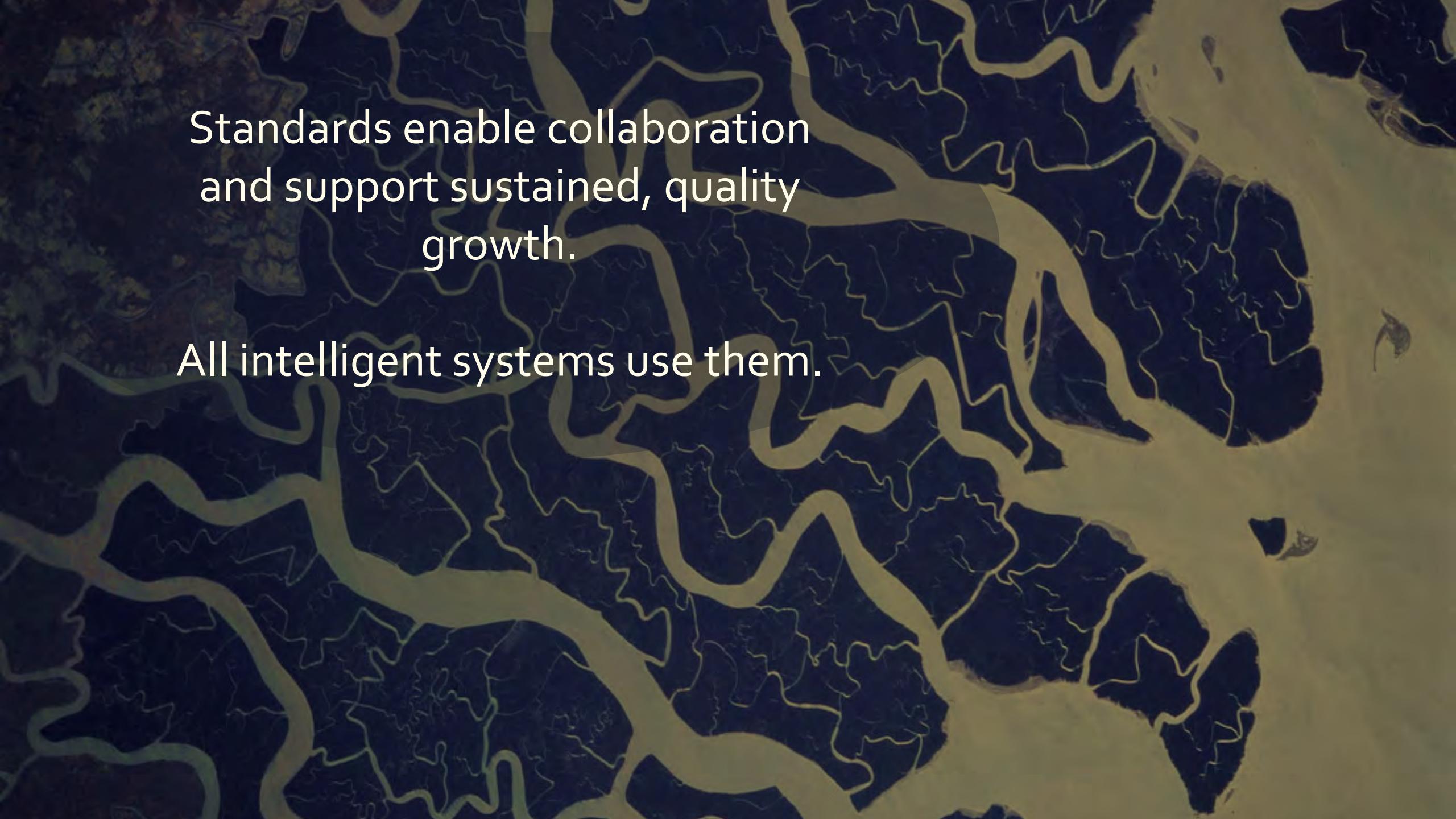
computing







Standards are  
normal and useful.



Standards enable collaboration  
and support sustained, quality  
growth.

All intelligent systems use them.



A purple line graph with five orange circular markers at the vertices. The line starts at the bottom left, rises to the right, dips slightly, then rises again to the top right. This visual metaphor represents a path or trajectory.

So, govern.

When it comes to information, the fight between form and function is false. There's knowledge and then there are the mechanisms needed to share knowledge.

## Symbiotic Development

And, it's a symbiotic or necessary relationship.



2. Lead.

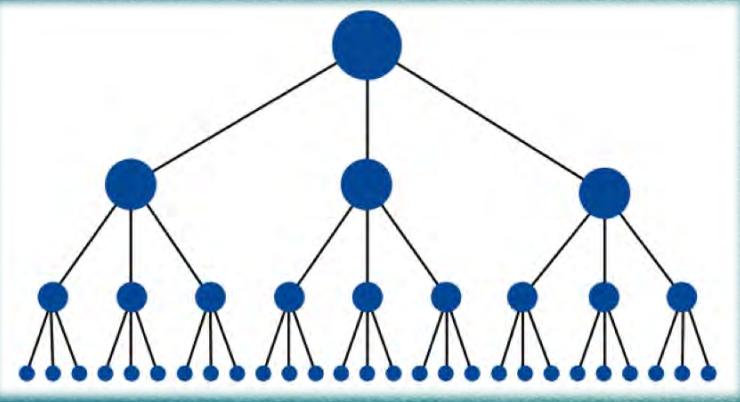


How come people don't  
listen to you and do what  
you say?

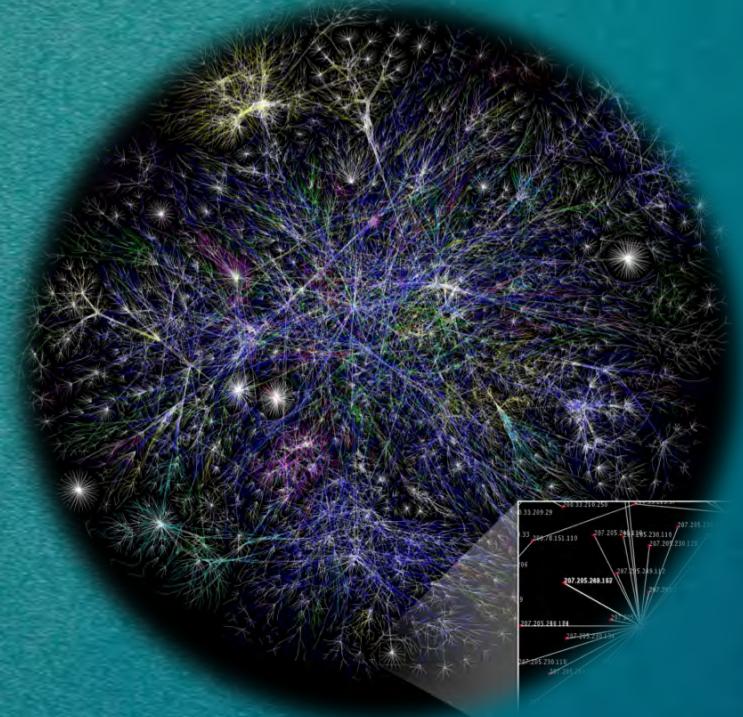


It can't be about you or  
a best practice or some  
crazy stuff you learned  
at a conference.





And it can't be about the organization and the people in it.



It has to be about the task at hand—  
the job.







In this model you  
maintain some personal  
agency but meet shared  
goals.

Thank you.



Bring it.  
Bring your best self.



Who should inform **digital strategy**?

Who should define **digital standards**?

Who should frame **digital policy**?

