

# **Scaling Your Influence through Documentation**

StaffPlus London 2023

**“So, what do you do all day?”**

**“I write documentation  
and have meetings.”**

One Team

Many Teams

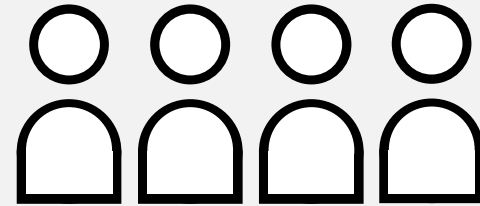
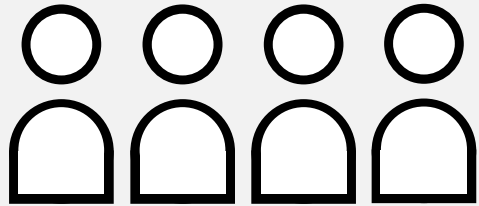
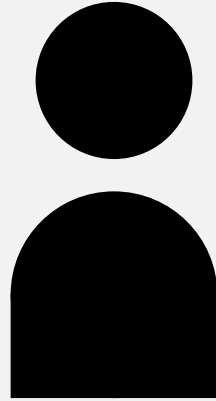
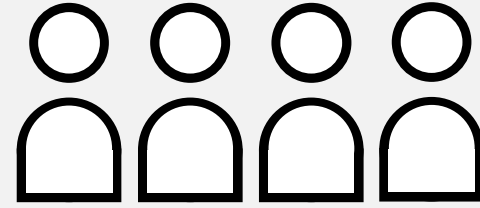
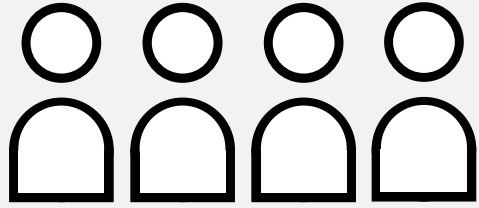
Guide Vision



**IMPACT**

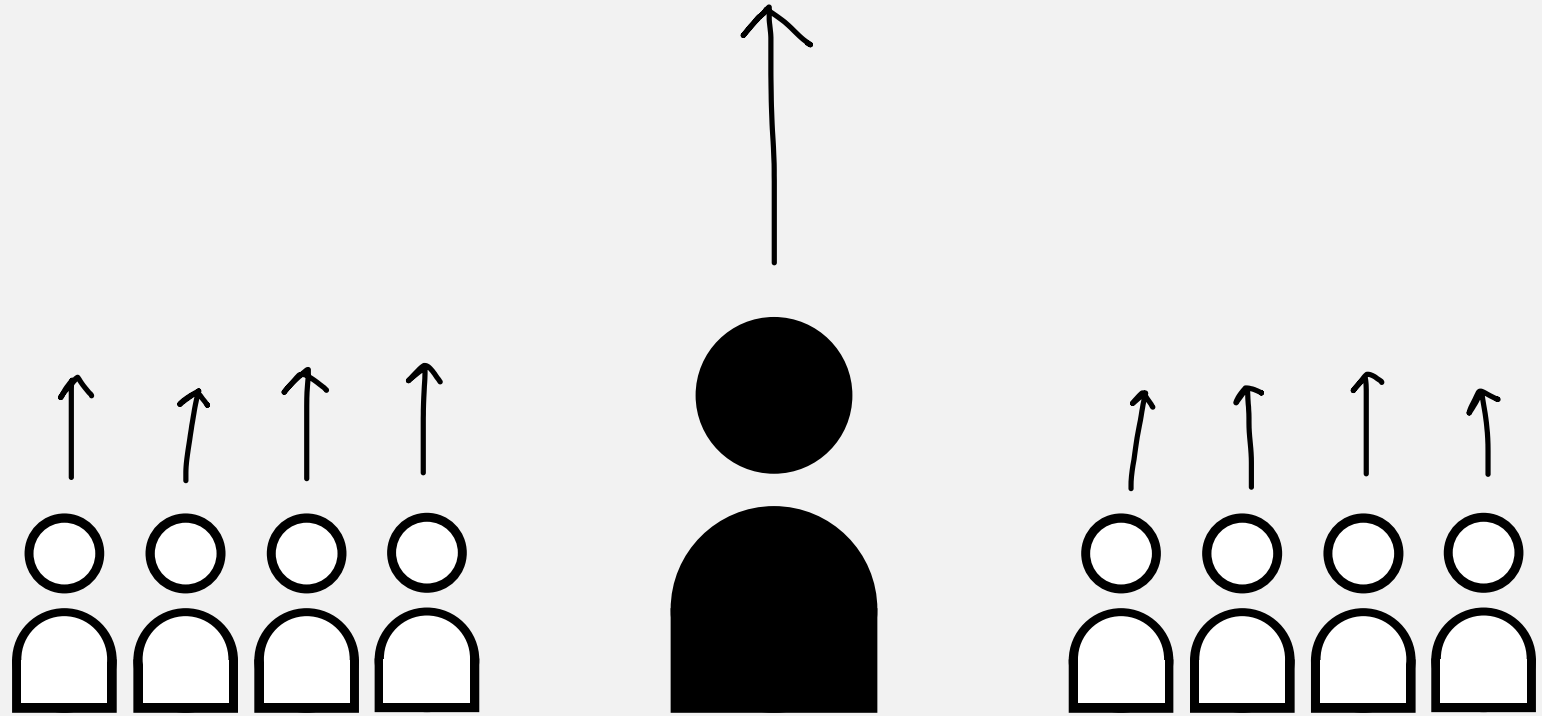
Write code

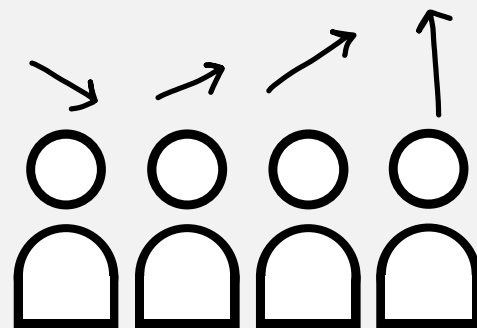
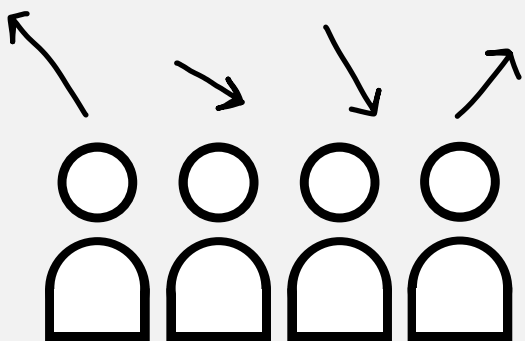
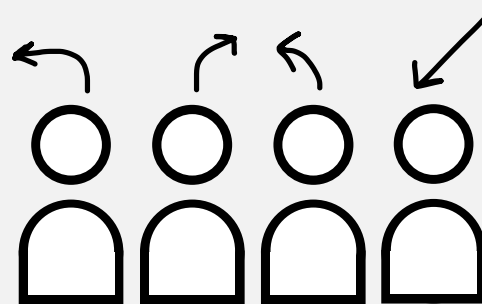
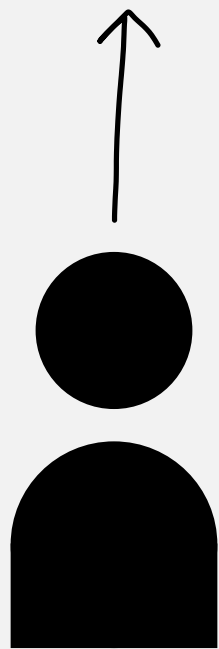
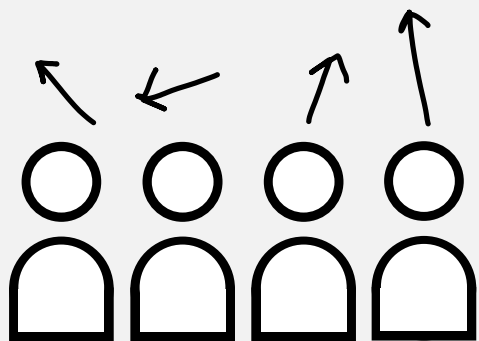


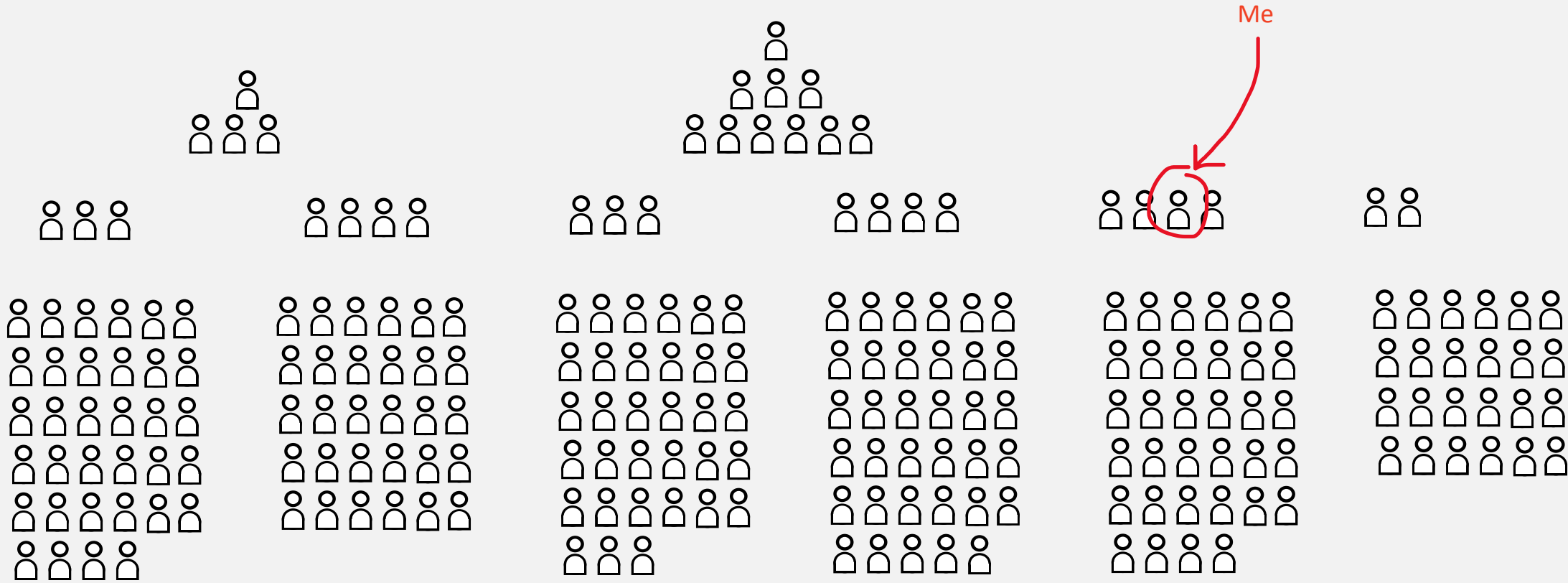


**“Our tech capability doesn’t match  
the business vision.”**

**“Let’s work on fixing that”**









# Challenges

- Everyone needs to be aligned with the same vision
- There are too many people for me to talk to individually
- I can't be the only person responsible for this (or it'll die)

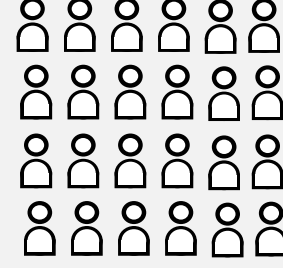
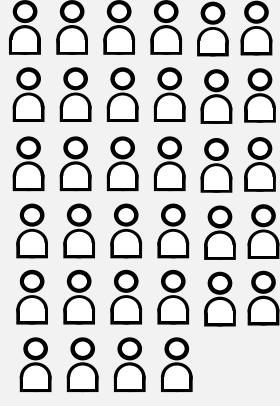
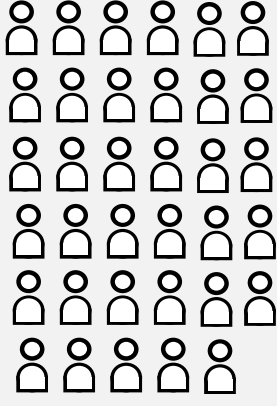
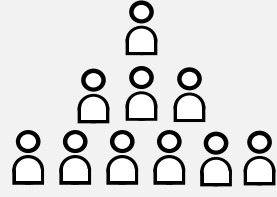
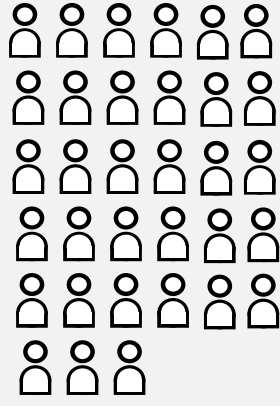
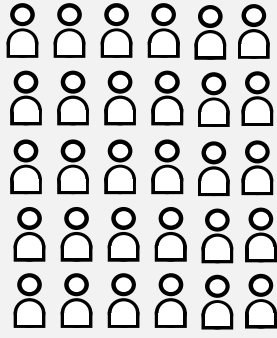
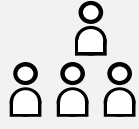
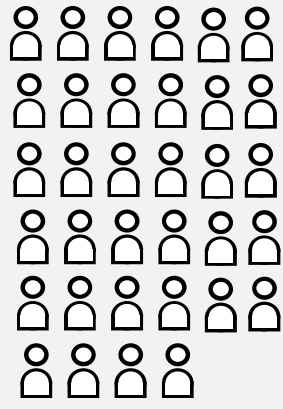
**Staff+ Engineers  
are Influencers**

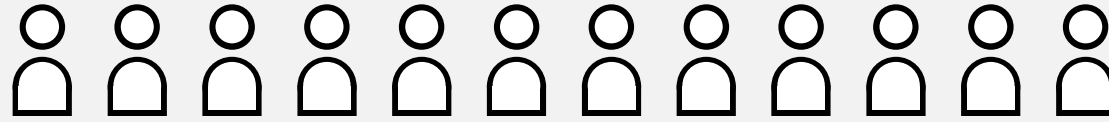
**“So, what do you do all day?”**

**“I’m an Influencer”**

# Effective influencing

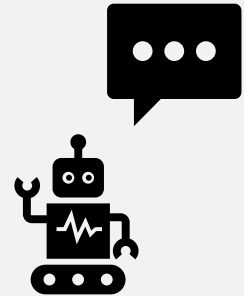
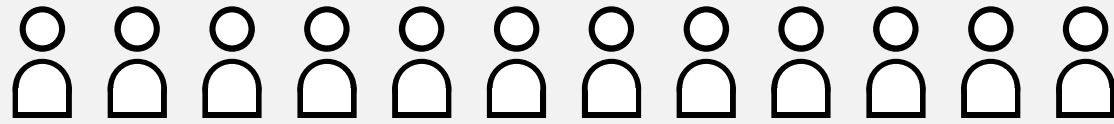
- Establish trust
- Be consistent and coherent
- Be reliable, accessible and transparent
- Be a constant presence





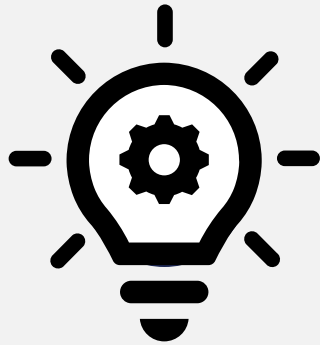
Being human is the bottleneck





~~Being human is the bottleneck~~





**Documentation  
Solves Everything\***



# Why documentation?

- Repeatable, flawless replays
- Repeats are zero effort
- Available on demand
- Scrutable
- Established as business culture

**“Why Documentation?”**

**“So I stop having to repeat myself”**



**Good Documentation**

# Effective documentation traits

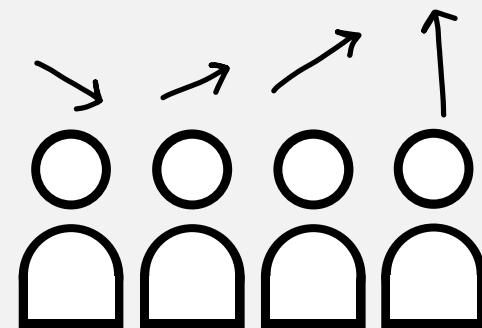
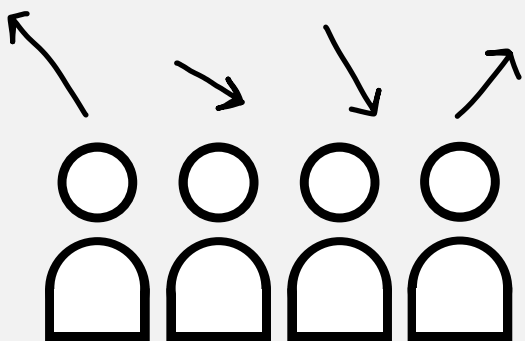
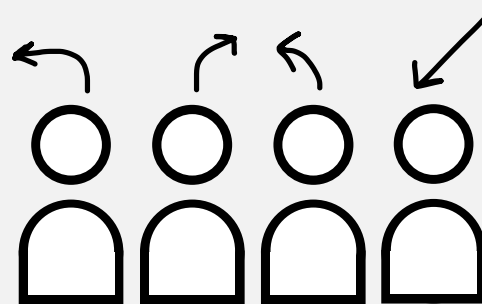
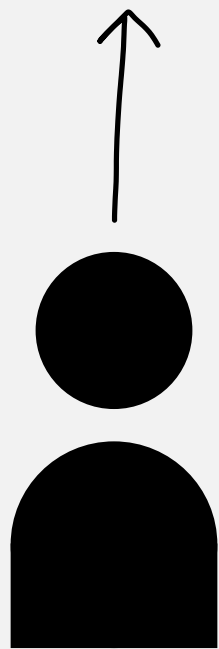
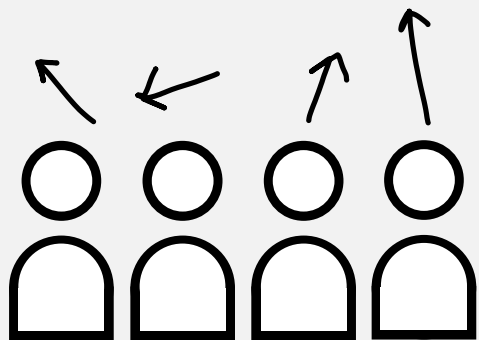
- Standardised, predictable, findable, searchable
- Simplest language possible
- Well structured
- Includes context and references

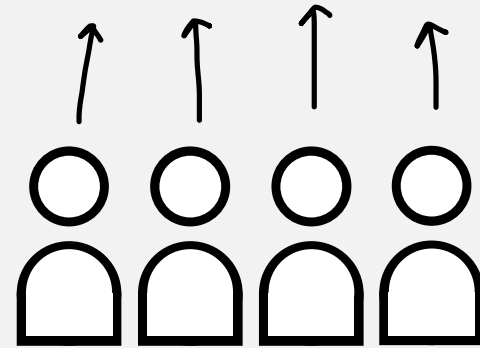
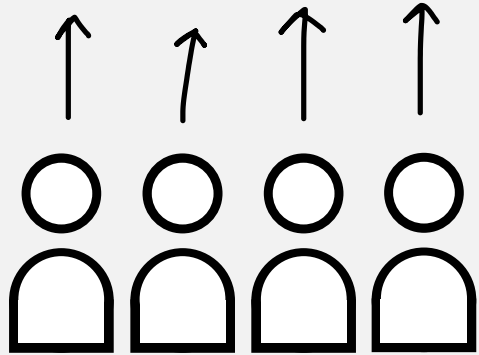
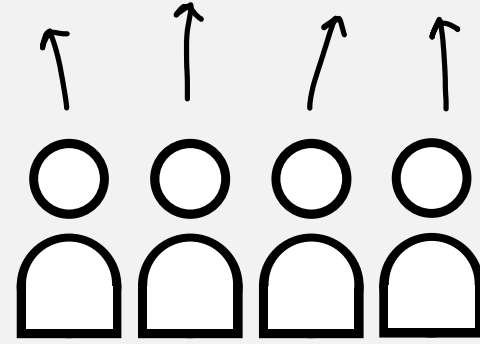
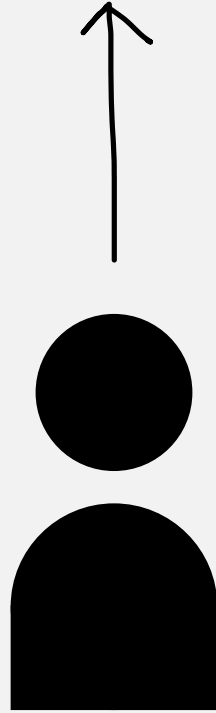
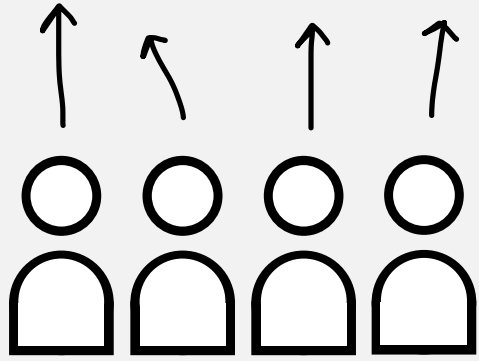


**Creating documentation  
with a purpose**

# Influencing with documentation

- Shaping the future

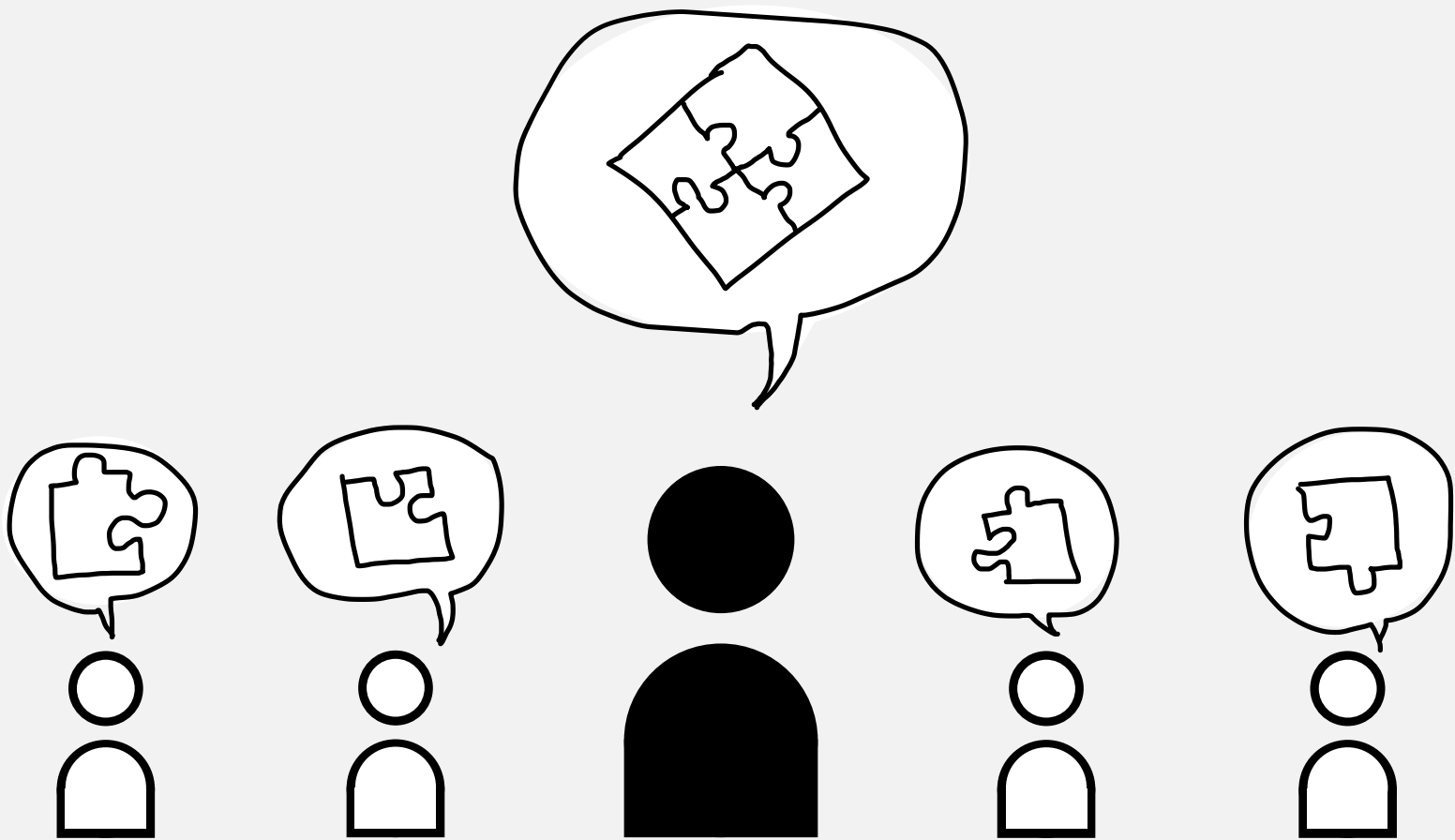






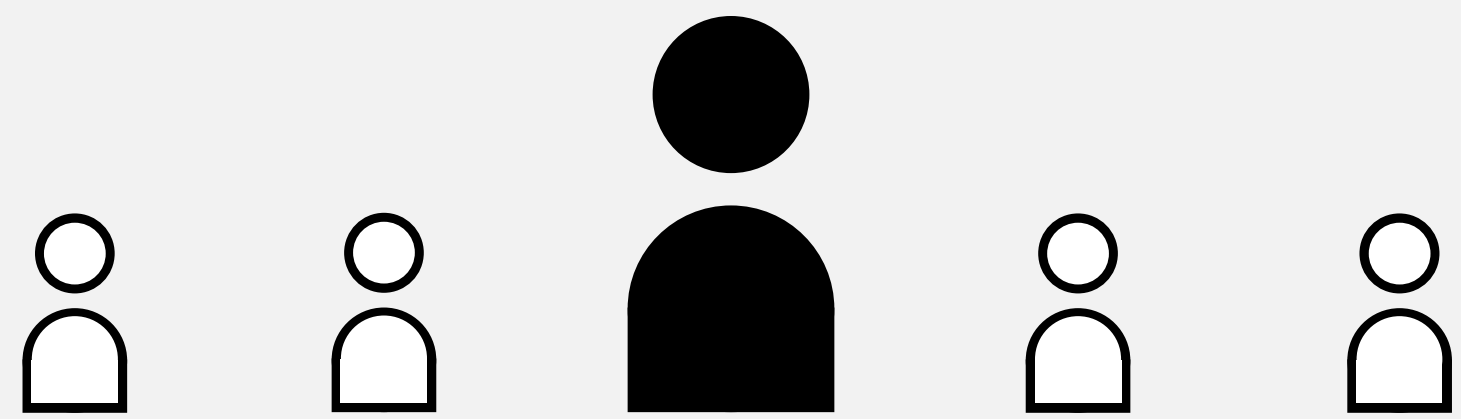
# Influencing with documentation

- Shaping the future
- Crystallising the present



# Influencing with documentation

- Shaping the future
- Crystallising the present
- Establishing trust (and credibility)

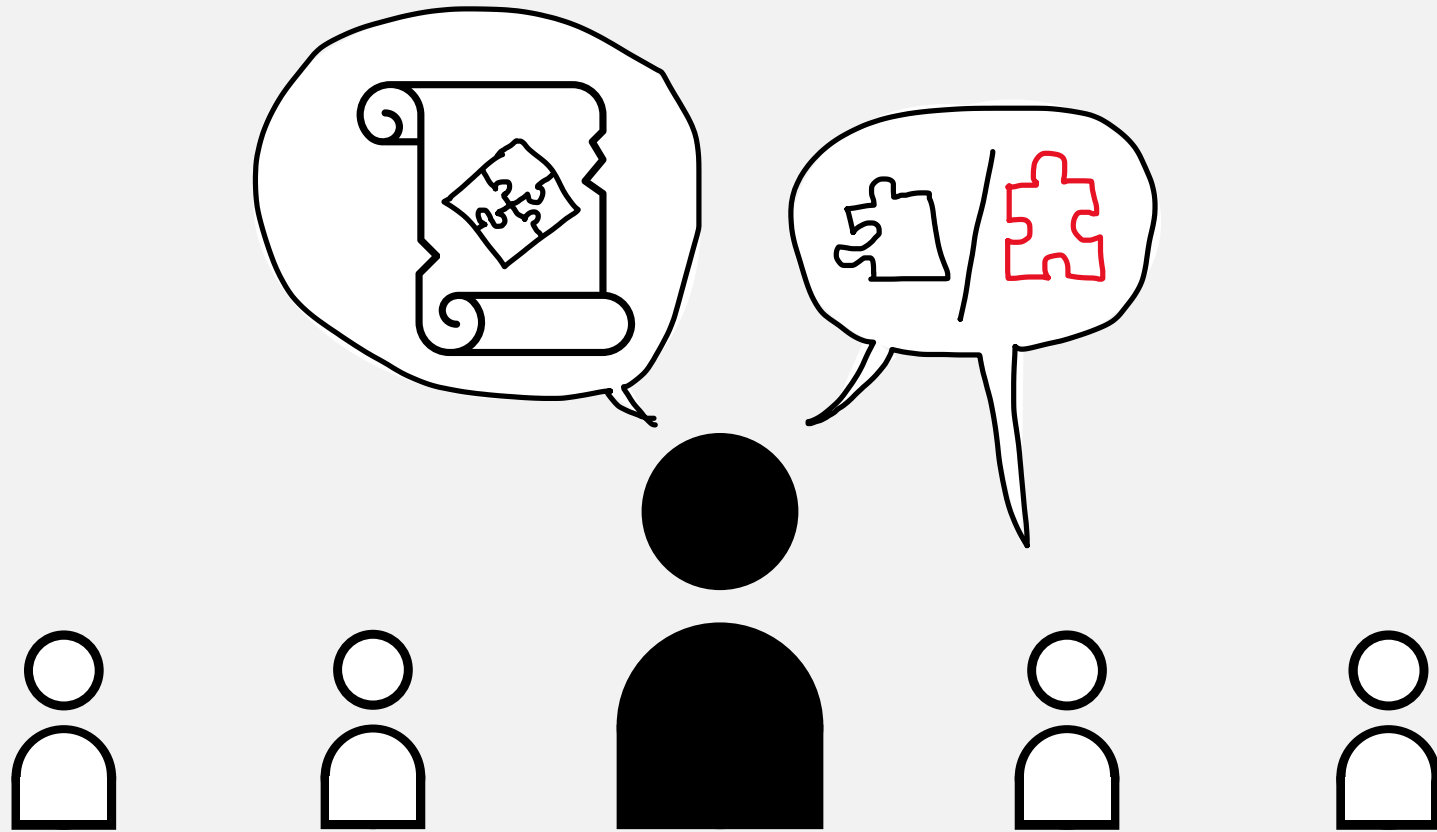


**“Why Documentation?”**

**“So that everyone knows my name”**

# Influencing with documentation

- Shaping the future
- Crystallising the present
- Establishing trust (and credibility)
- Boosting collaboration and connections



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## **Challenges & Traps**

# Documentation Traps

- Lost contexts and unforgiving transparency
- Time sensitivity
- Upkeep and maintenance
- Nobody reads it



**Tips, Tricks and  
Lessons Learnt**

# Tips, Tricks & Lessons Learnt

- Start with a template / common structure
- Use a “Working Group” to share ownership
- Async docs and synchronous meetings are complimentary
- Share the Documentation, prolifically
- Refine, curate and iterate towards perfection
- Your audiences change over time

# Summary

# Summary

- You scale your influence by recording things and sharing them.
- It's your responsibility to keep it fit for this purpose and 'own it'.
- It's more available than you are, it's easier to stay consistent, and it sidesteps repetitive meetings.
- You can own it publicly, or collectively, as suits your goals.

**tl;dr**

As an individual you cannot reach larger and broader audiences to “change hearts and minds” without employing a strategy to replace live, face-to-face interactions. And one of the ways you can do this is by writing and curating documentation.

Documentation is something that you can use to enhance your communication, give it more longevity, more consistency, and make it more readily available.



Creating the written history is your “side hustle”  
and it repays dividends in the form of influence.