



Implementation story

12-Stars Media

Before we found Podio, we had great difficulties with keeping an overview of our projects and their connection to clients.

Having information scattered around in various programs, caused major inefficiencies in our collaboration.

At the time, we managed our video production company through a combination of Basecamp for our projects and Google Apps for our communication (Gmail), CRM (spreadsheets) and contacts.

When I received a link to an article about [Podio on Mashable](#), I immediately thought this could help us collaborate more efficiently than we currently did.



Rocky Walls, CEO, 12-Stars Media



<input checked="" type="checkbox"/>	Getting started	3 hours
<input checked="" type="checkbox"/>	Setting up	4 hours
<input checked="" type="checkbox"/>	Training	2 hours
	Total	9 hours





Getting Started

I created a free account on Podio and played around for a few minutes, just getting familiar with the capabilities of the product. I quickly invited my partner Zach and got started. We sat down together and went through our current workflows and started setting up the spaces and apps to match these processes. The process only took a couple of hours!

We took inspiration from the [app store](#), but modified all the apps to suit our way of working:

“Normally we design processes based on the tools available to us. With Podio, you set up the processes, to work the way you want.”



Setting up

After Zach and I had done the initial set-up, we **invited** the people responsible for the various processes into the relevant **spaces** we had set up in Podio. Zach and our production manager were responsible for the **projects** (productions) apps, our head of sales for tweaking the **CRM** apps and so on. This was important for two reasons:

- The people who actually perform the work and know the processes, formed our Podio apps to suit our way of getting things done.
- They felt a sense of ownership of their Podio space and apps and really wanted to make this work.

See how 12-Stars Media manages ALL aspects of their work through Podio:

<http://blog.podio.com/2011/09/15/were-all-movie-producers-now/>



Training

We **added content** to the apps to confirm that the structure actually supported our processes and then **invited in the rest of the organization** to the relevant spaces and held an **orientation meeting**.

During the meeting I demoed to the rest of the team, how to use Podio and the apps we'd set up. I also made a presentation called "8 Ways to *Prevent* Podio from Making Your Job Easier" (see below) to remove any doubts. Since that meeting, we are doing all our work in Podio. The rest of the team really bought into the idea and immediately picked it up. For the first time ever they had a tool to manage everything in one place. It's a pretty strong value proposition.

"It took 1 week from I discovered Podio till we were doing all our work there."



Looking back

It was very easy to get started on Podio. The learning curve is low and we were able to build something that worked the way we wanted within a very short amount of time.

If I was to do it over again, I would have spent a bit more time to understand our own processes before we started to set them up in Podio, to get to the optimal fit even earlier. That's my tip to new Podio users:

- Sit down with your team, think about your current processes and write them down on post-its.
- Collect all the processes, simplify them and look at how they fit together.
- Set up the spaces and apps in Podio to match these processes.

"We did this for the second round and that's when we nailed it!"