PODIO

Implementation story
OgilvyOne Athens

We had tried quite a few **web-based collaboration tools** before discovering Podio, but found that they **were either too limited**, or demanded **too much maintenance**.

For that reason, we were still mainly using spreadsheets and emails to manage our projects, but this has the obvious **downsides of duplicate work and information getting lost**, tasks & projects forgotten.

One of our copywriters posted a **Podio** video in our internal Facebook group.
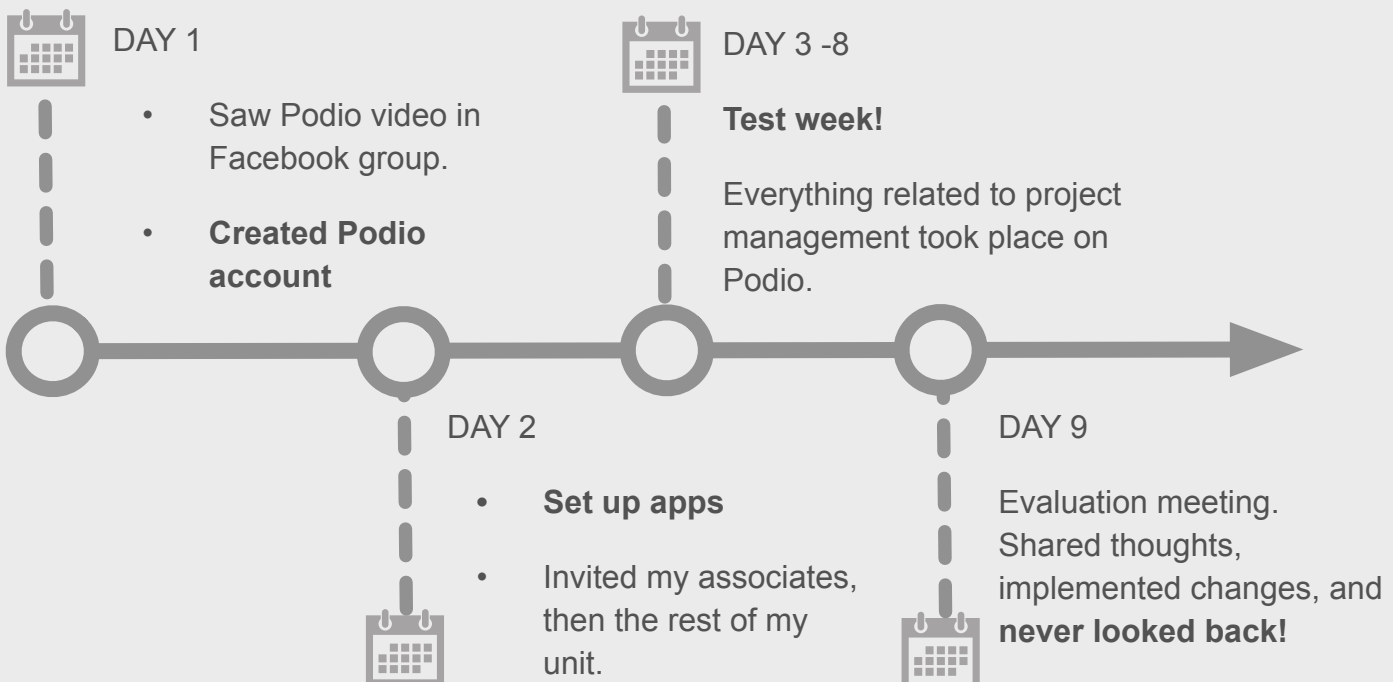
I was looking for some way to organize tasks and projects online, so **I decided to check it out**.

Panos Sambrokos, Creative Executive Director, OgilvyOne Athens

OgilvyOne worldwide

☑ Getting started	4 hours
☑ Setting up	2 hours
☑ Training	1 hours
☁ **Total**	**7 hours**

DAY 1

- Saw Podio video in Facebook group.

- **Created Podio account**

DAY 2

- **Set up apps**

- Invited my associates, then the rest of my unit.

DAY 3 -8

Test week!

Everything related to project management took place on Podio.

DAY 9

Evaluation meeting. Shared thoughts, implemented changes, and **never looked back!**

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✓ Getting Started

I started out by getting some **project management** apps from the [app store](#) and entered a few projects and tasks for myself.

I really liked what I saw, so I invited my close associates in my unit. They also saw the potential of Podio for managing projects more efficiently, so we invited the rest of the unit of 15 people. It all happened very fast.

"We made some small changes to our processes to suit this new way of working together and we changed Podio to fit our processes"

✓ Setting up

We decided to move fast and didn't really spend much time setting up the spaces and apps before we started working. I told my unit that for the following week we would be **using Podio exclusively** to manage all our projects. No internal emails, no spreadsheets, nothing else.

We used Podio a lot that first week and almost lost control a bit. Since we almost spent no time setting it up, some information ended in the wrong apps and we were all getting a lot of notifications. We found the notifications settings and decided early on to use the [@mentions](#) as rule, if something was important for someone to see, and started to subscribe/un-subscribe to things based on their relevance.

We had an evaluation meeting in the end of the trial week to discuss the use of Podio and decide whether or not we should continue to us it as our primary project management place. The team agreed that even with the spontaneous set-up we had used for the first week, there was a drastic increase in transparency and efficiency, so we could only imagine how good it would get once did some re-structuring. We exchanged experiences and ideas during the meeting and modified the apps to suit our workflows better. After that, we never looked back. One week later, a second unit was also using Podio and it's only a matter of time before the third and last one gets on as well.

"I found Podio to be so intuitive myself, that I was sure my other colleagues would figure out themselves as well. I was right."

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✅ Training

I decided not to spend a lot of time on training. I found Podio to be very intuitive and knew my colleagues would feel the same way, so I let them discover how to use it themselves. I wrote a post in our **Employee Network** in Podio telling my team the basics of how to manage our projects with this new tool. During the

evaluation meeting after the trial week I showed the team how I'm using Podio and they asked questions and provided inputs based on their experiences. It was a great learning.

✅ Looking back

The fact that we **exclusively** used Podio for all our projects that first week really did it! All information evolving around projects was shared in the right context on Podio rather than flying around in email. My team adapted their processes to Podio and we adapted Podio to suit our processes. We could all see the benefit of having all information shared in one place and within the right context, so it wasn't hard convincing people to keep using Podio.

My advice to new users getting started on Podio is:

- Don't set up too many apps to start with. Start out easy so people will understand what to use the different apps for. Then you can add complexity as you get more familiar with the tools.

- Try to use Podio exclusively for at least one week. The benefit of having a centralized system to follow up on everything that's being done, is not as evident if work is being done in multiple places. Give it a full go!

> *"The benefits we derive from using Podio is that we have ONE place to manage everything. Nothing gets lost, everyone is up to date, and people know and remember what to do. It's easy and intuitive to use. It is a very reliable project management system for us and unlike anything I've tried before."*