



The content described herein is intended to outline our general product direction for informational purposes only. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described herein remain at the sole discretion of Atlassian and is subject to change.





# Simplify the complex art of communicating between teams



**RACHEL LIN | PRODUCT MANAGER | ATlassian**

**Communicating well is hard.**

How do you bring others **up to speed**?

Who are the **relevant** people you need to communicate with?

What should you include that is **meaningful** to them?





YOUR TEAM





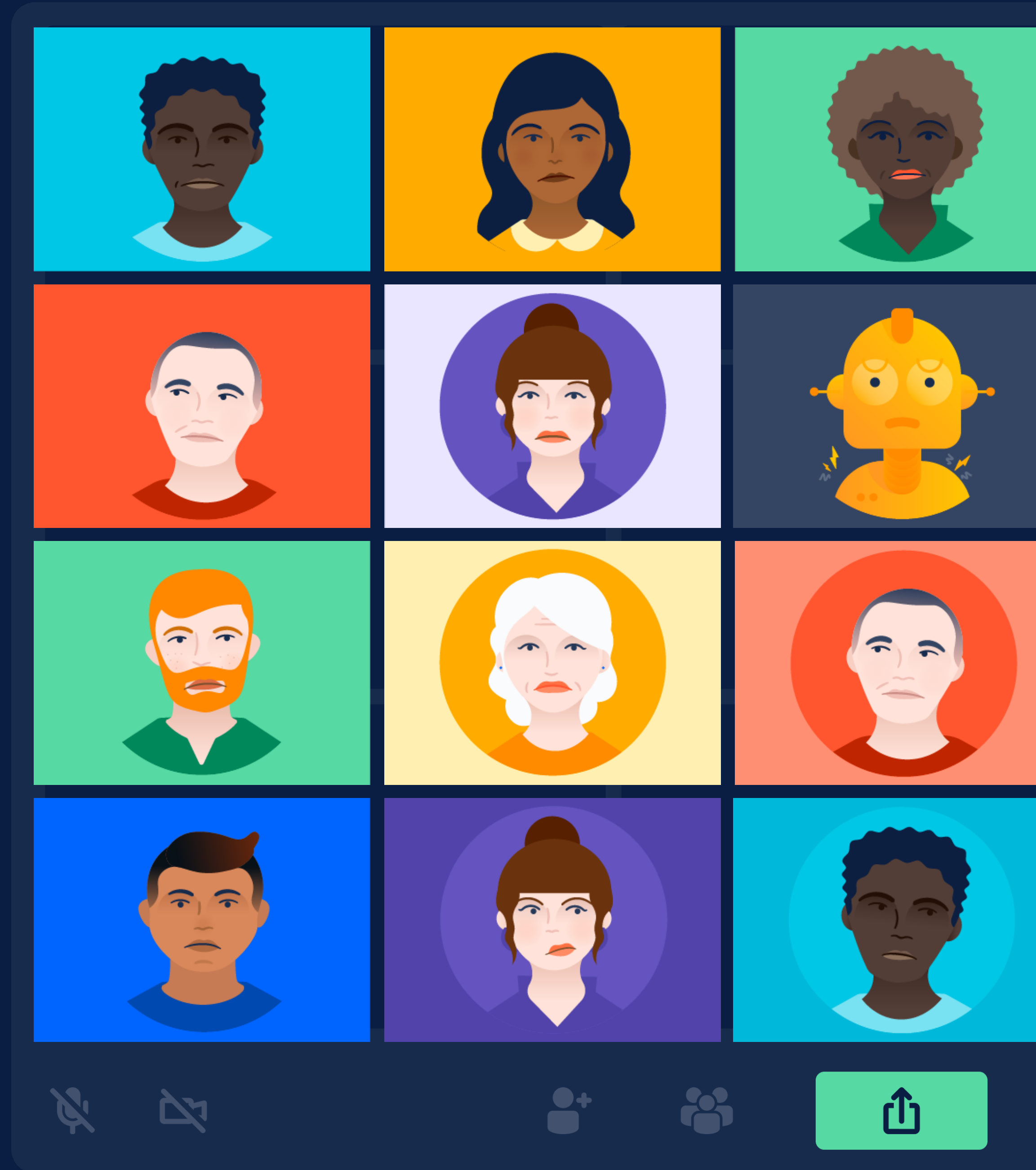






“

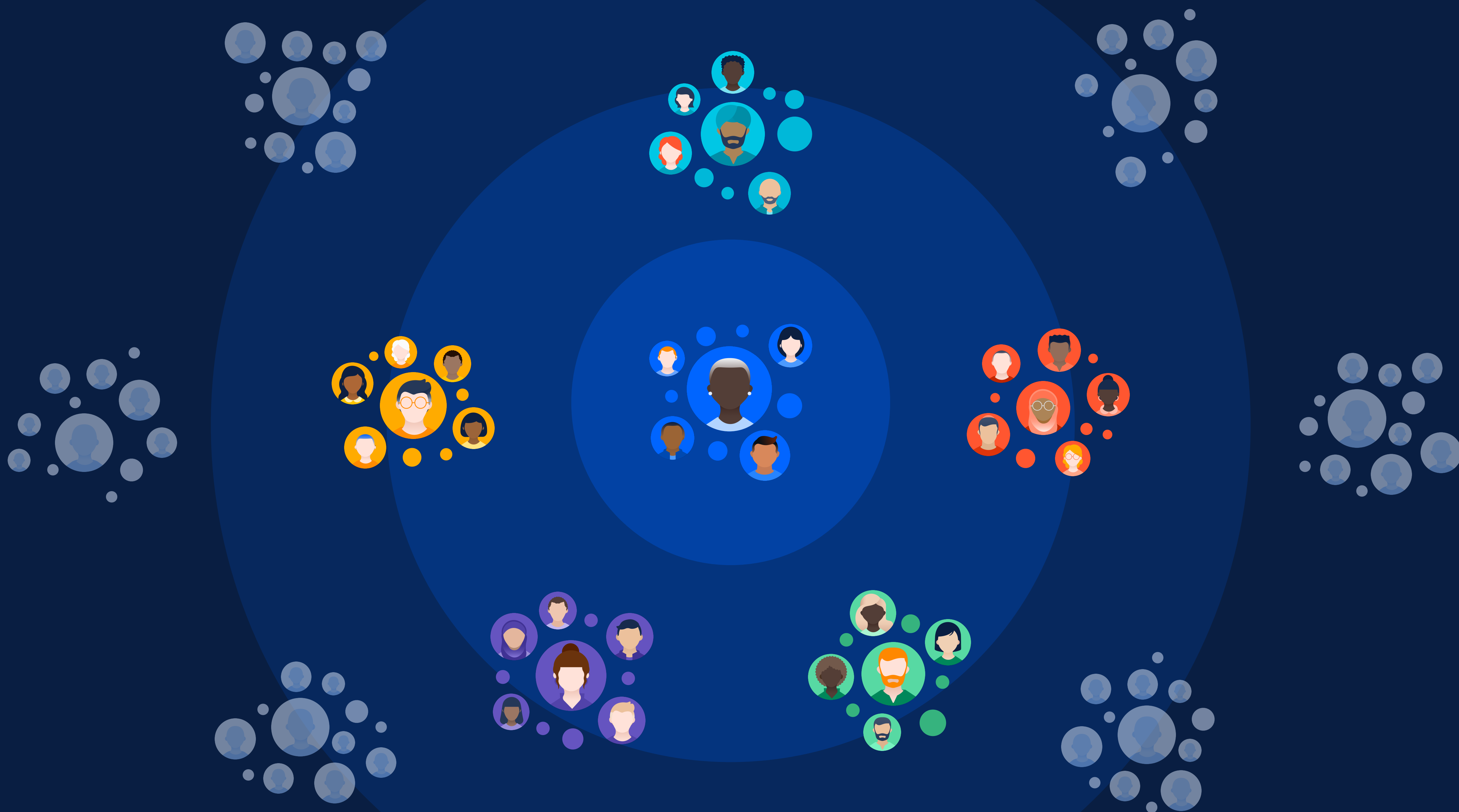
Why wasn't  
this an email?













# WHY IS TEAM-TO-TEAM COMMUNICATION **SO HARD?**

**65%**

Teams working  
remotely or in hybrid  
environments

**254**

Average number of  
apps a company is  
using

**75%**

Employees who  
believe remote work  
should become the  
norm

**Okay, so what?**

“

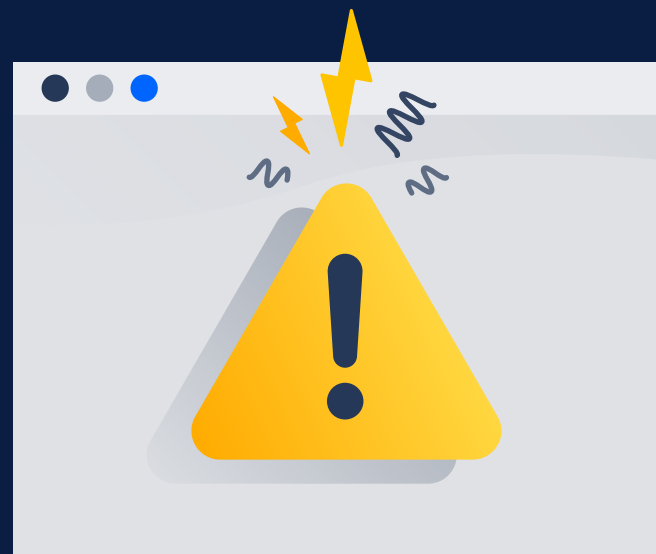
I love status reporting 💖

---

– SAID NO ONE, EVER.



# THE COST OF POOR TEAM-TO-TEAM COMMUNICATION



## Duplicated work

Employees waste **6 hours** per week on duplicated efforts.



## Wrong requirements

The wrong requirements can cost US businesses **\$30 billion** per year.



## Misaligned investment

**71%** of teams are not aligned with the company vision.



# THE LOOP

A system of communication for modern work

# THE LOOP

BELIEF 1.0

BELIEF 2.0

BELIEF 3.0

BELIEF 4.0

Open up your  
work in  
progress

[atlassian.com/loop](https://atlassian.com/loop)

# THE LOOP

BELIEF 1.0

Open up your  
work in  
progress

BELIEF 2.0

Common  
vocabulary  
over common  
tooling

BELIEF 3.0

BELIEF 4.0

# THE LOOP

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BELIEF 4.0

Show that  
you're paying  
attention

# THE LOOP

## BELIEF 1.0

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automate

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Show that  
you're paying  
attention

# ATLAS – CONNECT THE DOTS BETWEEN WORK, PEOPLE, AND KNOWLEDGE

Atlas

Home

Projects

Goals

Teams

Topics

Create

Search

Project Updates

Goal Updates

Questions

Your work

Last week

You're following 14 active projects, here's the breakdown

On track  
7  
-2 from week before

At risk  
3  
+1 from week before

Off track  
1  
Same as week before

No update  
2  
Same as week before

Completed  
1  
+1 from week before

Project Nibok new sneaker launch

Amar Sundaram Friday

ON TRACK

We've kicked off the work the launch the exciting and all new Sneaker Curator app. Together we will revolutionise the way that sneakerheads build, track and share their sneaker collections. Right now we are just getting our ducks in a row, but we are going to be getting the ball rolling very soon!

Date changed

AT-RISK → ON TRACK

Status changed

September → October

Share • Unfollow • 5 3 2

Add comment...

Your projects

New Onboarding

iOS App Launch

New projects

HR Candidate Tracking

Financial Month End

Launch Controller

Travel & Relocation Support

Star Identification

Completed projects

Infrared Camera

Employee Onboarding

Travel Service Desk

Satellite Mesh Firmware



An iOS language-learning app



## Butterfly Project Status Update as of February 17, 2023

[Inbox](#) ×

**Lucas** <lpun@am.speakeasy.com> [Unsubscribe](#)  
to me ▾

October 24, 11:30 PM (10 hours ago)



Hi everyone,

The dev team has completed the Butterfly project's basic features, such as UR, login, PC, and CS. This sprint we completed 12 stories, 5 are in review and 2 were not picked up. We operated below sprint capacity (Vicky away in the Maldives and Elian out sick for a few days). The team is currently focusing on resolving technical issues and making progress on the AI-powered chatbot and SR features. We have completed the basic framework for both the chatbot and SR features, and now working on integrating them into the Butterfly project. Technical issues we are working to resolve are around accuracy issues with SR and creating natural conversation flow for the chatbot. We are determining which language framework to use to improve this and we will kick off a DACI next week. We will begin testing module 1 and 2 as part of our M3 then as well.

Challenges we've faced around the development of the AI chatbot and SR features are:

- Accuracy issues with the speech recognition feature: The SR relies on accurate speech-to-text conversion in order to provide users with real-time feedback on their pronunciation. The team has encountered challenges in ensuring that the SR feature accurately recognises and transcribes speech in different languages and accents.
- Creating a natural conversation flow for the chatbot: The chatbot feature is designed to provide users with a conversational language learning experience. However, creating a natural conversation flow has been challenging, particularly when it comes to anticipating and responding to a wide range of user inputs.
- Integrating the features into Butterfly: The AI-powered Chatbot and SR features must be seamlessly integrated into the LLMAL's existing framework and user interface, which has required extensive collaboration between the dev team and other teams working on the project.

We have completed approximately 73% of the development work. We need to do more investigation into some of the technical issues and potentially add an experience to the CSM module that was not in original scope. We should be able to bring this back on track after talking to the Drop Bears.

We will continue to provide updates on the project's progress and look forward to launching the LLMAL in the near future.

# **1. Keep it short**

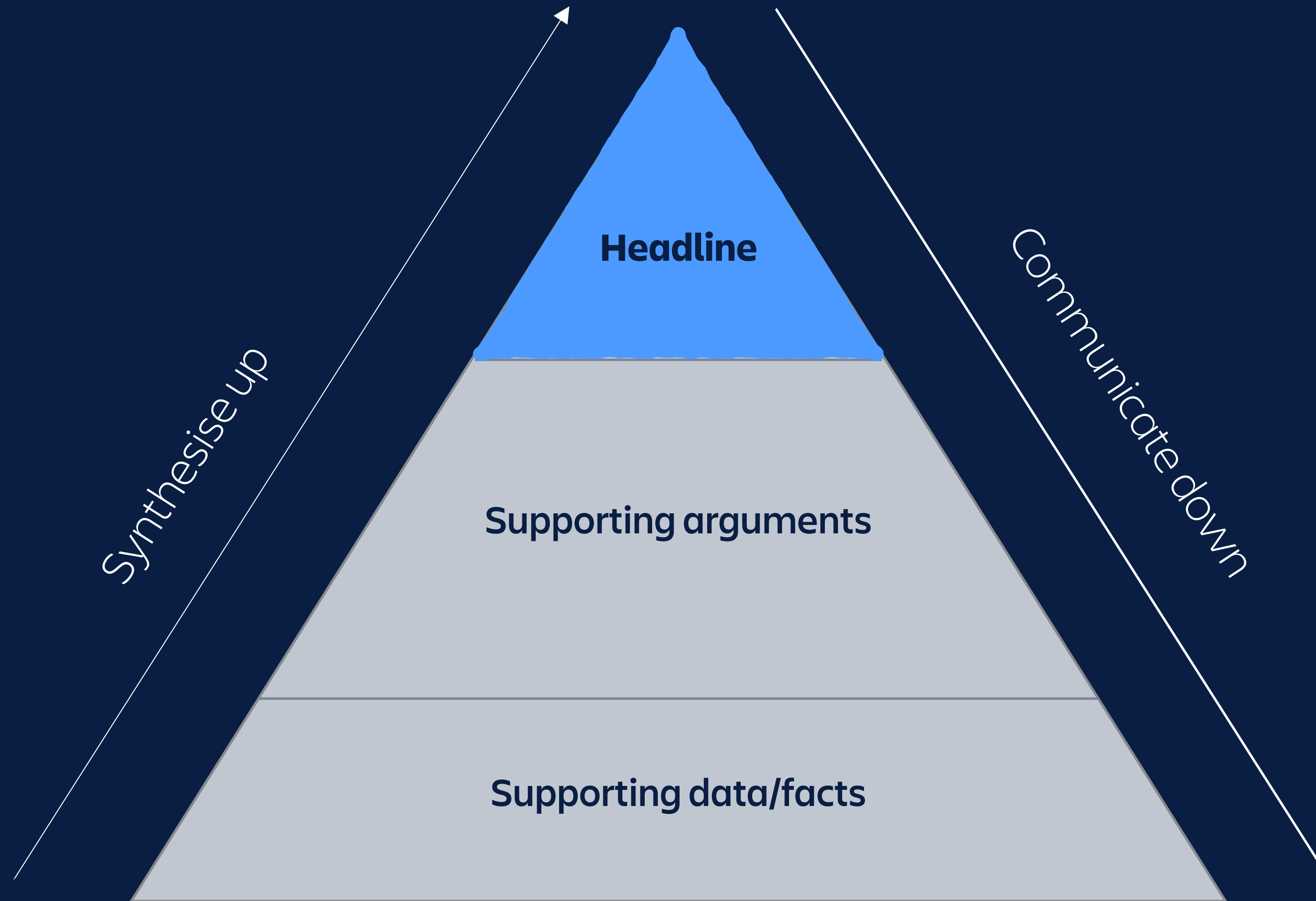


# 60%

of employee time is wasted on work about work.

# The Minto Pyramid Principle

Barbara Minto (1985)



# Butterfly Project Status Update as of February 17, 2023

Inbox x



Lucas <lpun@am.speakeasy.com> [Unsubscribe](#)  
to me ▾

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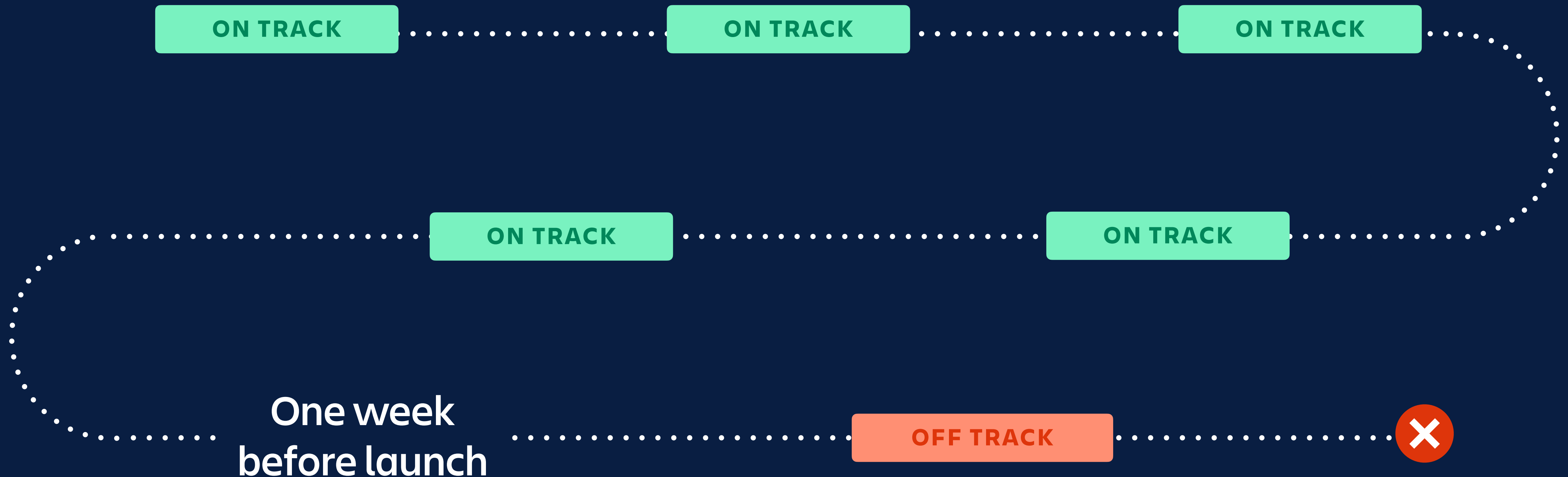
## **2. Call out changes early and often**







# TIMELINE OF A CLASSIC **WATERMELON** PROJECT







Project update  
Butterfly Project



Lucas Pun 4 days ago

● At risk for 📅 May

The development is now 73% complete. This is subject to change due to increasing unexpected scope - we will mark it At Risk for now but hope to resolve after speaking with the Drop Bears.

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Status changed

● On track → ● At risk

Share • Unfollow • 🤗 3 ❤️ 3 🔥 1 🙌 6 😊



Add a comment

### **3. Focus on outcomes, not output**



“Can we link all the epics to  
**automate** all the status  
updates?”

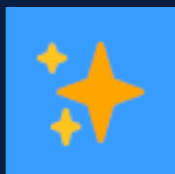
Marie, Project Manager

**...Ten minutes later**



“...Actually, what the leadership team really cares about is **the color**. What does 75% done really mean?”

Marie, Project Manager



## Project update Butterfly Project



Lucas Pun 4 days ago

● At risk for  May

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Status changed

● On track → ● At risk

Share • Unfollow •  3  3  1  6 



Add a comment

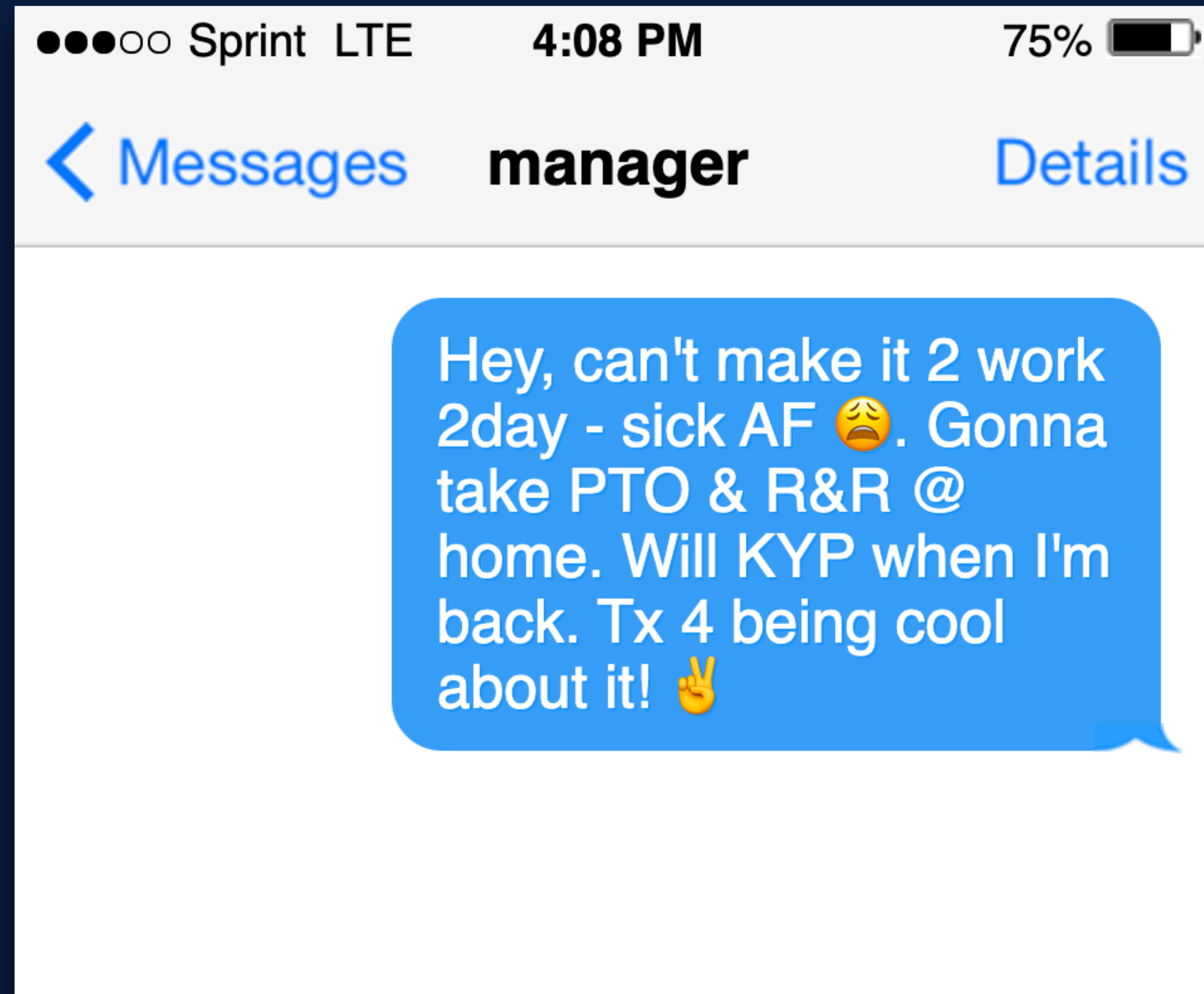


## **4. Drop the jargon**

?

?

?



?

- ☒ Does this make sense to someone seeing it for the first time?
- ☒ Is there terminology that needs to be defined upfront?
- ☒ So what?



Project update

Development of the SpeakEasy iOS mobile product launch



Lucas Pun 4 days ago

● At risk for 📅 May

Marking **At Risk** due to technical issues and increasing scope → hope to resolve after speaking with **testing & QA team**.

Our team has completed **SpeakEasy (SE)** iOS app's basic features, such as **user registration**, login, **profile creation** and **course selection**. We're focused on resolving technical issues on our AI chatbot and **speech recognition features** (SR), around accuracy and creating natural conversation flow. We have set the foundations for the chatbot and SR and we're working on integrating them into the app. We will kick off a **decision page** next week to decide on the language framework to improve this and test the **registration and profile creation flows** as part of **submitting to the app store**.

Status changed

● On track → ● At risk

Share • Unfollow • 🌟 3 ❤️ 3 🔥 1 🙌 6 😊



Add a comment

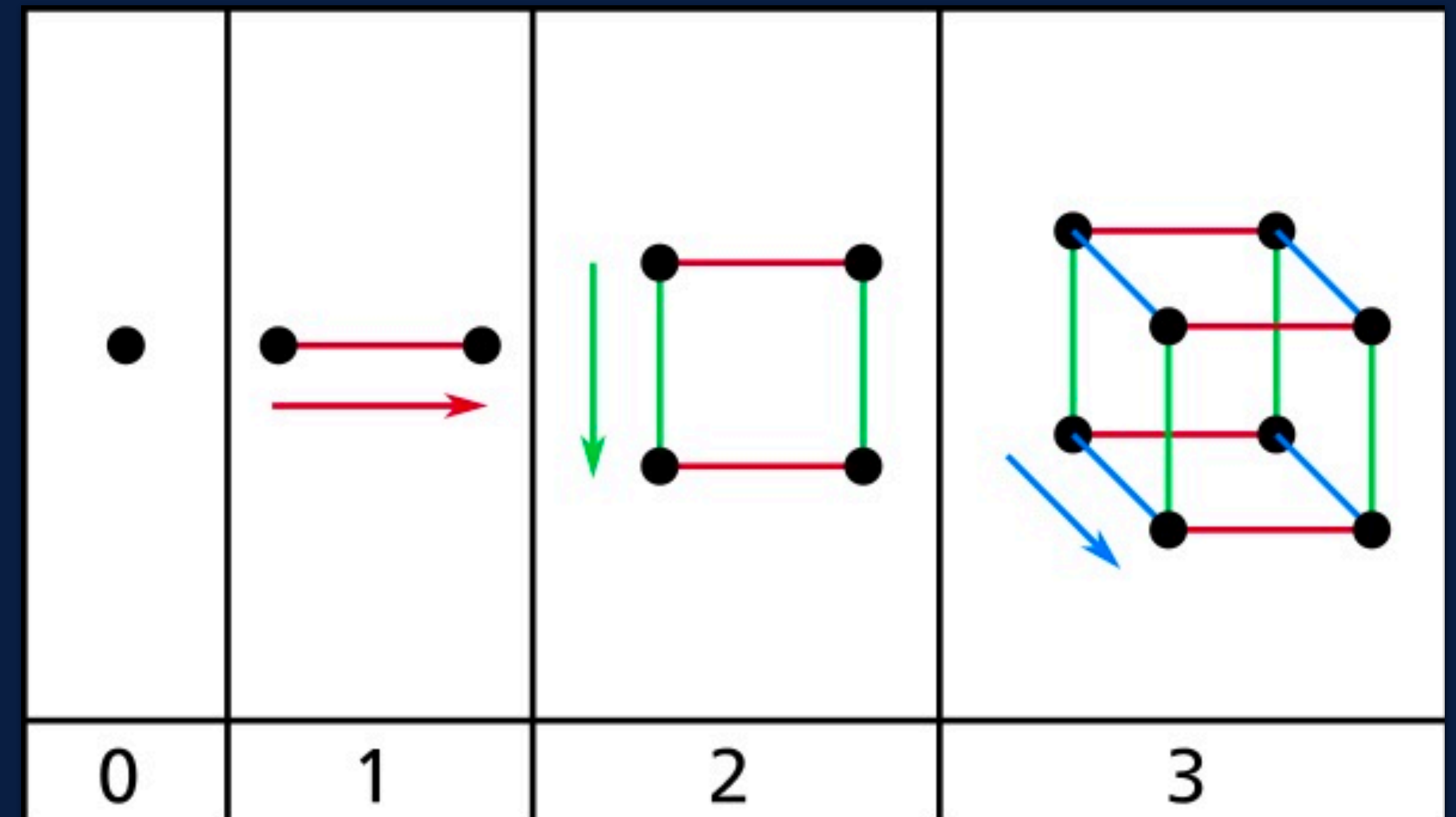
## **5. Use visuals**

# UNDERSTANDING DIMENSIONS (TEXT VS. VISUAL)

**1st Dimension:** The first dimension is the simplest of all dimensions, and it represents a line or a one-dimensional object. It has only length, and it can be measured in one direction. In mathematics, the first dimension is often represented by the x-axis on a graph.

**2nd Dimension:** The second dimension is a plane or a two-dimensional object. It has length and width, and it can be measured in two directions. In mathematics, the second dimension is often represented by the x-axis and y-axis on a graph.

**3rd Dimension:** The third dimension is space or a three-dimensional object. It has length, width, and height, and it can be measured in three directions. In mathematics, the third dimension is often represented by the x-axis, y-axis, and z-axis on a graph.





**THE HUMAN BRAIN**  
**PROCESSES IMAGES 60,000**  
**TIMES FASTER THAN TEXT**

 Joshua Williams Friday



 Slide presentation



 6  4 

 Add comment

 Crystal Wu Friday



 Figma design




 3  1  4 

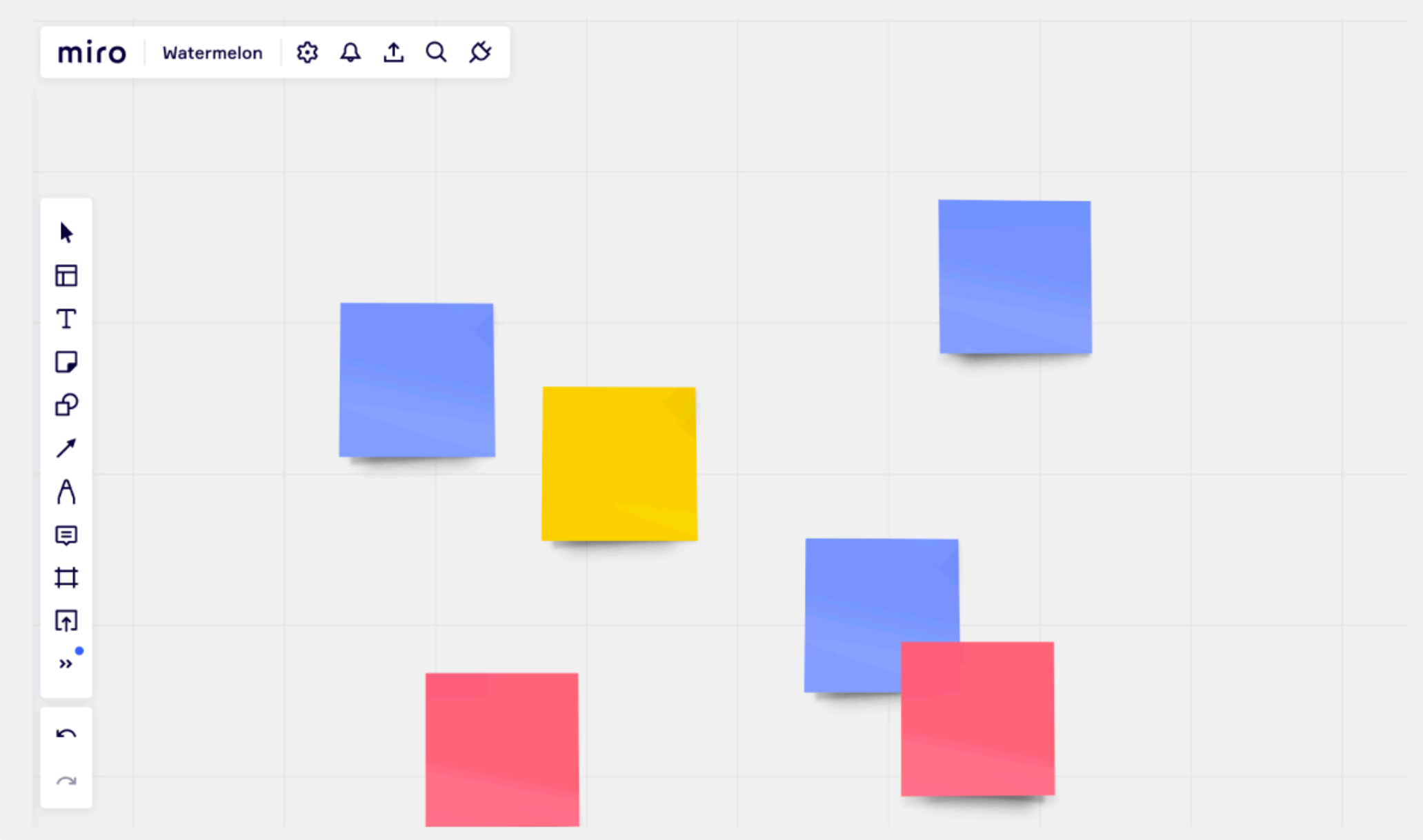
 Add comment

 Abdullah Ibrahim Friday

Off track  for June



 Miro whiteboard



 3  12 

 Add comment





Project update  
Development of the SpeakEasy iOS mobile product launch



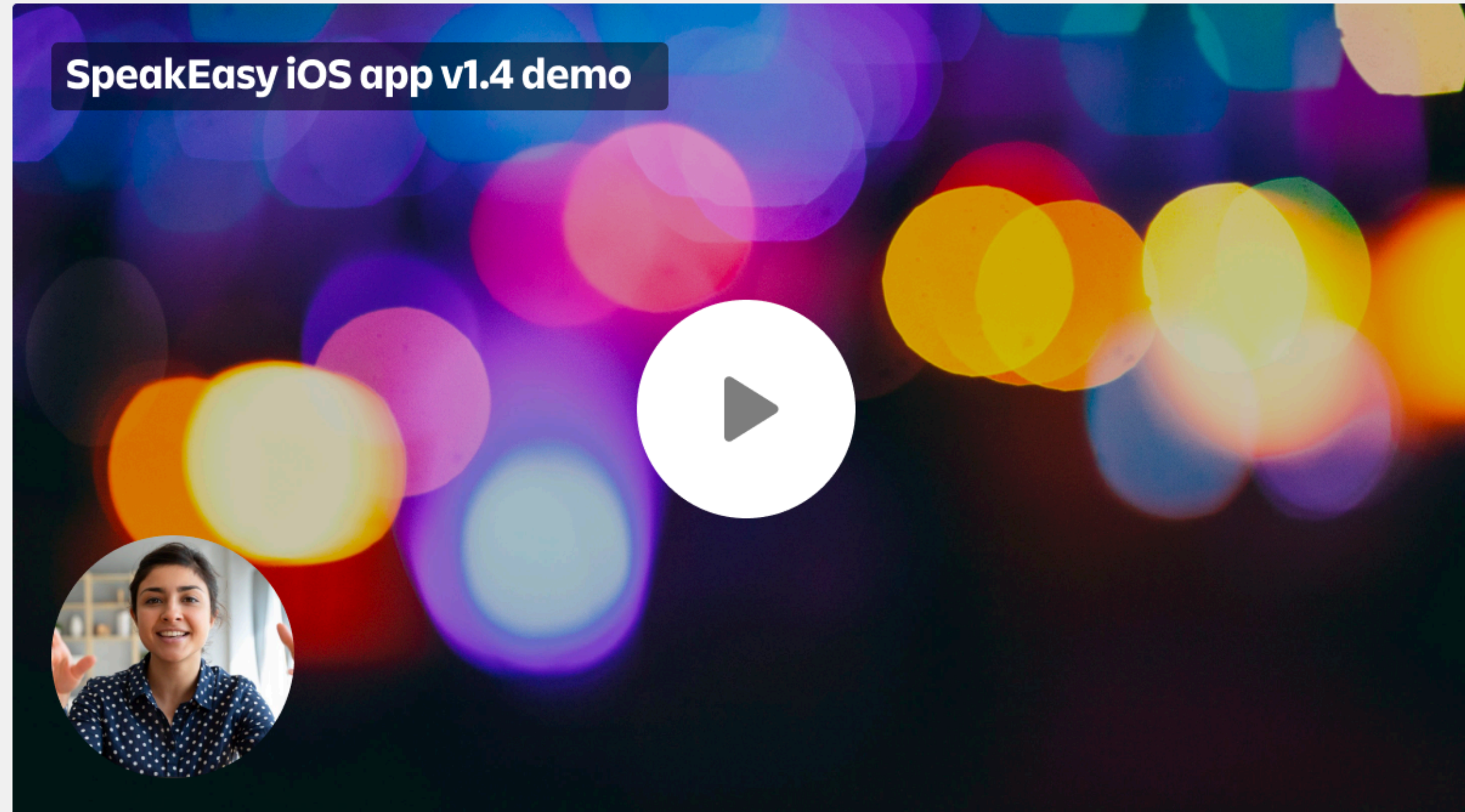
Lucas Pun 4 days ago

● At risk for 📅 May

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Our team has completed SpeakEasy (SE) iOS app's basic features, such as user registration, login, profile creation and course selection.

🌀 Loom recording



We're focused on resolving technical issues on our AI chatbot and speech recognition features (SR), around accuracy and creating natural conversation flow. We have set the foundations for the chatbot and SR and we're working on integrating them into the app. We will kick off a decision page next week to decide on the language framework to improve this and test the registration and profile creation flows as part of submitting to the app store.

Status changed

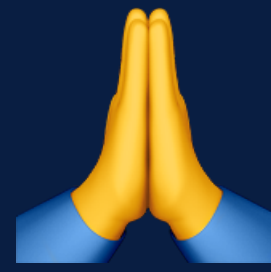
● On track →

● At risk

## **6. Normalise emojis**



**Emojis are the fastest  
growing form of language  
in history.**





Asheer Ahmad 4 days ago

● On track for May



We've shipped! And, as a bonus, we also snuck in the same changes to the related links section! You can check that out in the loom below



This p



Alex Gisby 4 days ago

● On track for June



We will begin dogfooding Private Projects on Hello from next Monday! Watch the Atlas blog Atlas



Security review done - no unresolved maior issues 🎉



Rollou



Christina Bell 4 days ago

● On track for January



### Wins



Empty states for dark mode and mobile



Top teams added to topic sidebar



Next week: Audit of "M1 - fast follows". Looking on track to ship to customers this coming week!

Share • Unfollow •



Add a comment





Project update  
Development of the SpeakEasy iOS mobile product launch



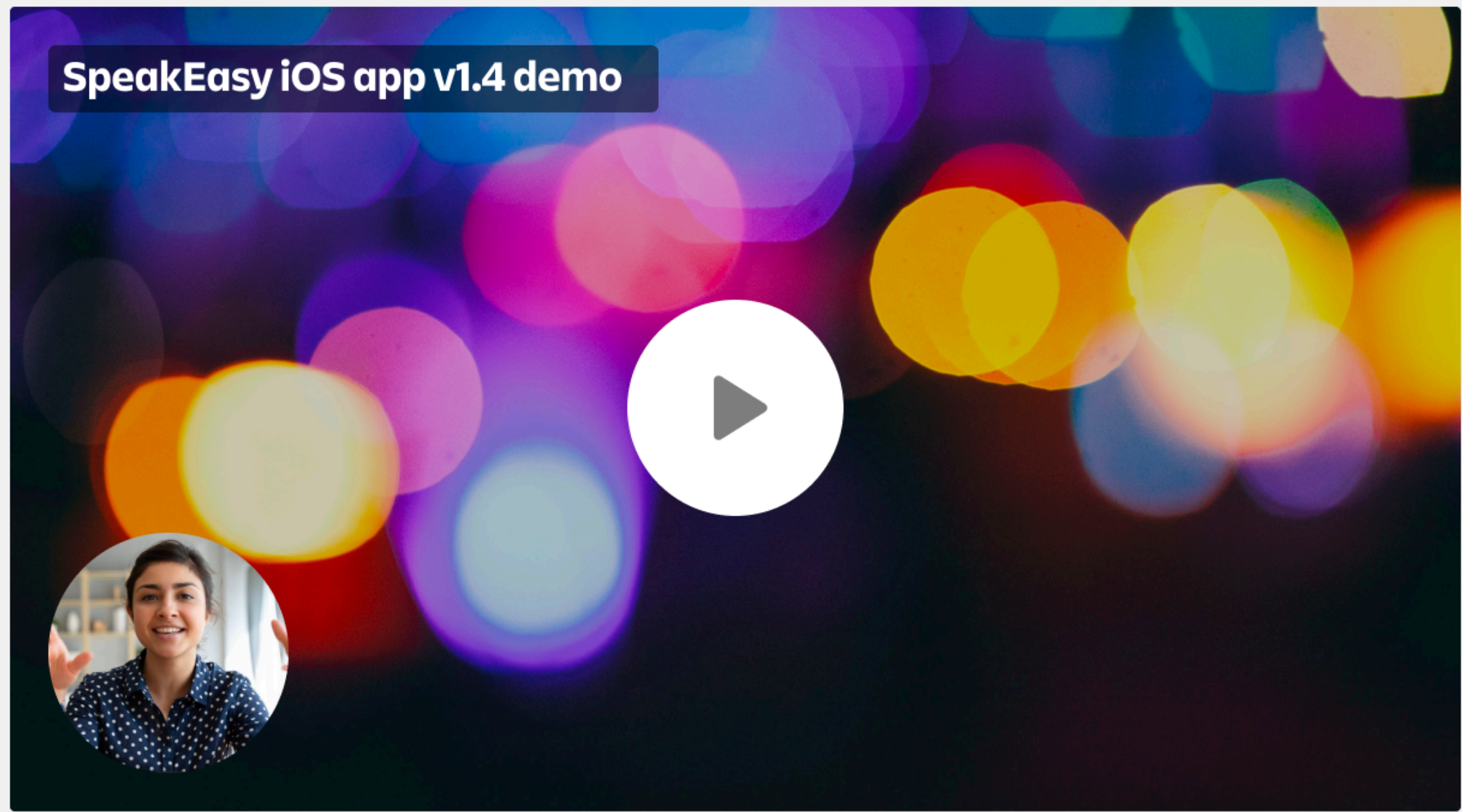
Lucas Pun 4 days ago

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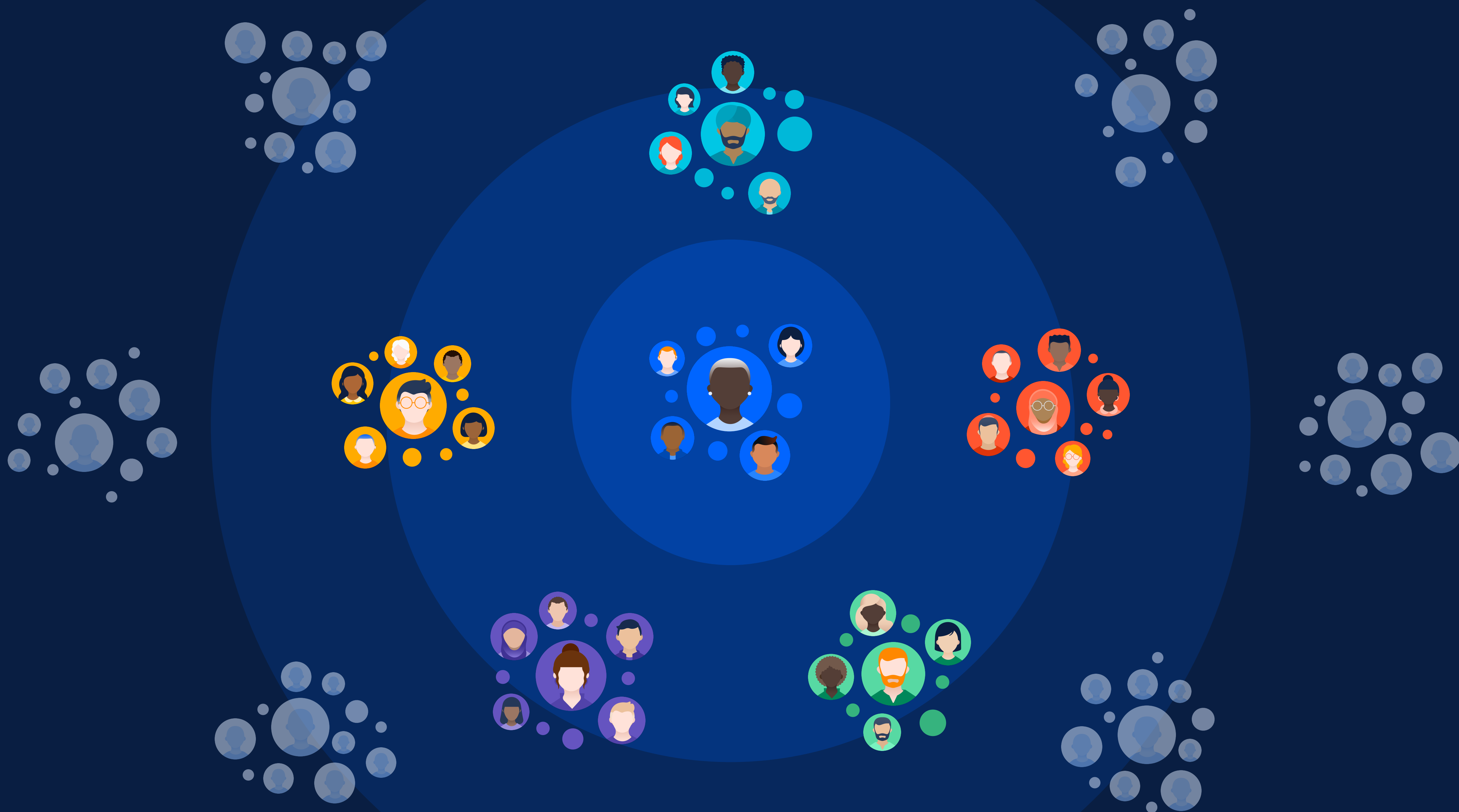
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Status changed

● On track → ● At risk

Share • Unfollow • 🥳 3 ❤️ 3 🔥 1 🌟 6 🔄

## **7. Link out to the detail**

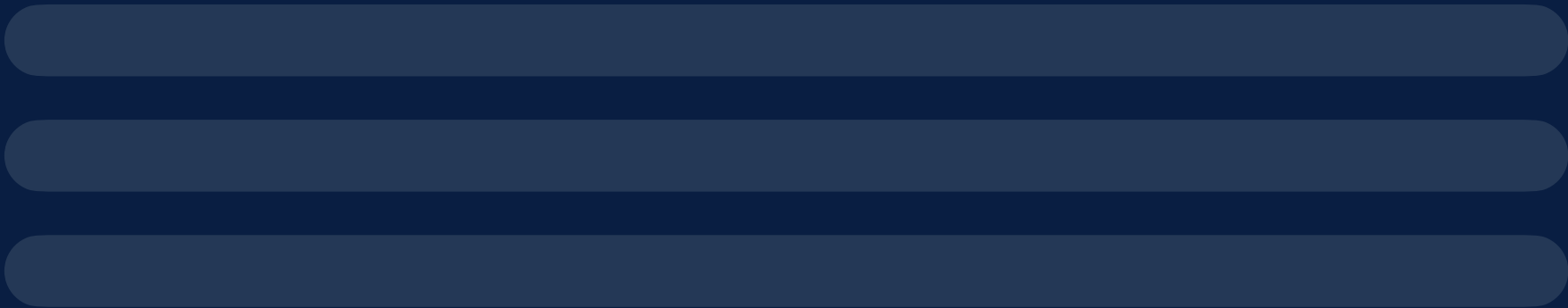


# The Atlassian Times

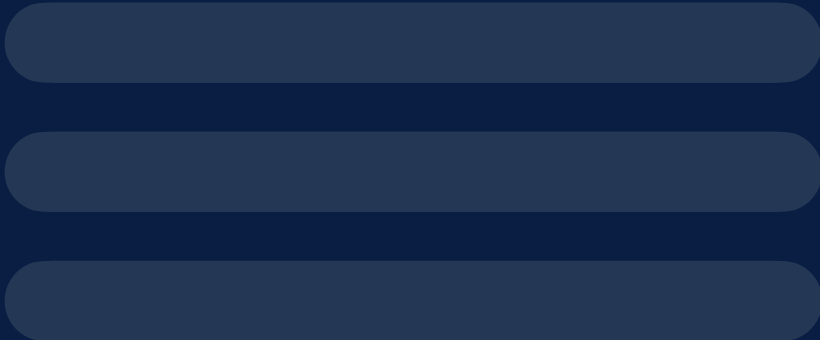


**New product announced at annual conference!**

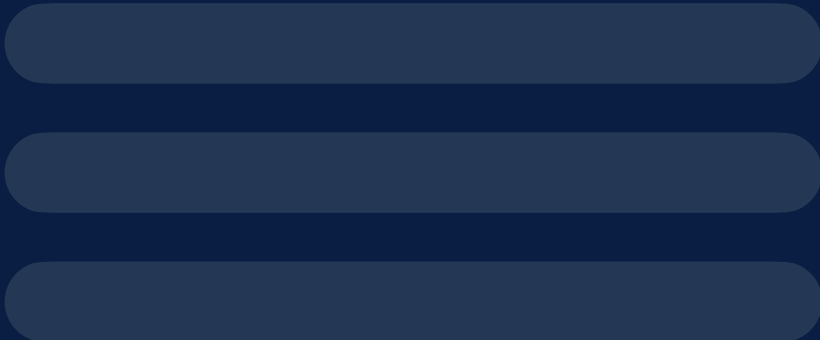
**Page 4**



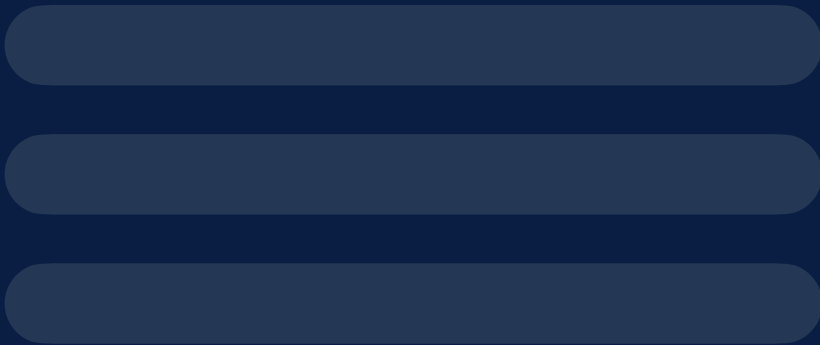
Page 10



Page 25



Page 16





**New product announced at annual conference!**

[Placeholder for 10 lines of text, represented by horizontal bars]





Project update  
Development of the SpeakEasy iOS mobile product launch



Lucas Pun 4 days ago

At risk for May



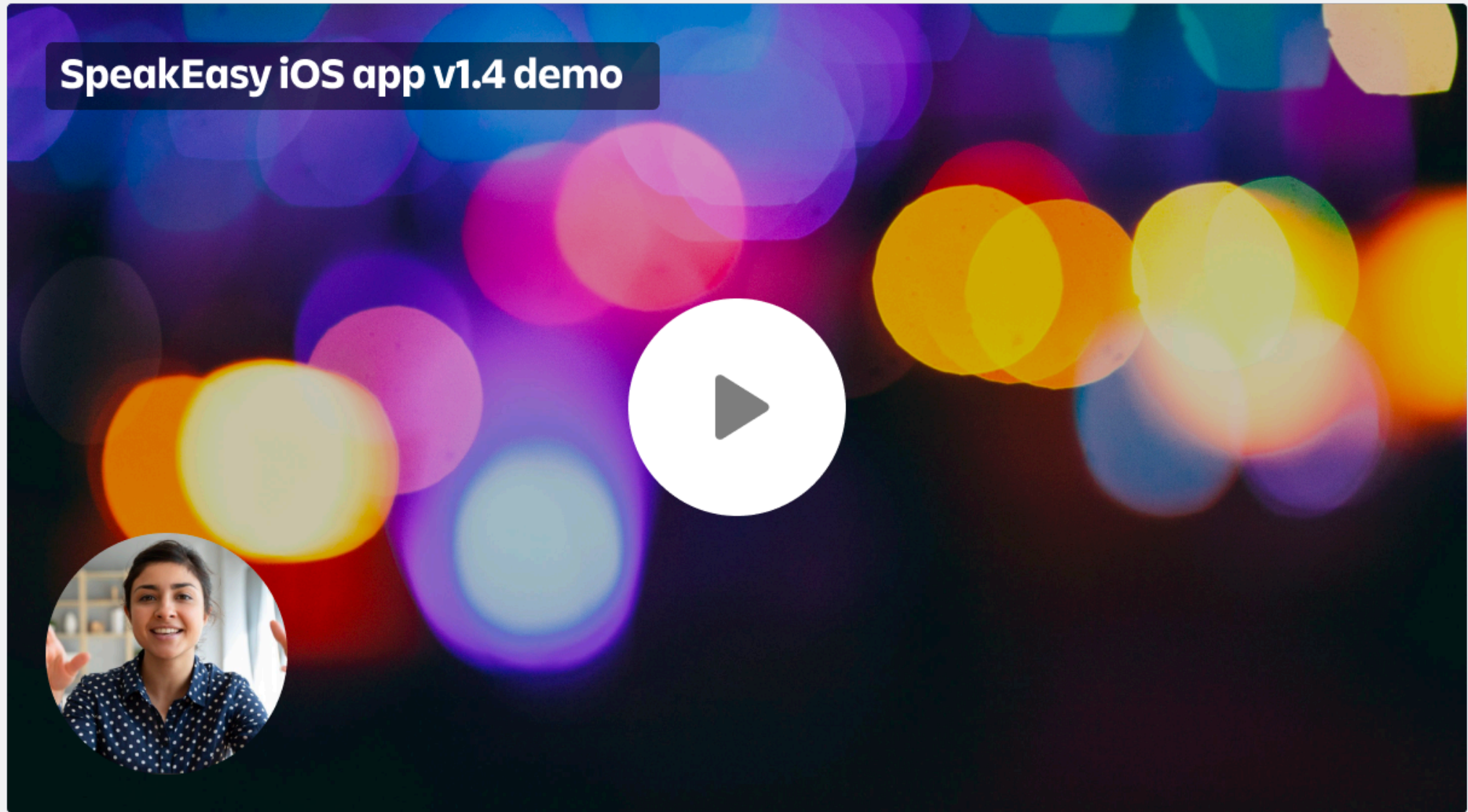
At Risk due to technical issues and increasing scope → hope to resolve after speaking with testing & QA team.



Completed SpeakEasy's basic flow. See demo.



Loom recording



Integrating AI chatbot and speech recognition (SR) into app



Resolving technical issues around accuracy & natural conversation flow for chatbot & SR



Decision next week to resolve this & testing flows to submit to app store



Details into the technical issues with the AI chatbot and speech recognition



Share •

Unfollow •



3



3



1



6



Add a comment



Integrating AI chatbot and speech recognition (SR) into app



Resolving technical issues around accuracy & natural conversation flow for chatbot & SR



Decision next week to resolve this & testing flows to submit to app store



Details into the technical issues with the AI chatbot and speech recognition



[Placeholder text lines]

Status changed

● On track



● At risk

Share • Unfollow •



3



3



1



6



Add a comment

## **8. Choose the right level of granularity**



## PROJECT

---

- More than two people, for more than two weeks
- Has **tangible work** done on it from day to day
- Broken down into **tickets or stories**
- Communicated on **weekly**
- Often maps to **epic-sized** work in Jira

## GOAL

---

- Often, multiple teams working towards it
- Represents an **outcome** of work
- Broken down into **contributing projects**
- Communicated on **monthly**

**9. Deliver comms with the  
right mechanism**

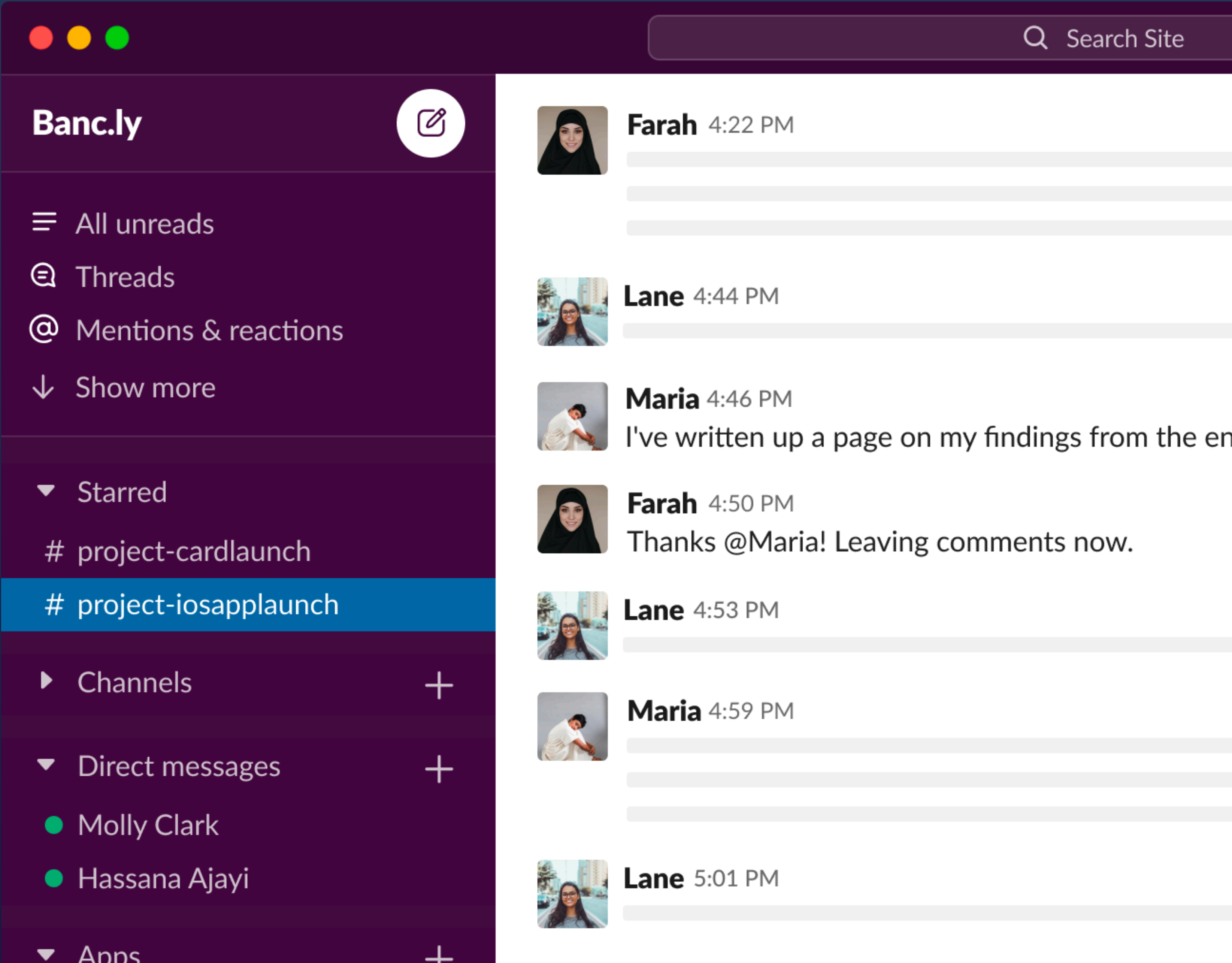


# LEVEL OF COMMS

N-1 Direct

N-2 Team-to-team

N-2+ Exec stakeholders



# N-1 Direct

## N-2+ Exec stakeholders

Atlas

Home

Teams

Goals

Projects

Help

New

Molly

Your work

Explore

Feeds

All following

marketing

portland

Last week

Everything

Goals

Projects

Questions

On track

7

-2 from last week

At risk

3

+1 from last week

Off track

1

No change

No update

2

Same as last week

Completed 🎉

1

+1 from last week

🌟 Development of the SpeakEasy iOS mobile product launch

Annika Rangarajan Friday

On Track ● for June

✓ App submitted to the marketplace 🙌 @molly

🎊 Testing and QA passed with new tests

🚧 📱 iOS MVP full prototype

Status updated At risk → On track

Target date updated May → June

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Add comment

# LEVEL OF COMMS

N-1 Direct

N-2 Team-to-team

N-2+ Exec stakeholders

Confluence

Home

Spaces

Pages

People

Apps

Create

Search

SpeakEasy Exec Review / March - 2x2 business report

March - 2x2 business report

Created by Amar Sundaram

Last updated 4 hr ago • Analytics

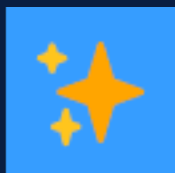
Objective

SpeakEasy's mission is to launch a leading language-learning iOS app to capture the gen-z and millennial market who are more frequently moving overseas for intermediary periods in their early career path.

<div>1 - This weeks metrics</div> <div>Steady growth over the past quarter, with a 15% increase in active users compared to the previous quarter.</div> <div>The average user spends 25 minutes per day on the app, with 10 lessons completed on average per user.</div> <div>SpeakEasy's user retention rate remains strong at 80%.</div>	<div>2 - Major decisions/risks/issues/updates</div> <div>⚠ Risk users becoming overly reliant on the app and neglecting other language learning opportunities.</div> <div>Users experiencing discouragement if they don't see immediate progress in their language skills.</div> <div><div></div> Risk mitigation report</div>
<div>3 - OKRs</div> <div><div>Goals filtered - Atlas</div><div><div><div></div><div>Publish SpeakEasy app to the App store</div><div>ON TRACK</div><div></div></div><div><div></div><div>Introduce AI and speech recognition tec...</div><div>OFF TRACK</div><div></div></div><div><div>&gt;</div><div><div></div><div>1million installs on iOS devices</div><div>AT RISK</div><div></div></div><div><div></div><div>Grow our team by 50%</div><div>COMPLETED</div><div></div></div><div><div>&gt;</div><div><div></div><div>Maintain 95% customer satisfaction</div><div>AT RISK</div><div></div></div></div></div></div></div>	<div>4 - Upcoming launches</div> <div><div>SHIPPED</div> Prototyping of AI features BETA</div> <div><div>SHIPPED</div> App published to iOS marketplace</div> <div><div>IN PROGRESS</div> Improved speech recognition fra...</div> <div><div>IN PROGRESS</div> Additional language support 2.0</div> <div><div>NOT STARTED</div> Additional language support 3.0</div>

**10. It's okay to have a no  
progress update**

# WE SHOULD FEEL ENCOURAGED TO COMMUNICATE THIS!



Project update  
Development of the SpeakEasy iOS mobile product launch



Lucas Pun 4 days ago

● On track for  May



No update from the team this week due to a short week for the Christmas and New Year break. We will resume work in the beginning of Jan.

Share • Unfollow •  3  3  1  6 



Add a comment



Butterfly

Lucas

<lpun

to me

Hi everyone,

The dev team review and 2 currently focus framework for resolve are an to use to improve

Challenges with

- Accuracy in time feedback transcribe
- Creating a experience wide range
- Integrating framework

We have completed potentially adding Drop Bears.

We will continue

Lucas Pun

4 days ago

At risk

for

May

- ⚠ At Risk due to technical issues and increasing scope → hope to resolve after speaking with testing & QA team.
- ✅ Completed SpeakEasy's basic flow. See demo.

Loom recording



- 🏗 Integrating AI chatbot and speech recognition (SR) into app
- 🤖 Resolving technical issues around accuracy & natural conversation flow for chatbot & SR
- ▶▶ Decision next week to resolve this & testing flows to submit to app store

Details into the technical issues with the AI chatbot and speech recognition

▼

Status changed

● On track → ● At risk

Share

•

Unfollow

•

😊 3

❤ 3

🔥 1

☀ 6

😊

Add a comment

# SIMPLIFYING THE COMPLEX ART OF TEAM-TO-TEAM COMMS

👉 Keep it **short**

😬 Normalise **emojis**

📢 Call out changes **early and often**

🔗 **Link** out to more detail

🎯 Focus on **outcomes**, not outputs

🧬 Choose the right **level of granularity**

🤨 **Drop** the jargon

🔧 Deliver comms with the **right mechanism**

🖼️ Use **visuals**

👻 It's okay to have a **no progress** update