Main Section of Article

Introduction

Social media marketing is a popular method of advertising. As the number of active social media users increases, so does the reach of social media platforms. The following table details the number of active social media users for select platforms:

<table>
<thead>
<tr>
<th>Platform</th>
<th>2022 Active Users</th>
<th>2023 Active Users</th>
<th>2024 Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3,030,000,000</td>
<td>3,080,000,000</td>
<td>3,090,000,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,170,000,000</td>
<td>1,200,000,000</td>
<td>1,220,000,000</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>120,000,000</td>
<td>122,000,000</td>
<td>124,000,000</td>
</tr>
<tr>
<td>YouTube</td>
<td>2,490,000,000</td>
<td>2,500,000,000</td>
<td>2,510,000,000</td>
</tr>
<tr>
<td>Snapchat</td>
<td>60,000,000</td>
<td>62,000,000</td>
<td>64,000,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>503,000,000</td>
<td>505,000,000</td>
<td>507,000,000</td>
</tr>
</tbody>
</table>

Algorithms and other factors on platforms can change over time, so please consult the latest data before making decisions. The average half-life duration for social media posts is a key metric used to assess the effectiveness of content. The following table details the average half-life duration for posts on select platforms:

<table>
<thead>
<tr>
<th>Platform</th>
<th>2022 Half-Life Duration</th>
<th>2023 Half-Life Duration</th>
<th>2024 Half-Life Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,458 minutes</td>
<td>1,458 minutes</td>
<td>1,458 minutes</td>
</tr>
<tr>
<td>Instagram</td>
<td>43 minutes</td>
<td>43 minutes</td>
<td>43 minutes</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1,185 minutes</td>
<td>1,185 minutes</td>
<td>1,185 minutes</td>
</tr>
<tr>
<td>YouTube</td>
<td>12,717 minutes</td>
<td>12,717 minutes</td>
<td>12,717 minutes</td>
</tr>
<tr>
<td>Snapchat</td>
<td>0 minutes</td>
<td>0 minutes</td>
<td>0 minutes</td>
</tr>
<tr>
<td>Twitter</td>
<td>24 minutes</td>
<td>24 minutes</td>
<td>24 minutes</td>
</tr>
</tbody>
</table>

Social media marketing offers multiple benefits, including:

- Improved search engine rankings.
- Increased website traffic.
- Enhanced customer engagement.

Social media platforms play a significant role in the world of business. They provide companies with direct channels to reach and engage with their target audiences. The platforms also play a vital role in business by providing companies with direct channels to reach and engage with their target audiences. When well-executed, social media marketing delivers the following:

- Targeted advertising.
- Increased brand awareness.
- Increased website traffic.
- Improved search engine rankings.
- Enhanced customer engagement.

Social media platforms are a rapidly expanding component of digital marketing. They allow businesses to distribute relevant content to their target audience. Content can be distributed through a variety of media, including images, videos, text, and multimedia messages. Social media platforms are used to promote products and services and improve a company's reputation by:

- Providing customer service.
- Sharing news.
- Sharing content from other organizations.

Conclusion

This article provides the update for 2024. It's important to have a broad set of data from multiple sources. In this article, data from 37 diverse sources was used to create a complete picture and help identify trends. Graffius' "Lifespan (Half-Life) of Social Media Posts: Update for 2024" report is built on data from 37 sources. The data source is held in high regard; however, it does not report how other users' content by tag and location, view trending content, like, share, or comment. Data can help inform strategic and tactical decisions for social media marketing campaigns.
Introduction

Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL

This report explores the half-life of social media posts, focusing on the time period between 2018 and 2023. Based on data from various sources, the report aims to analyze the impact of social media on engagement, sales, and other key metrics. The analysis highlights strategies for improving engagement and results through strategic and tactical decisions, such as the frequency and scheduling of posts.

Media Posts: Update for 2023

Scott M. Graffius first published the report in 2018, and it has been periodically updated since then. The report is based on half-life data and is used by businesses and institutions to make informed decisions about social media strategy.

The tech reps in 2023 placed Graffius' research in their work and included a hyperlink to his research.

Social media engagement is a vital aspect of modern marketing, and social media marketing is one of the most popular tactics used by businesses. Graffius' research is based on these practices and is used by companies and individuals to improve their social media presence.

The functionality of blogs and other factors can change over time, including algorithms and other factors on platforms. The report aims to provide a comprehensive analysis of the half-life of social media posts to help businesses and individuals make informed decisions about their social media strategy.

Conclusion

The report concludes with a discussion of the implications of the findings for businesses and individuals. Graffius' research is presented alongside other relevant material, with hyperlinks to additional sources of information.

These findings are based on data from various sources, including social media management tool company MeetEdgar. The report provides valuable insights into the effectiveness of social media marketing and offers practical advice for businesses and individuals looking to improve their social media presence.

The report is available for download at

Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL

To request permission to use the "Lifespan (Half-Life) of Social Media Media Posts: Update for 2023" resources, contact Scott M. Graffius at
https://www.tworiversmarketing.com/blog/8-social-media-channels-

Other material from this publication, prior — 2023 and earlier — editions of Scott M. Graffius' "Lifespan (Half-Life) of Social Media Posts" visual and a hyperlink to Graffius' research.

The longevity of social media posts can vary widely depending on the platform and the content. Graffius' research, which is based on half-life data, provides a comprehensive analysis of the half-life of social media posts and highlights the importance of consistency and frequency in social media marketing.

The report aims to provide a detailed analysis of the longevity of social media posts and to offer practical advice for businesses and individuals looking to improve their social media presence.


Scott M. Graffius is an agile project management practitioner, consultant, trainer, author, and speaker. He is a Project Management Professional (PMP), Certified Scrum Master (CSM), and Certified kanban System Administrator (CSA) with over 20 years of experience in digital strategy, operations, and information technology. He has worked with organizations of all sizes, including startups, nonprofits, governments, and large enterprises. His expertise includes agile project management, business analysis and requirements gathering, enterprise architecture, and change management.

His work has been featured in numerous publications, including Forbes, Entrepreneur, and The San Francisco Chronicle. He is also a regular contributor to various industry blogs and publications.

Graffius has a passion for sharing his knowledge and experiences through his writing, speaking engagements, and consulting work. He regularly speaks at conferences and events around the world, including the Agile Conference, DevOps World, and the International Project Management Association Congress.

His book, "The Scrum Developer's Handbook: A Practical Guide for Implementing Scrum," is highly regarded and has sold over 90,000 copies worldwide. Graffius also offers training courses in agile project management, Scrum, and DevOps.

Graffius is committed to giving back to the community. He regularly volunteers his time to help organizations implement agile practices and deliver successful projects.

Graffius is also a TEDx speaker and is a member of the Project Management Institute, the Scrum Alliance, and the Scrumban Guild.

Scott M. Graffius is based in California, USA, but he travels frequently to deliver training and speak at conferences. He can be reached at scott@scottgraffius.com or on LinkedIn.
Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL, is the founder of Exceptional PPM and PMO Solutions™ and a subsidiary award-winning author, and international keynote speaker. He is the best-selling author of numerous books that have collectively sold over 10,000 copies. The latest book, "Agile Transformation: A Brief Story of How an Entertainment Company Developed New Capabilities and Unlocked Business Agility to Thrive in an Era of Rapid Change" is a corporate story of how a single organization transformed their way of working, while other books provide a practical guide for professionals and organizations that are trying to improve their operations. Some links by country follow:

- United States
- United Kingdom
- Switzerland
- Sweden
- Spain
- Ireland
- India
- Japan
- Luxembourg
- Germany
- Denmark
- Canada
- Belgium
- Australia
- United Arab Emirates

The Shortlink for This Article is: ScottGraffius.com
Winner of 17 first place awards.

Hailed by Literary Titan as "the book highlights the versatility of Scrum to manage projects, and best meet their business needs of rapid response products and services, and most approaches fall into one of two broad..."

His full bio is available here.

Oracle, Broadcom, Cisco, Gartner, Project Management Institute, IEEE, he has served. Graffius and content from his books, talks, workshops, and more have been featured and used by Microsoft, Oracle, Adobe, Gartner, PMI, IEEE, National Academy of Sciences, Boston associations, governments, and universities. Examples include Microsoft, Oracle, Adobe, Gartner, PMI, IEEE, National Academy of Sciences, Boston businesses and industries range from consumer products to e-commerce, Agility, he has generated over $1.9 billion of business value in aggregate...

Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL, founder of Exceptional PPM and PMO Solutions™ and subsidiary, "Thinkers360's enterprise services help global brands find and work with influencers-on-govtech-2023/..."
Scrum: Your Quick Start Guide with Step-by-Step Instructions to manage projects, and best meet their business needs of rapid response categories: traditional or agile. Traditional practices such as waterfall...
Welcome to Luxury Gifts 2023

BY
#Collaboration
#TeamDynamics
#LeadershipSkills
#Coaching

Ledger Nano X connects to your phone with Bluetooth and has a large screen for easy viewing. The intuitive crypto wallet is perfect for beginners and veterans alike. Buy, sell, exchange and grow your crypto through our proprietary platform. Works with Amazon Alexa, Apple Siri and Google Home.

Apple TV 4K with 128 GB of Storage, Wi-Fi and Ethernet (3rd Generation)

Apple TV 4K with 128 GB of Storage, Wi-Fi and Ethernet offers up to 24 hours of battery life. 24-HOUR BATTERY LIFE: Listen longer with up to 24 hours of battery life (up to 2 hours with Immersive Audio). Sync with a Bose smart soundbar so you can listen to TV at your own volume. BLUETOOTH WIRELESS HEADPHONES: Advanced Bluetooth 5.3 offers seamless audio when combined with your TV. Bose QuietComfort Ultra Wireless Noise-Cancelling Headphones shape to you. MORE THAN JUST A PRESENT: Perfect for various ages and interests, Bose QuietComfort Ultra Wireless Noise-Cancelling Headphones are comfortable all day, every day. Up to 2.5 hours of play time (up to 2 hours with Immersive Audio) for a full day of enjoyment. Luminous voice capture mic filters out background noise for the clearest phone calls of any Bose headphones.

Dyson Purifier Cool Purifying Fan TP07 on Amazon.com

The filter is quick and easy to change. With automatic filter-life notifications on the LCD screen or MyDyson app. Automatically senses and reacts to changes in air quality, then reports distant pollutants into the machine, projecting purified air throughout your space. The filter is quick and easy to change. With automatic filter-life notifications on the LCD screen or MyDyson app. Automatically senses and reacts to changes in air quality, then reports distant pollutants into the machine, projecting purified air throughout your space.

Zero Halliburton Edge Lightweight Brilliant International Carry-On Case

Polished polycarbonate. Cushion-cut metal logo badge on which to hook a small shopping bag. Rubber lined 360 wheels for added traction, ease, and shock absorption. Zip-around closure with integrated TSA combination lock. Padded shoulder strap is designed to rest comfortably on your shoulder. Front zippered pocket with organizer. Concave horizontal double rib design and subtle branding. Custom-designed handle with ergonomic cushion-cut shape and ZH Concave Edging. Mesh to hold clothes in place, extra pockets to stow smaller items, and a wide-panel tie-down straps with air-flow technology to secure your belongings.
Entertainment Company Developed New Capabilities and States

Instructions

Agile Scrum: Your Quick Start Guide with Step-by-Step

Winner of 17 first place awards.

to change, fast delivery speed, and more.

to manage projects, and best meet their business needs of rapid response

incremental deliverables. Organizations are increasingly embracing agile

engage sequential development, while agile involves iterative and

categories: traditional or agile. Traditional practices such as waterfall

Shifting customer needs are common in today's marketplace. Businesses

more have been featured and used by businesses, professional

he has served. Graffius and content from his books, talks, workshops, and

in aggregate for Global Fortune 500 businesses and other organizations

Founder of Exceptional PPM and PMO Solutions™ and subsidiary

award-winning author, and international keynote speaker. He is the

Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL,

1,200,000 members worldwide. Its vision is to "Transform the World of

Agile community. Scrum Alliance is a nonprofit association with more than

Scrum Alliance's next Global Scrum Gathering heads to the Big Easy for

About the Scrum Alliance Global Scrum Gathering – New Orleans

abstracts of proposed sessions for the conference. The resulting final

Review Team for the Scrum Alliance Global Scrum Gathering – New

author, and international speaker Scott M. Graffius was a member of the

!
Team Performance
leadership
#FSNP
#TeamDevelopmentStrategies
Antalytical Models
Arti
cialIntelligence
#Xplore

Tags:
from the author's perspective as an agile coach.
transformation at a multinational entertainment and media company, told
provides a quick (60-90 minute) read about a successful agile
Based on actual events,
enjoy faster delivery speed and ROI, higher satisfaction, continuous
Unlocked Business Agility to Thrive in an Era of Rapid
About
Winner of 17 first place awards.
beautifully."
Hailed by Literary Titan as "the book highlights the versatility of Scrum
helps the reader:
book by Scott M. Graffius (
The composition (size and roles) of AI teams varies by organization based on their goals and strategies. AI teams commonly include (at least these) five positions. Here are the five along with brief descriptions, listed in alphabetical order:

1. **Data Engineer** - responsible for managing the data pipelines that feed AI models. They ensure that data is clean, consistent, and available for model training.

2. **Data Scientist** - experts in data analysis and interpretation. They help in understanding the data and making it suitable for AI models.

3. **Machine Learning Engineer** - implement and deploy machine learning models into practical use. They focus on the creation and implementation of models.

4. **ScrumMaster** - facilitates the Agile Scrum process. They help the team in adhering to Agile principles and practices.

5. **Team Collaboration** - focus on fostering a collaborative environment where team members can work together effectively. This includes facilitating team dynamics and ensuring effective communication.

This article focuses on the roles on AI teams and their importance in delivering positive impact on the world. If you’d like to learn about the critical skills and soft skills to develop and deliver successful AI products, including artificial intelligence and machine learning, consider reading Scott M. Graffius' book, *Unlocked Business Agility to Thrive in an Era of Rapid Change*.

© Copyright 2023 Scott M. Graffius. All rights reserved. This material may not be copied or distributed in any manner without written permission from Scott M. Graffius. Some links by country follow.
Deimos Space, a leading Aerospace company, was added to the list. Plattner Institute (Hasso-Plattner-Institut für Digital Engineering GmbH), University, IEEE, Torrens University Australia, UK Sports Institute, Adobe, as the characteristics and strategies for each phase.

Phases of Team Development Work

- Planning
- Setting up the team
- Establishing a project vision
- Understanding the project goals
- Identifying the team members
- Assigning roles and responsibilities
- Creating a work plan
- Establishing a project timeline
- Setting up project management tools
- Establishing communication channels

AI Positions

- Data Scientist
- Machine Learning Engineer
- Deep Learning Engineer
- AI UX/UI Designer
- AI Software Engineer
- AI Product Manager
- AI Ethicist
- AI DevOps Engineer

References/Sources

- Facebook (n.d.). Deep Learning Engineer. Available at: https://www.facebook.com/careers/roles/deep-learning-engineer/
- IBM (n.d.). Assemble the Team to Support a Data-Driven Project. Available at: https://www.ibm.com/garage/method/practices/culture/assemble-team-to-support-data-driven-project/

An expanded list of 20 roles common to AI teams follow. Here are the characteristics and strategies for each phase.

- Planning
- Setting up the team
- Establishing a project vision
- Understanding the project goals
- Identifying the team members
- Assigning roles and responsibilities
- Creating a work plan
- Establishing a project timeline
- Setting up project management tools
- Establishing communication channels

AI team roles

1. Data Scientist: Specializes in developing AI models for image and video analysis.
2. Machine Learning Engineer: Examines data to uncover trends and insights that can be used to improve AI systems.
3. Deep Learning Engineer: Analyzes and interprets data to extract insights and develop AI models.
4. AI UX/UI Designer: Designs and builds AI products and services that are usable and accessible to all users.
5. AI Software Engineer: Develops and maintains the infrastructure for AI projects.
6. AI Product Manager: Ensures AI projects comply with legal and regulatory requirements.
7. AI Ethicist: Ensures that AI systems are developed and used responsibly and ethically.
8. AI DevOps Engineer: Automates the tasks associated with managing AI systems.

More countries around the world have been featured and used by businesses, professional associations, and research institutions to promote the development of AI teams. Some links by country follow.

- Brazil (🇧🇷)
- Canada (🇨🇦)
- France (🇫🇷)
- Japan (🇯🇵)
- Luxembourg (🇱🇺)
- Mexico (🇲🇽)
- Netherlands (🇳🇱)
- New Zealand (🇳🇿)
- United Arab Emirates (🇦🇪)
- United Kingdom (🇬🇧)
- United States (🇺🇸)
- United States (🌏)

Connect with Scott on: [Facebook](https://www.facebook.com/scottgraffius) [LinkedIn](https://www.linkedin.com/in/scottgraffius) [Twitter](https://twitter.com/ScottGraffius)
The conference will run from October 12-13, 2023 at the Helsinki Public Library Oodi (in Finnish: Helsingin Keskustakirjasto Oodi) at the Helsinki Central Library. 

About W Love Games 2023 International Game Development Conference

W Love Games 2023 is the region's premier game development conference. The conference will feature 30+ top speakers, 30+ exhibitors, and a 10,000 square meter showfloor. The conference is headlined by over 100 conferences and workshops attended by over 20,000 people. The event will include 30-300 people in a variety of workshops and panel sessions. The conference is a great opportunity for professionals and serious hobbyists to connect with the game development community.

Scrum; Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions

The book provides a quick (60-90 minute) read about a successful agile framework. Written by Scott M. Graffius, it provides a hands-on and practical introduction to Scrum. The book is suitable for both beginners and experienced practitioners. It covers the key elements of Scrum, including roles, events, artifacts, and processes. The book also provides practical advice on how to implement Scrum in your organization.

About the Author

Scott M. Graffius is the founder and CEO of Exceptional PPM and PMO Solutions™, a consultancy that provides project management and business process improvement services. He has served as an agile coach to over 100 organizations in a variety of industries. Graffius is a popular speaker and presenter and has given talks and workshops at conferences and other events across 25 countries.

His full bio is available here. He has delighted audiences with dynamic and engaging talks and workshops at conferences and other events across 25 countries. Graffius is currently serving as the President of the Professional Scrum Team Development Association (ADHT) and is the co-founder of the Forming Technology Team Building Fundamentally (FSTTF). He is the author of several books on agile and business process improvement, including Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions, Agile Transformation: A Brief Story of How an Organization Can Transform in 7 Simple Steps, and Agile Team Development: The Phases of Team Development.
11 September 2023

Winner of 17 first place awards. Hailed by Literary Titan as "the book highlights the versatility of Scrum helps the reader:

Scrum: Your Quick Start Guide with Step-by-Step Instructions

With clear and easy to follow instructions, the multi award-winning to change, fast delivery speed, and more.

Shifting customer needs are common in today's marketplace. Businesses

About Scott M. Graffius

His full bio is available

Connect with Scott on:

About Scott M. Graffius' 'Phases of Team Development'

The above visual provides a singular view of page 3 of the NPS publication.

For the enjoyment, education, and inspiration of this and future

The National Park Service preserves unimpaired historic integrity of the places entrusted to its management while also

covering over 85 million acres in all 50 states, the District of Columbia,

more have been featured and used by businesses, professional

in aggregate for Global Fortune 500 businesses and other organizations

Exceptional Agility™. He has generated over $1.9 billion of business value

LSSGB is an agile project management practitioner, consultant, multi-

informed by the research of Bruce W. Tuckman and Mary Ann C. Jensen,

About Scott M. Graffius

https://www.nps.gov/aboutus/index.htm

express written permission of Scott M. Graffius.

transformation at a multinational entertainment and media company, told

provides a quick (60-90 minute) read about a successful agile

enjoy faster delivery speed and ROI, higher satisfaction, continuous

Unlocked Business Agility to Thrive in an Era of Rapid

Entertainment Company Developed New Capabilities and

categories: traditional or agile. Traditional practices such as waterfall

products and services, and most approaches fall into one of two broad

There are a variety of frameworks supporting the development of

support innovation and drive competitive advantage.

time-to-market, and continuous improvement; and

Deliver products in short cycles with rapid adaptation to change, fast

MEXICO

AUSTRIA

UNITED STATES

UNITED ARAB EMIRATES

SWEDEN

SPAIN

NEW ZEALAND

MEXICO

FINLAND

DENMARK

UNITED KINGDOM

UNITED ARAB EMIRATES

SPAIN

UNITED STATES

LUXEMBOURG

HUNGARY

BRAZIL

CZECH REPUBLIC

UNITED STATES

UNITED STATES

UNITED STATES

UNITED STATES

UNITED STATES

UNITED STATES

UNITED STATES
Unlocked Business Agility to Thrive in an Era of Rapid Transformation

Tradecraft: A Brief Story of How an Entertainment Company Developed New Capabilities and Transformed to Become More Agile

Scrum: Your Quick Start Guide with Step-by-Step Instructions

Thank you to the authors of the PNAS journal article:

#USNationalParkService
#TeamDynamics
#PlanLikeAParkRanger
#Collaboration
#Leadership
#Tech
#Performance
#Forming
#Storming
#规范化

Find Your Park

Performance

Technology

Leadership

Scrum; your quick start guide with step-by-step instructions

Some links by country follow.

Media Posts: Update for 2023. Available at:


Citation for PNAS journal article:

Thanks to the authors of the PNAS journal article:

#USNationalParkService
#USDepartmentofInterior

The journal is global in scope and submission is open to researchers and practitioners from all countries.

Effectiveness of Moderating Harmful Online Content. Proceedings of the National Academy of Sciences (NAS), is an authoritative source of high-impact, original research from leading institutions worldwide.

SCOTT M. GRAFFIUS

Education

He is an award-winning author, and international keynote speaker. He is the founder of Scrum Education, Inc., a leading provider of Scrum and Agile training and consulting.

LSSGB is an agile project management practitioner, consultant, multi-lingual speaker, and professor. He has served in various roles for companies such as Boeing, Google, Microsoft, and others.

Graffius and content from his books, talks, workshops, and other sources.

There are a variety of frameworks supporting the development of agile practices.

There are a variety of frameworks supporting the development of agile practices. Traditional practices such as waterfall or traditional practices support software development. A common agile approach is Scrum, which is a framework for managing the development of products, but not necessarily software.

Some links by country follow.

Media Posts: Update for 2023. Available at:


Citation for PNAS journal article:

Some links by country follow.

Media Posts: Update for 2023. Available at:


Citation for PNAS journal article:

Some links by country follow.

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Media Posts: Update for 2023. Available at:


Citation for PNAS journal article:

Some links by country follow.

Media Posts: Update for 2023. Available at:


Citation for PNAS journal article:
provides a quick (60-90 minute) read about a successful agile improvement, and additional benefits.

Thriving in today's marketplace frequently depends on making a change, fast delivery speed, and more.

There are a variety of frameworks supporting the development of incremental deliverables. Organizations are increasingly embracing agile products and services, and most approaches fall into one of two broad categories:

- Lightweight frameworks, such as Scrum and Kanban, are focused on simplicity and adaptability.
- Hybrid frameworks combine elements of multiple methodologies to cater to diverse project needs.

Shifting customer needs are common in today's marketplace. Businesses must be agile and adaptable to stay competitive.

Entertainment Company Developed New Capabilities and About

Winners of 17 first place awards.

Hailed by Literary Titan as "the book highlights the versatility of Scrum to change, fast delivery speed, and more.

Teams Leverage an Extensive Range of Hard Skills and Soft Skills.


Here's a select listing of their organization with a competitive advantage!

A deep-dive on the essential teamwork skill based on the science of high-performance teams: collaboration, communication, and trust.

Informed by Scott M. Graffius's first-hand work with game development experiences identify

Support innovation and drive competitive advantage.

Connect with Scott on:

His full bio is available here

And here's a select listing of others collaborate and leverage a diverse range of hard skills (also known

More countries

- Mexico (🇲🇽)
- Netherlands (🇳🇱)
- Sweden (🇸🇪)
- Czech Republic (🇨🇿)
- Finland (🇫🇮)
- Italy (🇮🇹)
- Luxembourg (🇱🇺)
- New Zealand (🇳🇿)
- Norway (🇳🇴)
- Spain (🇪🇸)
- Switzerland (🇨🇭)
- More countries

Texture mapping and material creation

Sound design

Prototyping

Player feedback management

Music composition

Level design (Unity, Unreal Engine, etc.)

Game design

Game analytics and data-driven design

Database management

Data structures and

Cross-platform compatibility and porting

Artificial intelligence (AI)

UX)

 Logical reasoning

 Leadership

 Judgment

 Interviewing skills

 Emotional intelligence

 Diplomacy

 Delegation

 Decision making

 Critical thinking

 Composure

 Business etiquette

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Cross-platform compatibility and porting

Artificial intelligence (AI)

UX)

 Logical reasoning

 Leadership

 Judgment

 Interviewing skills

 Emotional intelligence

 Diplomacy

 Delegation

 Decision making

 Critical thinking

 Composure

 Business etiquette

Texture mapping and material creation

Sound design

Prototyping

Player feedback management

Music composition

Level design (Unity, Unreal Engine, etc.)

Game design

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With clear and easy to follow instructions, the multi award-winning 

#agileprojectmanagement must be adaptive and responsive to change while delivering an

#Teamwork #Technology

Deliver products in short cycles with rapid adaptation to change, fast

time-to-market, and continuous improvement; and

#Innovation #teamleadership

engage sequential development, while agile involves iterative and

#Collaboration #ScrumMaster

categories: traditional or agile. Traditional practices such as waterfall

#ScaledAgile #GameDevTeam

must be adaptive and responsive to change while delivering an

#GameDevSuccess #Team

energy, New Zealand Ministry of Education, Yale University, Tufts

#GameDevLife

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he has served. Graffius and content from his books, talks, workshops, and

#GamePublishing

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#publicspeaker

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Which makes MVPs game changers. In the hands of committed entrepreneurs, MVPs across diverse industries. By embracing the core principles, avoiding common pitfalls, and leveraging Lean and Agile approaches, businesses can create products/services that resonate with their target audience.

The examples of Zappos, Spotify, Airbnb, Facebook, Amazon, Dropbox, and Groupon—will illustrate the power of MVPs. The MVP has just those features considered sufficient for it to be of value to the target market, minimizes risk, and helps organizations learn more quickly. The examples described next will provide valuable insights into how Zappos, Spotify, Airbnb, Facebook, Amazon, Dropbox and Groupon transformed from simple MVPs into global leaders.

There are a variety of frameworks supporting the development of MVPs. Some of these frameworks include Lean Startup, Lean Product playbook, Lean UX, Lean Six Sigma (LSS), and Agile Software Development frameworks such as Scrum, Kanban, and SAFe.

The MVP is particularly well-suited for Lean and Agile approaches and provides an opportunity for rapid learning and adaptation. MVPs enable the development of innovative solutions while maintaining focus on customer needs and validating the viability of the concept. By employing an MVP, businesses can ensure a product-market fit and help them stay ahead in a rapidly evolving market.

While MVPs offer significant advantages, they are not without challenges. First, it's paramount to understand what constitutes an MVP and why it's essential. Here's a succinct definition of the Minimum Viable Product (MVP):

“The MVP has just those features considered sufficient for it to be of value to the target market, competition, and customer preferences. It involves a plan to manage projects, and best meet their business needs of rapid response and minimal resources required to create a viable product. Avoiding Common Pitfalls and Challenges with MVPs

Minimum viable products (MVPs) — coined by Frank Robinson in 2001, and later popularized by the Lean Startup methodology — became a key practice for startups and established businesses alike, providing a quick (60-90 minute) read about a successful agile project management technique.

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The Need for Speed: The Benefits of MVPs

The need for speed in today's fast-paced business environment is a driving factor behind the popularity of MVPs. By providing a minimum set of features that initially meet customer needs, businesses can quickly test and validate their concept, gather feedback, and make necessary adjustments. This iterative development process reduces the risk of creating a product that doesn't resonate with the target audience or fails to meet their expectations.

By focusing on the most critical features, MVPs prevent businesses from investing in unnecessary components that may not be essential for achieving product-market fit. This approach enables companies to pivot when necessary, adapt to market changes, and explore new opportunities without expending resources on non-vital aspects.

Minimizing Risks: Maximizing Learning Opportunities

Another significant advantage of MVPs is their ability to minimize risks associated with building fully featured products from the ground up. By releasing a minimal set of features, businesses can test the market's response, identify areas for improvement, and gain valuable insights. These insights can then be used to inform subsequent iterations, ensuring that the product aligns better with customer needs and preferences.

MVPs also facilitate faster learning compared to developing a complete product. By quickly understanding the market's reception and refining the product based on user feedback, businesses can make informed decisions to optimize their strategy. This agility is crucial in a rapidly changing business landscape where customer preferences and market demands are constantly evolving.

Rapid Learning: The Secret Sauce of Success

The success of MVPs isn't just about understanding customer needs but also about rapid learning. By continually refining the product based on user feedback, businesses can identify the most critical features and continually improve their offering. This iterative development process is essential for businesses to adapt to market changes, stay ahead of competitors, and secure long-term success.

In conclusion, MVPs are powerful tools for innovation and the successful development of sustained growth. By embracing the core principles, avoiding common pitfalls, and leveraging Lean and Agile approaches, businesses can create products that resonate with their target audience. The examples of Zappos, Spotify, Airbnb, Facebook, Amazon, Dropbox, and Groupon demonstrate the power of MVPs.

The need for speed and the benefits of MVPs have become increasingly recognized in today's fast-paced business environment. By providing a minimum set of features that initially meet customer needs, businesses can quickly test and validate their concept, gather feedback, and make necessary adjustments. This iterative development process reduces the risk of creating a product that doesn't resonate with the target audience or fails to meet their expectations.

The maximum willingness to experiment with various MVPs is a driving factor behind the popularity of MVPs. By providing a minimum set of features that initially meet customer needs, businesses can quickly test and validate their concept, gather feedback, and make necessary adjustments. This iterative development process reduces the risk of creating a product that doesn't resonate with the target audience or fails to meet their expectations.

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Soft skills such as problem-solving and critical thinking are vital as well. Collaboration and ensures alignment of purpose and objectives throughout teams come together to create innovative solutions, these soft skills are essential. In the AI landscape, where multidisciplinary expertise. Technical competencies alone are not enough. Rather, it's the application of AI requires a combination of soft skills and technical teamwork, soft skills play a pivotal role in translating technical knowledge in the world of AI. While technical skills provide the general foundation for transferable skills, or transversal skills—and technical expertise.

Introduction

Institute, and others (all listed in the bibliography section of this article).

Skills are Crucial for Success

about Graffius' work on AI projects as well as research and select

About Scott M. Graffius

Graffius, Scott M. (2023, May 15). Leverage the Power of the Minimum

Implement and use the most popular agile framework

Conference on Industrial Engineering and Engineering Management

Assessing the Role of Minimum Viable Products in

Minimum Viable Products and Rapid Customer Feedback

Importance of Experimentation in Technology Startups. Technology


Software Engineering and Advanced Applications (SEAA)

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The Lean Start-up into Your Organization


The Lean Startup Disruptors, and Entrepreneurs Develop and Deliver Products at

Zappos (n.d.). About Zappos. Available at:

Agile Scrum: Your Quick Start Guide with Step-by-

Agile Scrum: Your Quick Start Guide with Step-by-

Agile Transformation: A Brief Story of How

Proceedings from the 2016 42nd Euromicro Conference on

https://www.pmi.org/disciplined-agile/da-flex-
The synergy between soft skills and technical skills is the catalyst that harmonious integration of soft skills. Here’s some examples of the power covered next.

However, technical skills alone are not sufficient for success. The collaborative nature of AI development and the need for a well-rounded team’s success, or is there something else? Available at: Microsoft (2019, June 15). Is the Latest Technology the Key to Your productivity.

Similarly, teamwork skills foster an environment of trust and productivity. Here’s some examples of the power covered next.

While technical expertise and develop AI systems that address real-world problems together. By leveraging their collective intelligence and listening facilitate effective collaboration among diverse team members. In addition, teamwork skills enhance an organization’s ability to address complex challenges, drive innovation, and deliver impactful projects.

Innovative and Life-Changing AI Solutions [Presentation]. Talk O'Dea, Blathnaid (2023, February 17). These are the Top Skills AI and their specific applications in various stages of AI training.

Identifying and addressing issues such as data biases or fairness concerns, ensuring that AI systems are developed responsibly and ethically.

Models, and optimize the performance of AI solutions.

Certifications in relevant areas. Promote a growth mindset among AI professionals and provide targeted development programs where experienced AI professionals guide and support new hires.

Identify areas for improvement and provide targeted development programs. Engaging in projects that apply their soft skills in practical scenarios. Engaging in projects that apply their soft skills in practical scenarios.

By recognizing and embracing this synergy, organizations can foster an environment of continuous learning, and foster mentorship and coaching relationships. Communicate their ideas, collaborate seamlessly, think critically, and apply their soft skills in practical scenarios.

Similarly, teamwork skills enhance an organization’s ability to address complex challenges, drive innovation, and deliver impactful projects.

Interdisciplinary Collaboration and Knowledge Sharing: Encourage sharing, where professionals can learn from each other and leverage insights, share their experiences, and offer guidance on developing cutting-edge solutions.

Today’s teams face a number of challenges. Teamwork skills are essential for navigating these challenges effectively, creating a shared vision for AI initiatives, and ensuring that AI systems are developed responsibly and ethically.

Identification and addressing issues such as data biases or fairness concerns, ensuring that AI systems are developed responsibly and ethically.

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Shifting customer needs are common in today's marketplace. Businesses
are adapting and evolving to meet these needs, and the
leadership and management of these changes are crucial
to success.

Scott M. Graffius, PMP, SA, CSP-SM, CSP-PO, CSM, CSPO, SFE, ITIL,
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Graffius is a recognized thought leader, speaker,
and author with a focus on agile, project management,
technology leadership, and more. He has
engaged audiences with dynamic and
informative talks and workshops on these topics.

Graffius has served in leadership roles at
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In aggregate, Graffius has helped
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and universities.

Graffius is also the author of two
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The short URL for this article is: https://bit.ly/skilupday

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