FEARLESS SOFTWARE DELIVERY

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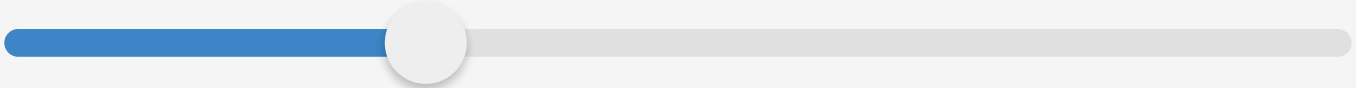
FEAR



Nervousness **Anxiety** **PANIC!**

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PROBABILITY *of* SUCCESS

1

RELEASE OFTEN

UNTIL IT DOESN'T HURT ANYMORE

2

RELEASE SMALLER

SMALLER CHANGES ARE EASIER TO UNDERSTAND

3

AUTOMATE

TO REDUCE HUMAN ERROR

4

WRITE TESTS

VERIFYING THE **KNOWNS**

COST *of* FAILURE

impact = function(**time**, **scope**, **severity**)

1

TIME

HOW LONG WAS THE BUG IN EFFECT?

1 TIME

CATCH BUGS EARLY

with

MONITORING

2

SCOPE

HOW MANY USERS WERE AFFECTED?

2 SCOPE

LIMIT BLAST RADIUS
with
GRADUAL RELEASES

3

SEVERITY

HOW BAD IS IT?

❸ SEVERITY

FACE YOUR NIGHTMARES

with

CONTROLLED EXPERIMENTS

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SOCIAL COST *of* FAILURE

YOU WILL FAIL

FAIL WITH

CONFIDENCE

FAIL WITH **CONFIDENCE**

Increase the probability of success
by releasing **small**, **tested** changes, **often**.

Reduce the cost of failure
through **monitoring**, **gradual releases** and
controlled experiments

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FAIL WITH **CONFIDENCE**

Reduce the **social** cost of failure with

Curiosity and **empathy**
instead of blaming