

# **FEEDBACK BY DESIGN**

Sustainable Output and Drive (SOD)





me

@bjallmon



# **FEEDBACK BY DESIGN**

Sustainable Output and Drive (SOD)



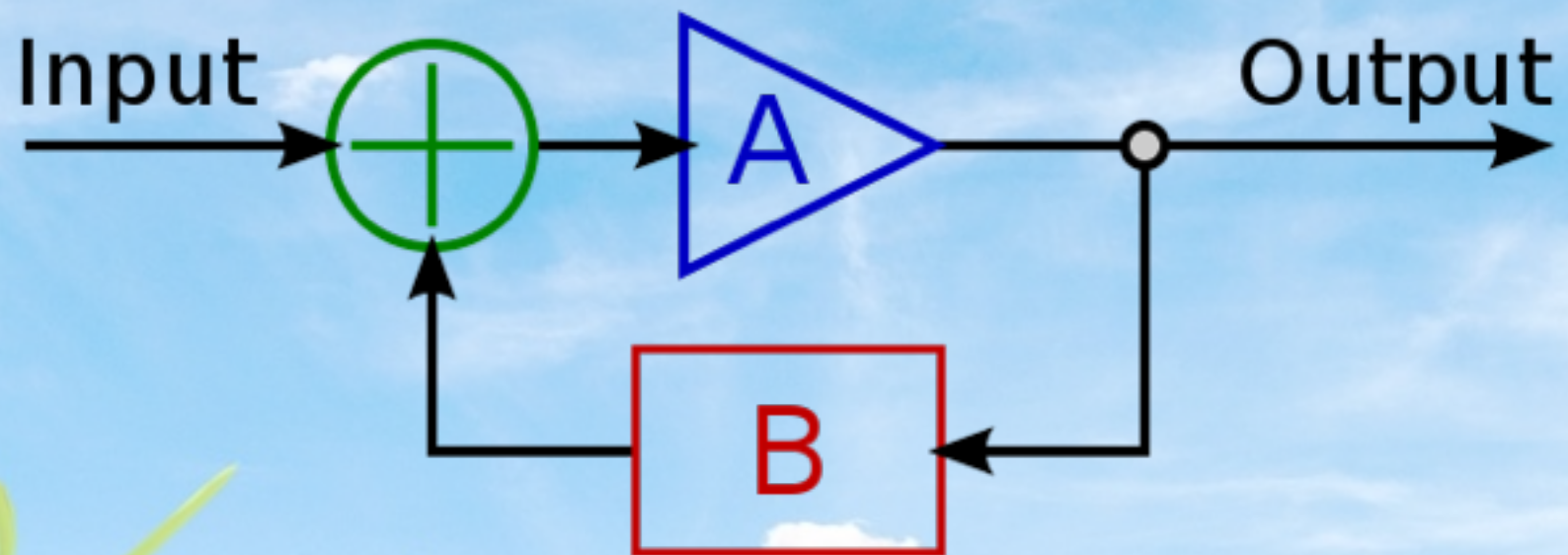
# feedback loop

*Feedback* is a process in which information about the past or the present influences the same phenomenon in the present or future. As part of a chain of cause-and-effect that forms a circuit or loop, the event is said to "feed back" into itself.

- WIKIPEDIA

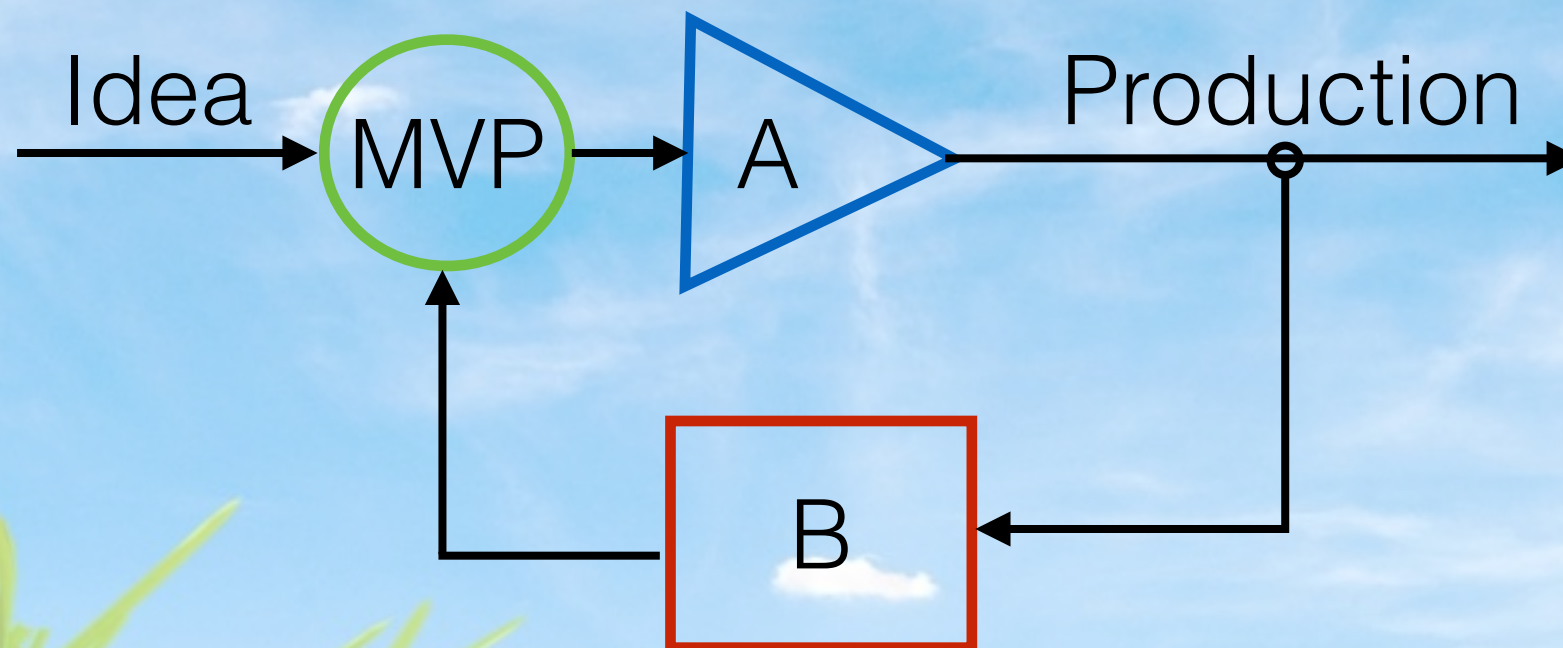


# feedback loop





# Lean Start-up feedback loop





# failure and discovery

(feedback's origin)

*"I have not failed. I've just found 10,000  
ways that won't work."*

*- Sir James Dyson quoting Thomas Edison*





“How do we use feedback?”

- person next to you





# *like hendrix*

He might not have been the first musician to utilize the roar of noise created when the sound of an electric guitar is allowed to fold back on itself, but his iconic manipulation of the technique makes him an undisputed feedback king.

- *MusicRadar.com*



# *the sound of hendrix*

## *1960's tension*

- Civil rights, free speech, and counterculture movements
- Vietnam war, Anti-war and nuclear movements
- Creative sub-cultures flourishing
- Drug experimentation rising and spiritual movements forming
- Technology and environmentalism emerging
- Feminism and anti-feminists



# *context matters*

- what are the political drivers?
- what's important and missing?
- what's not important but present?
- what or who is blocking?
- what kind of change is necessary?
- what will resonate with my culture?
- how will we know we are doing well?
- how can i help? (what shall i play?)

*what's missing?*

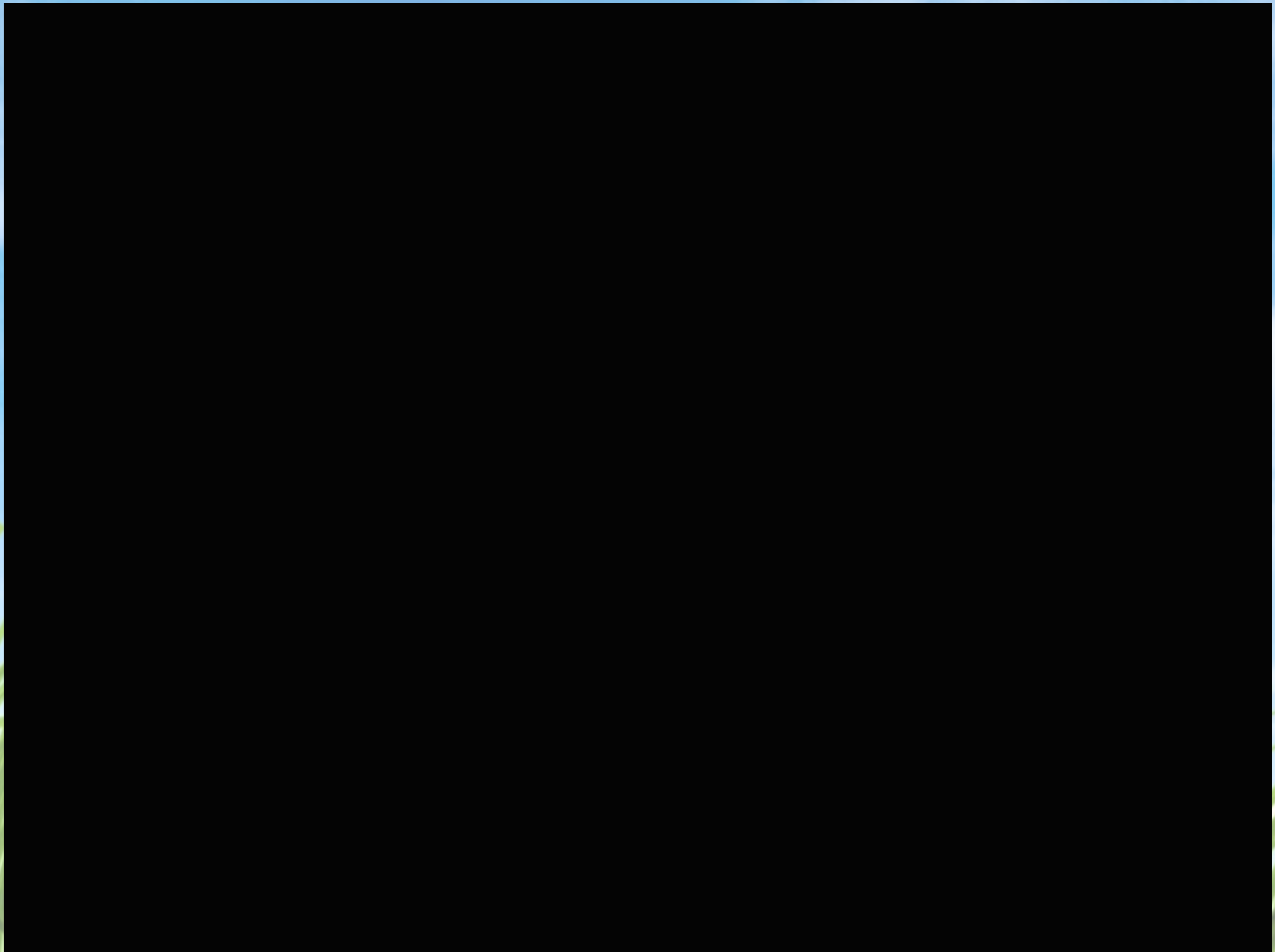




**awareness** meets **practice**



practice.



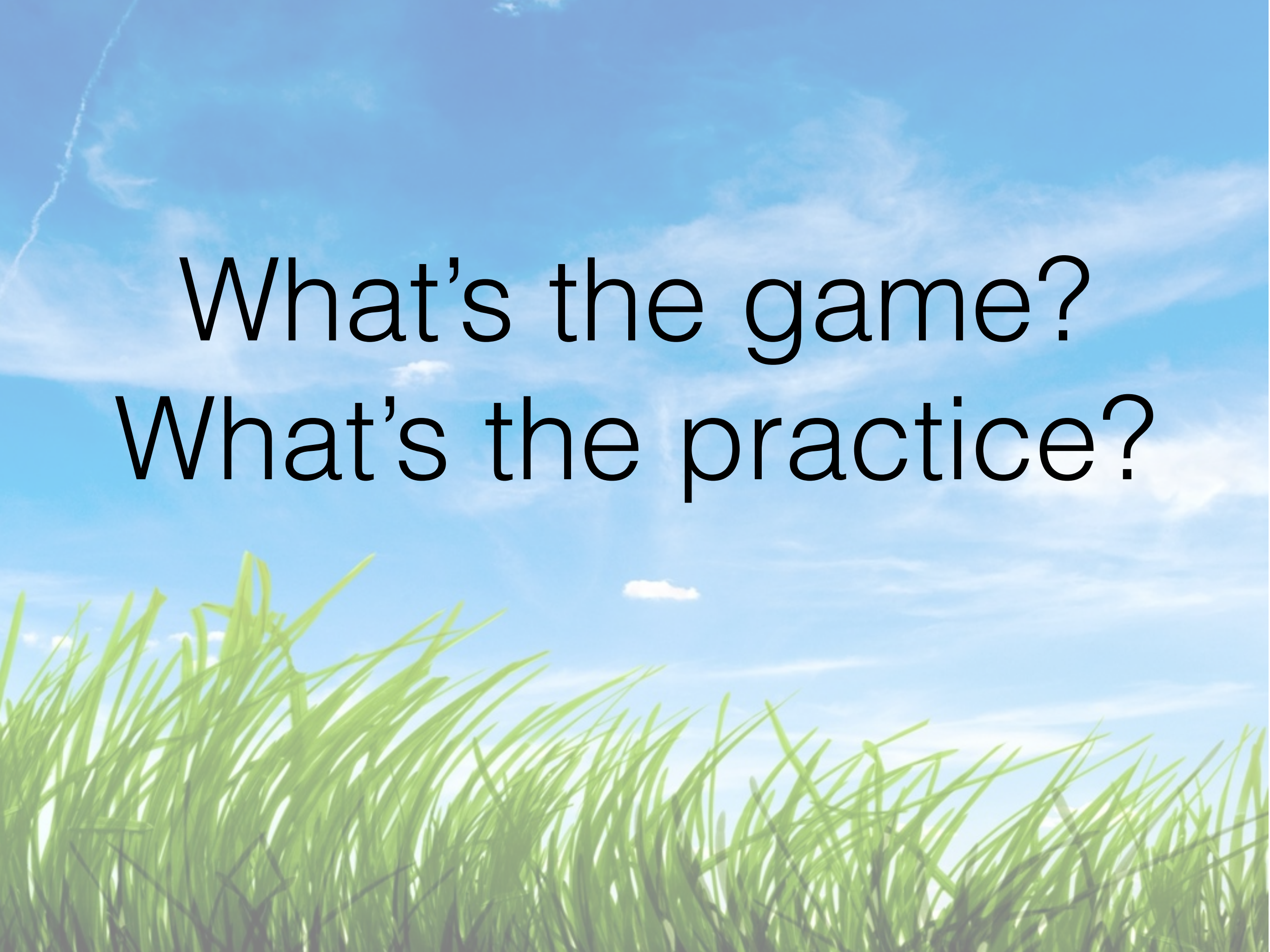


# So what's good practice?



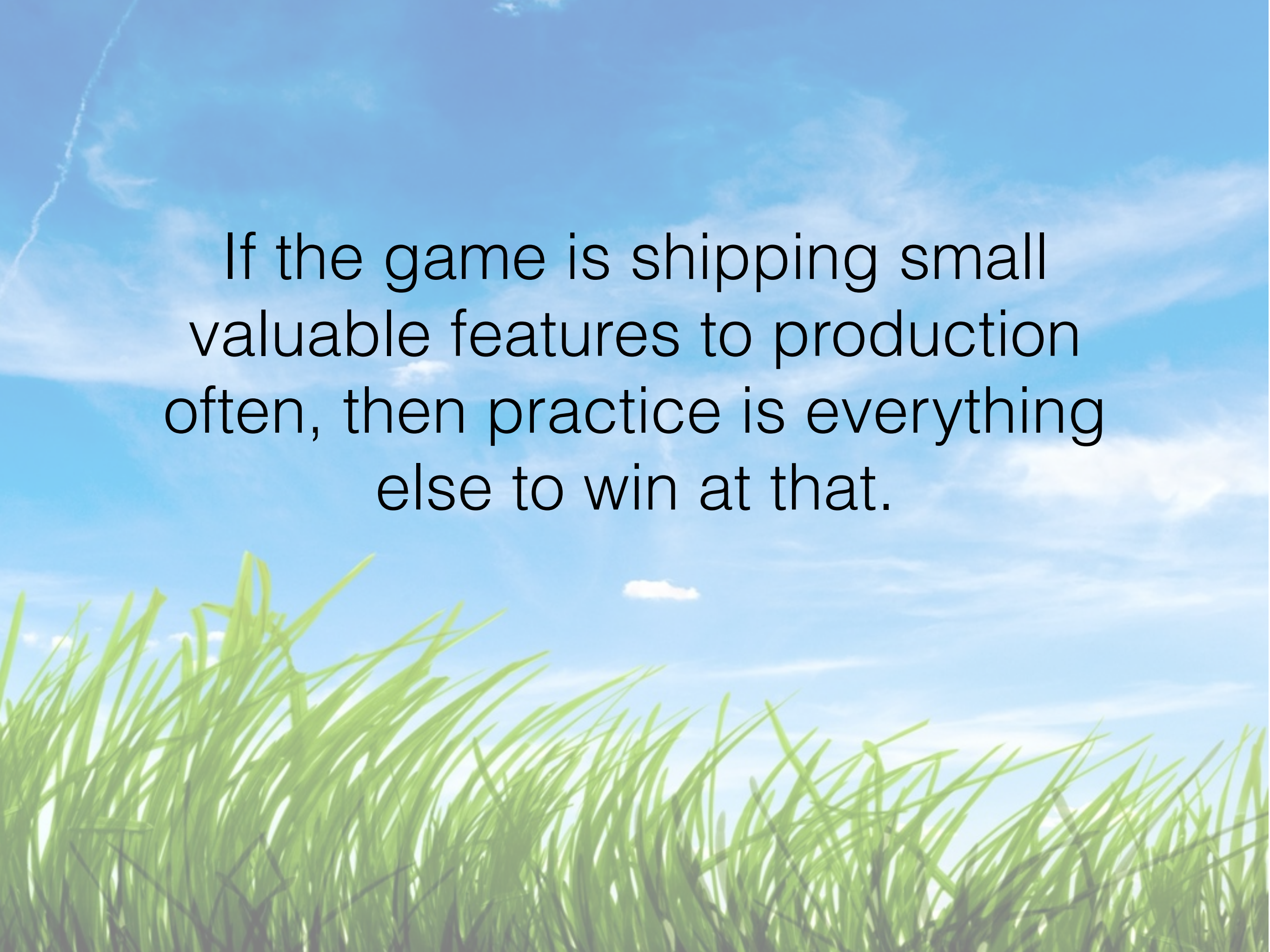
- From James Clear @ [LifeHacker.com](https://lifehacker.com)





What's the game?  
What's the practice?





If the game is shipping small  
valuable features to production  
often, then practice is everything  
else to win at that.



# Deliberate Practice

Feedback without practice is unchallenged or untested theory. To understand what's next we need the feedback from applying the practice of what we are trying to do.



# feedback in practice

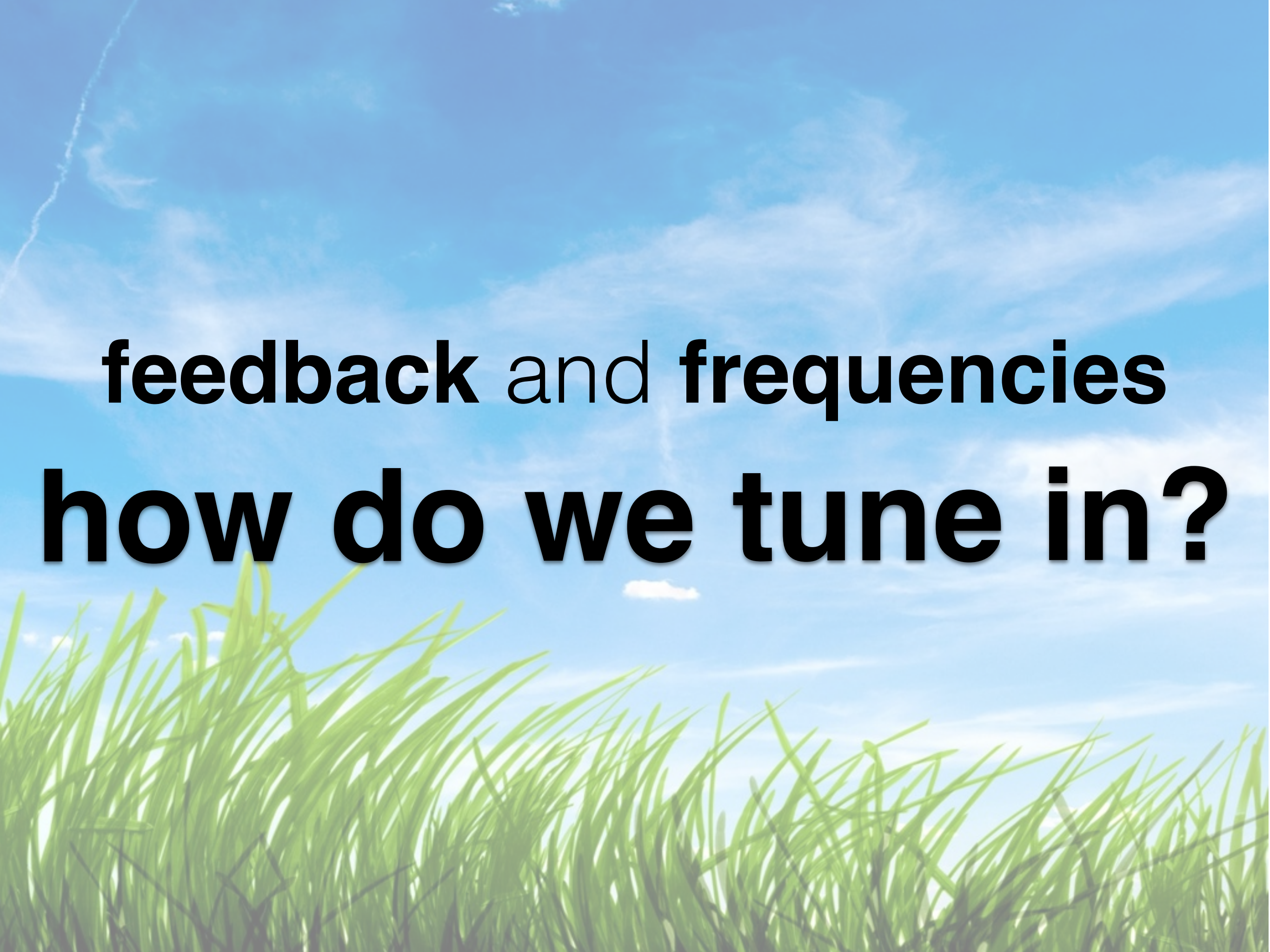
"Feedback is essential: ...practicing without feedback is like bowling through a curtain that hangs down to knee level."

- Geoff Colvin (from the book, "Talent is Overrated")



**DELIBERATE PRACTICE  
IS HARD**





**feedback and frequencies**  
**how do we tune in?**



simple & frequent, delivery  
production monitoring  
unit tests  
continuous integration  
simple & small stories  
customer collaboration  
retrospectives  
demos  
standups  
pair programming





**tune in or tune out**



thank you...





feedback?



# FEEDBACK BY DESIGN

Sustainable Output and Drive (SOD)