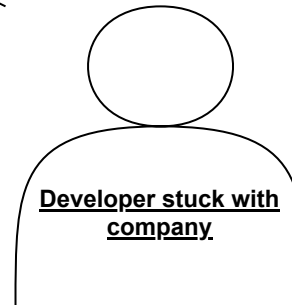# Think & Feel ?

- underappreciated
- any change will bring even more problems on his table
- any change initiative so far has failed and dev was left to deal with mess on his own
- no support from anyone
- underpaid
- work/life balance does not exist
- nobody cares about all the effort he already invested in fixing of all previous failed initiatives

Hear?

- managers are trying to push another "magic bullet"
- company is failing
- more work will be dropped on dev's
- " The Three Ways" will help dev's
- DevOps implementation will enable solutions to existing problems with build ,unit tests and testing environment

Developer stuck with company

See?

- company is failing and there is nothing good visible in the future
- lot of people has left the company
- due to attrition pile of work is constantly increasing with no end in sight
- management is not communicating with employees and communication that still exist is filled with ambiguity and empty phrases
- everybody aim to leave company
- lack of modern tools
- absence of any modern knowledge upscaling

Say & Do ?

- nothing ever changes
- I am in a company x-years and we tried that and it didn't work
- more futile attempts to fix something that cannot be fixed
- I am working 20 hours a day and you expect me to accept more work
- due to staff shortages backlogs are constantly increasing
- constant improvisation is causing constant firefighting
- constant pressures to deliver forcing him to take "shortcuts" and this is causing deployments to take longer and longer
- doesn't know how "good" looks like anymore

Pain

- staff shortages
- lack of communication and engagement
- more work
- lack of knowledge library
- non existent job security
- strong dispositional resistance on every step
- constant improvisation and lack of coherent approach to problem solving

Gain

- solution to deployment problems
- reduction in backlog
- reduced need for improvisation
- introduction of DevOps will reduce handoffs and increase flow with introduced automation in CI processes
- automated dev/test environment will increase overall throughput
- feedback loop between operations and and development will enable continuous learning which will have positive effect on business and customers