



WHEN YOU'RE EVIL

Building a Credibility-Based Relationship with Developers

SOFTWARE IS HARD

“... 54 per cent of people have verbally assaulted their computers, while 40 per cent have resorted to physical violence” (Wardrop 2009)

- Conflicting Priorities
- Egos
- Missteps



CREDIBILITY WAGER



By Logan Ingalls from South Boston, MA, USA (11g poker chips) [CC BY 2.0 (<http://creativecommons.org/licenses/by/2.0>)], via Wikimedia Commons

LEARN NAMES



“one of the simplest, most obvious and most important ways of gaining good will was by remembering names”
(Carnegie 1981)

- Social Networks
- HR
- Email
- Gravatar

IN GROUP BIAS

“...people tend to be more helpful to members of their own group rather than to those of other groups.” (Fu et. al 2012)

- Find Common Interests
- Speak in terms of their desires
- Speak for other evaluating their work



COMMON ENEMY



RULE OF RECIPROCITY



"The rule possess awesome strength, often producing a yes response to a request that, except for an existing feeling of indebted-ness would have surely been refused." (Cialdini 2009)

- Know how they are evaluated
- Bend the rules in their favor

MASTERY

"the desire to get better and better at something that matters." (Pink 2009)

- Find the Pride
- Bring them Puzzles



SOCIAL PROOF

“This principle states that we determine what is correct by finding out what other people think is correct.” (Cialdini 2009)



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