TECH SUMMIT 2018

Silicon Slopes · Utah ·

@siliconslopes #ssts18

JAN 18

SKETCHNOTES BY @sketchnotable

THE STATE OF SILICON SLOPES

JOSH JAMES — DOMO

DAVE BATEMAN — ENTRATA

DAVE ELKINGTON — INSIDESALES.COM

AARON SKONNARD — PLURALSIGHT

RYAN SMITH — QUALTRICS

TODD PEDERSEN — VIVINT SMART HOME

CARINE CLARK — BANYAN

MARCUS LIASSIDES — SORENSON MEDIA

CLINT BETTS — SILICON SLOPES

14,000+ REGISTRATIONS

Welcome!

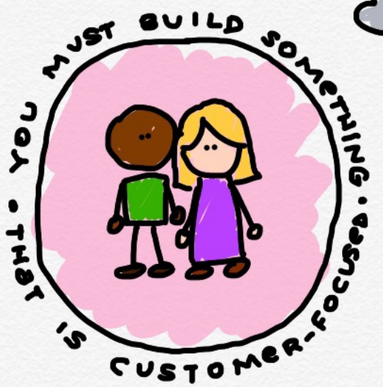
LARGEST PRIVATE INVESTMENT BY MICROSOFT TO INSIDESALES.COM **$35M**

PHILANTHROPY

MATTERS TO ALL OF THESE COMPANIES AND SHOULD TO US ALL

WORRIES

- DIVERSITY
- WOMEN IN IT
- STUDENTS (PIPELINE)



We can do anything we put our mind to

THIS STATE HAS THE RESOURCES TO DO AMAZING THINGS

CLOUD CAPITAL OF THE WORLD

WE NEED MORE PEOPLE TO RELOCATE HERE

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STEWART BUTTERFIELD

SLACK C.E.O.

THE FUTURE OF WORK & PRODUCT DESIGN: ENABLING HUMAN CONNECTION

flickr

STARTED AS A GAMING COMPANY

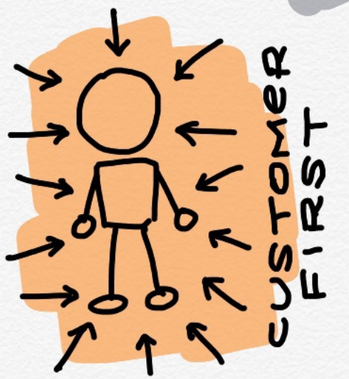
INTERNAL COMMUNICATION TOOL

slack

5 YEARS

EVERYONE WILL USE SLACK OR SOMETHING LIKE IT

CREATIVE + TECH

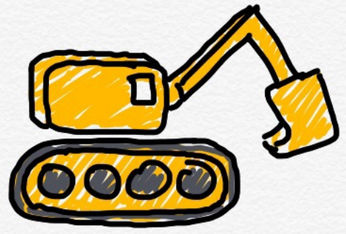


PRODUCT DRIFT

FAILURES & MISTAKES

WORK SHOULD BE MORE LIKE VIDEO GAMES

YOU DON'T TRY TO EXPLAIN AWAY YOUR DEATHS IN A GAME - YOU JUST LEARN



WE WANT TO GIVE PEOPLE THE EQUIVALENT OF A BACKHOE

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OMAR JOHNSON

FORMER CMO BEATS BY DRE

EXPERIENCE IS THE NEW MARKETING: HOW BEATS CHANGED HEADPHONES FROM A COMMODITY TO AN EXPERIENCE

MARKETING ≠ BRAND

THIS IS WHAT PEOPLE SEE!

PRODUCT

PEOPLE

STORYTELLING

SHOW ATHLETES HOW THE PRODUCT HELPS THEM

MAKE THEIR OWN NEWS AND STORY

BEATS HOUSE

GIVE PEOPLE TOOLS TO TELL THEIR OWN STORY

THE RULES

- PRODUCT
- STAY YOUNG
- BE AUTHENTIC
- BE LEADERS
- LIVE CONNECTION
- MOVE CULTURE

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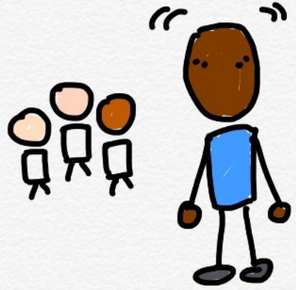
CATHRIN STICKNEY
CEO, FOUNDER PARITY.ORG

PLEDGE
INTERVIEW AT LEAST ONE WOMAN FOR EVERY JOB V.P. OR ABOVE

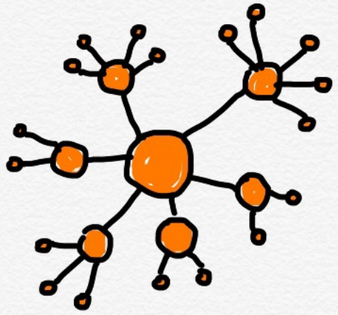


WE LOOK AT THOSE WE KNOW

WE HAVE TO EXPAND OUR **NETWORK**

80 COMPANIES

1/2 ARE IN **UTAH**



! GO NOW AND ADD WOMEN TO YOUR NETWORK

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J.D. VANCE

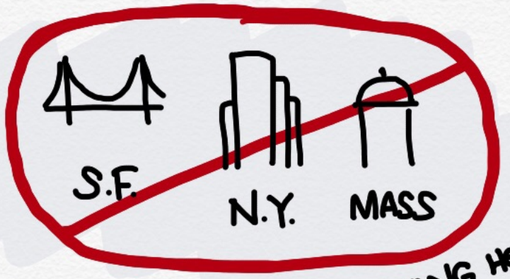
NY TIMES BEST-SELLING AUTHOR

THE RISE OF THE REST: BUILDING A STARTUP OUTSIDE OF SILICON VALLEY

HILLBILLY ELEGY

RISE OF THE REST

TRYING TO MAKE SURE THAT MORE COMPANIES HAVE ACCESS TO CAPITAL



NOT LOOKING HERE

TAKE AN ACCOUNTING CLASS

BEST ADVICE

SERVICE

SHOULD BE EXPLORED BEFORE FIGURING OUT THE SOFTWARE

ENTREPRENEUR ≠ FIRST EMPLOYEE

BE WILLING TO BE HIRED EARLY AND LEARN HOW TO BUILD A BUSINESS

We will succeed best by recognizing our interdependence

HAVING A DYNAMIC AND VIBRANT STARTUP ECONOMY CREATES A MEANINGFUL ECOSYSTEM THAT SUPPORTS SO MANY

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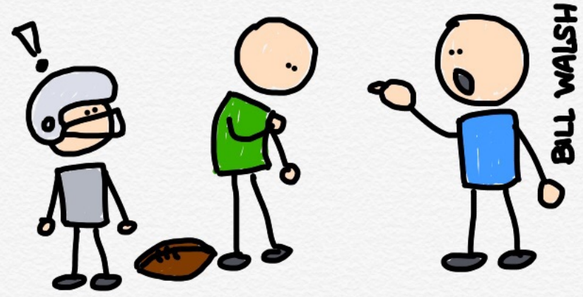
STEVE YOUNG
NFL LEGEND

BUILDING GREAT TEAMS

"GRIT" YOUNG

$40M CONTRACT

ANNUITY OVER 55 YRS.



THE COACH YELLED AT ASSISTANTS WHEN THE PLAYERS MADE MISTAKES

SPENT HIS TIME CREATING A TOOLKIT TO SHARE

DO YOU WANT TO SEE HOW GOOD YOU CAN GET?

YOU HAVE THE BEST PLATFORM TO GROW IF YOU WILL USE IT

CREATIVE NOT TOXIC TENSION

SHOULD BE IRRITATING & EMPOWERING

ABUNDANT

- NOT -

ZERO-SUM

Thinking

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RUZWANA BASHIR

CEO PEEK.COM

BUILDING STARTUPS: THE ENTREPRENEURIAL JOURNEY

peek

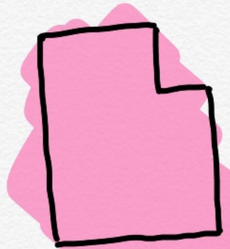
OPEN TABLE for ACTIVITIES

NOW FOCUSING ON HELPING SMALL BUSINESSES GET ONLINE

UNIVERSITY · OF · OXFORD

GRIT

BE WILLING TO GET BACK UP AFTER A FALL—EVERY TIME



MAJOR OFFICE HERE IN UTAH

MENTORSHIP *is key for us to help women be equal*

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SKETCHNOTES BY @sketchnotable

CAITLIN KALINOWSKI

PRODUCT DESIGN ENGINEERING DIRECTOR, FACEBOOK/OCULUS

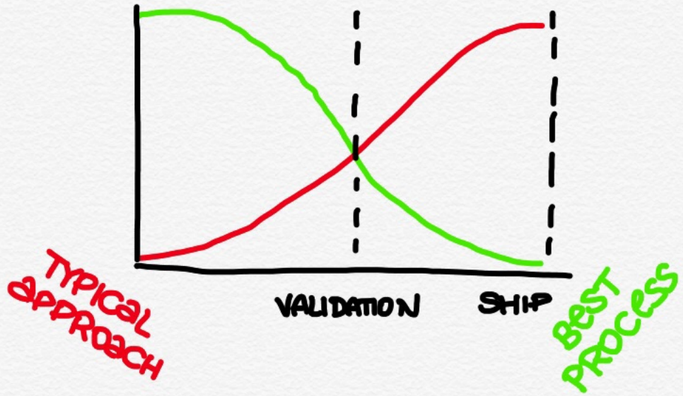
PROTOTYPE YOUR IDEAS SMARTER AND FASTER: 6 STEPS TO FOLLOW

1 DEFINE YOUR NON-NEGOTIABLES

FIGURE OUT THE KEY FEATURES

2 LET THE PRODUCT DRIVE DEVELOPMENT CYCLE

3 SOLVE THE HARDEST PROBLEMS FIRST



4 BUILD UGLY PROTOTYPES

AVOID LETTING PEOPLE FALL IN LOVE WITH EARLY STAGES OF WORK

5 CONVERGE EARLY OR RESET

MUCH -OR- LITTLE PROTOTYPING

6 ITERATE LIKE CRAZY

FOCUS ON THE PARTS USERS USE MOST

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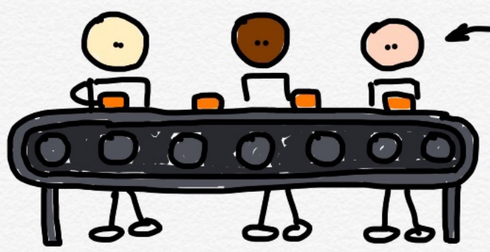
JOEL SPOLSKY

CEO STACK OVERFLOW

DEVELOPERS ARE WRITING THE SCRIPT FOR THE FUTURE

ISRAELI PARATROOPER BRIGADE ➡ PATIENCE

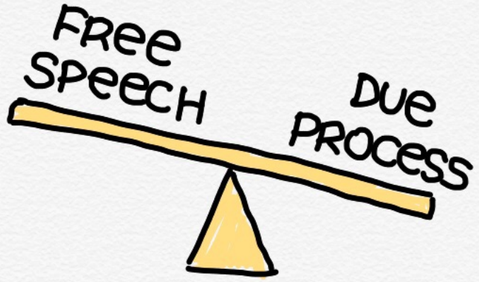
TWITTER DESTROYED THE BLOGOSPHERE AND GAVE US BUMPER STICKER FLAME WARS



NOT DEVELOPERS

DIVERSITY

THIS IS SO IMPORTANT AND WE NEED TO TAKE STEPS TO ENSURE OUR TEAMS

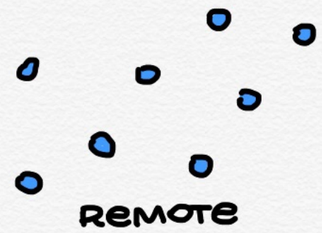


- TRANSPARENCY
- CONSISTENCY
- ACCOUNTABLE

TOWNS : HIRE DEVELOPERS

INTERNAL : ENTERPRISE OR HOSTED (MAY I)

ADVERTISING : TARGETTING DEVELOPERS



VS

Glitch.com

COLLABORATIVE CODING

50M USERS

16M PROGRAMMERS

FOR THE REST

INCREASE TALENT POOL

FACILITATE ASYNC COMMUNICATION

WE'VE GOT TO SAVE THE INTERNET, JEFF

ORIGIN OF STACK OVERFLOW

If you see something broken on the internet, go fix it!

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SKETCHNOTES BY @sketchnotable

MARTIN ERIKSSON

CO-FOUNDER, MIND THE PRODUCT

EVERYONE NEEDS TO BE A PRODUCT MANAGER

UBER AIRBNB ALIBABA

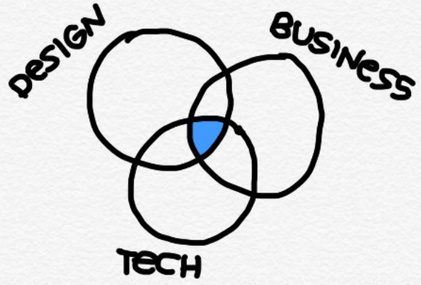
LARGEST COMPANIES OF THEIR KIND

Software is eating the world → Software is programming the world

MARC ANDREESEN

INTERACTION

THESE HAVE ALL AND WILL ALL CHANGE



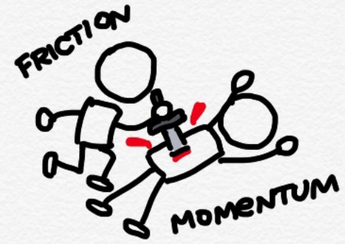
WHO OWNS DESIGN CUSTOMER TECH

We all do!

CROSS FUNCTIONAL

=PACE

WE ARE IN THE SLOWEST PACE OF CHANGE THAT WE WILL EVER SEE



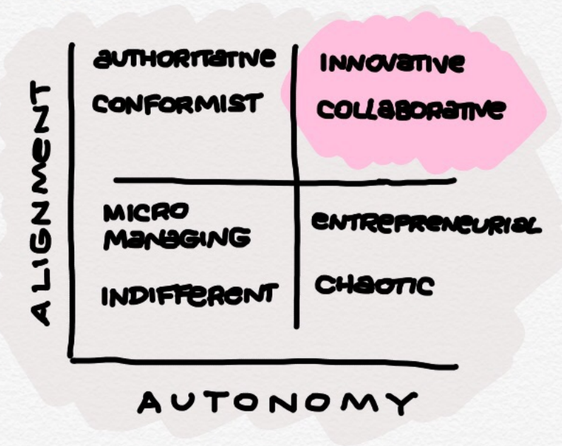
GET EVERYONE TOGETHER WHO IS NEEDED TO DELIVER SUCCESS

AUTONOMY

REQUIRES ACCOUNTABILITY FOR FULL SUCCESS

AUFTRAGSKLÄRUNG

PHYSICAL TEMPLATE FOR COLLABORATIVE ALIGNMENT — XING



DESIGN YOUR WORK SPACE

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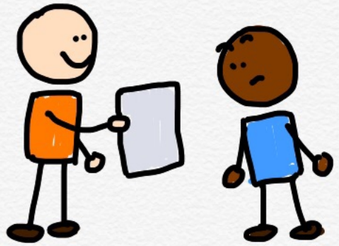
Sketchnotes by @sketchnotable

BARRY O'REILLY

BUSINESS ADVISOR
EXEC CAMP

TURN ENTERPRISE EXECUTIVES TO EXPONENTIAL ENTREPRENEURS

EVERY CEO EVERYWHERE



EVERYONE NEEDS TO GET OUT AND TALK WITH ACTUAL USERS

"THIS WILL SAVE THE BUSINESS"

FAILURE

NEEDS TO BECOME SAFE & PRODUCTIVE

ExecCamp

TAKE EXECUTIVES OUT OF THEIR COMPANY FOR 8 WEEKS AND COME BACK WITH AN IDEA TO DISRUPT THEIR OWN BUSINESS

PREPARE	IMMERSE	IDEATE	INNOVATE	IMPACT	SCALE

EXPERIMENT

IN ORDER TO LEARN & VALIDATE ASSUMPTIONS

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SKETCHNOTES BY @sketchnotable

MITT ROMNEY

@MittRomney

THE CHALLENGES AND SUCCESSES OF THE TECH INDUSTRY ON THE HORIZON

BainCapital

1 STRATEGIC AUDIT

BE BRUTALLY HONEST AND ASSESS THE REAL SITUATION

2 BUILD THE RIGHT TEAM

3 FOCUS FOCUS FOCUS

NEARLY ALL PEOPLE CARRY A BAG OF ROCKS WHICH IS OFTEN UNSEEN

FIND THE RIGHT TEAM

HIRE PEOPLE SMARTER THAN YOU TO BUILD

YOU MAY NOT KNOW THIS, BUT I RAN FOR PRESIDENT AND LOST

EVERYONE HAS FLAT SPOTS

INSTEAD OF FOCUSING ON THEM, COMPLEMENT WITH OTHER TEAM MEMBERS

MORE IMPORTANT TO FIND A PERSON WHO IS RESPECTED AND ADMIRED

If you are not worried, you are not being bold enough.

Have a VISION

DON'T MUDDLE ALONG

FAMILY

HAD TO BE A PRIORITY

WHEN AT WORK BE FOCUSED ON WORK – WHEN AT HOME BE PRESENT AT HOME

WE HAVE TO WORK *Together*

AMERICA IS THE INNOVATOR OF THE WORLD

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LIZ WISEMAN

PRES, WISEMAN GROUP

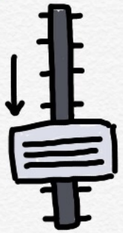
@LizWiseman

BREAKING THE CYCLE OF DIMINISHING LEADERSHIP

DIMINISHER

GET 48% OF THE PEOPLE WHOM THEY LEAD

BEST RESPONSE

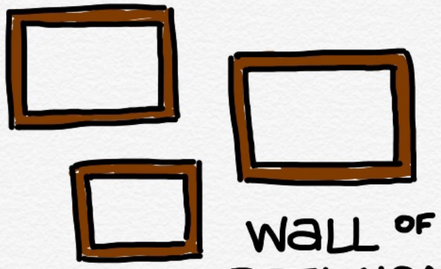


IGNORE DIMINISHING BEHAVIOR

JUDGE

↓

CURIOSITY



WALL OF OPTIMISM

DADDY, I DO THIS!

CHANNEL YOUR INNER 3-YEAR-OLD

1. ASSERT YOUR CAPABILITY
2. RETREAT AND REGROUP

STOP

1. USE YOUR BOSS'S STRENGTH
2. GIVE THEM A USER'S GUIDE TO YOU
3. INVITE THEM TO THE PARTY

REVERSE

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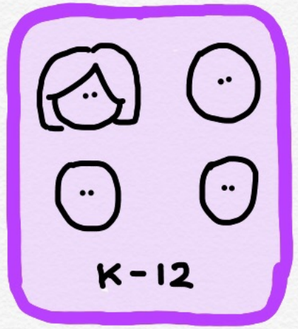
ALICE STEINGLASS

PRESIDENT, CODE.ORG

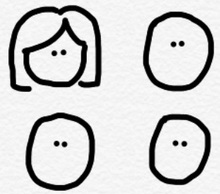
@AliceSteinglass

THE CURRENT STATE OF COMPUTER SCIENCE IN UTAH

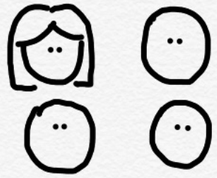
C O
D E



THIS IS WHERE CODE.ORG FOCUSES



COLLEGE



WORK FORCE

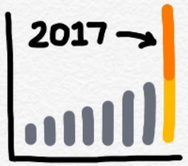
HOUR OF CODE

FANTASTIC OPPORTUNITY FOR EVERYONE TO GET TO EXPERIENCE CODING

1 CURRICULUM & WORKSHOPS

2 PLATFORM TO MAKE LEARNING ACCESSIBLE

3 CHANGE PUBLIC POLICY



FEMALE AND MINORITY INVOLVEMENT IN C.S.

20 MILLION USERS ON CODE.ORG

Every child deserves the opportunity to learn to code

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KIM SCOTT

AUTHOR, RADICAL CANDOR

@kimballscott

SUKHINDER SINGH

FOUNDER, THEBOARDLIST

@sukhindersingh

CREATING A DIVERSE CULTURE AND COMPANY

RADICAL CANDOR

theBoardlist

CROWD-SOURCED LIST OF QUALIFIED WOMEN FOR BOARD MEMBER POSITIONS

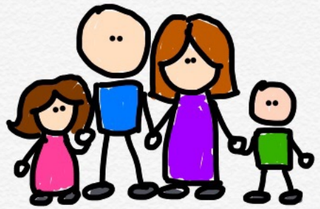
DISRESPECT

WE HAVE TO LEARN HOW TO COPE WELL WHEN WE ENCOUNTER OR OBSERVE THIS

WHY DON'T YOU AND I CHANGE SEATS?

THERE ARE NO INNOCENT BYSTANDERS

WORK IS NOT A BINARY CHOICE



WORK & FAMILY

YOU WILL DO YOUR BEST WORK BACKED BY A LOVING FAMILY AND BE HAPPIEST AT HOME DOING THE WORK YOU'RE MEANT TO

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SUSAN ST. LEDGER

PRESIDENT, SPLUNK

@sstledger

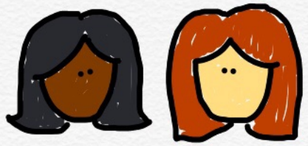
SALESFORCE, SPLUNK AND THE NSA

NSA

MISTAKES MEANT THAT PEOPLE DIED

LEARNED HOW TO HANDLE STRESS

"Talent management and succession planning is a lost art."



IMPROVING GENDER AND DIVERSITY BALANCE IS CRUCIAL & GOOD FOR BUSINESS

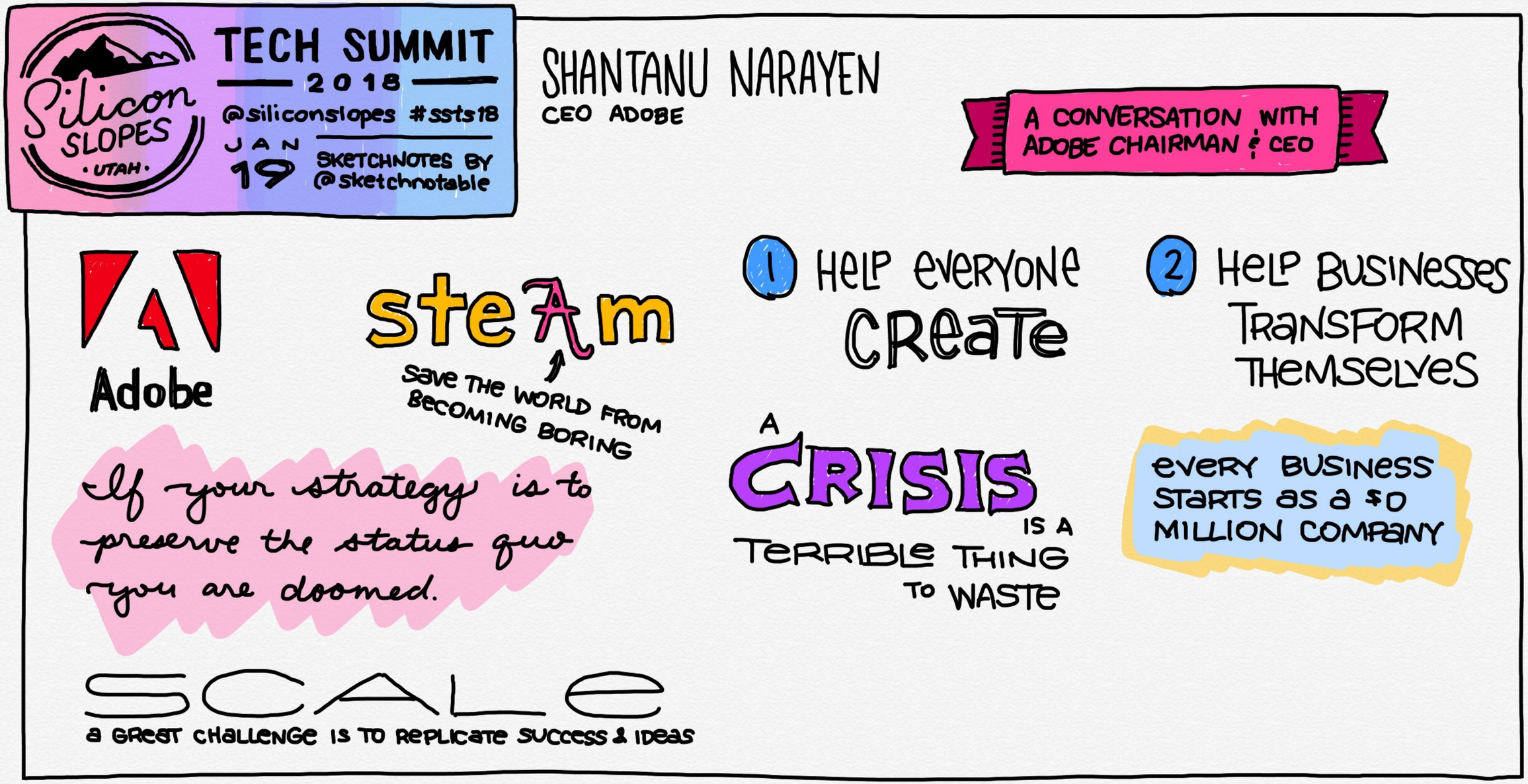
SUGARCOATING IS A WASTE OF TIME

GREAT

YOU OFTEN HAVE TO SEE IT IN ORDER TO KNOW HOW TO ACHIEVE IT

TALENT MANAGEMENT

FIND THE RIGHT PEOPLE TO HAVE A HOPE OF SUCCESS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SKETCHNOTES BY @sketchnotable
SHANTANU NARAYEN
CEO ADOBE
A CONVERSATION WITH ADOBE CHAIRMAN & CEO
Adobe
steAm
SAVE THE WORLD FROM BECOMING BORING
If your strategy is to preserve the status quo you are doomed.
1 HELP EVERYONE CREATE
2 HELP BUSINESSES TRANSFORM THEMSELVES
A CRISIS IS A TERRIBLE THING TO WASTE
EVERY BUSINESS STARTS AS A $0 MILLION COMPANY
SCALE
A GREAT CHALLENGE IS TO REPLICATE SUCCESS & IDEAS

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SKETCHNOTES BY @sketchnotable

GARY HERBERT

UTAH GOVERNOR
@GovHerbert

IT PATHWAYS ANNOUNCEMENT & THE IMPACT OF TECH IN UTAH

"If you're not the steamroller, you are part of the road."

3.1% UNEMPLOYMENT IN UTAH

IT PATHWAYS

PILOT ANNOUNCED TODAY
STARTING THIS FALL

IN ORDER TO SUCCEED, WE MUST PARTNER BUSINESS AND GOVERNMENT

amazing progress already
but still so far to go

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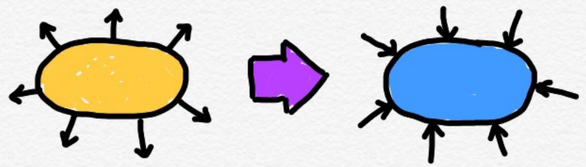
SKETCHNOTES BY @sketchnotable

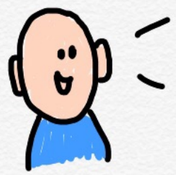
JULIE LARSON-GREEN

FORMER CXO, MICROSOFT
CXO, QUALTRICS
@Julie_LGreen

CONNECTING CULTURE AND PRODUCT: CREATING TOOLS USED BY BILLIONS



FOCUS OF UX WAS GETTING THE COMPANY TO THINK OUTSIDE-IN



THE KEY TO SUCCESS WAS TO GIVE VOICE TO THOSE WHO ARE UNHEARD

Often the best ideas do not come from the loudest person in the room

TRANSPARENCY · CURIOSITY · COMMUNICATION · INVESTMENT · VALUE

KEYS TO CULTURE

~~PLEASING~~

PEOPLE DON'T WANT TO LEARN A PROGRAM — THEY WANT TO GET A JOB DONE

IMPROVINGS **STRENGTHS** IS WAY MORE EFFECTIVE THAN CORRECTING **WEAKNESSES**

HACKER · HUSTLER · DESIGNER · STORYTELLER

BUILD A ROCK STAR TEAM, NOT AN INDIVIDUAL

HAPPY TEAMS

BUILD BETTER PRODUCTS

Silicon Slopes · Utah

TECH SUMMIT 2018

@siliconslopes #ssts18

JAN 19

SKETCHNOTES BY @sketchnotable

RICHARD BANFIELD

CEO, FRESH TILLED SOIL
@RMBanfield

PRODUCT LEADERSHIP: LAUNCHING AWESOME PRODUCTS BY BUILDING SUCCESSFUL TEAMS

1925-2000 BRITISH CYCLING WON A SINGLE GOLD MEDAL

23 GOLDS 2000-2016

BRAILSFORD JOINS IN 2000

FOCUSED ON CREATING THE ENVIRONMENT FOR OPTIMUM BEHAVIOR

REAL MISSION

MORE PEOPLE ON BICYCLES

PLURALSIGHT

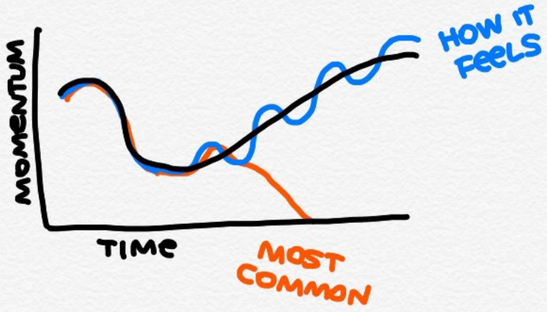
WE CREATE PROCESS

TRUST

VISION

CREATE ONE TO INSPIRE THOSE WHO REALLY CARE

BUILD FOR **FAILURE**
IT WILL HAPPEN



ORGANIZE BEHAVIOR

TO ACHIEVE A DESTINATION

STRATEGY

MARGINAL GAINS

MAKE DECISIONS ABOUT THE SMALL BEHAVIORS THAT MAKE A REAL DIFFERENCE

BUILD THE RIGHT TEAM

PRIORITIZATION

IF THIS IS THE PROBLEM, LOOK EARLIER IN THE PROCESS

When you speak to another person in a language he understands, you speak to his head. When you speak in his language, you speak to his heart.

Silicon Slopes · Utah ·

TECH SUMMIT 2018

@siliconslopes #ssts18

JAN 19

SKETCHNOTES BY @sketchnotable

STEVE STARKS

PRES, LARRY H. MILLER SPORTS & ENTERTAINMENT

@StevenStarks

MIKE MAUGHAN

CO-FOUNDER, 5 FOR THE FIGHT

@MikeMaughan

REVOLUTIONIZING SPORTS MARKETING

5 FOR THE FIGHT

QUALTRICS STARTED THIS MOVEMENT TO ENCOURAGE OTHERS TO HELP FUND CANCER RESEARCH

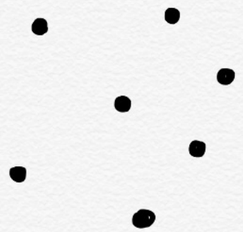
$5/PERSON · $50M IN 5YRS

THE NBA ALLOWED A PATCH ON THE JERSEY TO BE SPONSORED — THE JAZZ CONTACTED QUALTRICS WHO SUGGESTED PROMOTING THIS CAUSE INSTEAD OF THE COMPANY

Focusing on the fan experience allows for real change that can make a meaningful difference to people

IMPACT

TOO OFTEN WE SAY WE ARE GOING TO DO GOOD AFTER WE WORK — DON'T WAIT



DON'T TRY TO CONNECT THE DOTS

LET LIFE HAPPEN

PEOPLE WANT A **Cause** TO SUPPORT AND FEEL GOOD ABOUT