

# Public note

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The DNA of companies reflects, in so many ways, the DNA of founders. Jeff had a strong opinion about narratives, which he imprinted onto his senior leadership team, which in turn imprinted it onto front-end managers, which in turn imprinted it onto engineers. And so Jeff created a culture in which if you want to convey an idea to influence others, **you write a 6-pager**. With proper grammar, well-articulated sentences, and well thought-out points backed by data, that gets critiqued and improved round after round of reviews. None of this powerpoint-style presentation nonsense.

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Found on The Importance of Story-Telling in Software Engineering | by Carlos Arguelles | Geek Culture | Medium on 2022-02-02 15:32:18.

Tags: #amazon #story-telling #backwards #communication #writing