When dealing metrics, always connect with goals (GQIM/ODIM) - Javier

important: the goals may differ per person based on their motivation

JTBD analysis can help because it combines motivation, context, and outcomes
- Javier

- asking users about the products AND about what they wish the products were
- looking at the competitors' products

making sure the employees are inspired and doing their best

Enthusiasm from team members

get them interested in the best HR/DP/DX practices from the industry first

fabric vs secret network

tapping into people's beliefs, e.g. "I believe this will happen if I implement this idea"

Really like the idea of working on things you know matter in advance

⭐⭐⭐
Copy the Stars!

Building consensus with their peers and leaders

Back-channeling

Often, the VP presentation isn't about convincing the VP of your position, but instead about convincing their reports that the VP cares about your position.

Karim Nakad

⭐⭐⭐

+1 to Back-channeling!

Probably lots of examples from the presentation, not just direct reports, but almost everywhere.

- Ian

...oving the idea in a ...smaller context

Raphaël Duchaîne

Visitor

Leverage enabling teams - we cooked this thing - if you want to try it, here is how...

Rather than focus on entire company - think about the "positive deviants" (Javier mentioned this term) Can learn a lot from people who are using best practices

Never start with research, identify a challenge, try out a solution that is based on research, and use proof of concept to get people to want to understand how it works based on effectiveness.
- Javier.

⭐

Research can help with people that want to be right, but it needs to be connected to actionable methods.
- Javier

⭐

Discussion: A/B testing works wonders when you have a large-enough sample size.

When you're squeezing out 1% improvements across a 50k engineer population, your ability to find improvements greatly diminishes. How can we tackle that?

Karim Nakad

⭐

Need to focus on :
- cohorts
- interaction across metrics
(can we learn from non-adopters too?)

A/B testing, driving your work with goals and guardrail metrics

-Peter Rigby

⭐

⭐

showing the world they are making really cool things (I mean - cool products)

- Yanina

More qual than quant... can also put these things are your CV... as the cool things you worked on... should researchers work on the cool things too?

How does "coolness" affect motivation?
- working at a "cool" company
- Working on a "cool" stack?
- Leading a "popular" OS project
- Ian

that sounds like "motivation by status" to me

⭐⭐

People work on productivity because of passion

...r - motivation ...y "intellectual / tech ...supremacy"

personally, as an Eng Manager, I was motivated by reputation - I wanted my team to have a great reputation, e.g. for beig great to collab with, for getting stuff done, for solving challenging problems

making the research accessible to the intended audience

Visitor

Often the metrics and results that an eng team needs are straightforward descriptive statistics that are not publishable
-Peter Rigby

Visitor

Alignment with product goals to drive key metrics

Do folks from industry wish they had researchers that could help them? how?

Visitor

⭐⭐⭐

getting their ideas approved and shared

- Yanina

there's nothing to be done with research here, pity (unless the research does prove their ideas :))

Less Tech More Talk

(Controversial title for impact)

A lot of ideas fail before they begin because of a failure to communicate them upwards and outwards. If an idea fails, I want it to be because of its merit, not the communication of it.

Karim Nakad