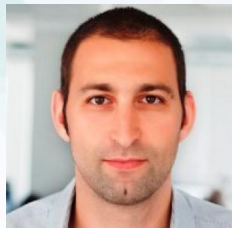# 5 Mini Talks of 5 minutes each

**Becoming Open Source by Default**
Daniel Doubrovkine

**Product Engineering @ Uber**
Ryan McKillen

**Creating A Culture of Experimentation**
Aaron Glazer

**Adapting security into engineering culture!**
Paul Moreno

**The Human Development Roadmap**
Jeremiah Ivan

QCon

**Results Driven Organizations**

Been building apps since 2008.

Y Combinator Alum.

## Aaron Glazer

Co-Founder & CEO, Taplytics

**ℸL TAPLYTICS**

# WHAT WE DO.

At our core, we help organizations **improve**
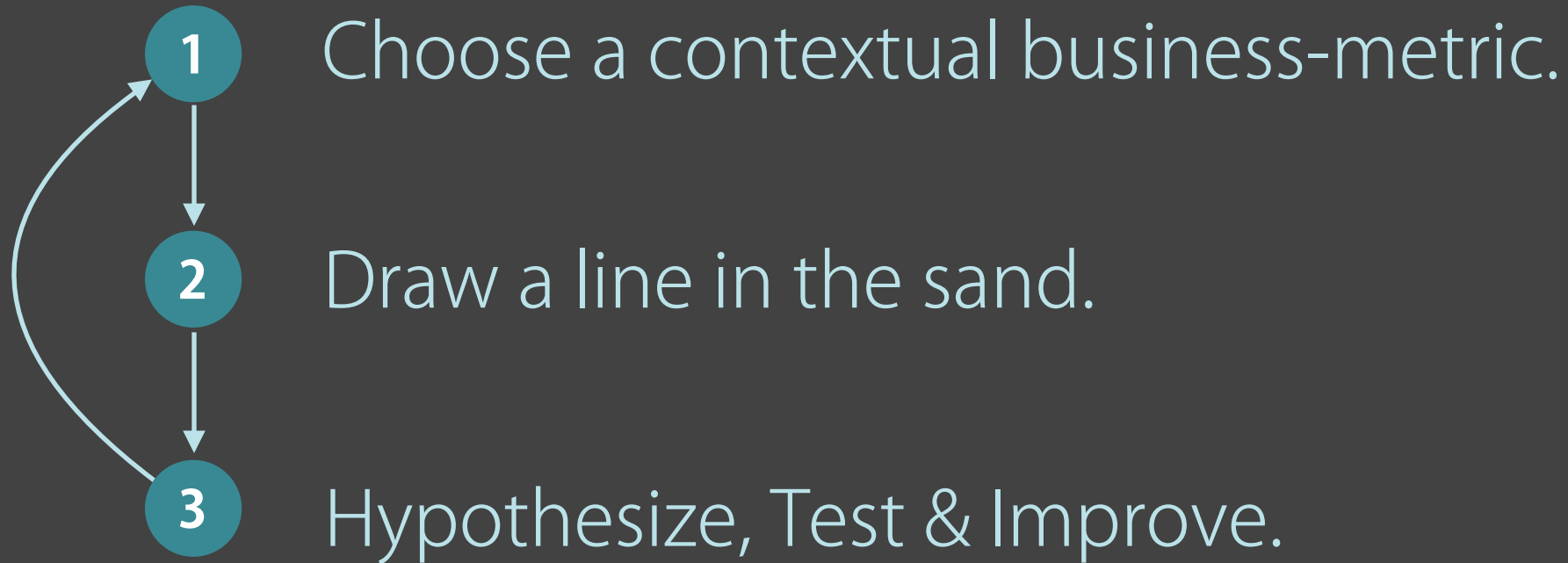their products' performance using:

A/B Testing & Push Notifications.

**TAPLYTICS**

# WHAT WE'VE LEARNT.

Best organizations are designed to systematically **improve through learning**.

They are **results-driven**.

**TAPLYTICS**

# BEING RESULTS DRIVEN.

**(1)** Choose a contextual business-metric.

**(2)** Draw a line in the sand.

**(3)** Hypothesize, Test & Improve.

# INVOLVE

# EVERYONE.

# THE CLOCK IS TICKING...

Every minute that you're not optimizing you're throwing away money

**2.3%** Avg. 30 day user retention rate

Avg. shopping cart abandonment rate **74%**

**$1.8** Avg. cost per install

Avg. cost per retained user **$78**

**TAPLYTICS**

# FOR MORE INFORMATION.
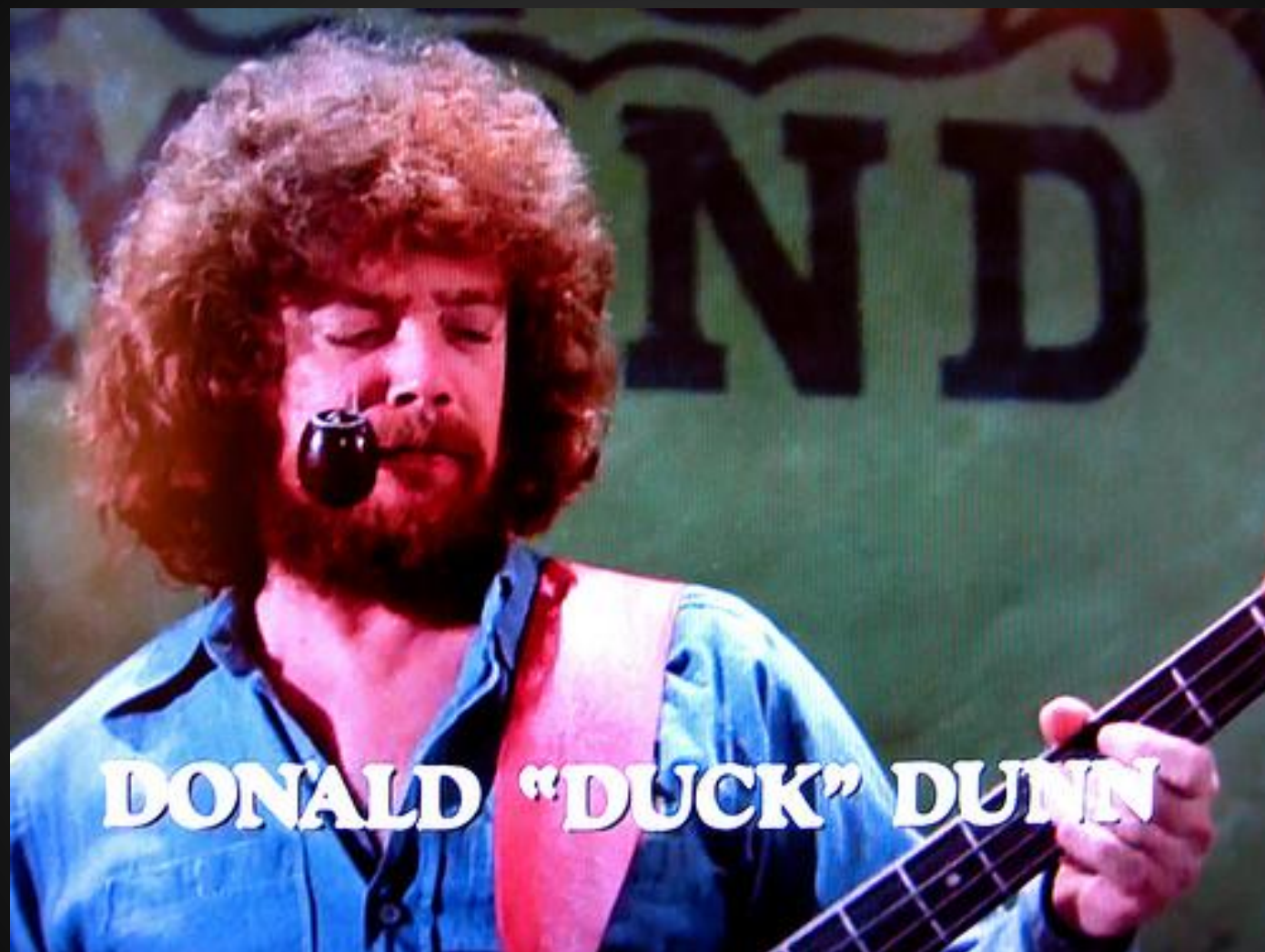
Contact:

✉ hello@taplytics.com

📱 866-230-0090

🌐 taplytics.com

# Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal (Growing & Keeping Talent)

John "No Known Nickname" Doerr

DONALD "DUCK" DUNN

# Why Agile to foster Missionary Zeal?

- KISS & DRY
- Eliminate Impedance Mismatch
- Increase the Odds of Alignment
- Built to Create Results Amidst Uncertainty

# One on One as Agile Pas De Deux

- 1:1 : Vision & Strategy
- 1:1 : Discovery & Refining Requirements
- 1:1 : Roadmapping
- 1:1 : Sprint Planning
- 1:1 : Validation
- 1:1 : Retrospective

# The Managers' Scrum of Scrum

- PMO for the People and the Goals
- Retrospective
- Planning
- Alignment
  - Aligning The Three Roadmaps
  - Aligning Company Goals

# Human Development Roadmap

An Agile Plan for Fostering Missionary Zeal (Growing & Keeping Talent)

Jeremiah Ivan : [jeremiah.ivan@gmail.com](mailto:jeremiah.ivan@gmail.com) : @jeremiahivan

# Questions