This is a run down of ideas to consider when creating new or revised demo/workshop materials

Goals:

* Audience must see the clear value of Enterprise or Cloud Products over OSS
* Audience must understand the connection between capabilities and solution to the high level problem statements. Example: 10 slides about variables when not reminded how this positively improves Speed/Productivity, Reduces Cost, and/or Reduces Risk
* Narratives must always connect what is being demonstrated back to Cost, Risk, or Speed improvement
* Make difficult tasks look easy at scale
* Demonstrate more realistic scenarios
* Tie workshop/demo content back to messaging in applicable plays

Principles:

* GUIs for Sales, cli’s and API for production - whenever, wherever possible maximize content toward using the graphic UX’s, prioritizing cloud products first. Minimize dropping to commandline as much as possible. Why? We want the non-unicorn, technical and non-technical audiences to be able to grok what we are doing and saying. The unicorn, deep technical, SRE, cloud engineer type is going to have the skills to make OSS go a long way. However, It’s impractical for large enterprises to implement software that requires unicorn staffing.
* Always use pre-built templates, HCL - don’t shy away from realistic, more complex use cases but do minimize the amount of time inside text editors. We should have more pre-written artifacts that are only accessible via cloud or enterprise products. Until that’s the case, reference from Hashicorp git repos (vs public repos from community) as much as possible. In Kubernetes land, “the wall of YAML” is used as the objection. We want to avoid “the wall of HCL”. This is about optics
* Each subsection should be introduced with a slide that summarizes what you will be demonstrating and why it positively improves upon Cost, Risk, and/pre Speed. Execute demonstration then recap the slide reviewing what was just shown.
* Mix On-prem, AWS, Azure, etc as much as feasible. We are a top AWS partner but most of our largest customers are Multi/Hybrid Cloud. Much of our existing workshop/demo content illustrates AWS..