

Making the case for change

20 ideas (some of them viable) to convince your
boss to adopt DevOps (and everything that goes
with it)

DevOps Enterprise Summit
Amsterdam, May 2023

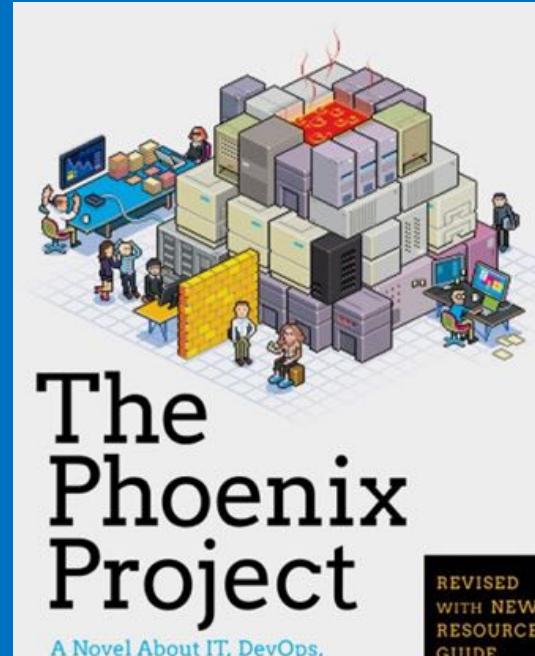
**Raise your hand if...
(unless your boss is here)**

Idea #1

Gather together like-minded pals

Go alone, go fast...
Go together, go far

Buy pizza

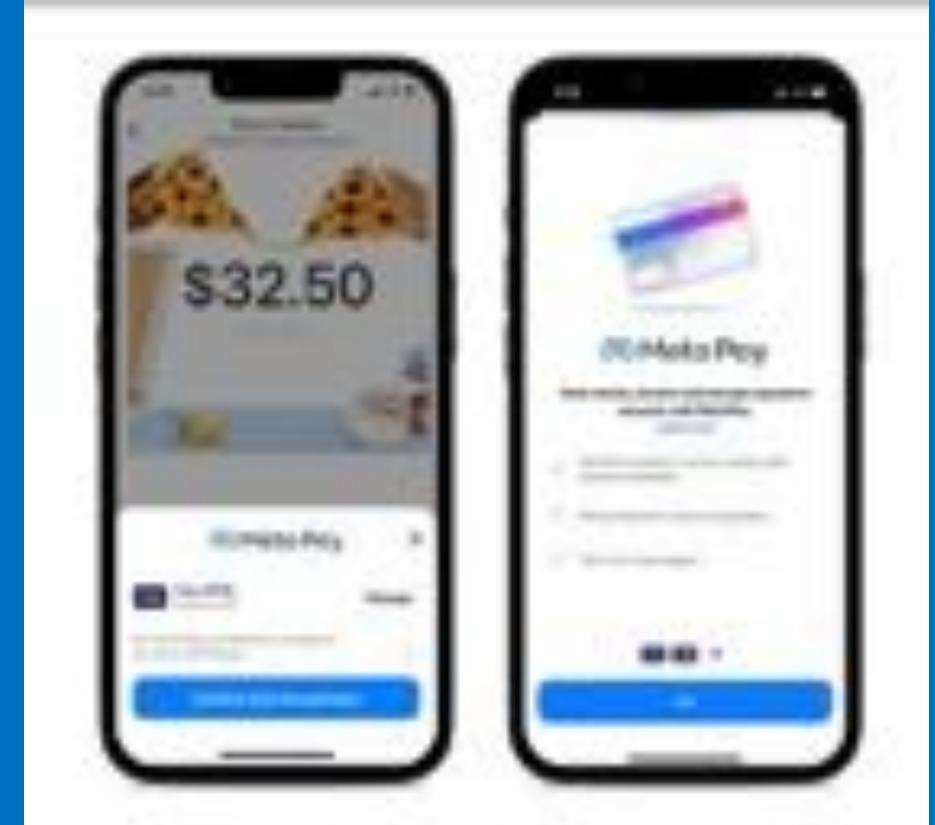


Idea #2 Start “compact”

compact¹

/kəm'pakt, 'kɒmpakt/

1. something that is small and conveniently shaped
2. exert force on (something)
3. a small flat case containing face powder



Idea #3

Set a measurable goal

Make the invisible visible
to everyone (including the boss)

“We will double the deployment frequency of the mobile app by automating test scripts by next quarter”

Idea #4

Tie the measurable goal to a business outcome

Make the invisible visible
to everyone (including your
business partners)

“Grow Loyalty membership by
increasing one-click
enrollments by 25% on the
mobile app by next quarter”

Idea #5

Communicate when you hit the goal

Tell the stories that success brings



Idea #6

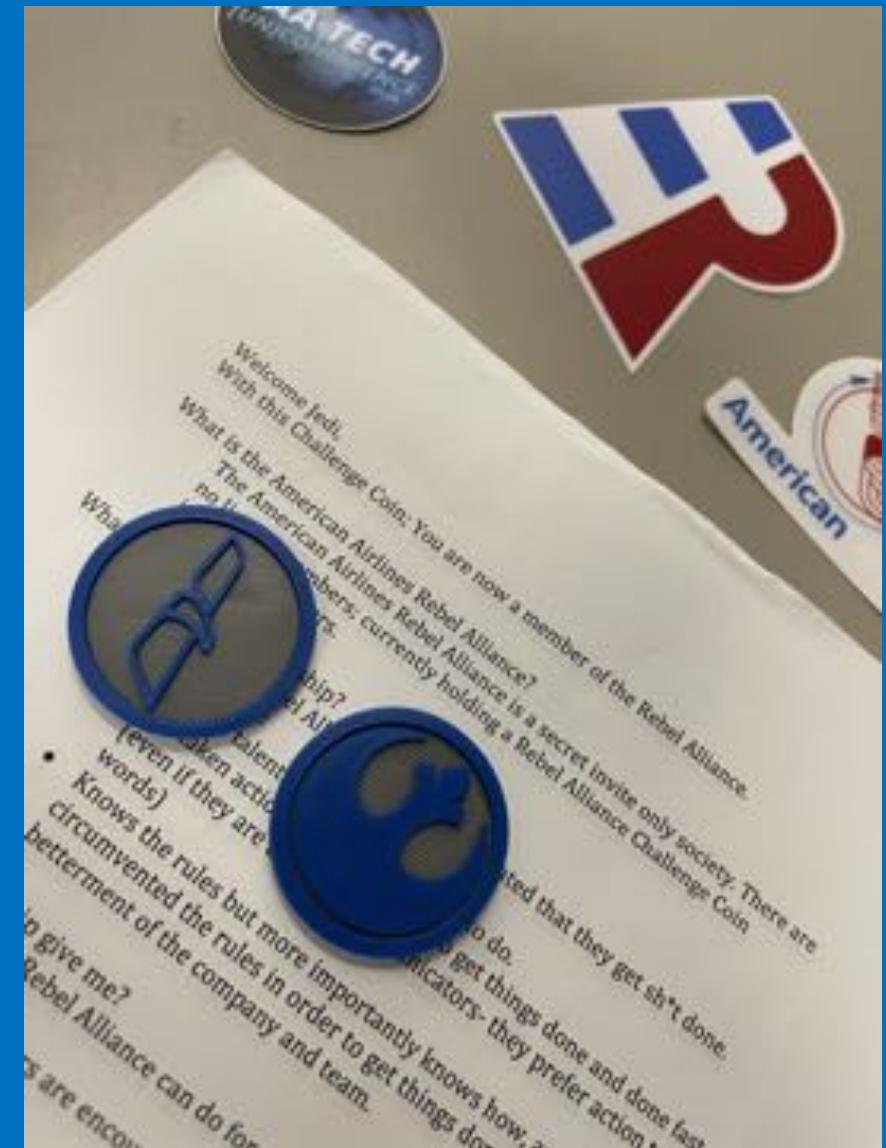
Celebrate when you hit the goal

Buy pizza



Idea #7

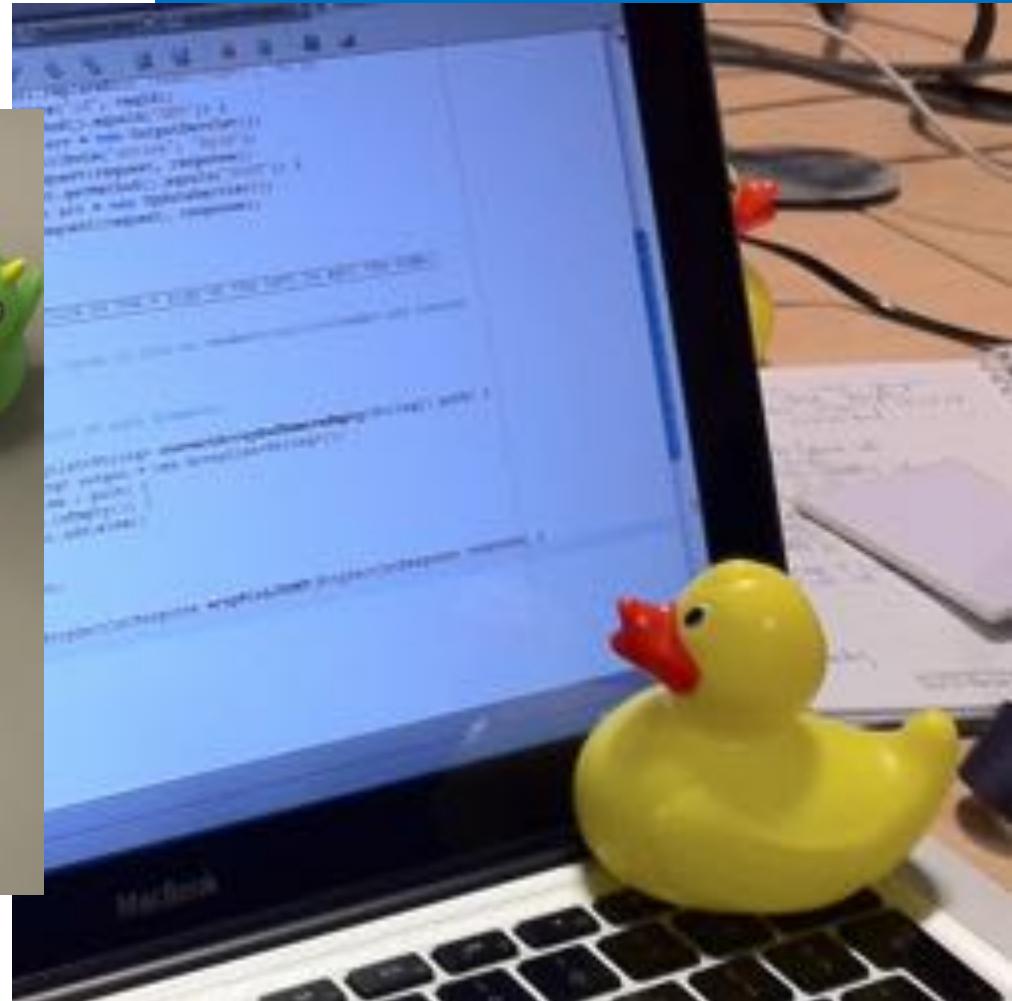
Reward the behavior you seek



Note: If we did have such a secret society it would be fully approved by
The Walt Disney Company*

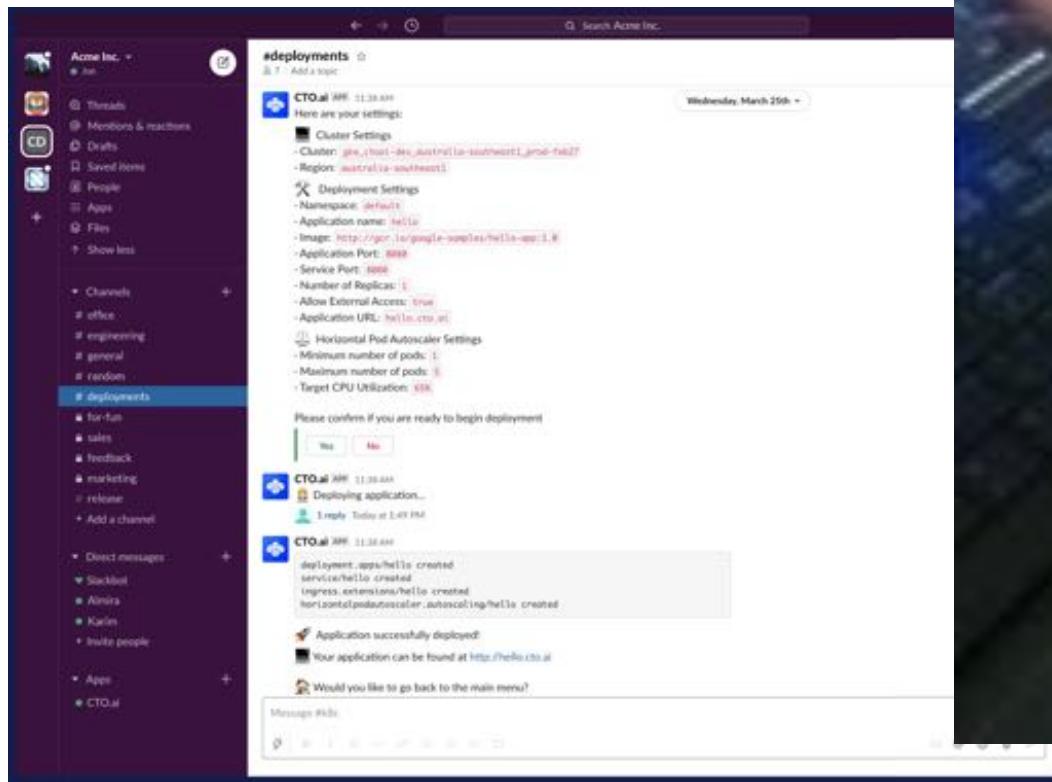
Idea #8

More rewarding the behavior you seek



Idea #9

Start a DevOps Slack channel and post funny memes



Idea #10

Make a logo

Putting stickers on your laptop
is like showing off your
personality without having to
talk to anyone



Idea #11 Start a Book Club

Buy pizza



Idea #12 Hold an Open Space Jam Session



Idea #13

Hold a Day of Ignite Talks

- 20 Slides
- 15 seconds per slide (on auto-advance)
- Harder than it sounds
- More fun than it looks



Idea #14

Invite your boss to do an Ignite talk

Light ego pandering can go a long way



Idea #15

Be gently persistent

Right way:

Like a gentle breeze that nudges the flowers to dance in a delightful way



Idea #15

Be gently persistent

Wrong way:

Like a mosquito
buzzing around
your ear always
trying to get your
attention



Idea #16

Engage in light shaming

Wrong way:

**Shouting “Isn’t
Capital One
awesome?!?
Why aren’t we
doing what
they’re doing?”
when boss walks
by**



Idea #16

Engage in light shaming

Right way:

- Be cool
- Show data on what others are doing
- Suggest a low-cost experiment



Idea #17

Find a way for boss to
“overhear” how great the
ignite talks were



Idea #18

Get your business partners to say how great things are going

Buy them pizza

Yeah, seriously.
25% increase in
one-click loyalty
enrollments



Idea #19

Bring in a 3rd Party

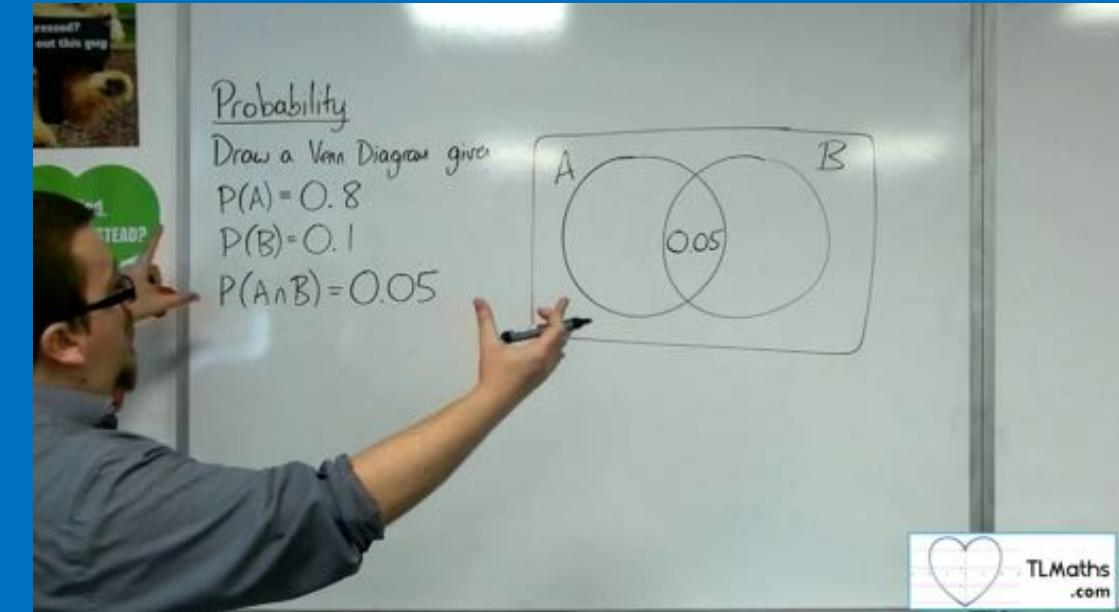
Sometimes it's just easier to hear constructive ideas from someone other than your spouse



Idea #20

Go to the whiteboard and draw a Venn diagram

- Won't necessarily help but makes you look smart
- Put "GenerativeAI" in one of the circles



Idea #21

Plant drugs on boss.
Take compromising
photos.

- This place around the corner from hotel



Idea #22 Ask ChatGPT for ideas

Slide 6: #2: Plant Drugs on Boss

Just kidding! Please don't blackmail your leader into adopting DevOps, that's not ethical or legal. But imagine if you had some dirt on your leader that could ruin their career if it got out. You could use that as leverage to convince them to implement DevOps. But don't do that! Instead, let's focus on more reasonable and ethical ways to persuade your leader.

Conclusion:
Which ones worked for me and my boss

**THERES SOMETHING
WRONG WITH THIS PICTURE**



OH, RIGHT. IT'S NOT RAINING











Request:

- Meet people in London
- Make friends (though not very good at small talk)
- Find opportunities to further the cause of DevOps and women in tech

Thank You

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