

FIRST  
KILL  
ALL THE  
PRODUCT  
OWNERS

@PETERBELL

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FIRST  
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PRODUCT  
OWNERS

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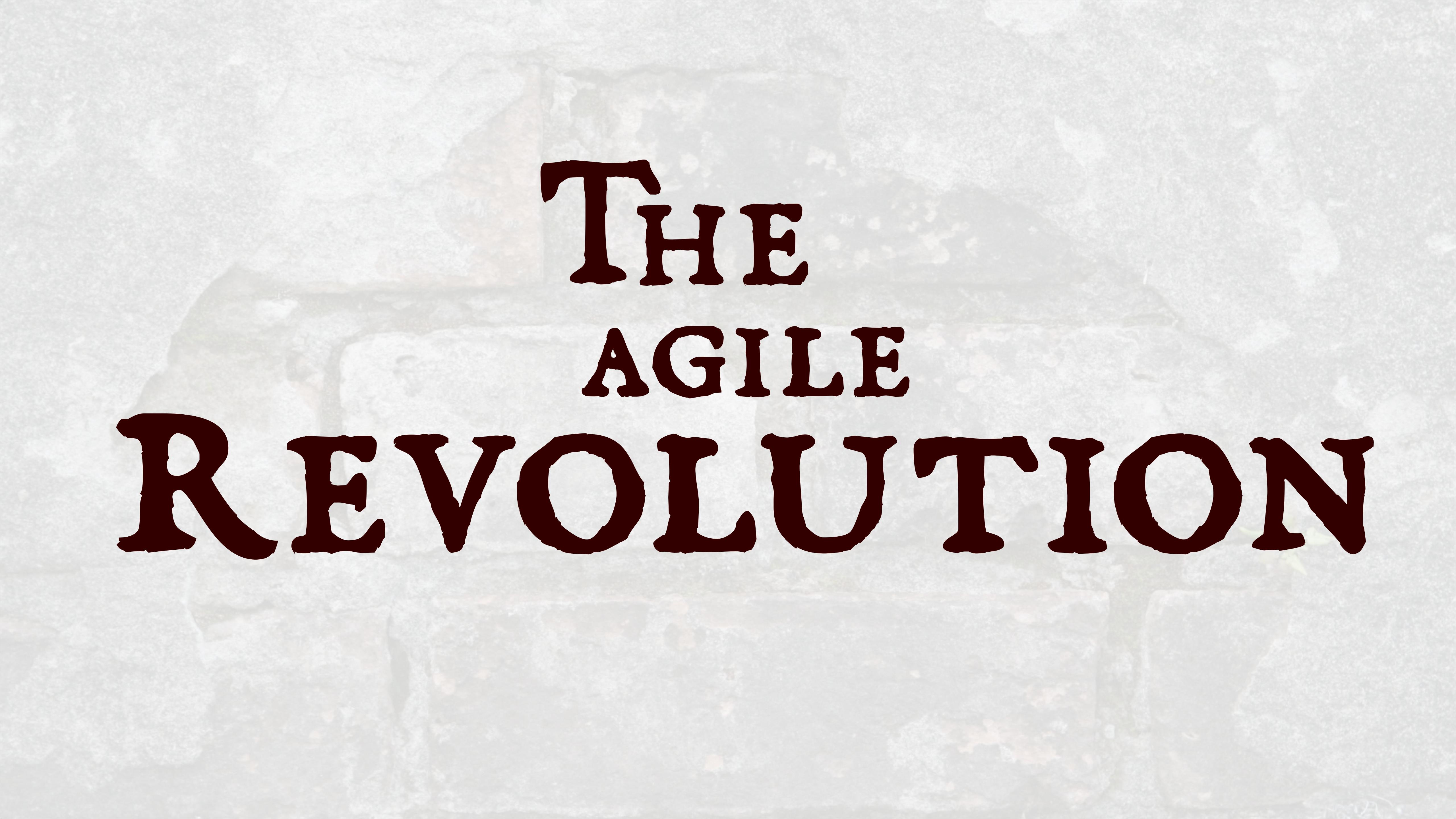


*"The first thing we do,  
let's kill all the lawyers."*

HENRY VI PART 2, ACT 4, SCENE II



IOX  
DEVELOPERS



# THE AGILE REVOLUTION

A photograph showing a person's lower legs and feet walking away from the camera on a rocky, uneven path. The path is made of light-colored stones and is surrounded by sparse vegetation and rocks. The background is slightly out of focus.

THE  
NEXT  
STEP?



PRODUCT  
OWNER



# BACKLOG



# DEVELOPERS

A person is sitting on a large, light-colored rock in a misty, overgrown setting. The background is filled with dense, green foliage and trees, partially obscured by a thick layer of fog or mist. The overall atmosphere is mysterious and serene.

IT'S  
TIME  
TO  
STOP

DEVS SHOULD

KNOW THE BUSINESS

LEARN THE DOMAIN

RELATE TO CUSTOMERS

LOVE USERS

BUILD  
TOOLS  
**FOR**  
SOMETHING

(NOT JUST BECAUSE)

TAKE  
MY  
ADVICE?

I CAN'T BECAUSE

MY DEVS DON'T CARE

THEY'RE TOO BUSY

MY DOMAIN IS TOO HARD

AND SO ON...

**“FUN,” NOT “HARD”**

DIGITAL PHOTOGRAPHY  
HOME BREWING  
MOUNTAIN CLIMBING  
ARDUINO

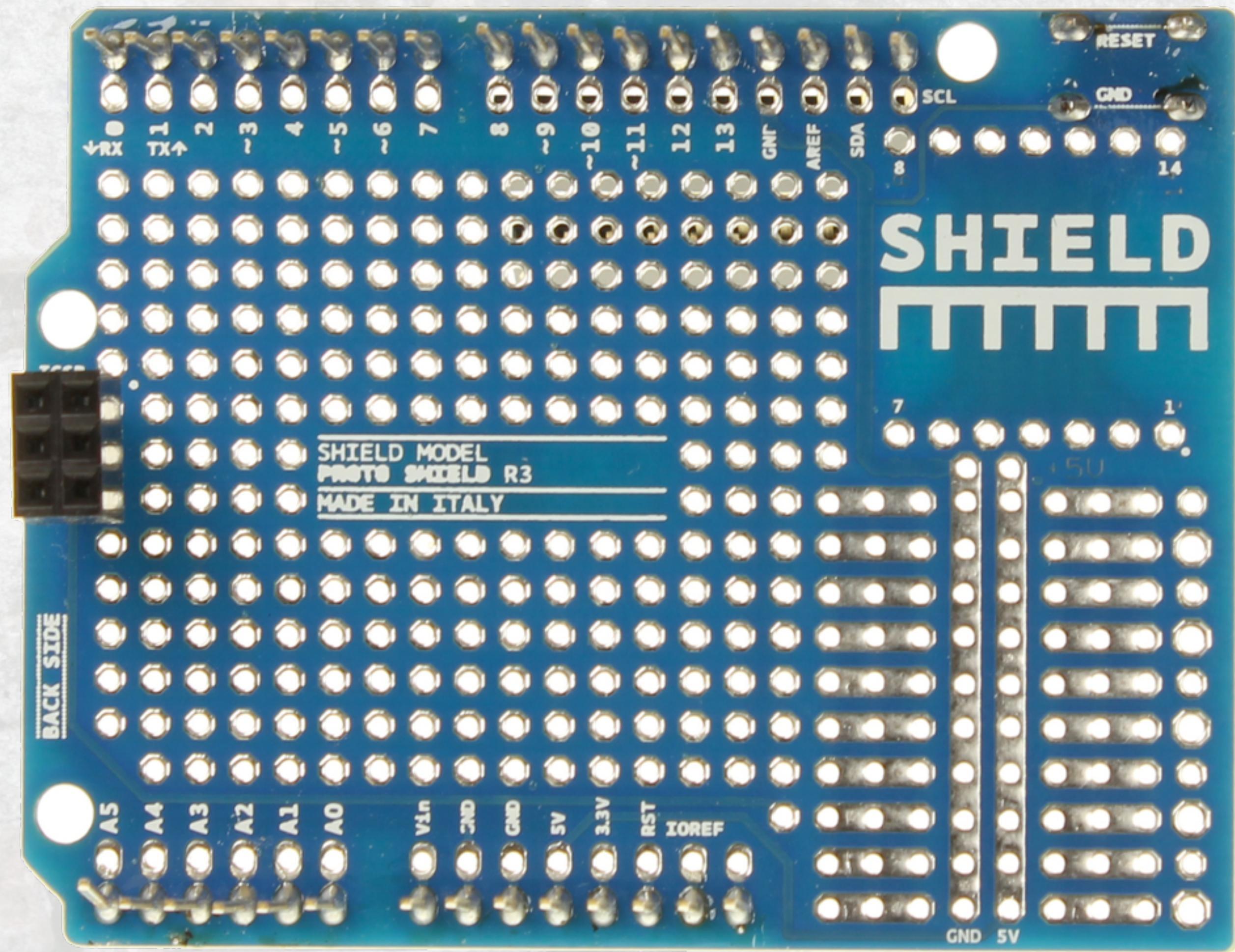


THEY ARE  
ENERGIZED

THEY  
DON'T  
HAVE  
TO BE  
TOLD

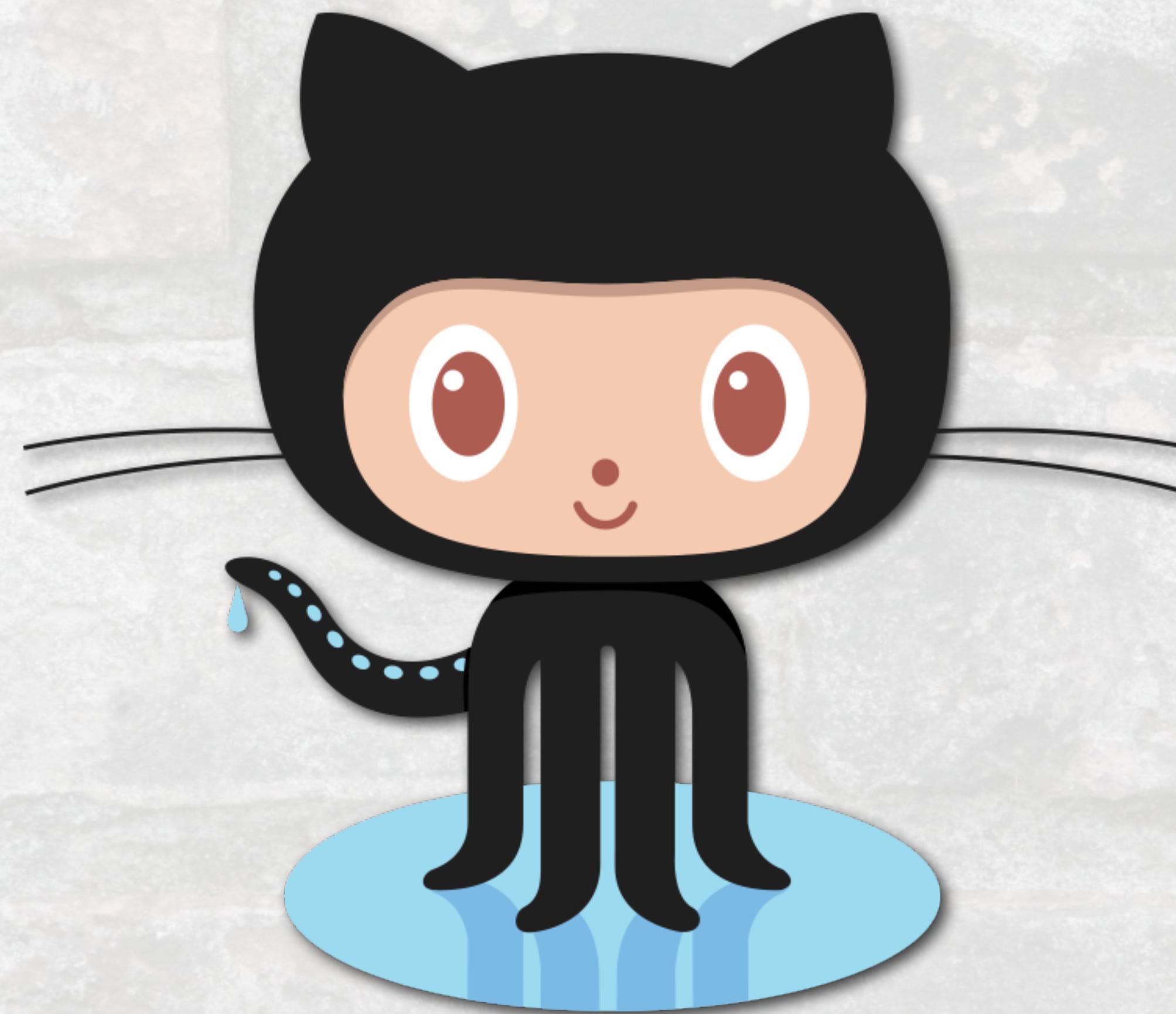
THEY  
WANT  
MASTERY

THEY  
DON'T  
COMPLAIN









Daniel H. Pink  
author of The New York Times bestseller  
*A Whole New Mind*

# DRIVE

The Surprising Truth  
About What Motivates Us

CREATIVE  
PEOPLE

# THREE FACTORS

AUTONOMY  
MASTERY  
PURPOSE

# AUTONOMY

WITH WHOM I WORK  
WHAT I WORK ON  
How I WORK



**MASTERY**

MASTERY

WE  
SEEK  
BEAUTY

MASTERY

EVEN  
INTERNAL  
TOOLS

# MASTERY

BUILDING  
**GARBAGE**  
REQUIRES  
**THREATS**



**PURPOSE**

# PURPOSE

*everybody wants to*  
**CHANGE  
THE  
WORLD**

# PURPOSE

(AT LEAST  
MAKE!  
MONEY!)



# TRANSCENDENCE



# OBJECTIONS

You  
GUYS MAKE  
DEV  
TOOLS

**YOU  
ARE THE  
TOP 1%**

WHAT  
DO WE DO  
WITH  
ALL THOSE  
PRODUCT,  
OWNERS?

*"The 'PO doth protest too  
much, methinks."*

HAMLET, ACT 2, SCENE II (PARAPHRASE)

I DON'T  
WANT  
THIS

OBSOLETE

# TESTS, C. 2000

DEVS DON'T WRITE THEM

TOO EXPENSIVE!

WE HAVE QA PEOPLE FOR THAT

# OPS, C. 2005

DEVS CAN'T DO OPS  
(WE HAVE SYSADMINS FOR THAT)

ADMINS DON'T CODE  
(WE HAVE DEVS FOR THAT)

# AMAZING ENGINEERING PRACTICES

WHAT  
SHOULD  
WE  
BUILD?



FULLY  
ENGAGED  
HUMAN  
BEINGS

KILL  
THE  
ROLE

# ORGANIZATIONAL CHANGE



# MANAGERS



A black and white photograph of a rocky landscape. In the background, there is a prominent, light-colored rock formation with various ledges and textures. The foreground consists of smaller, darker rocks and some sparse vegetation.

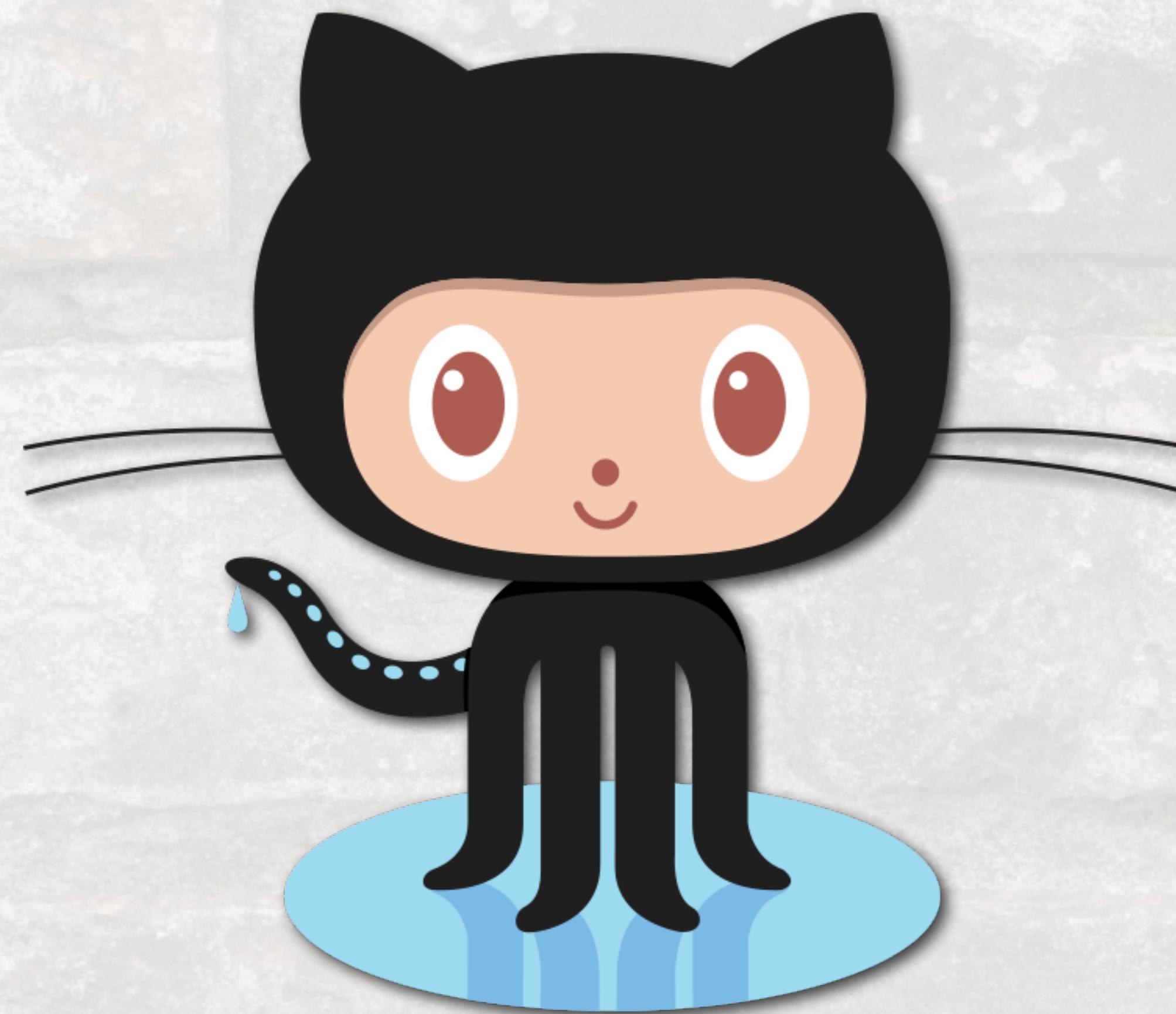
VACATION DAYS



**BUTTS IN SEATS**

**SELL-THEN-BUILD**

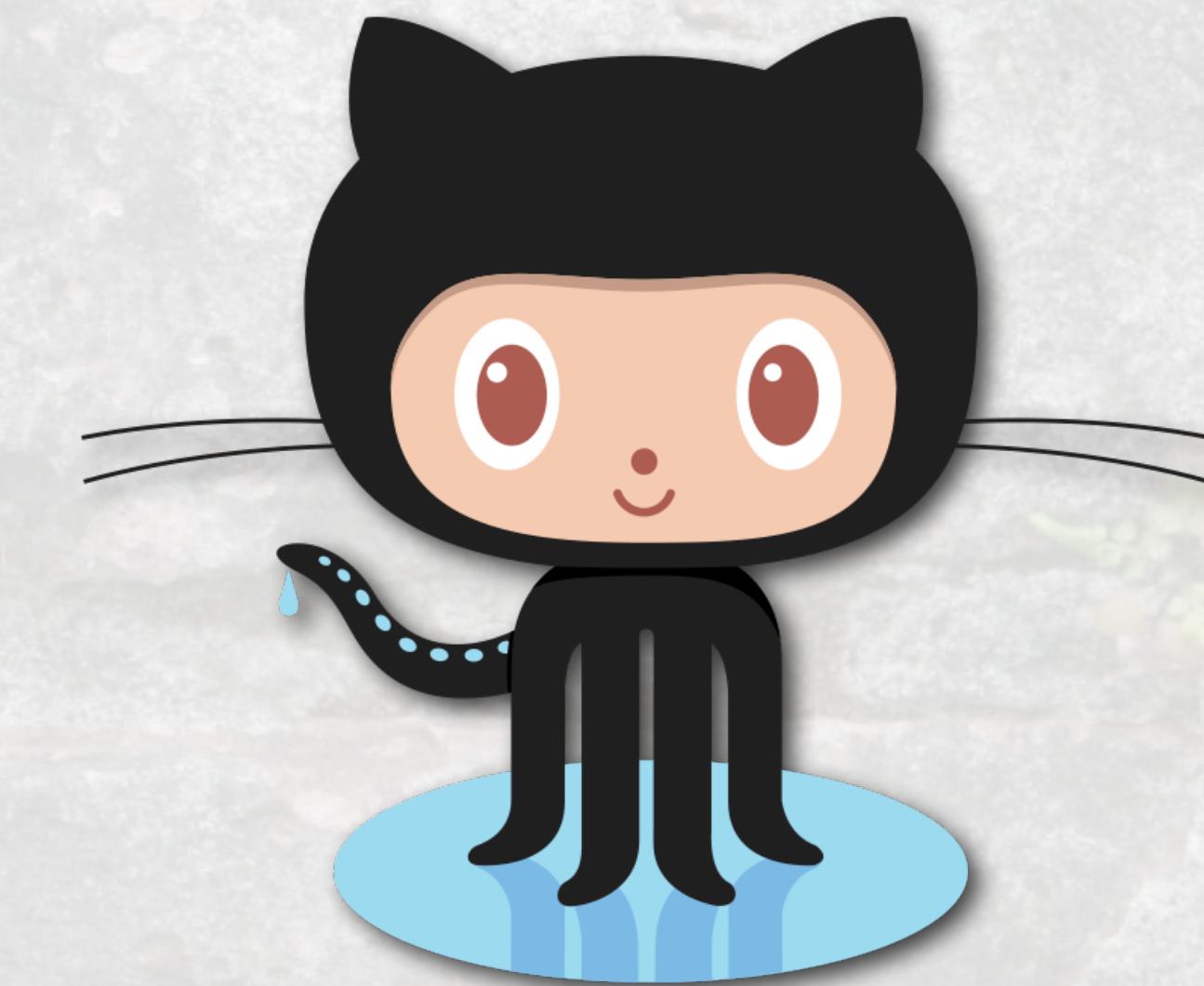
GET  
OUT of  
THEIR  
WAY





IOX  
DEVELOPERS

THANK  
YOU



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