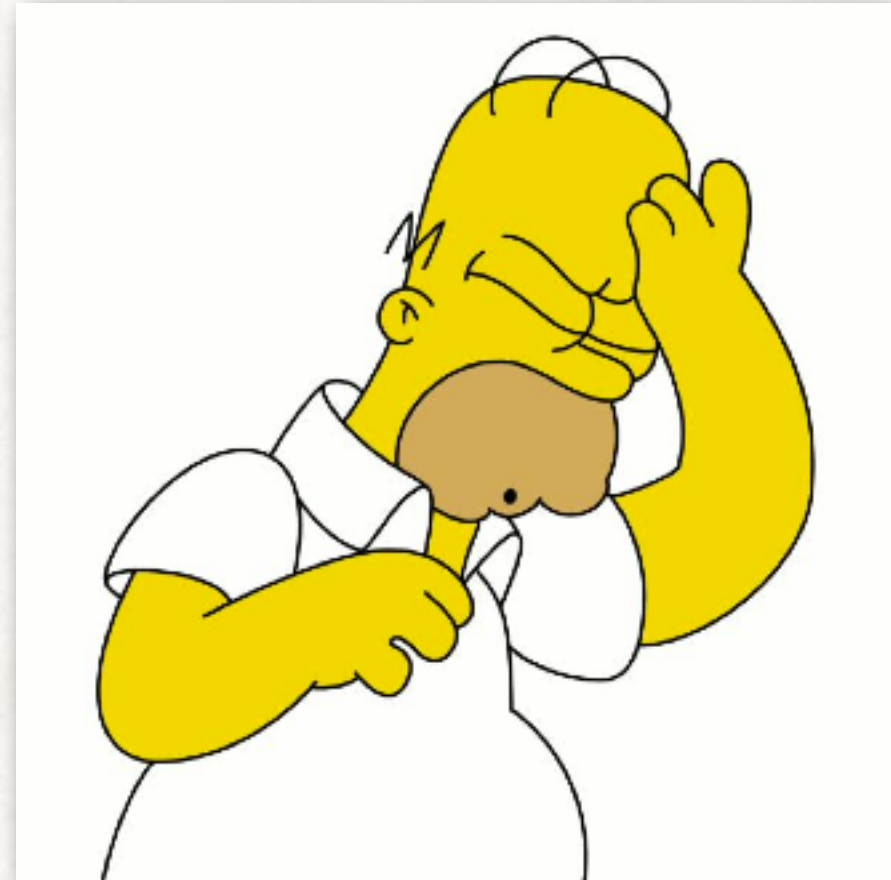


# WHY DO COMPANIES ENCOURAGE RDD?

- It's easier
- To be competitive in job market
- To retain engineers
- Any other reasons?



## HOW COMPANIES CAN ACHIEVE THE SAME WITHOUT ENCOURAGING RDD?

- Hire problem solvers
- Create working culture around solving business problems, not personal or technical problems
- Stop caring about attracting RDD engineers and competing with RDD companies
- Introduce innovation into working process.  
Innovation that really works, not only on paper.
- Be open to feedback from outside world.  
If interviewee or new employee says something is strange, use this as a red flag.  
Don't rush to execute this person.
- Any other ideas?