

Warning/Guarantee:

This is a keynote. It is pretty abstract, and there are lots of slides. Lots. Just look at all of them. And very few words. And, because it's a keynote, it won't make much sense without me (the speaker) standing in front of it (and it may not make a whole lot of sense even then).

So, if you are reading this because you want to get a preview of the keynote, you're just going to be confused. And, it's going to ruin some parts of it that are supposed to be surprising/funny.

If you want a real preview of the keynote, sit and think for a hour or so about what's the most screwed up thing in your organization, and then it will magically appear in the keynote when you least expect it.

Hope you enjoy it.

Neal

On the Lam from the Furniture Police

NEAL FORD software architect / meme wrangler

ThoughtWorks

nford@thoughtworks.com
3003 Summit Boulevard, Atlanta, GA 30319
www.nealford.com
www.thoughtworks.com
memeagora.blogspot.com

memeagora.blogspot.com
www.nealford.com

did you think *Office
Space* was a documentary?

is what you're doing in
the shower hurting your
productivity?

how can taking your
pants off make you more
productive?

/THEORY/IN/ PRACTICE

The Productive Programmer

O'REILLY®

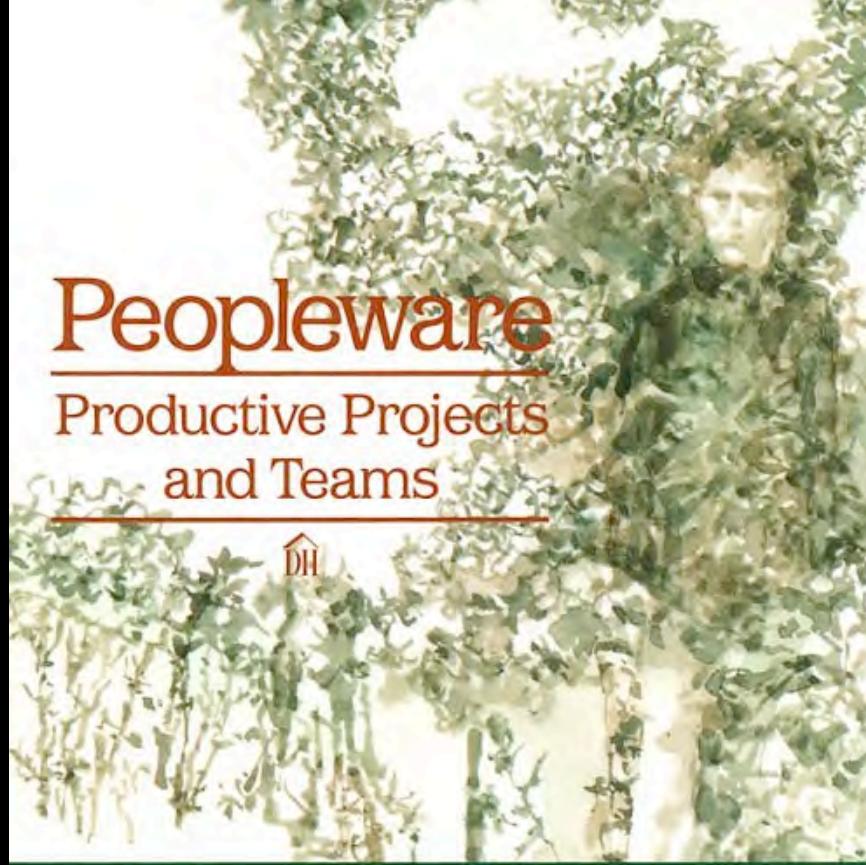
Neal Ford

O'REILLY®

Neal Ford

on the Lam?

furniture police?



Peopleware

Productive Projects
and Teams

DH

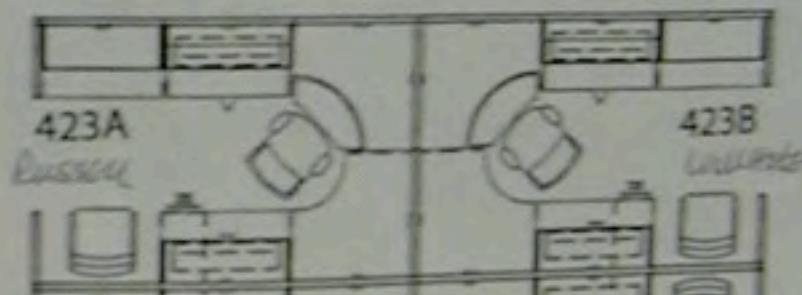
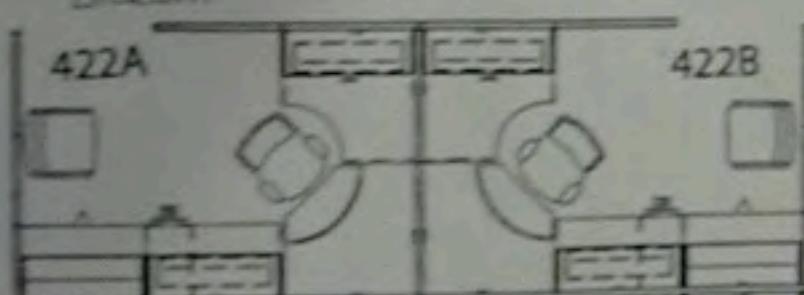
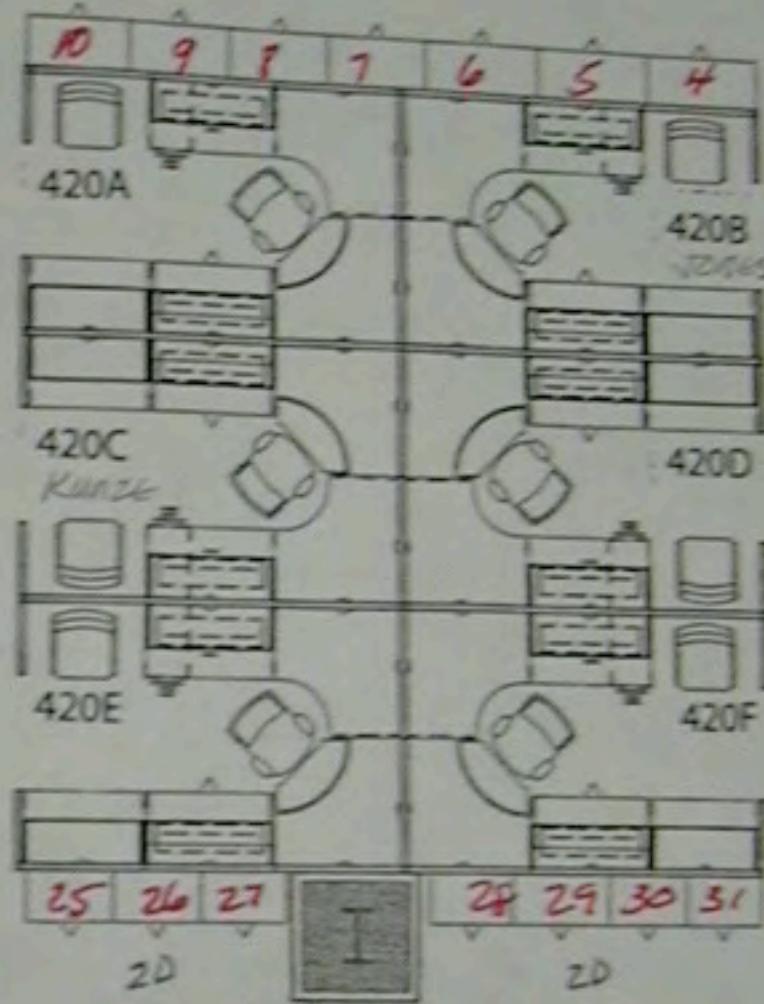
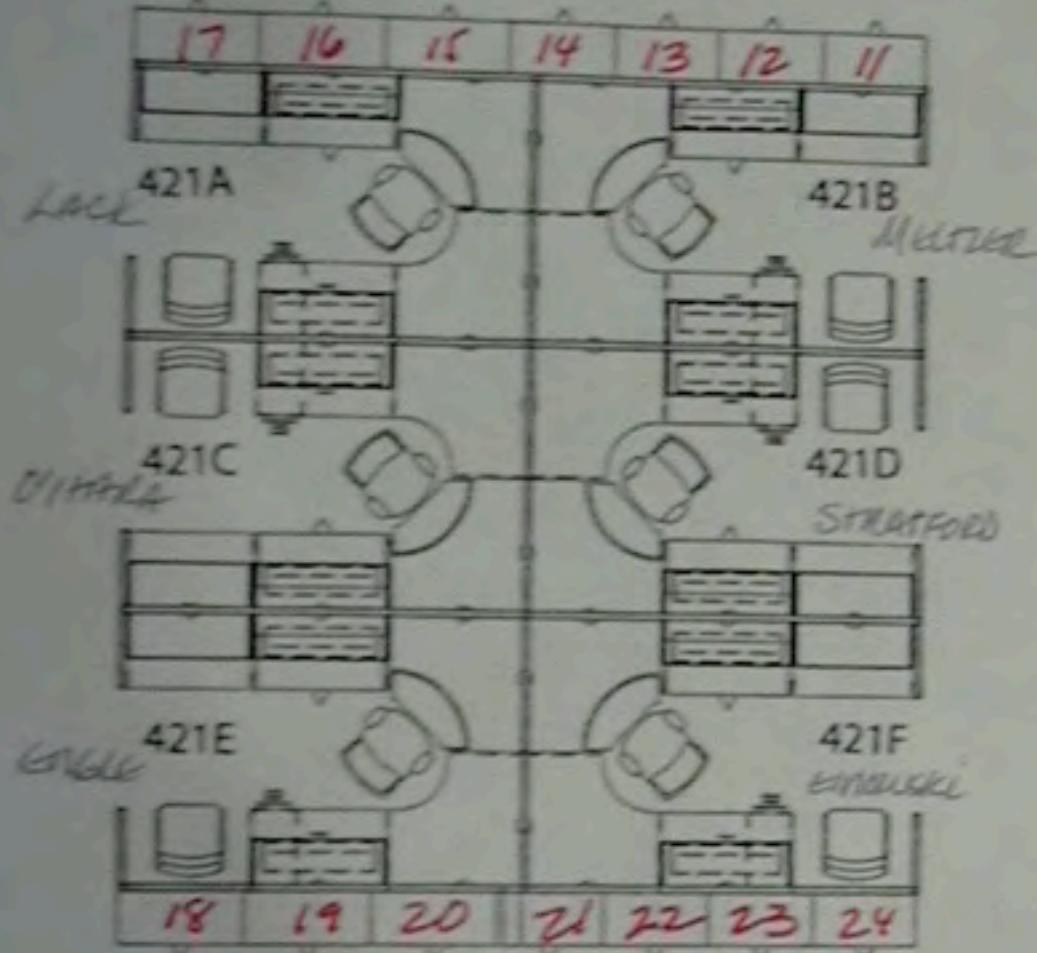
Second Edition Featuring Eight All-New Chapters

Tom DeMarco

&
Timothy Lister

L **T** **i** **m** **o** **t** **h** **y** **l** **i** **s** **t** **e** **r**





$$P_r = P_t \int \frac{\lambda^2 g_t g_r}{(4\pi)^2 r_1^2 r_2^2} \sigma dV$$

where:

P_r = programmer productivity

P_t = programmer whine factor about everything

g_t = gross salary per hour of underpaid staff

g_r = gross smell of average programmer

r = radius of how far you have to sit arguing
developers from one another

λ = the one lisp programmer in the office who
really smells funny

dV = delta of office size for worthless
managers to people who actually
get work done

$$f / b = cs$$

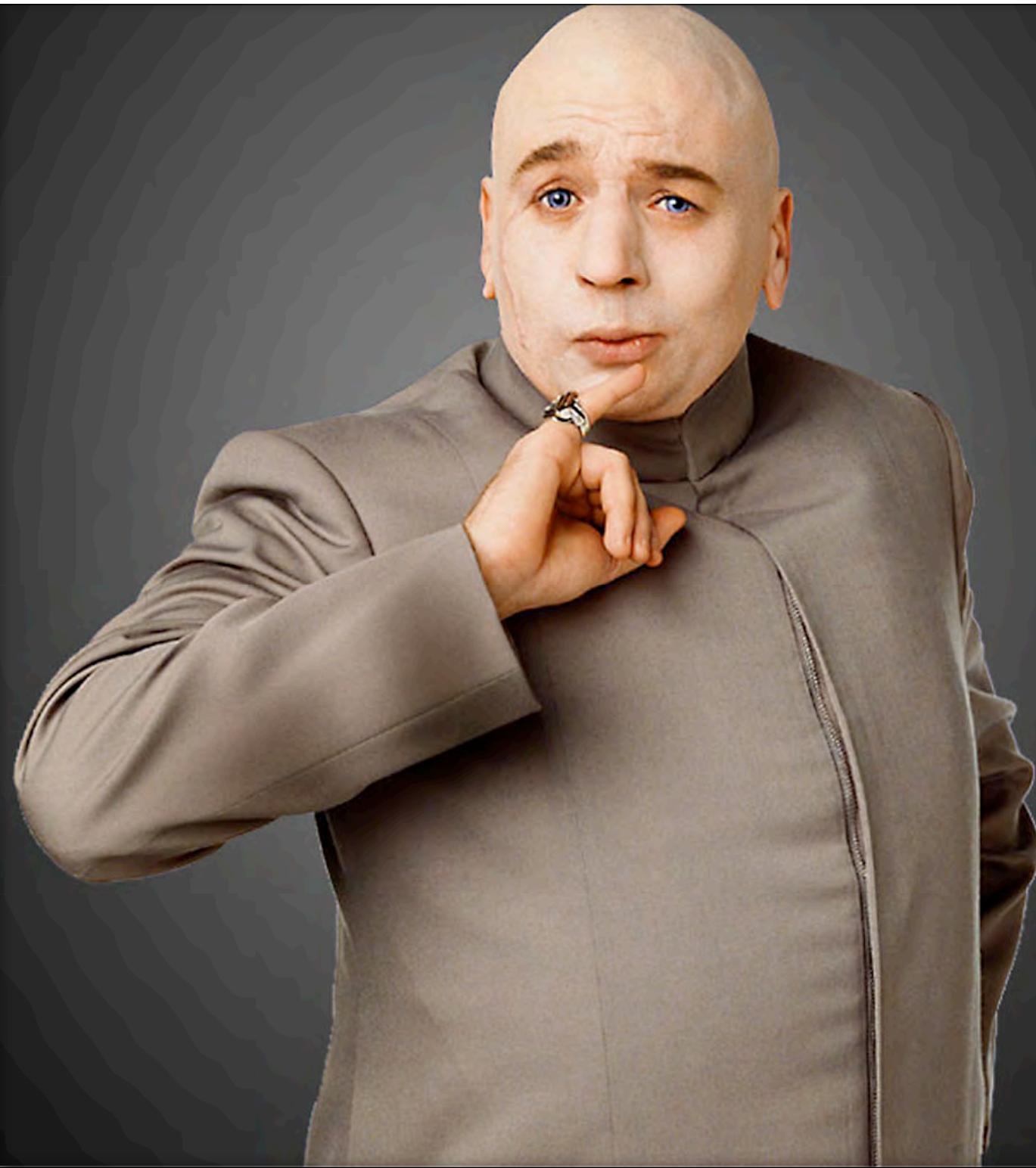
where:

f = # square feet we can afford

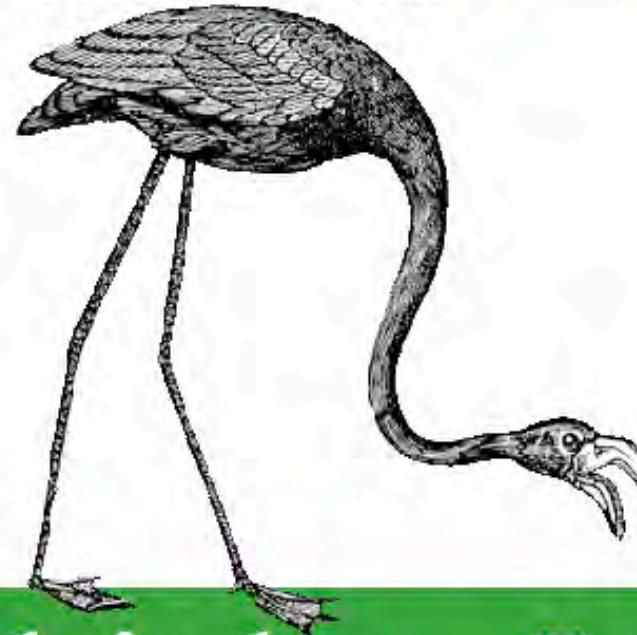
b = psychically crushed workers

cs = # square feet per wabker

why?



More People! Less Space!



Cubicles In Action

Crushing The Spirit Of Knowledge Workers

Furniture Police

Furniture Police

www.furniturepolice.com

SELL YOUR CUBES!

 **2009**
EDITION

OFFICE PLANNING

FOR

A-HOLES

**MAKING THE
WORK
ENVIRONMENT
SUCK LESS**

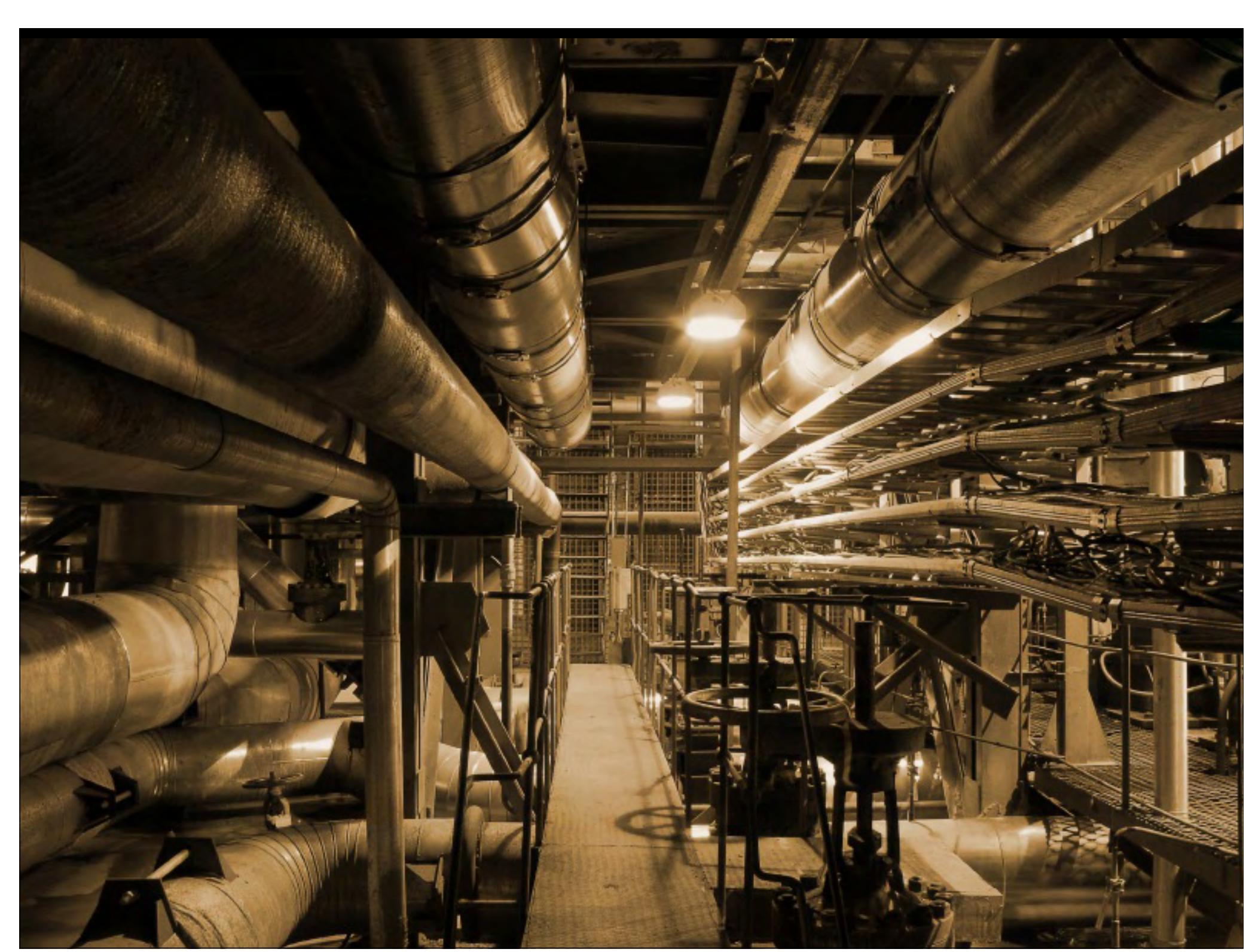
**YOU MEAN PEOPLE
WORK HERE?**

www.txt2pic.com

www.txt2pic.com

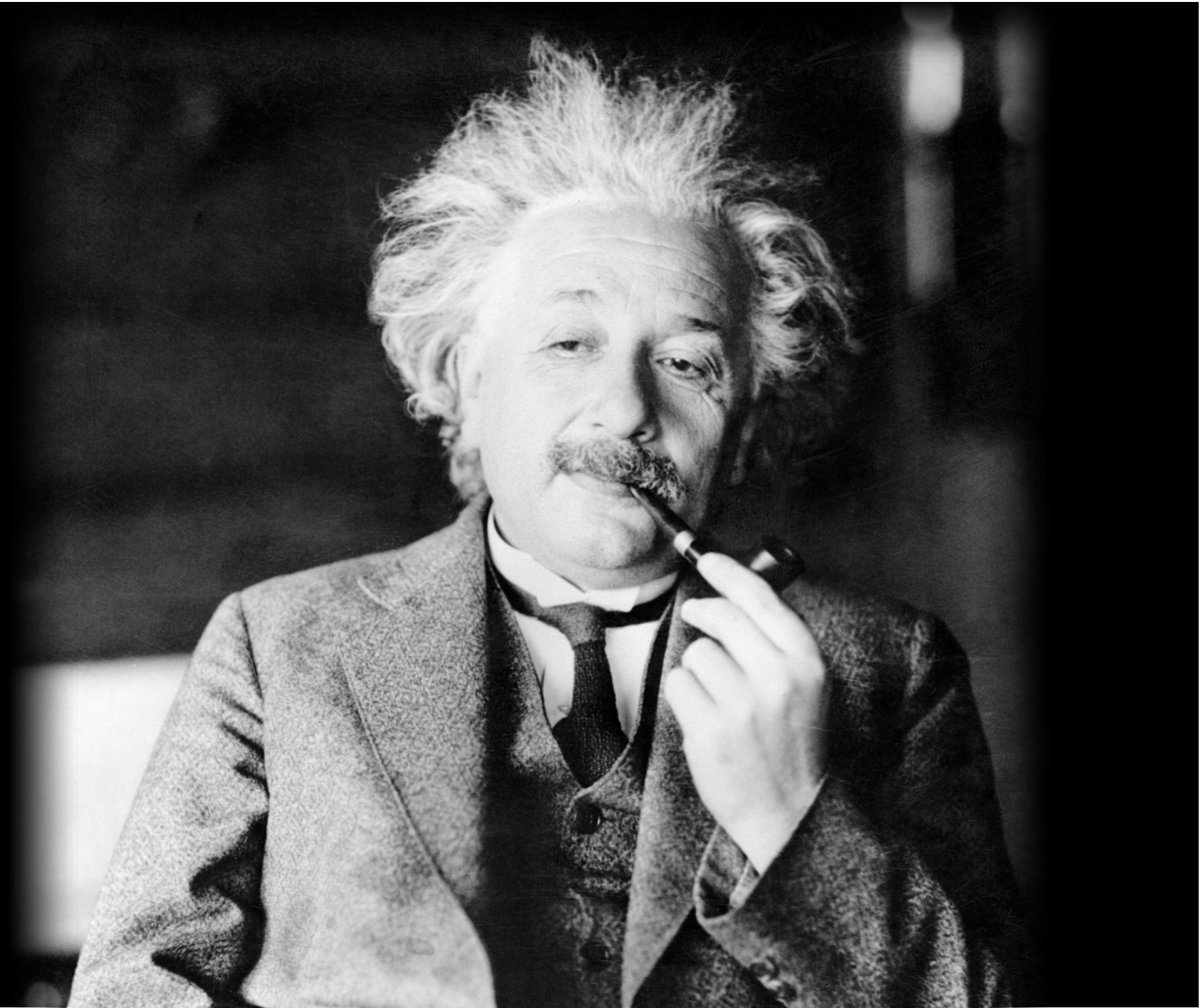






perception





knowledge workers

when you were
hired. . .

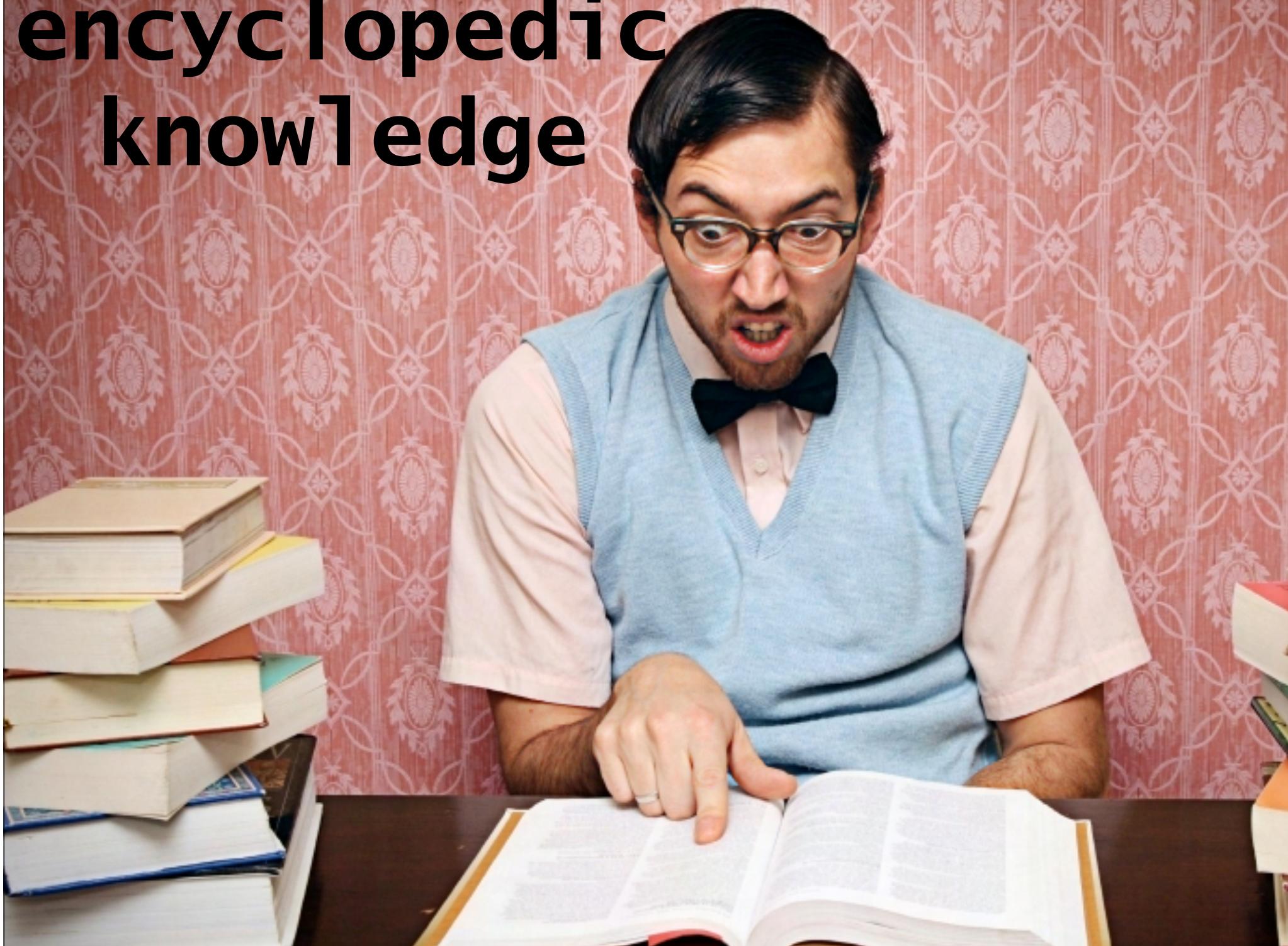
winning personality



A photograph of a man with dark hair, glasses, and a beard, wearing a light blue sweater over a pink shirt and a black bow tie. He is standing in front of a wall with a repeating floral and geometric pattern. To his right, the words "quick wit" are displayed in a large, bold, black sans-serif font.

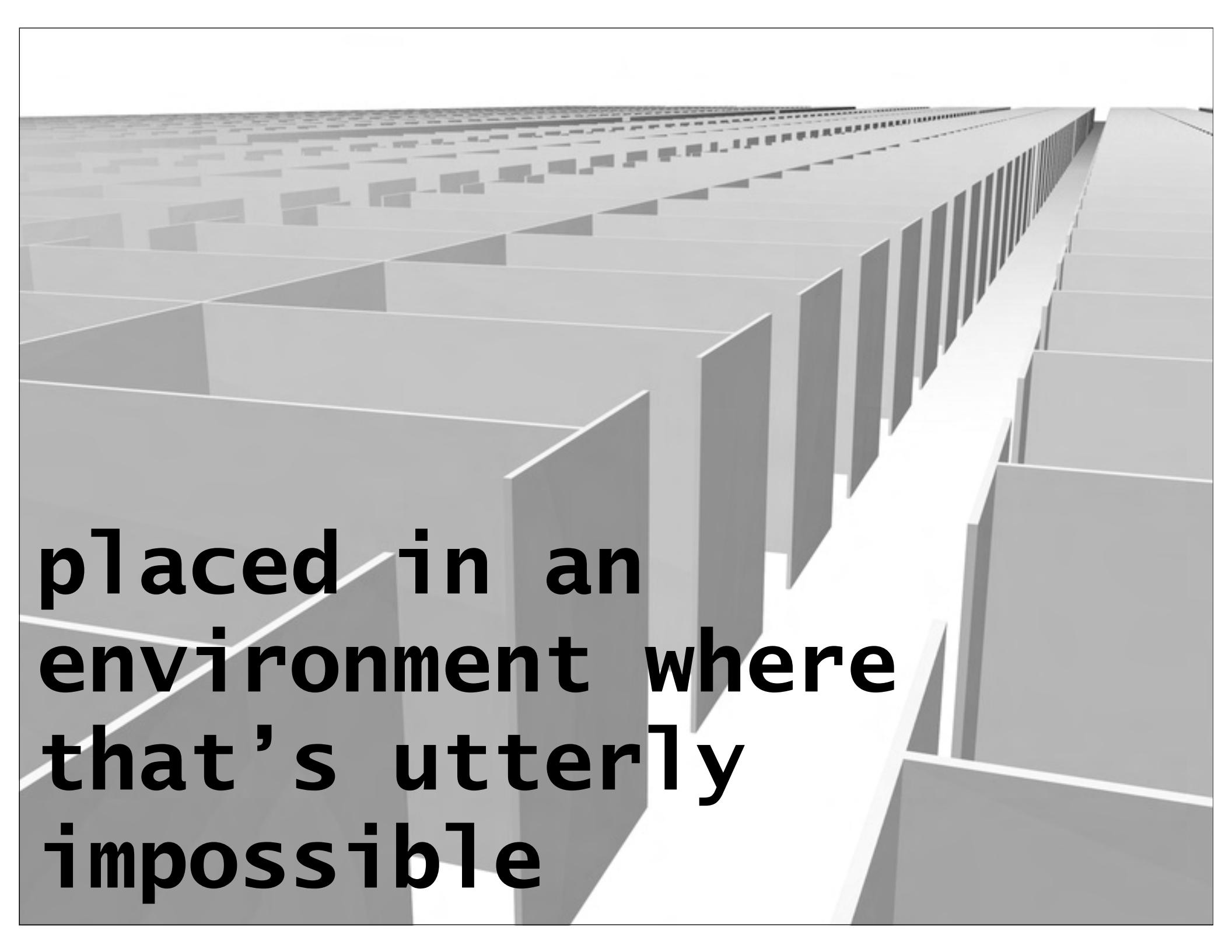
quick wit

encyc1opediC know1edge



ability to
concentrate
for long
periods
of time





**placed in an
environment where
that's utterly
impossible**

A photograph of an office hallway. On the left, there are several cubicles with light-colored walls and dark frames. In the center, a blue office chair is positioned facing away from the camera. Above the chair, a green rectangular sign with white text reads "EXIT 出口". The ceiling is white with a grid of fluorescent lights. The floor is a light-colored carpet.

how can
you stay
productive

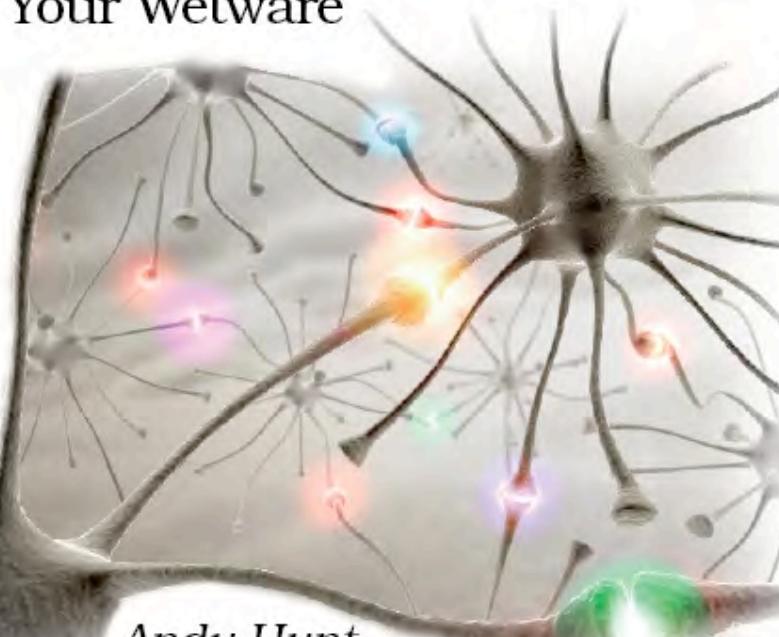
...in a non-
productive
environment?



The
Pragmatic
Programmers

Pragmatic Thinking & Learning

Refactor
Your Wetware



Andy Hunt

Andy Hunt

left brain



right brain

left brain:

spoken language and writing

counting

rational thought and logic

analysis, recognition of details

governing and lawmaking

science

awareness of time

linear thought, "step by step"

left brain



right brain

right brain

body language

ability to visualize, daydreaming

intuition

synthesis, ability to synthesize

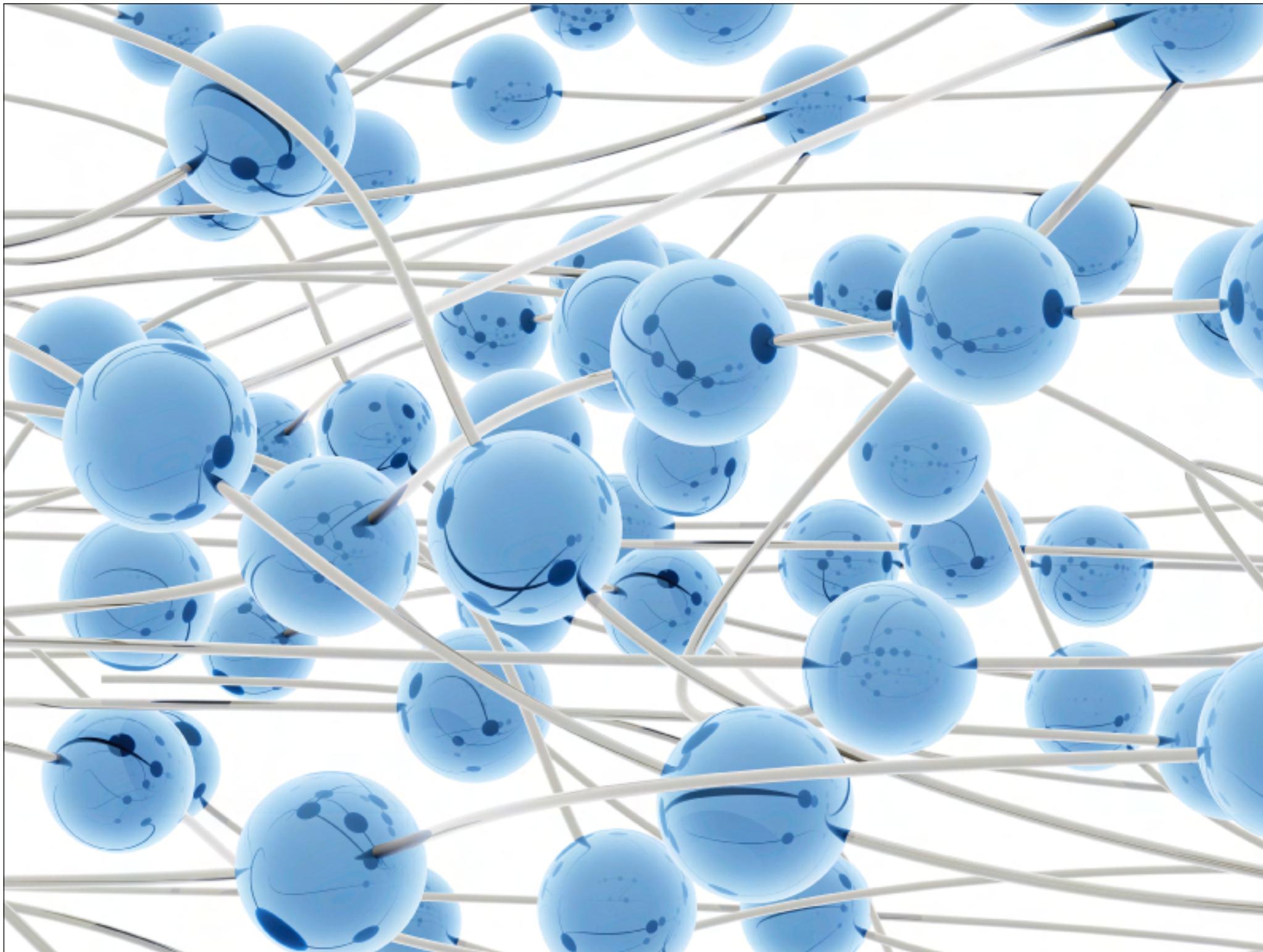
creativity, imagination

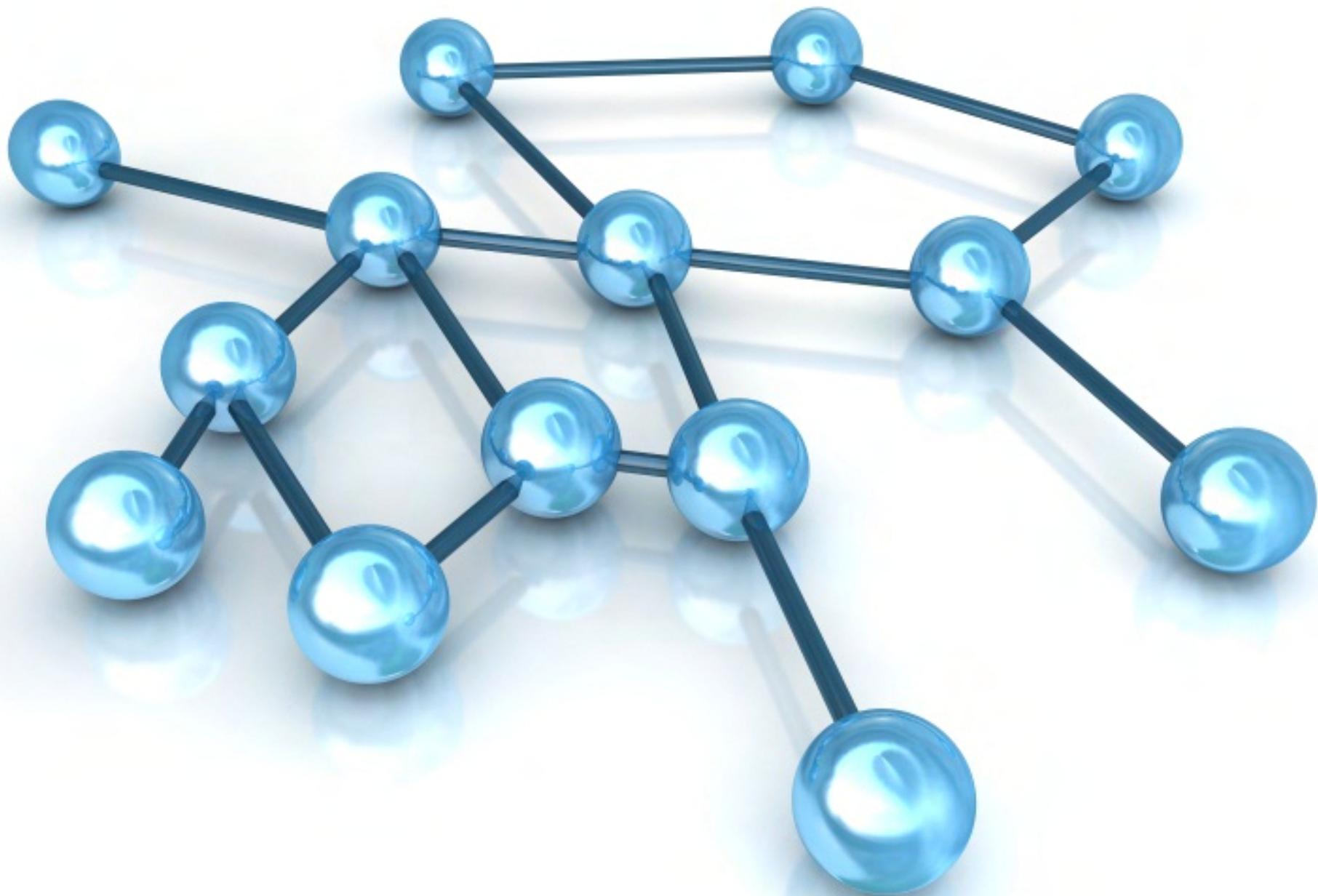
art, music, dance, color, rhythm

spacial awareness

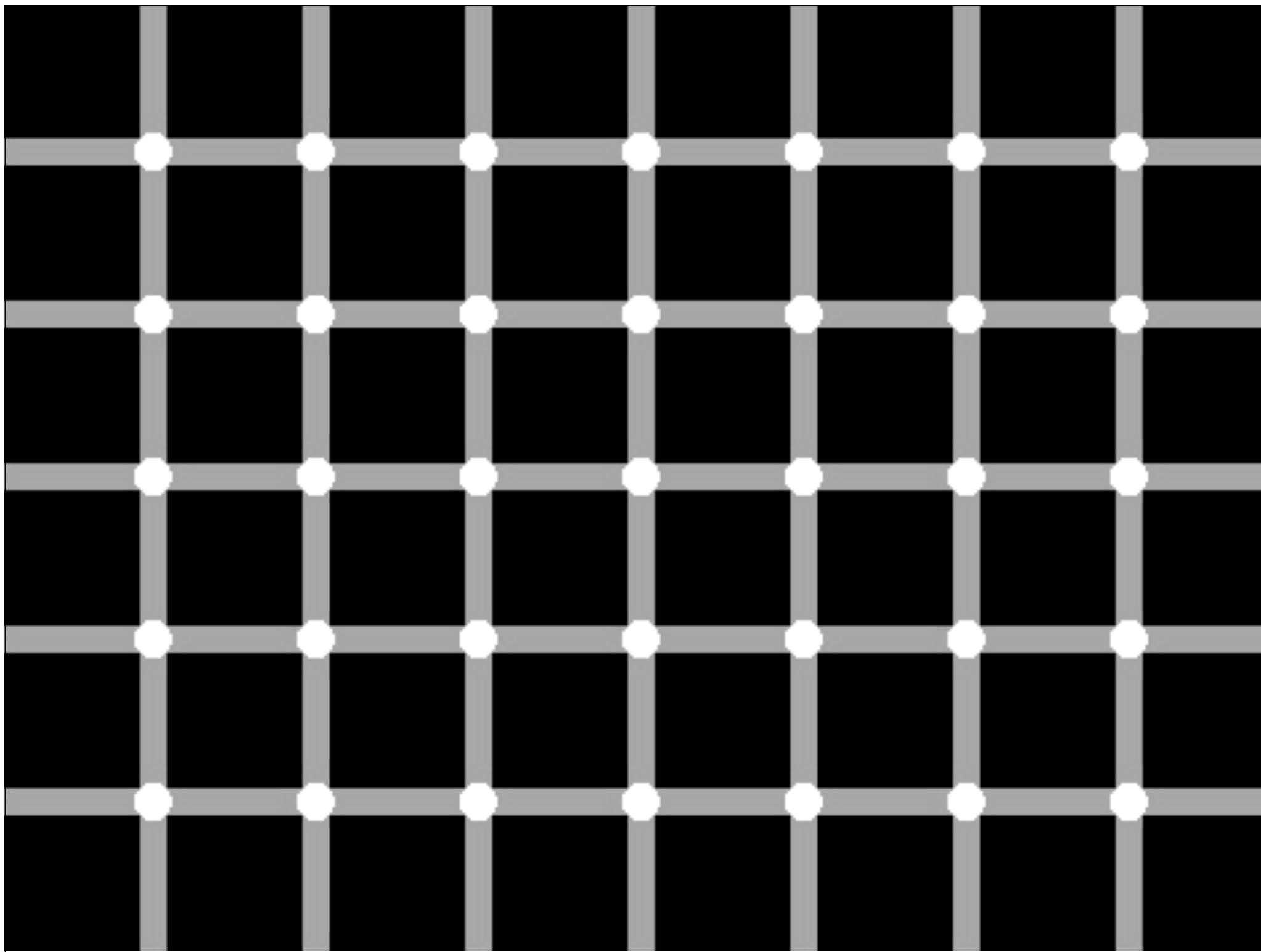
holistic and non-linear thought

YELLOW **BLUE** **ORANGE**
BLACK **RED** **GREEN**
PURPLE **YELLOW** **RED**
ORANGE **GREEN** **BLACK**
BLUE **RED** **PURPLE**
GREEN **BLUE** **ORANGE**





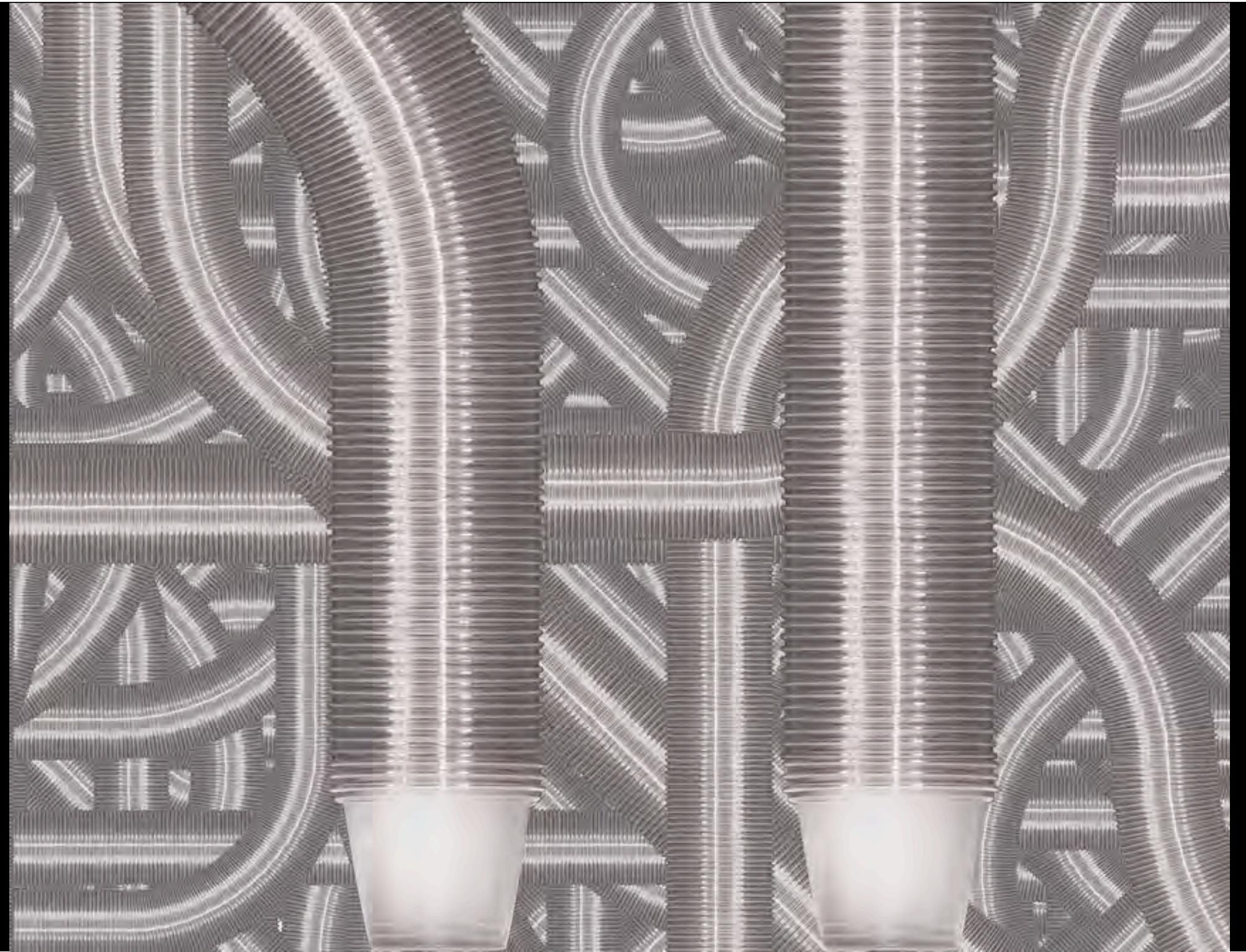


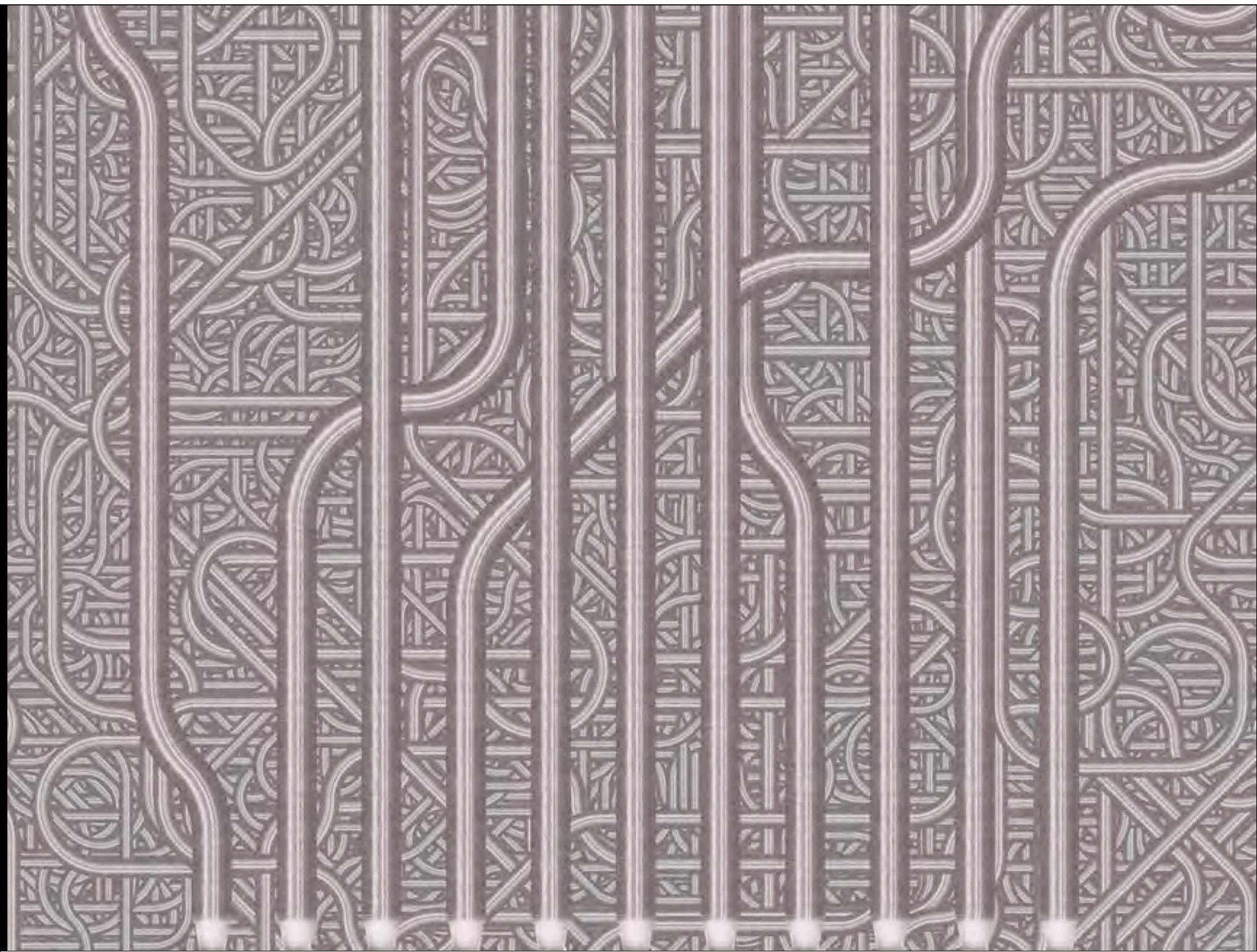


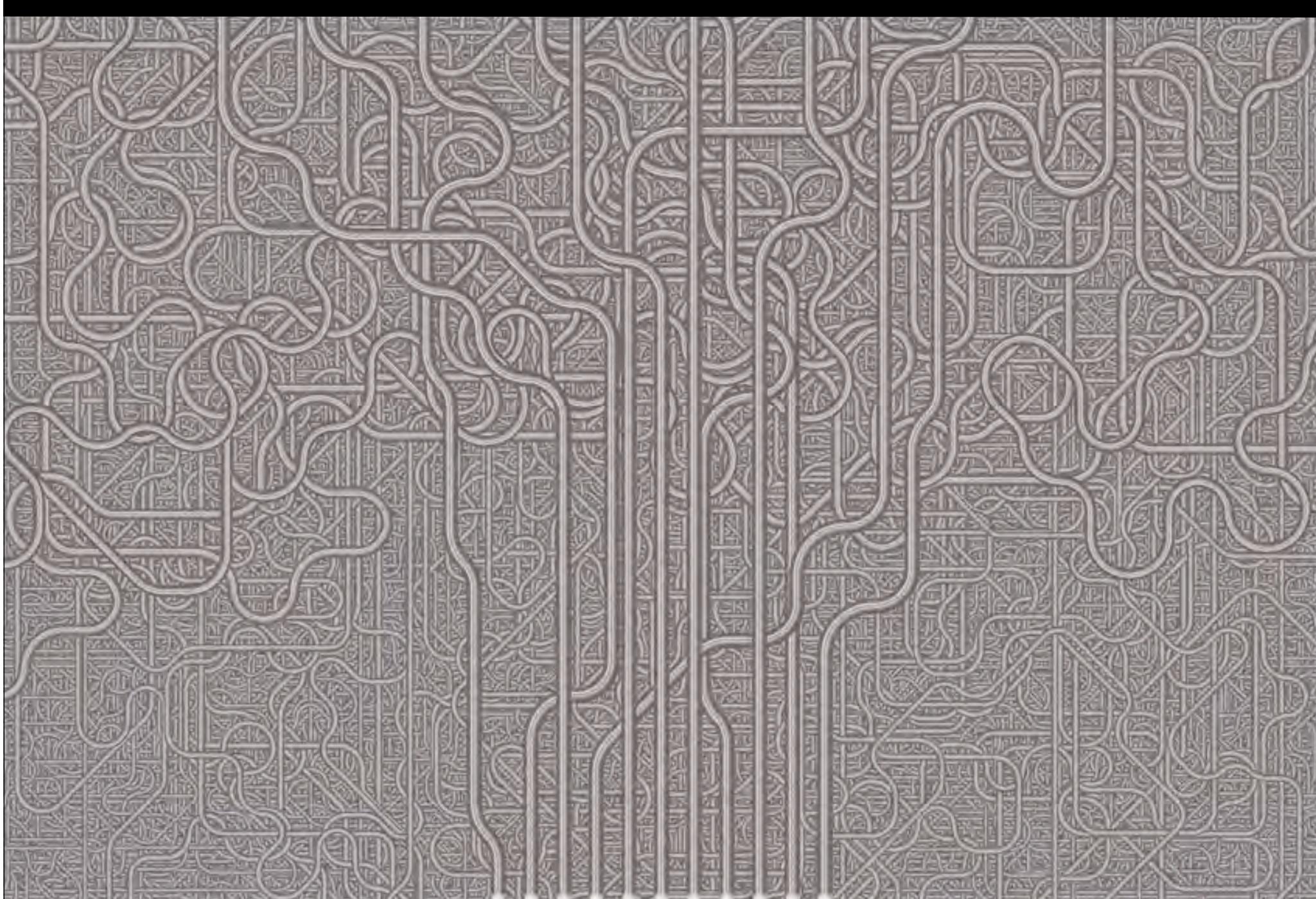


chris
jordon

<http://chrisjordan.com/>















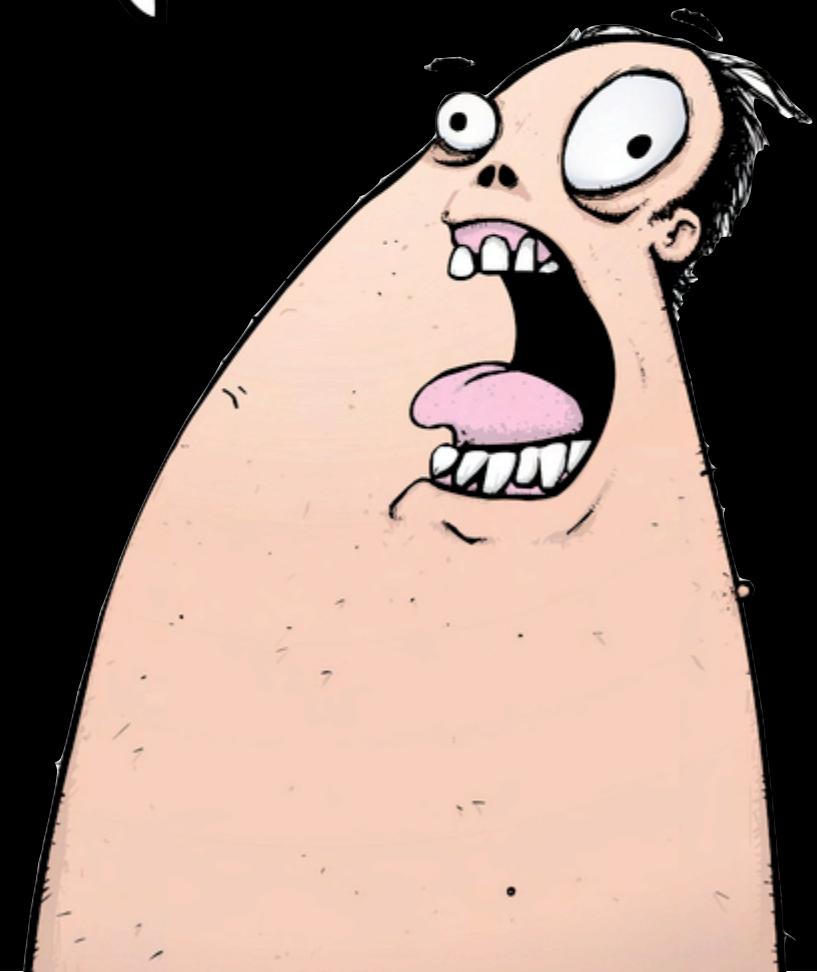


works all the time

silently

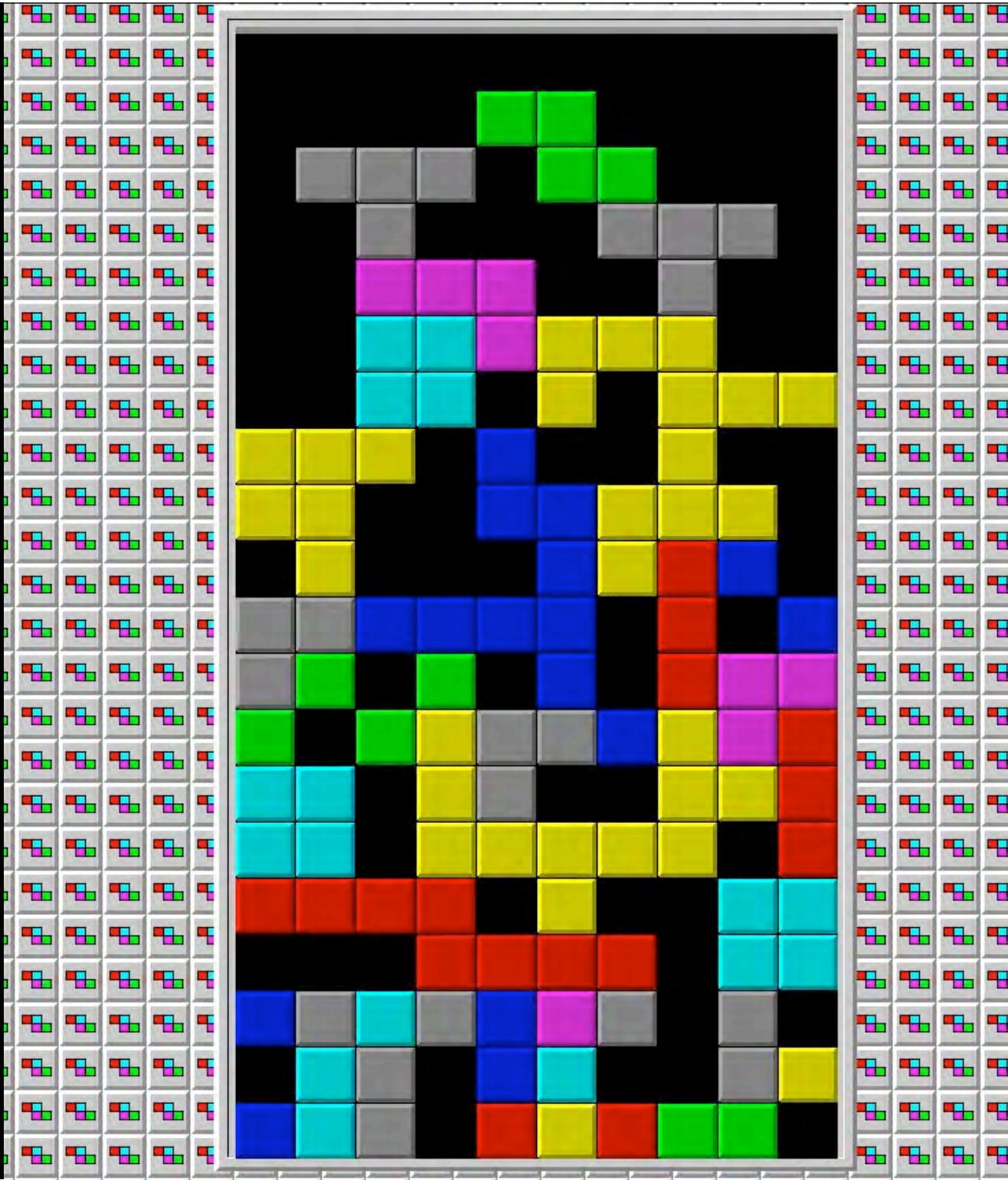
...and I could see the squirrels, and they were married, but then, they switched from the Swingline to the Boston stapler, but I kept my Swingline stapler because it didn't bind up as much, and I kept the staples for the Swingline stapler and it's not okay because if they take my stapler then I'll set the building on fire..

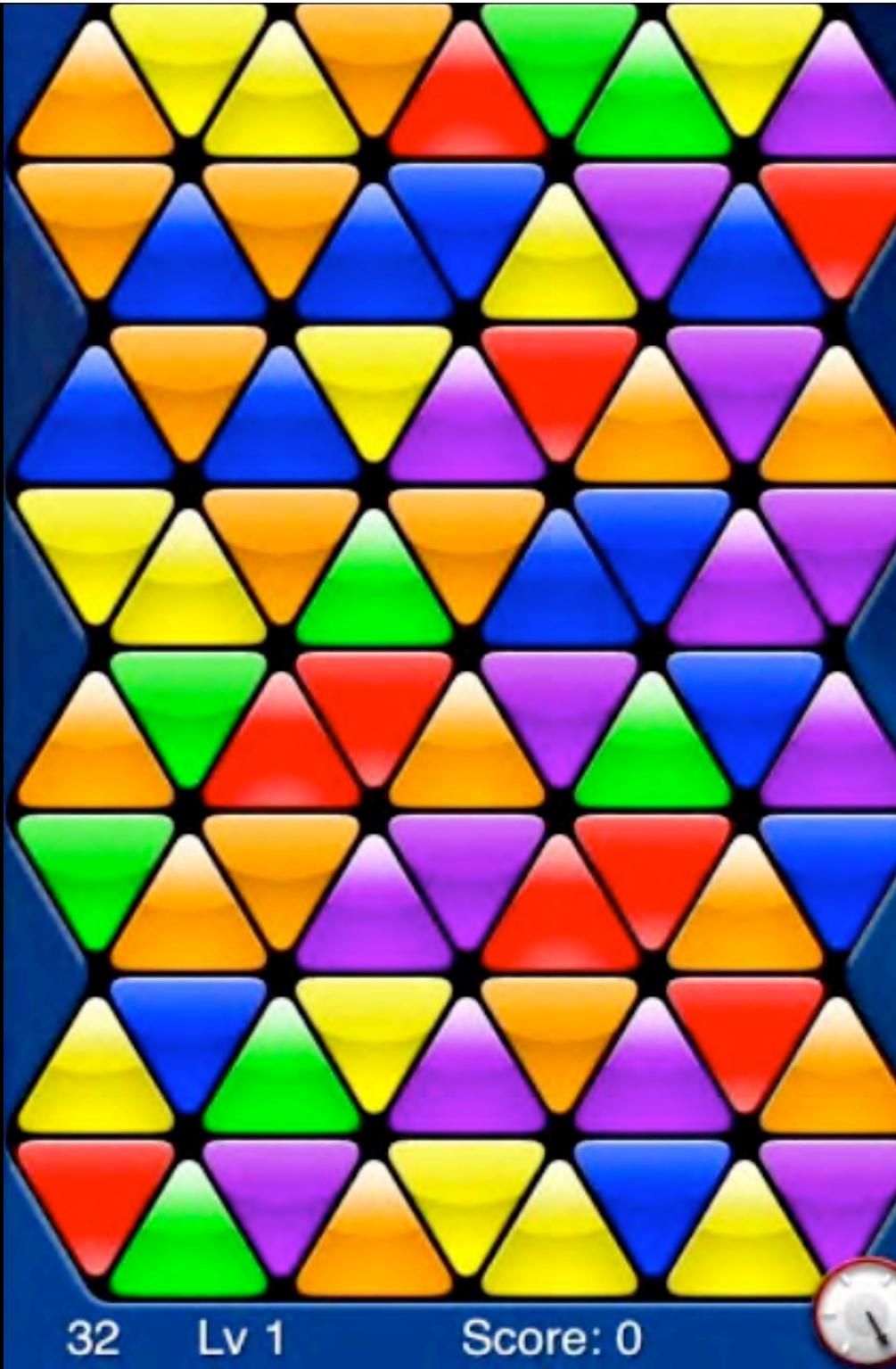
silencing the chatter



simple repetitive
tasks



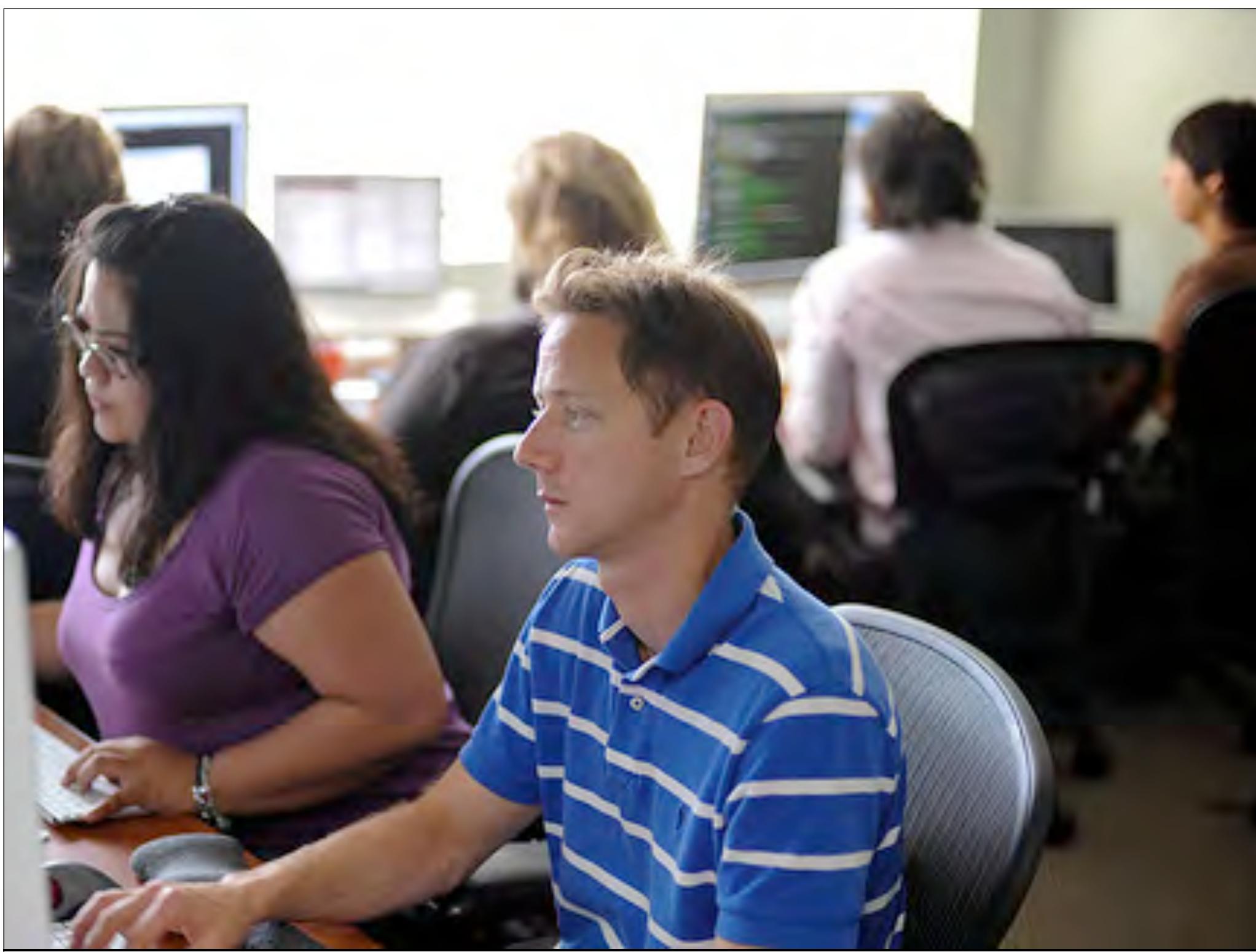












pair programming

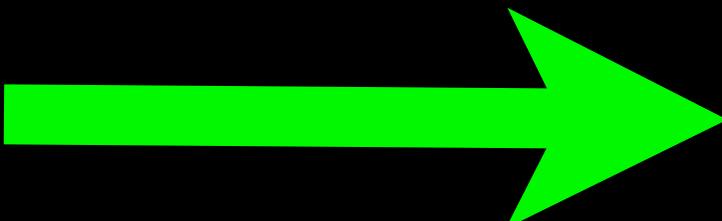
driver

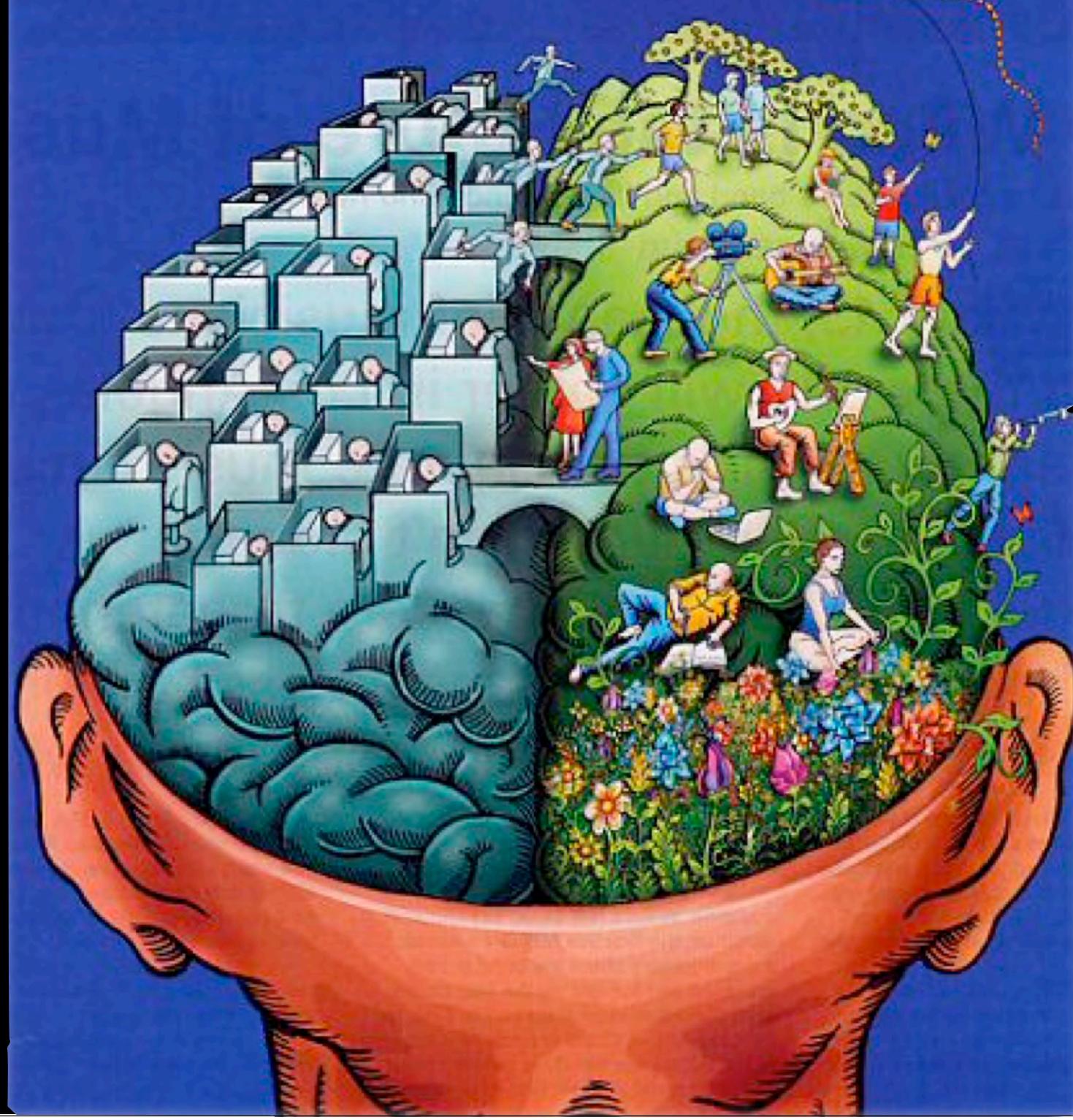
typing
micro-concerns
syntax
formatting
line-by-line
getting the
test to pass



navigator

thinking
macro-concerns
right class?
refactor?
algorithm?
using design
patterns





fleeting



exo-cortex

“trusted system”

p i m

moleskine

MOLESKINE®

The legendary notebook of Hemingway,
Picasso, Chatwin.



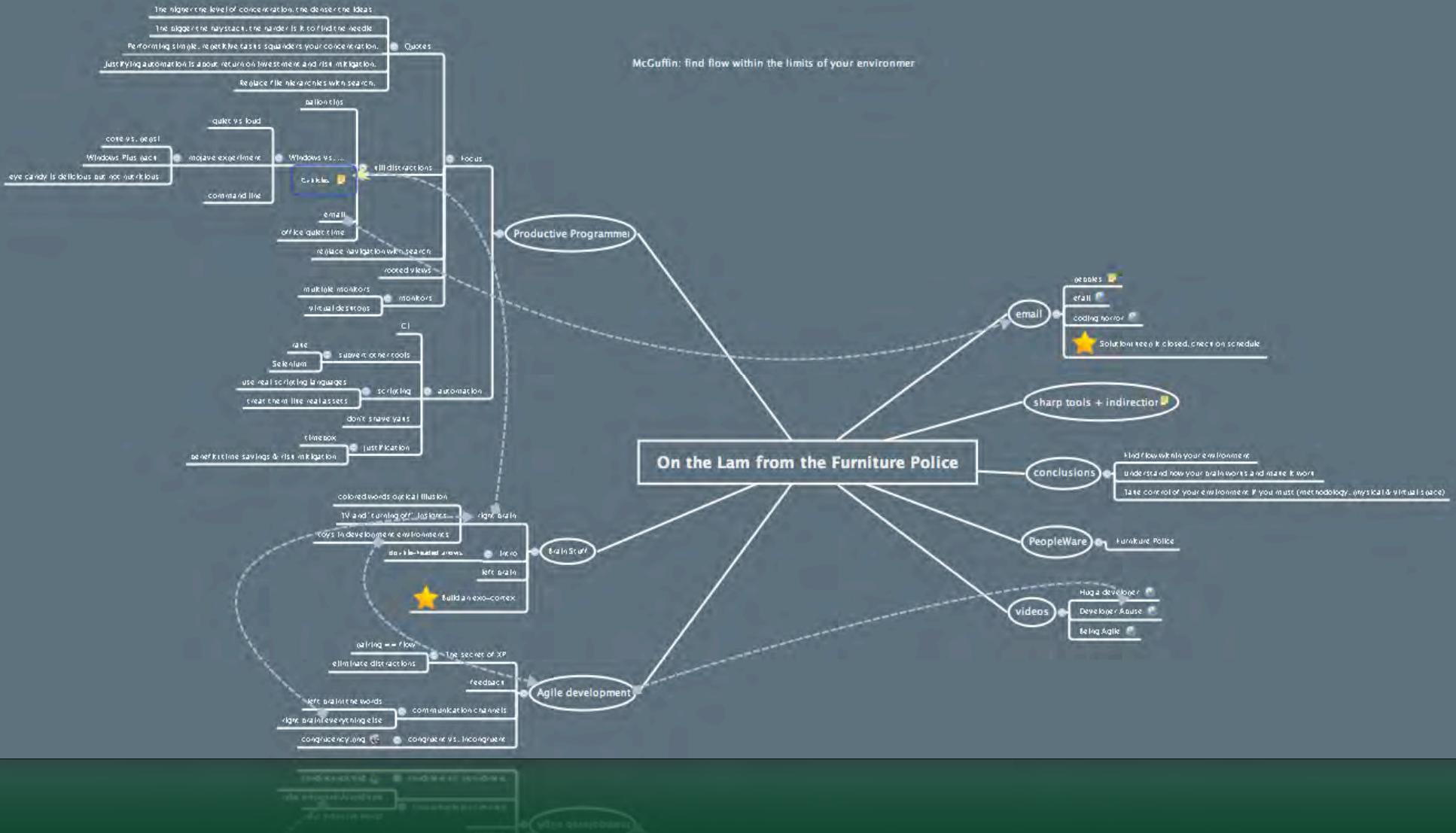
Plain Notebook

192 plain pages, 3 $\frac{1}{2}$ x 5 $\frac{1}{2}$, acid-free paper,
expandable inner pocket.

mind-maps

McGuffin: Find flow within the limits of your environment

On the Lam from the Furniture Police



personal brain





personal
productivity

/THEORY/IN/ PRACTICE

The Productive Programmer

O'REILLY®

Neal Ford

O'REILLY®

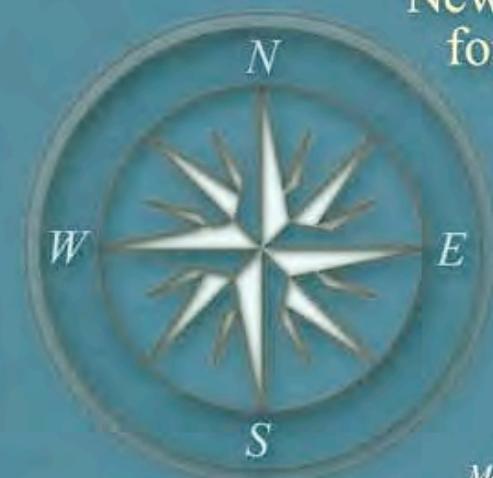
Neal Ford

focus



THE HUMANE INTERFACE

New Directions
for Designing
Interactive
Systems



Jef Raskin

The creator of the Macintosh goes beyond today's graphic user interfaces to show how the Web, computers, and information appliances can be made easier to learn and use.

Jef Raskin

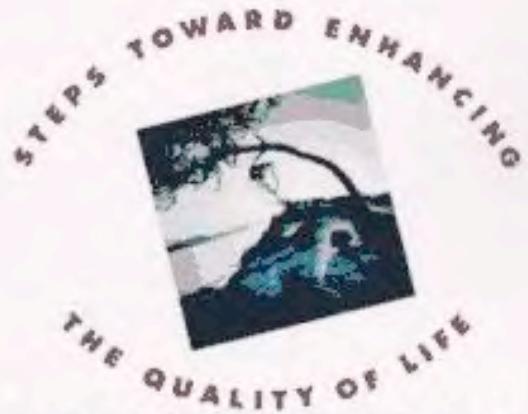
Author of *The Computer Game*
and *Information Appliances*

locus of attention

NATIONAL BESTSELLER

FLOW

THE PSYCHOLOGY OF
OPTIMAL EXPERIENCE



MIHALY CSIKSZENTMIHALYI

"Flow couldn't come at a better time for us. An inspiring, worthwhile read."

—Chicago Sun-Times

—Sports Illustrated

"Flow couldn't come at a better time for us. An inspiring, worthwhile read."

MIHALY CSIKSZENTMIHALYI

time disappears

tunnel vision

“in the zone”

total concentration

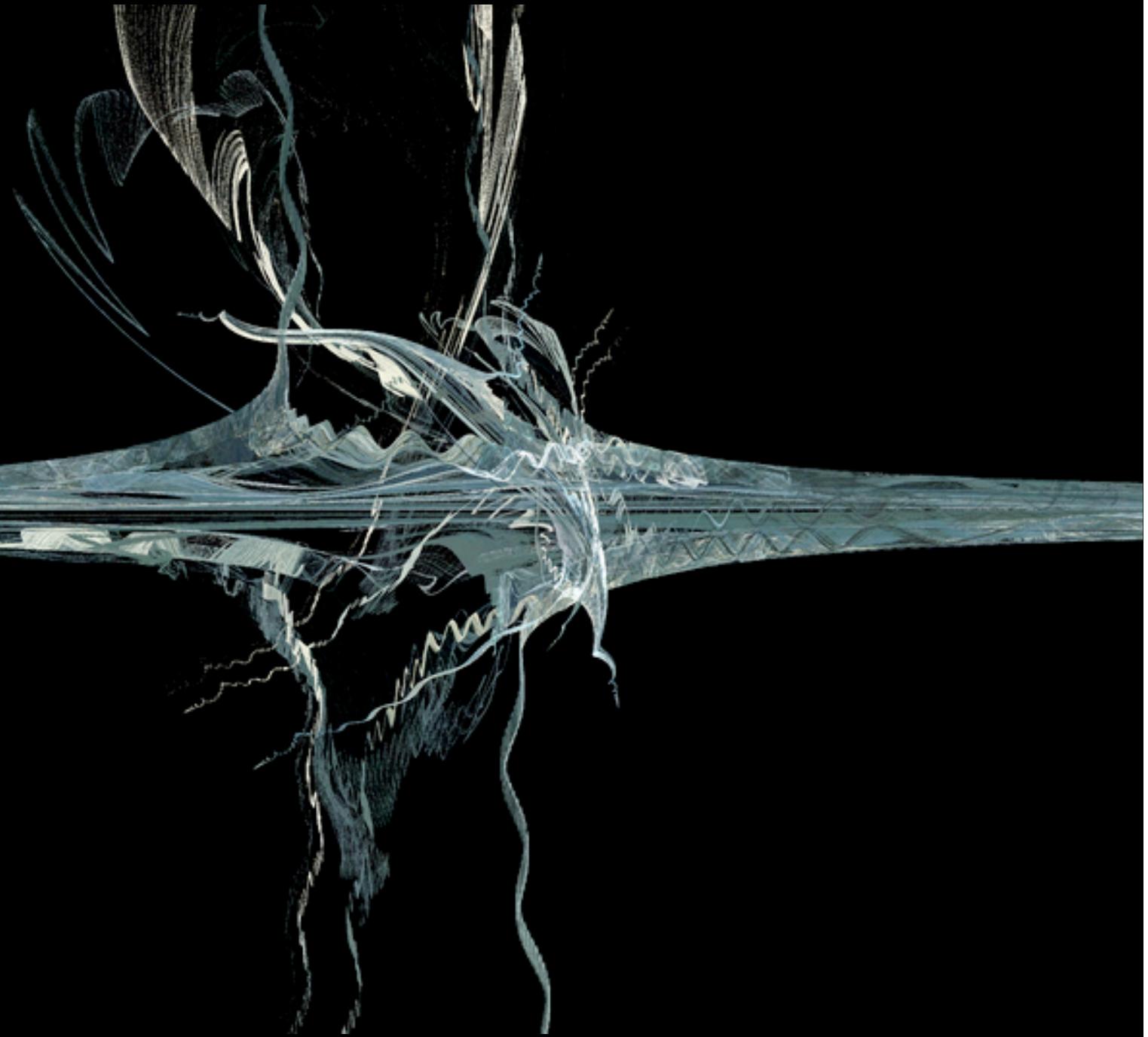
insanely productive

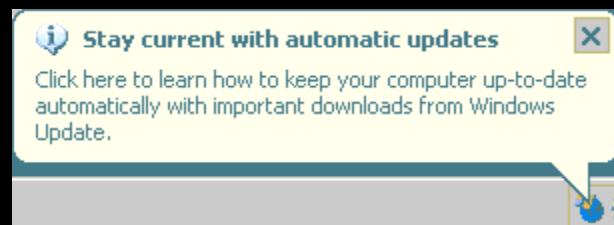
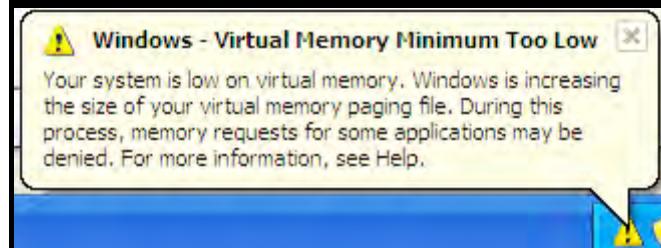
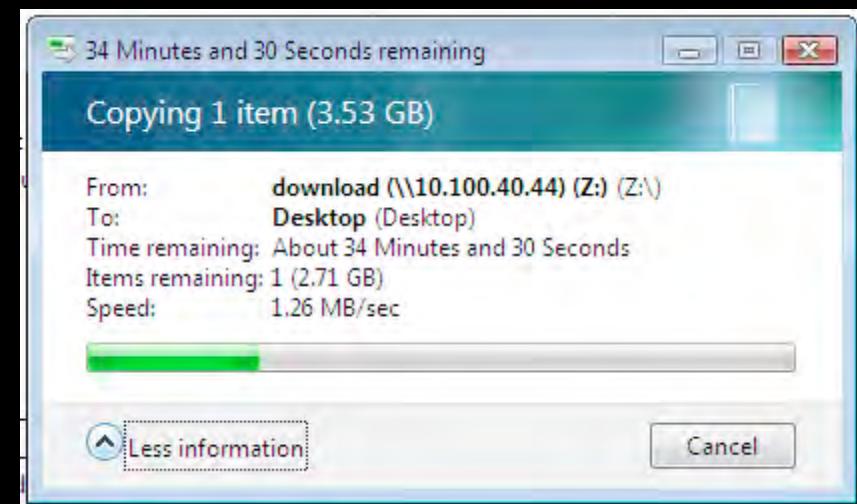
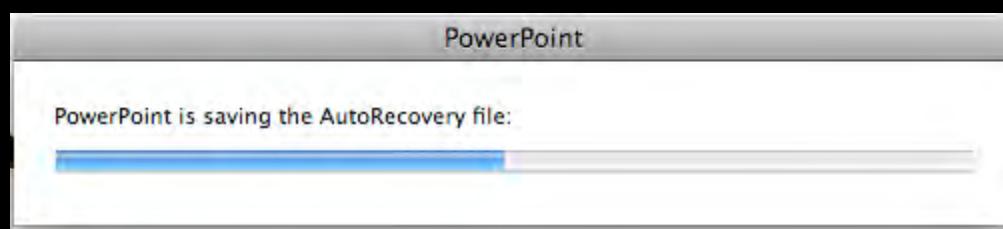
- Cancellation rule
- Usually created via:
 - Configuration flexibly





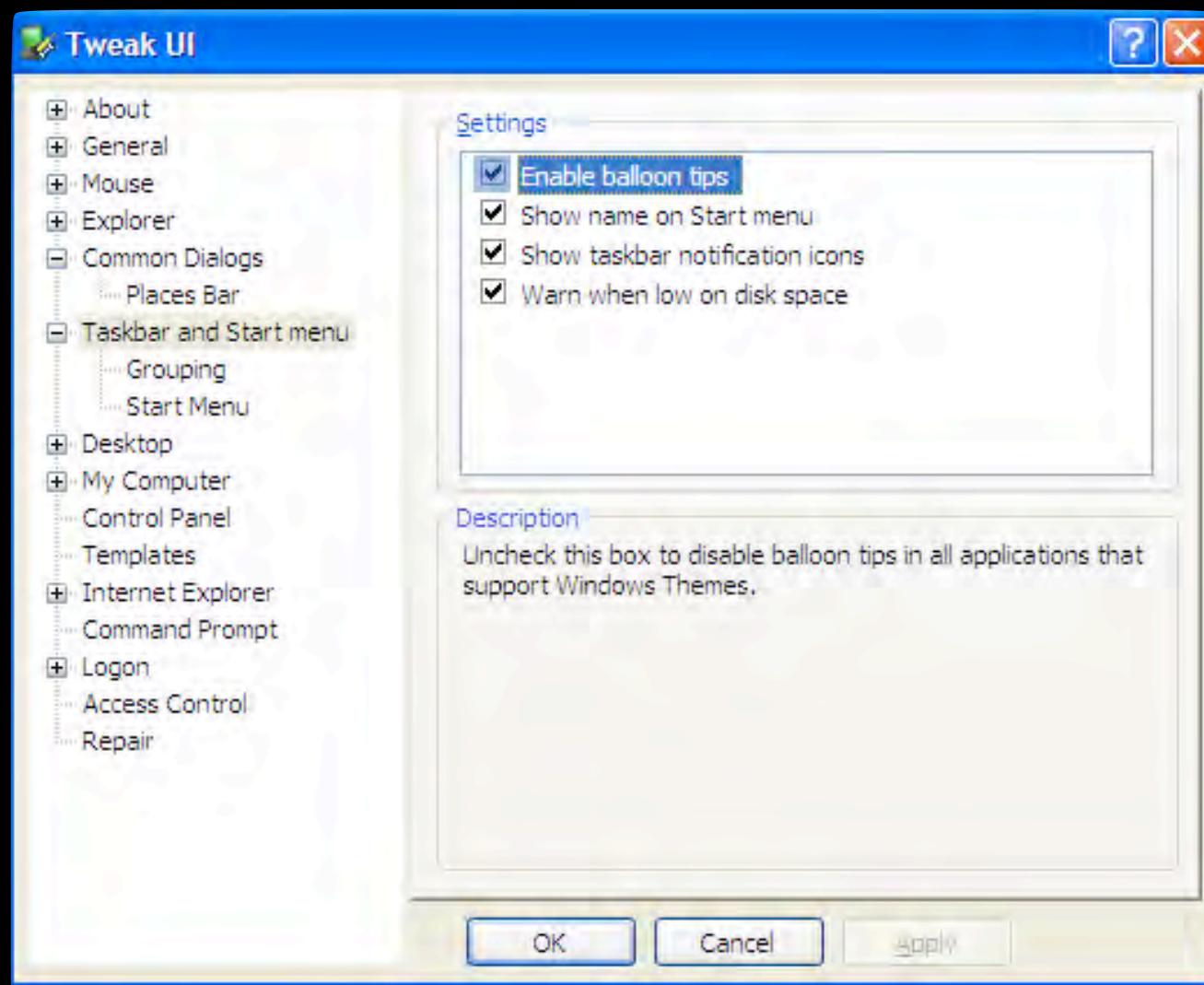








killing balloon tips



screen dimmers



jedi concentrate

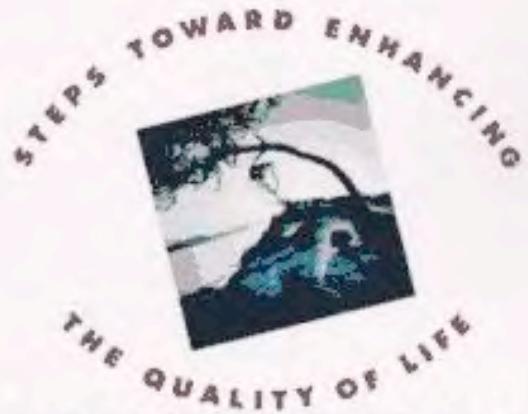


doodim

NATIONAL BESTSELLER

FLOW

THE PSYCHOLOGY OF
OPTIMAL EXPERIENCE



MIHALY CSIKSZENTMIHALYI

"Flow couldn't come at a better time for us. An inspiring, worthwhile read."
—Chicago Sun-Times

—Cynthia 2000-1999

"Flow couldn't come at a better time for us. An inspiring, worthwhile read."

MIHALY CSIKSZENTMIHALYI



A 3D bar chart illustrating productivity growth. The vertical axis represents productivity levels, which are shown as grey rectangular bars of varying heights. A diagonal white line starts from the bottom left and trends upwards towards the top right, indicating a positive correlation or trend. The word "productivity" is written in large red letters across the top left of the chart area.

productivity

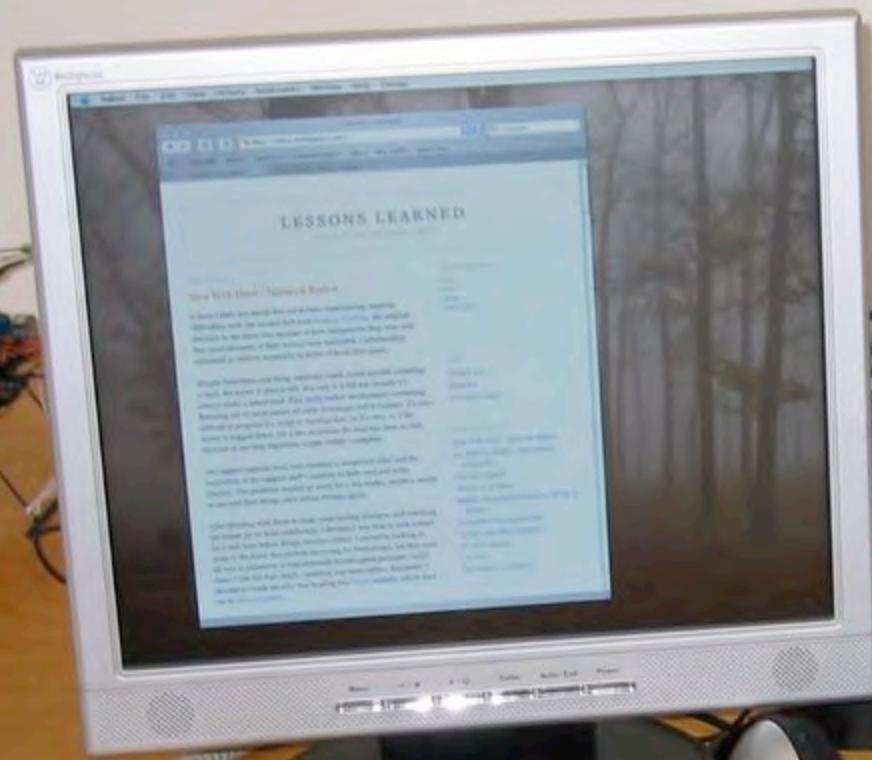
A photograph of a person sitting at a desk, viewed from the side and back. They are wearing brown Puma pants with a white Puma logo on the left thigh, a green t-shirt with a small logo on the sleeve, and black headphones around their neck. Their hands are on a computer keyboard and mouse. A white computer monitor is on the desk to the right. The background shows a window with a view of trees.

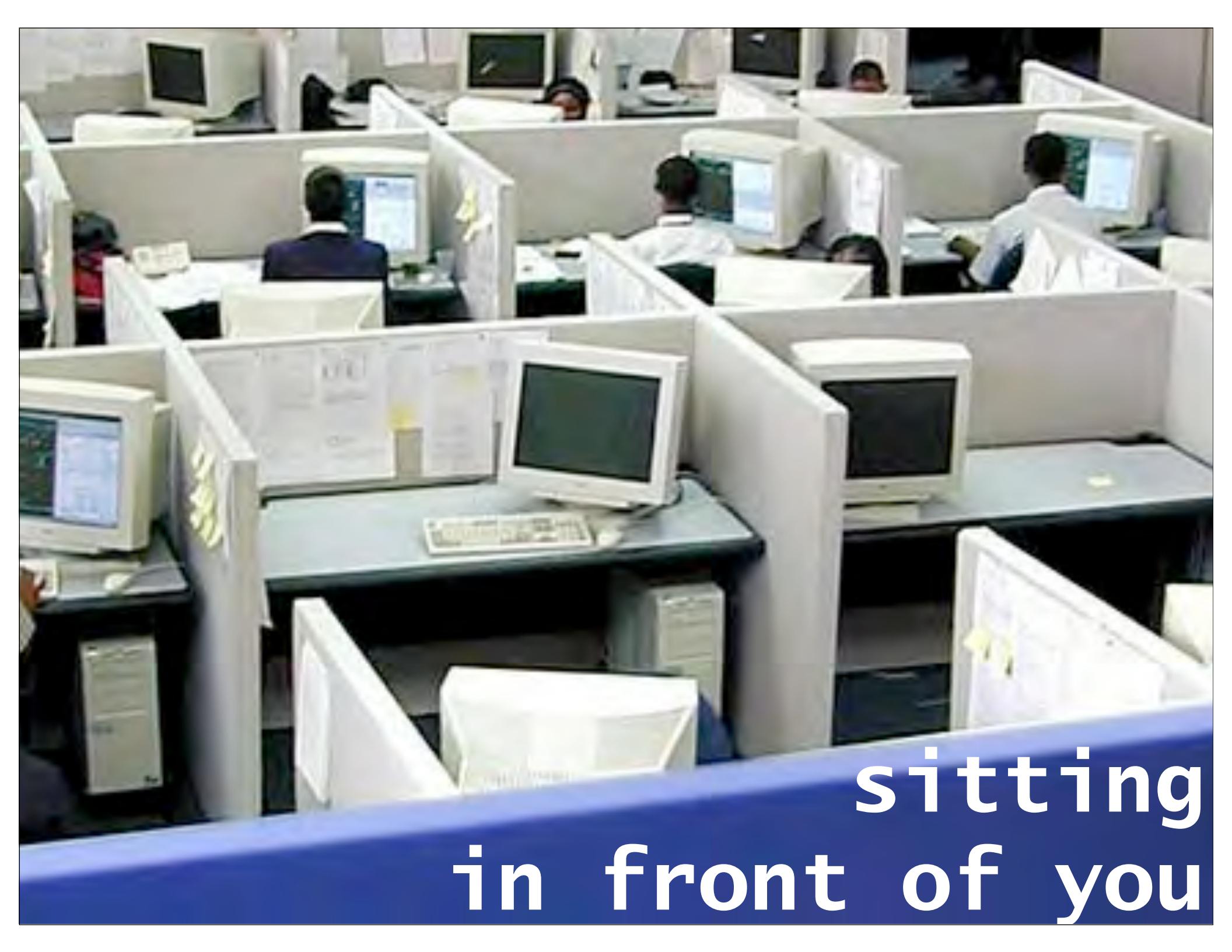
Puma Productivity Pants™

kill environmental
distractions

simple stuff

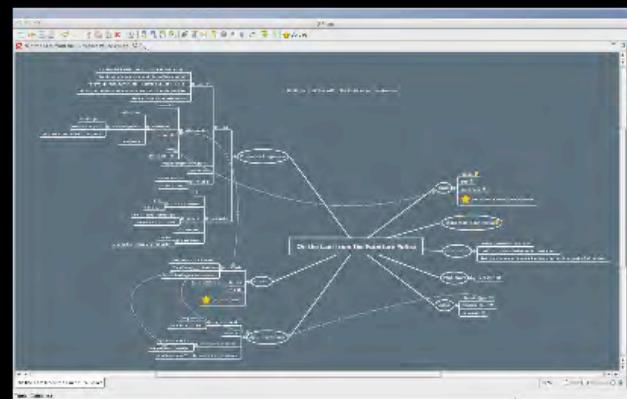
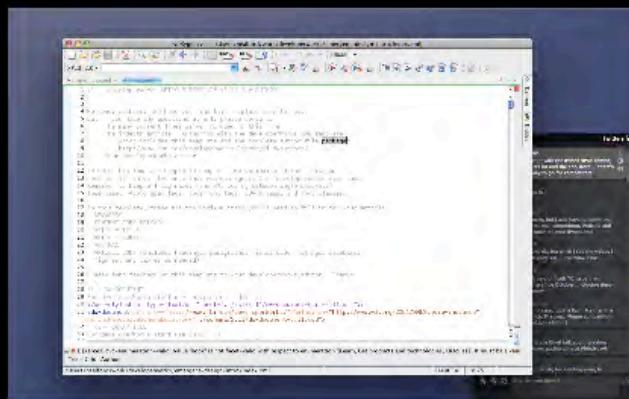
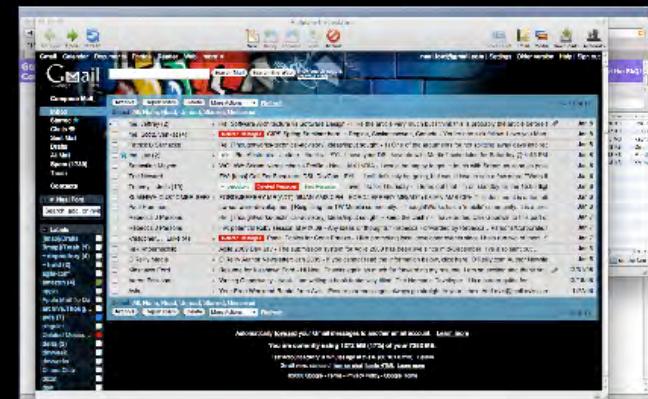
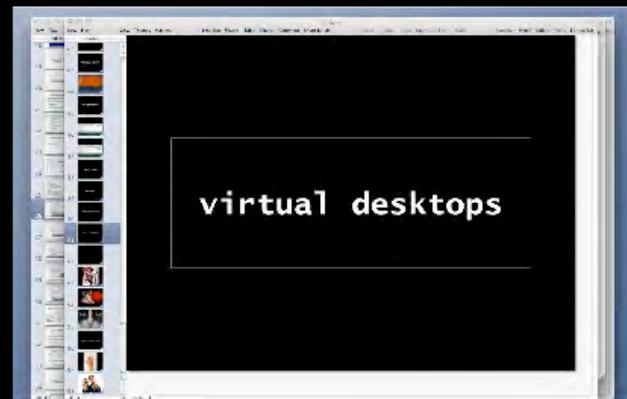
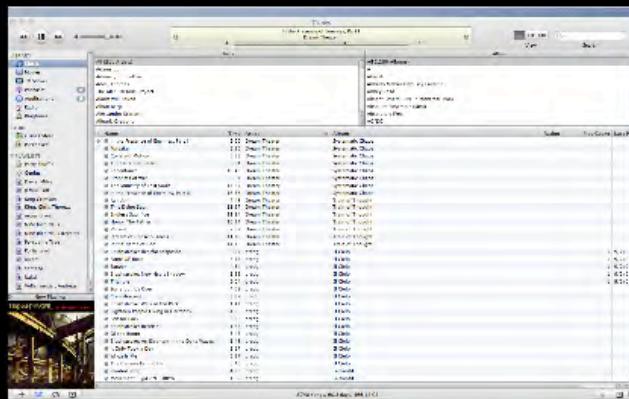
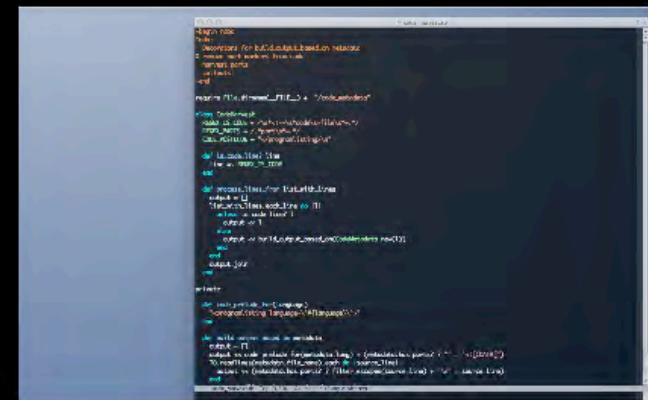
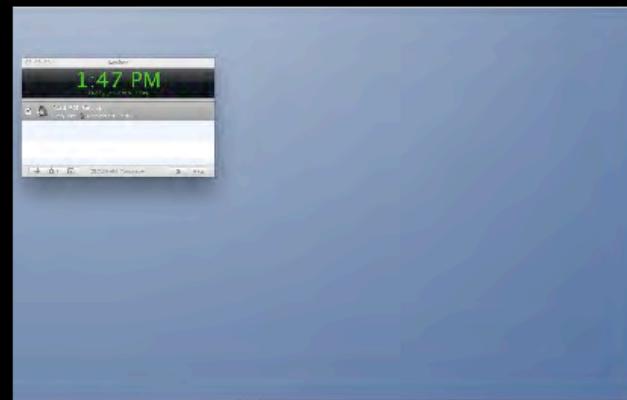


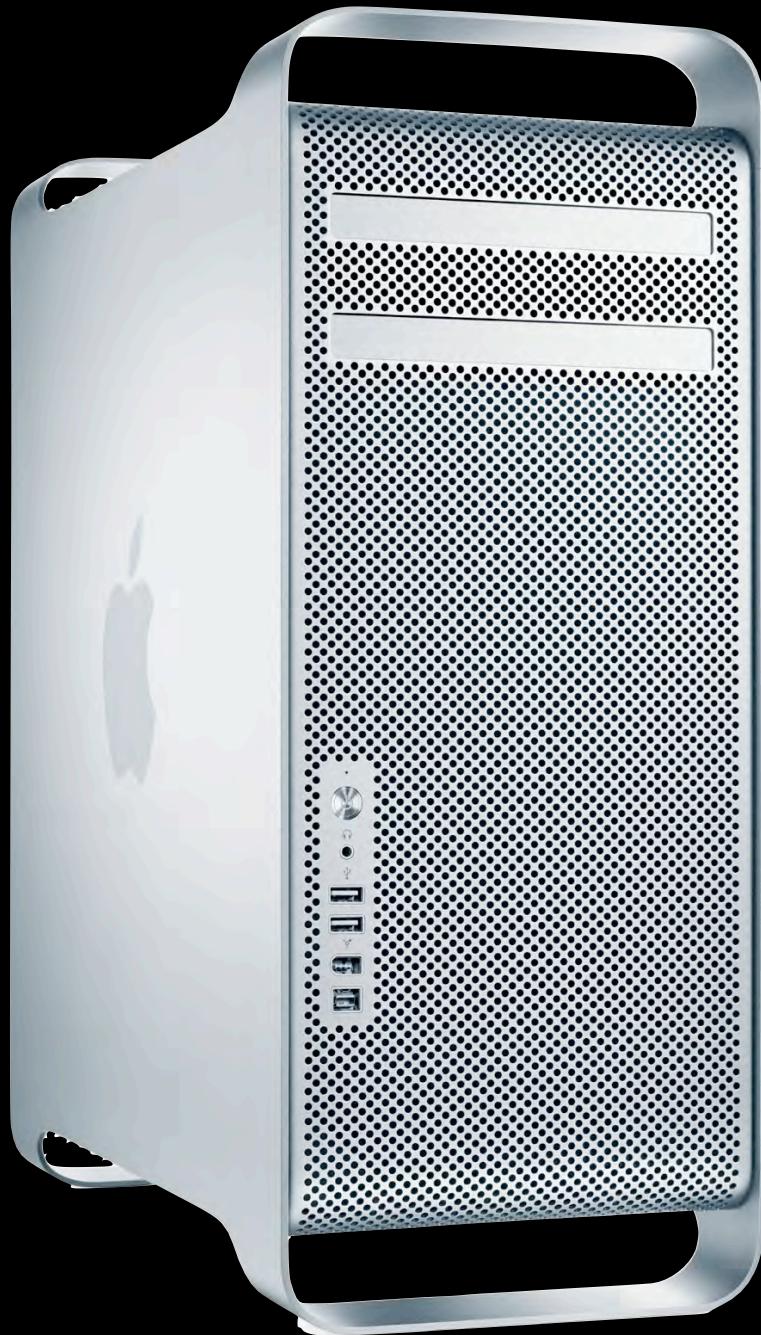


A photograph of a busy office environment, likely a call center or customer service department. The space is filled with white cubicles, each containing a computer monitor and keyboard. Several employees are visible, some facing the camera and others from behind. The office has a high ceiling and fluorescent lighting. In the foreground, there is a blue surface, possibly a desk or a barrier, with the text "sitting in front of you" printed on it.

sitting
in front of you

virtual desktops





any company that
has better
computers for
salespeople than
developers *just*
doesn't get it

computers are tools

not status symbols

where you sit



OFFICE

agile development

war rooms

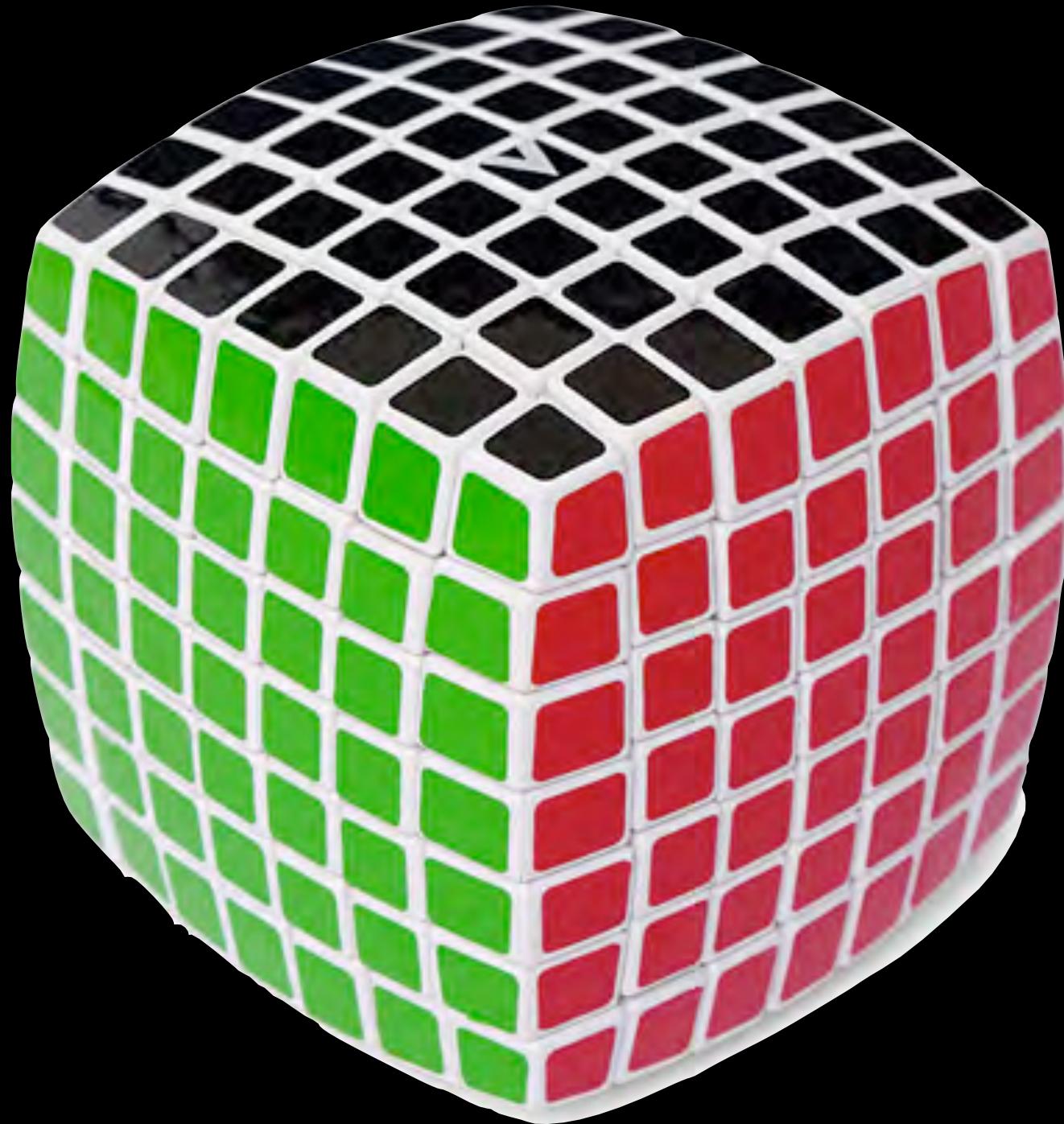




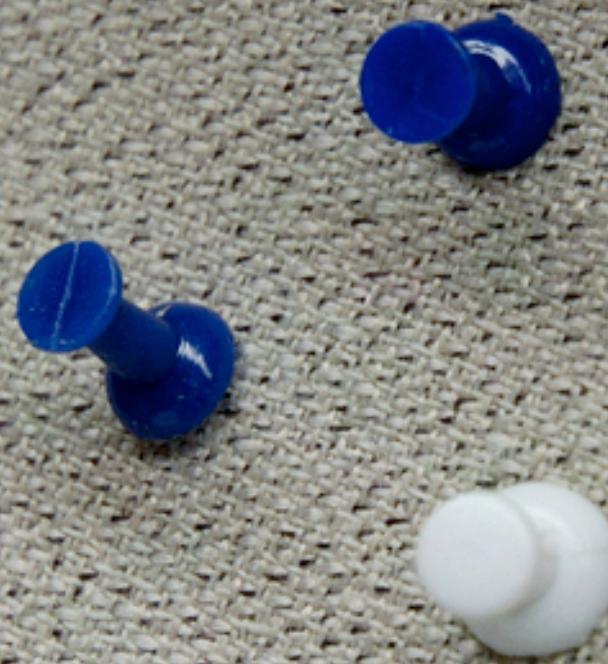












rich environments

efail

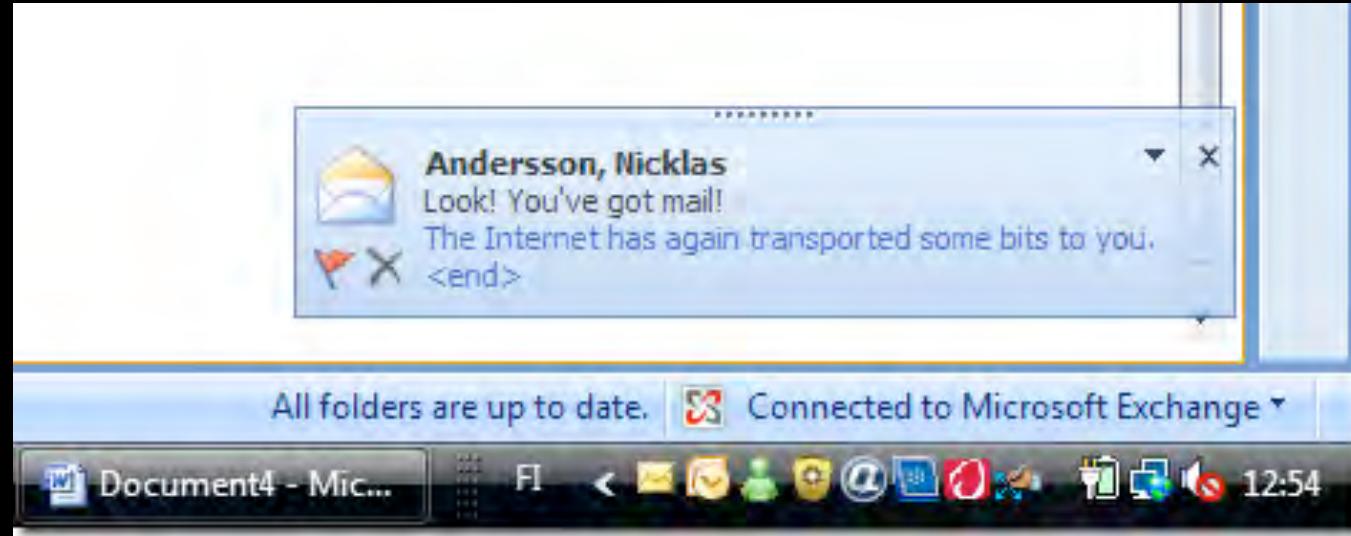


1. switch to your email client
2. choose "New/Compose Message" from the interface
3. type the recipient's name (autocomplete in most email programs typically helps to reduce this to 3-4 keystrokes)
4. type tab or return to go to the next field (typically another to or cc field)
5. type tab or return again to go to the subject field
6. think up a subject (or ideally skip it)
7. type a subject (or ideally skip it)
8. type tab or return again to go to the message body field
9. type in your message
10. click send





turn off notifications



instant messaging
works better

1. switch to your IM client
2. double click their name
3. type your message
4. press return



IF YOU
BOther
ME, I WILL
HUNT YOU
& KILL YOU



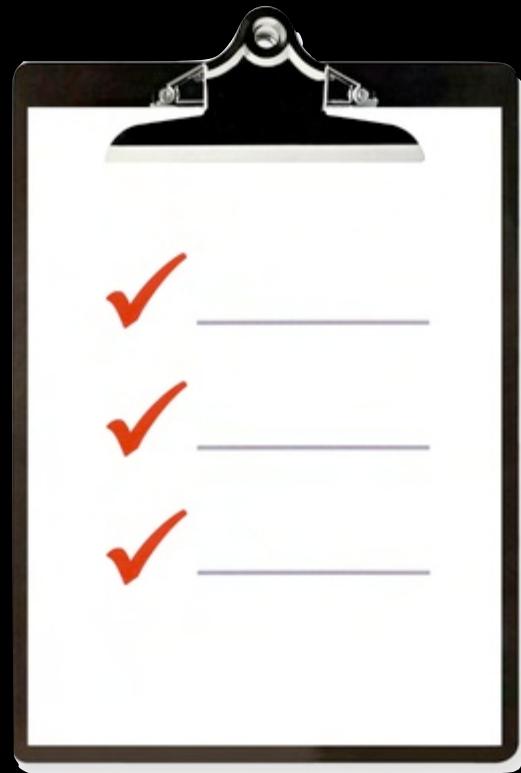












to do list:
*for your
company*

furniture police
choices



UPGRADE FROM
PVCS FOR JUST
\$245 PER USER

Upgrade to a Big
Product for a Small Price

[LEARN MORE HERE »](#)

or

Rational ClearCase

?

life is too short
to use ill-suited
~~version control~~
tools



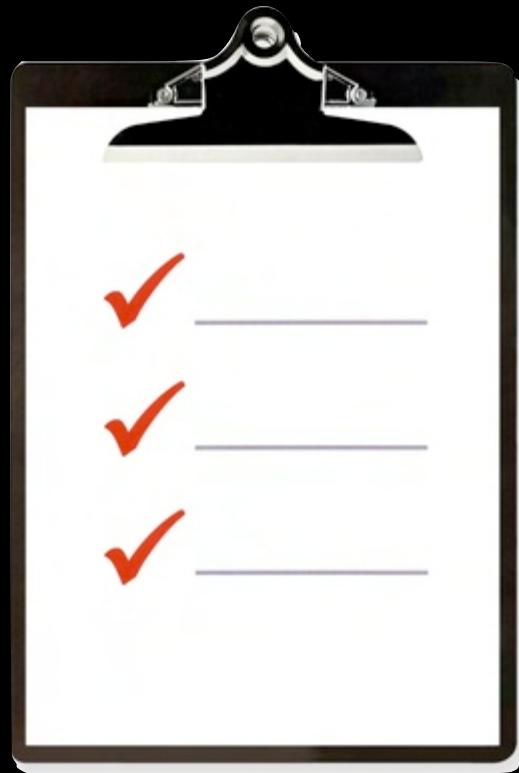
**brain-friendly
workspaces**



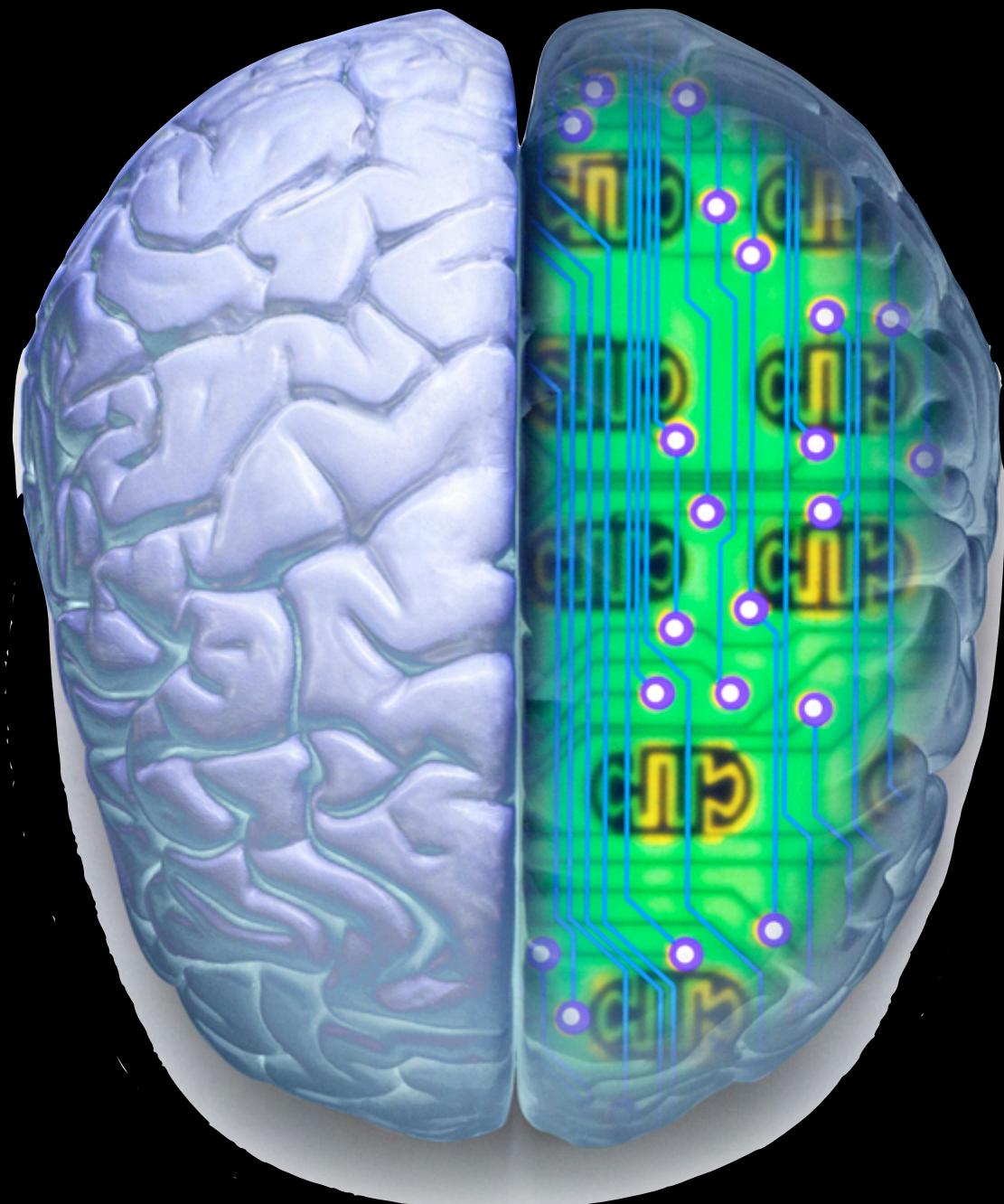




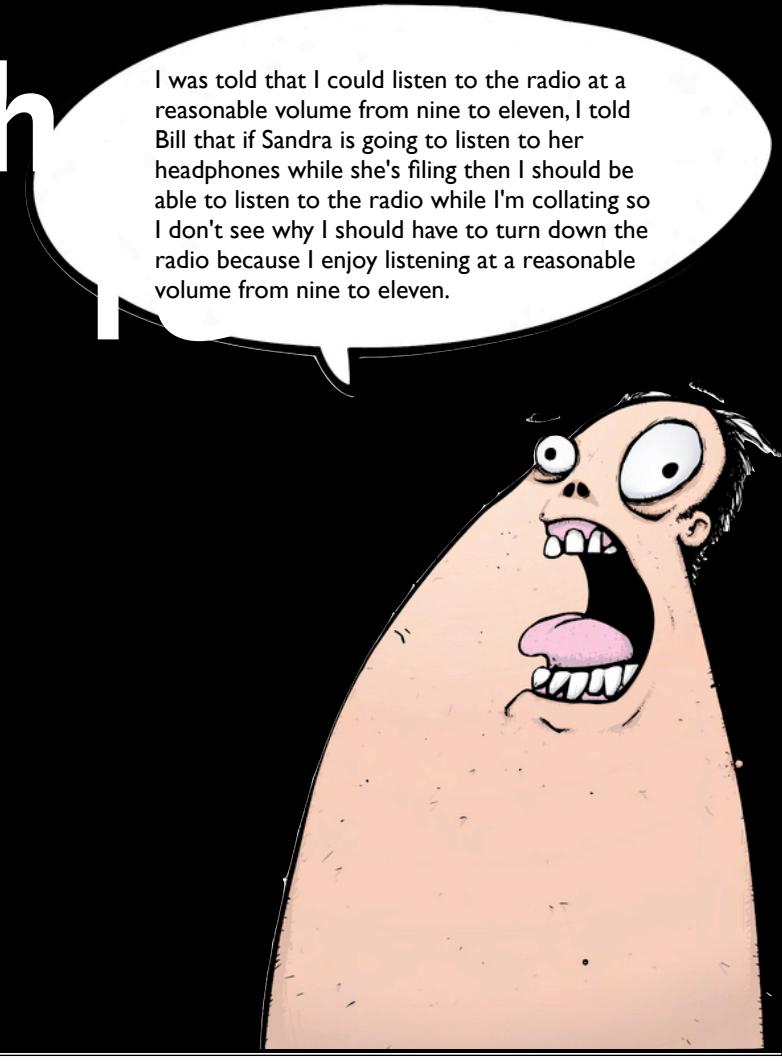




to do list:
for you



quiet the chattering brain

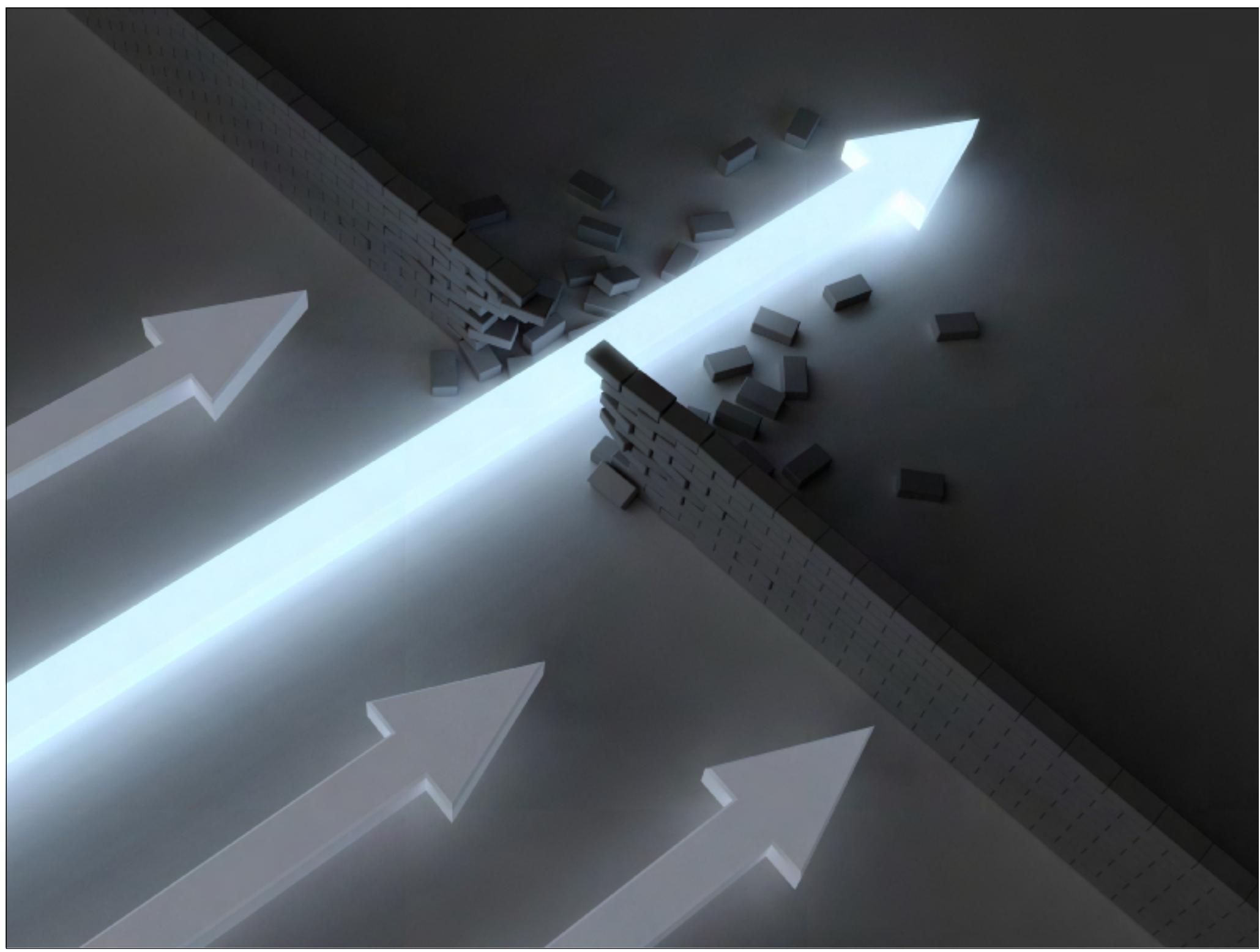


I was told that I could listen to the radio at a reasonable volume from nine to eleven, I told Bill that if Sandra is going to listen to her headphones while she's filing then I should be able to listen to the radio while I'm collating so I don't see why I should have to turn down the radio because I enjoy listening at a reasonable volume from nine to eleven.

find ways to
leverage
background
processing







wrest

control

away

from

the furniture
police



build insanely
great software

thanks for coming!

enjoy the rest of the conference

NEAL FORD software architect / meme wrangler

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