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

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www.nealford.com
www.thoughtworks.com
memeagora.blogspot.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

on the lam?

furniture police?

Peopleware
Productive Projects and Teams
DH
Second Edition Featuring Eight All-New Chapters
Tom DeMarco
&
Timothy Lister

17 16 15 14 13 12 11
421A
421B
421C
421D
421E
421F
18 19 20 21 22 23 24
10 9 8 7 6 5 4
420A
420B
420C
420D
420E
420F
25 26 27
28 29 30 31
20
20
422A
422B
423A
423B

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

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 worker

why?

More People! Less Space!

Cubicles In Action

Crushing The Spirit Of Knowledge Workers

Furniture Police

SELL YOUR CUBES!
2009
EDITION
OFFICE
PLANNING
FOR
A-HOLES
YOU MEAN PEOPLE
WORK HERE?
MAKING THE
WORK
ENVIRONMENT
SUCK LESS
www.txt2pic.com

perception

knowledge workers

when you were hired...

winning
personality

quick wit

encyclopedic
knowledge

ability to
concentrate
for long
periods
of time

placed in an
environment where
that's utterly
impossible

how can you stay productive

...in a non-productive environment?

The Pragmatic Programmers
Pragmatic
Thinking
&Learning
Refactor
Your Wetware
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 synopsize

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

silencing the chatter

simple repetitive tasks

American
LAWN MOWER COMPANY

32
Lv 1
Score: 0

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, 3½x5½", acid-free paper,
expandable inner pocket.

mind-maps

McGuffin: find flow within the limits of your environmer
On the Lam from the Furniture Police
Productive Programmer
Quotes
The higher the level of concentration, the denser the ideas
The bigger the haystack, the harder it is to find the needle
Performing simple, repetitive tasks squanders your concentration.
Justifying automation is about return on investment and risk mitigation.
Replace file hierarchies with search.
focus
kill distractions
Windows vs. ...
quiet vs loud
mojave experiment
core vs. yeast
Windows Plus pack
eye candy is delicious but not nutritious
command line
email
office quiet time
replace navigation with search
nested views
monitors
multiple monitors
virtual desktops
automation
CI
rake
subversion over rsync
Selenium
scripting
use real scripting languages
create them like real assets
don't snave yaks
timebox
justification
benefit time savings & risk mitigation
Brain Stuff
colored words optical illusion
TV and "turning off" big lanes
right brain
toys in development environments
exo
left brain
Build an exo-cortex
Agile development
pairing == flow
The secrets of XP
eliminate distractions
feedback
communication channels
congruency.org
congruent vs. incongruent
email
pebbles
efall
coding horror
Solution needs to closed, check on schedule
sharp tools + indirection
conclusions
Find flow within your environment
understand how your brain works and make it work
Take control of your environment. If you must (methodology, physical & virtual space)
PeopleWare
Furniture Police
videos
Huge developer
Developer Abuse
Being Agile

personal brain

Neal
Conferences
Athletic
Candy
People
Personal
BorCon
Ekon
JAX
Meals
Speaker

personal productivity

/Theory/In/Practice
The Productive Programmer
O'REILLY
Neal Ford

focus

THE
HUMANE
INTERFACE
New Directions
for Designing
Interactive
Systems
N
W
E
S
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

locus of attention

NATIONAL BESTSELLER
FLOW
THE PSYCHOLOGY OF OPTIMAL EXPERIENCE
STEPS TOWARD ENHANCING THE QUALITY OF LIFE
MIHALY CSIKSZENTMIHALYI
"Flow couldn't come at a better time for us. An inspiring, worthwhile read."
—Chicago Sun-Times

“in the zone”

• Cancellation and
• Usually created w
– Co ures flexib
mize b

Automatic Updates
Updating your computer is almost complete. Your computer needs to be restarted for the updates to take effect. Windows will restart your computer automatically in 1:54 minutes.
Do you want to restart your computer now?
Restart Now
Restart Later

PowerPoint
PowerPoint is saving the AutoRecovery file:

34 Minutes and 30 Seconds remaining
Copying 1 item (3.53 GB)
From: download (\\10.100.40.44) (Z:) (Z:\)
To: Desktop (Desktop)
Time remaining: About 34 Minutes and 30 Seconds
Items remaining: 1 (2.71 GB)
Speed: 1.26 MB/sec
Less information
Cancel

Windows - Virtual Memory Minimum Too Low
Your system is low on virtual memory. Windows is increasing the size of your virtual memory paging file. During this process, memory requests for some applications may be denied. For more information, see Help.

Stay current with automatic updates
Click here to learn how to keep your computer up-to-date automatically with important downloads from Windows Update.

killing balloon tips

screen dimmers

jedi concentrate

doodim

productivity

furniture police choices

or

Rational ClearCase

?

cruisecontrol

& SAS

automation

continuous integration

script *everything*

justifying automation

OPEN
LOCK
RELEASE
MADE IN U.S.A.

R O I

don’t shave yaks

kill environmental distractions

simple stuff

LESSONS LEARNED

sitting
in front of you

virtual desktops

1:47 PM

virtual desktops

Gmail

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

brain-friendly workspaces

Don't Touch!

software development is more about communication than technology

to do list:

for you

quiet th
chattering
brain

find ways t
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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www.thoughtworks.com
memeagora.blogspot.com