

## 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

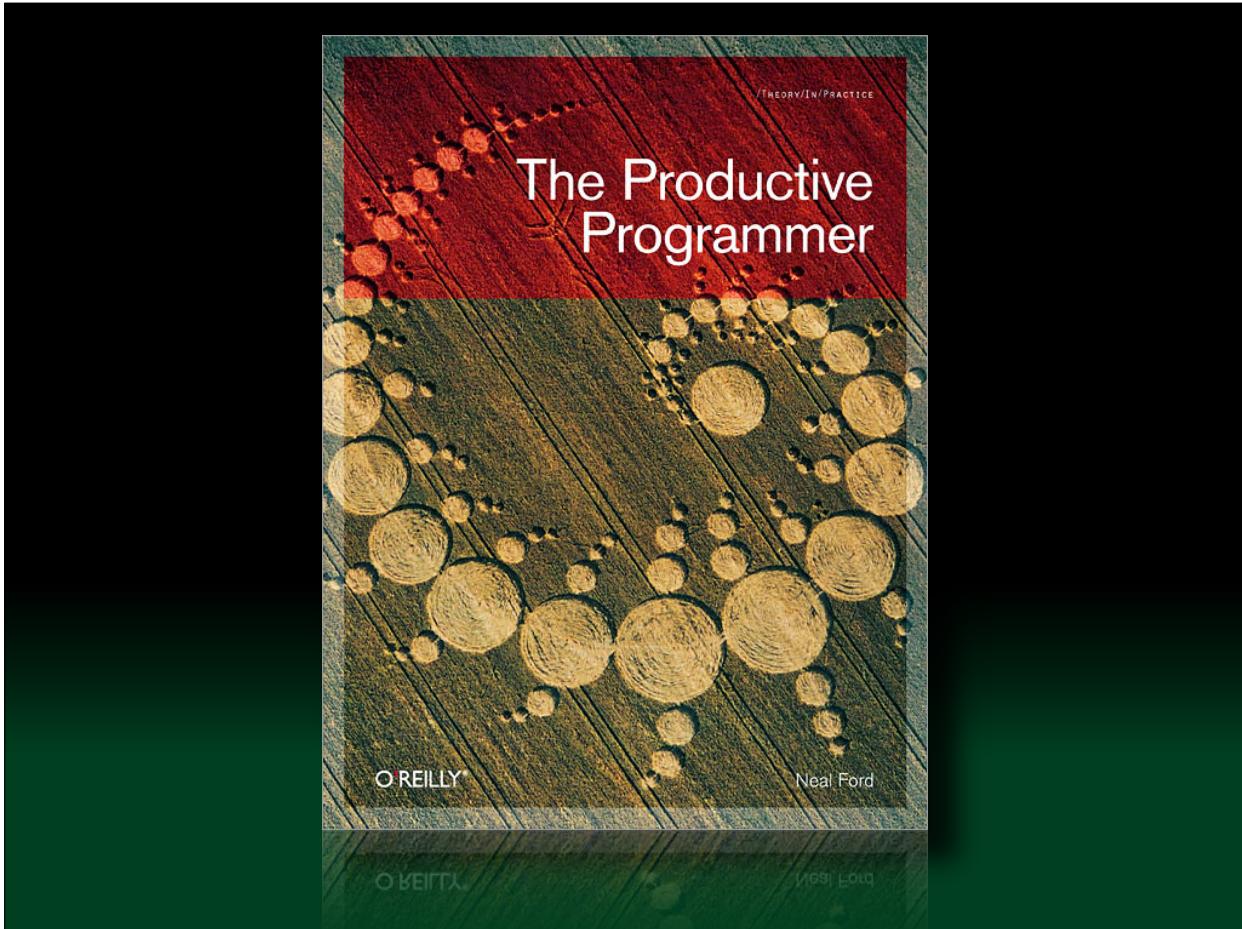
# On the Lam from the Furniture Police

NEAL FORD software architect / meme wrangler

ThoughtWorks

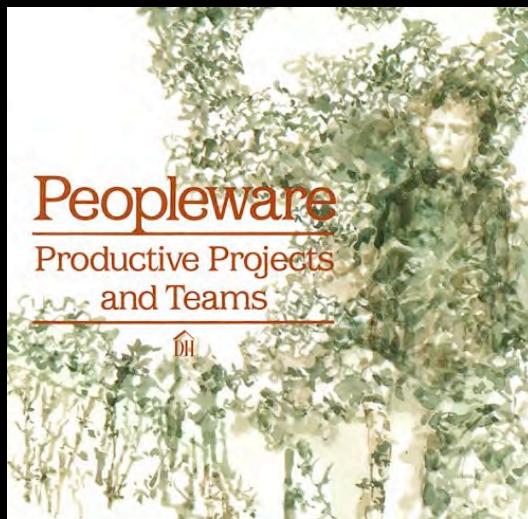
[nford@thoughtworks.com](mailto:nford@thoughtworks.com)  
3003 Summit Boulevard, Atlanta, GA 30319  
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on the lam?

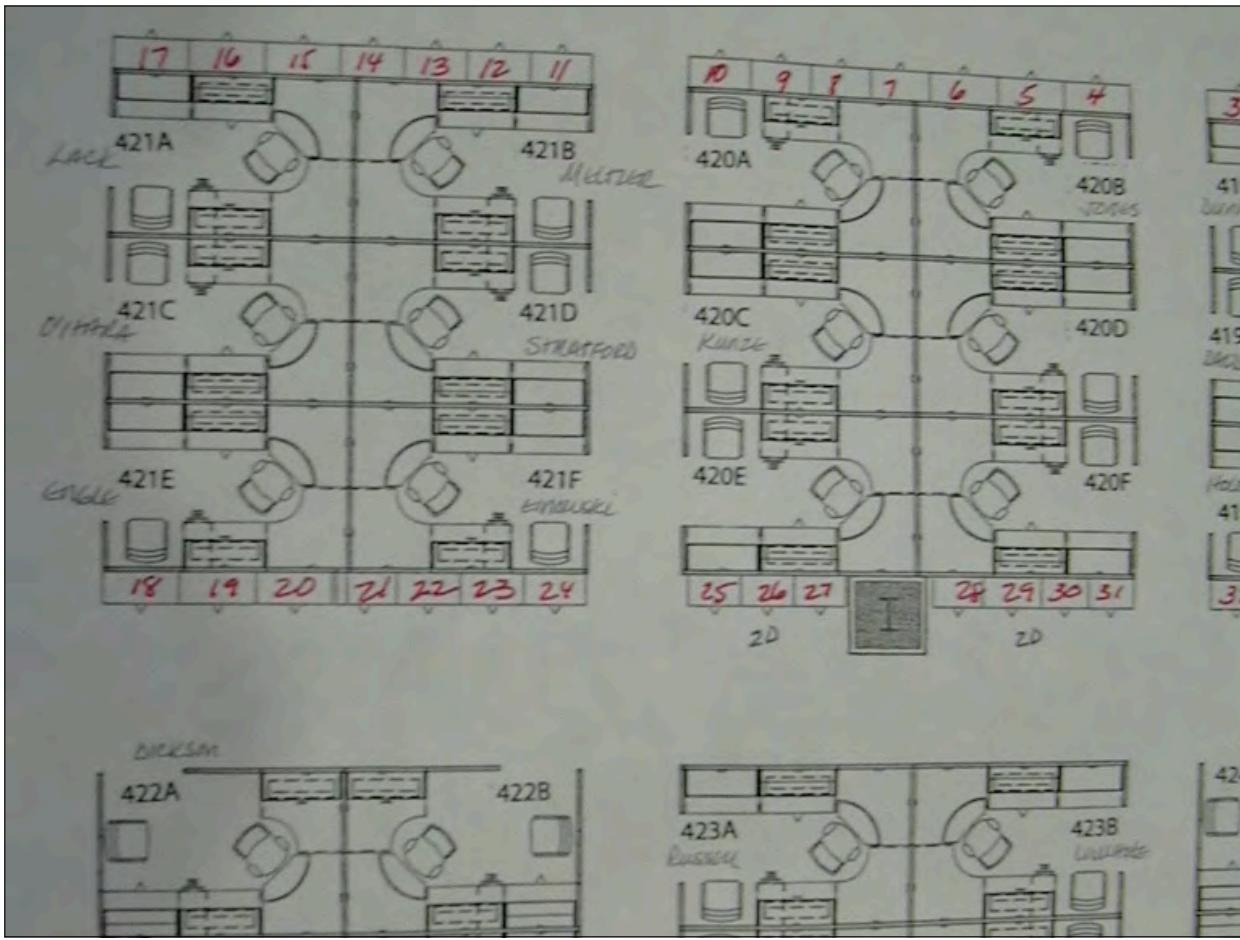
# furniture police?



*Second Edition Featuring Eight All-New Chapters*

Tom DeMarco  
&  
Timothy Lister

Lester Timothy



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

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

$\lambda$  = 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:

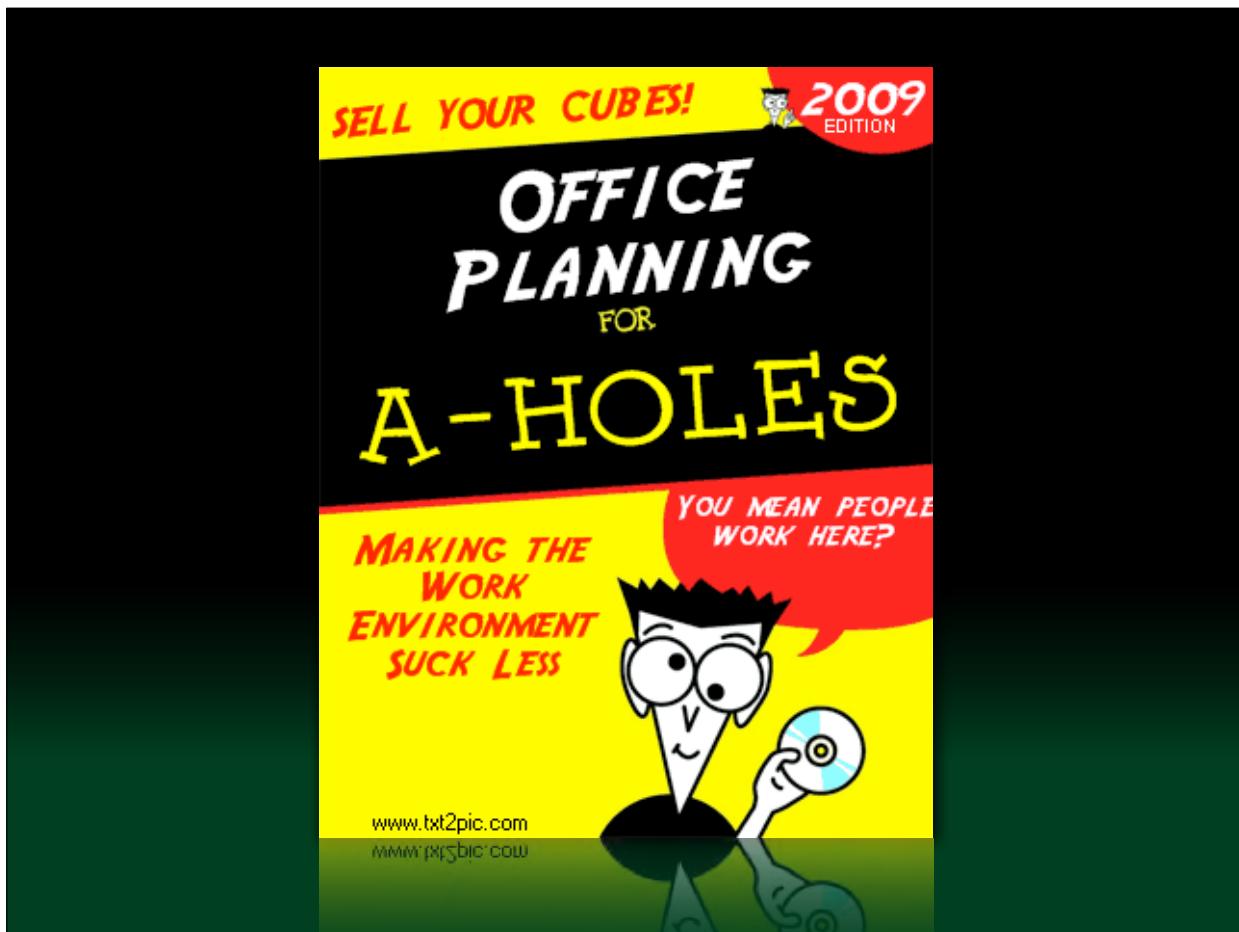
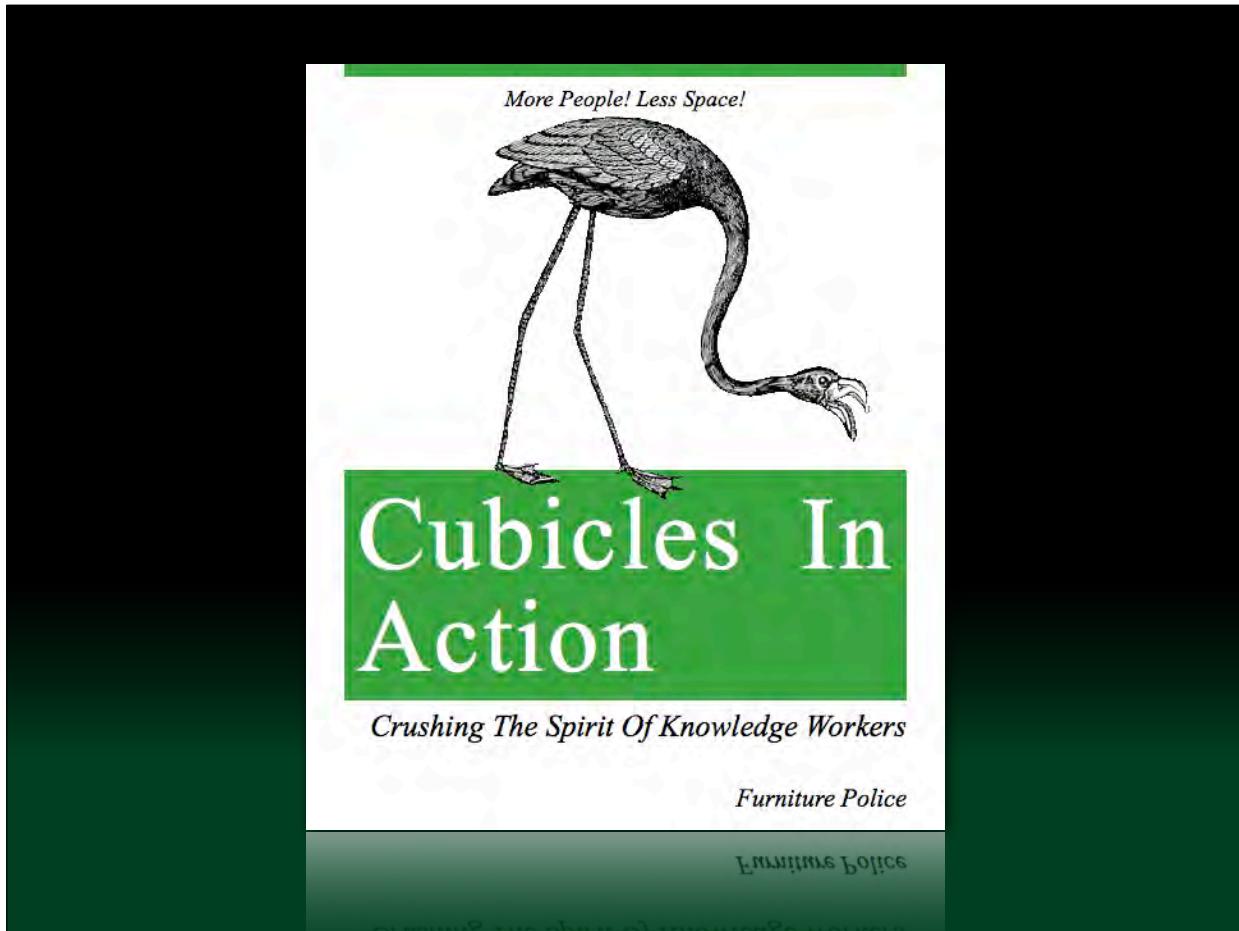
$f$  = # square feet we can afford

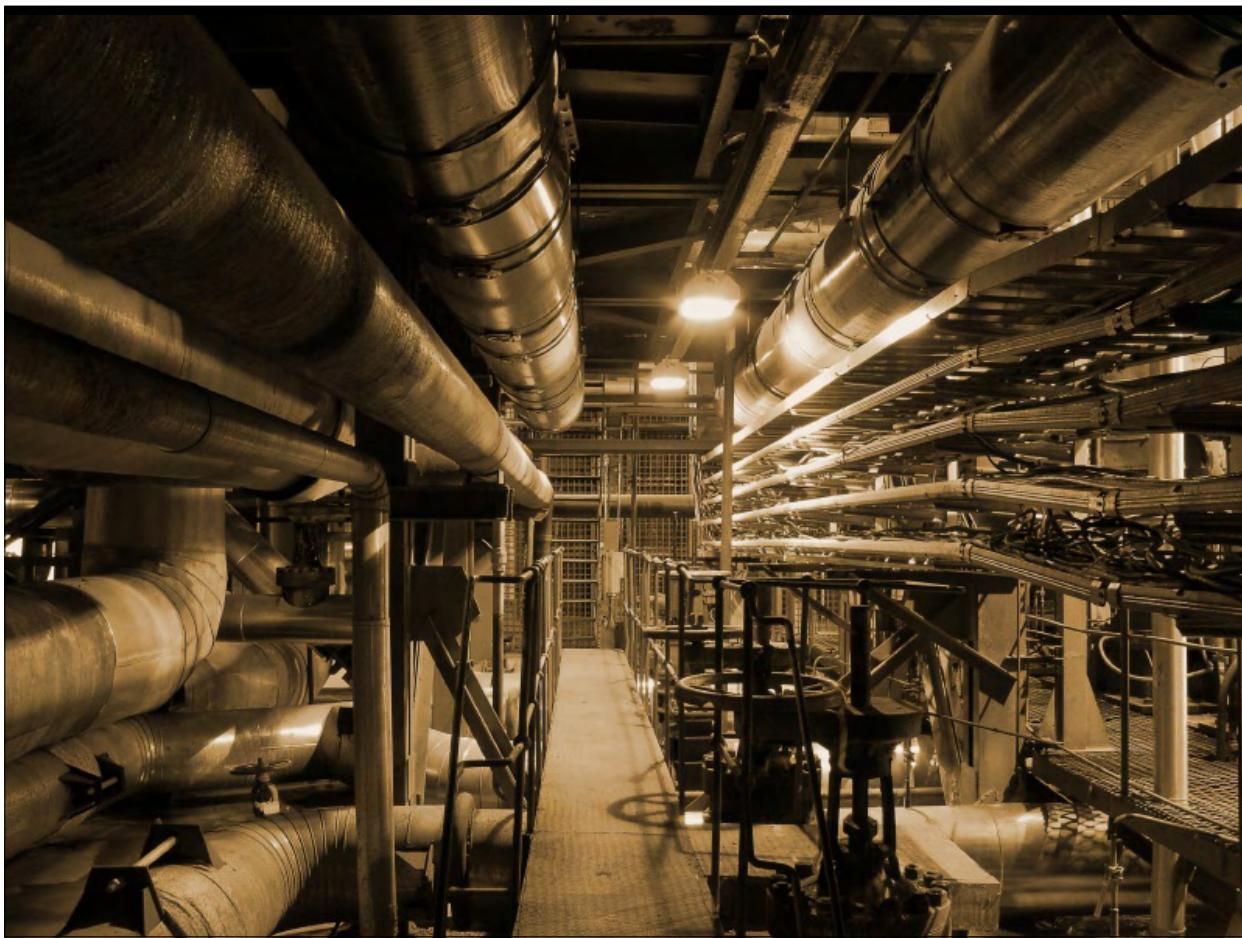
$b$  = psychically crushed workers

$cs$  = # square feet per wabker

**why?**

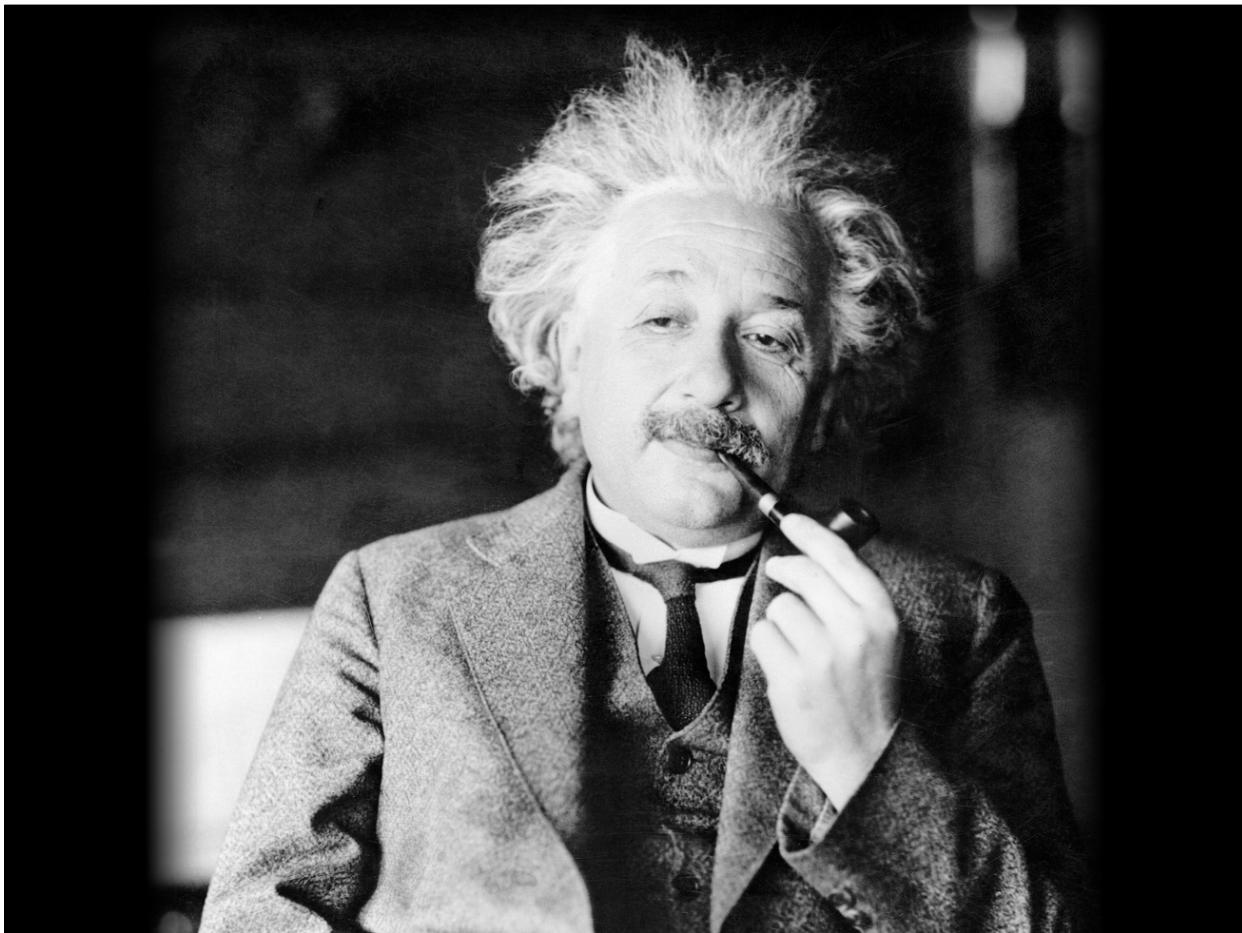






# perception





knowledge workers

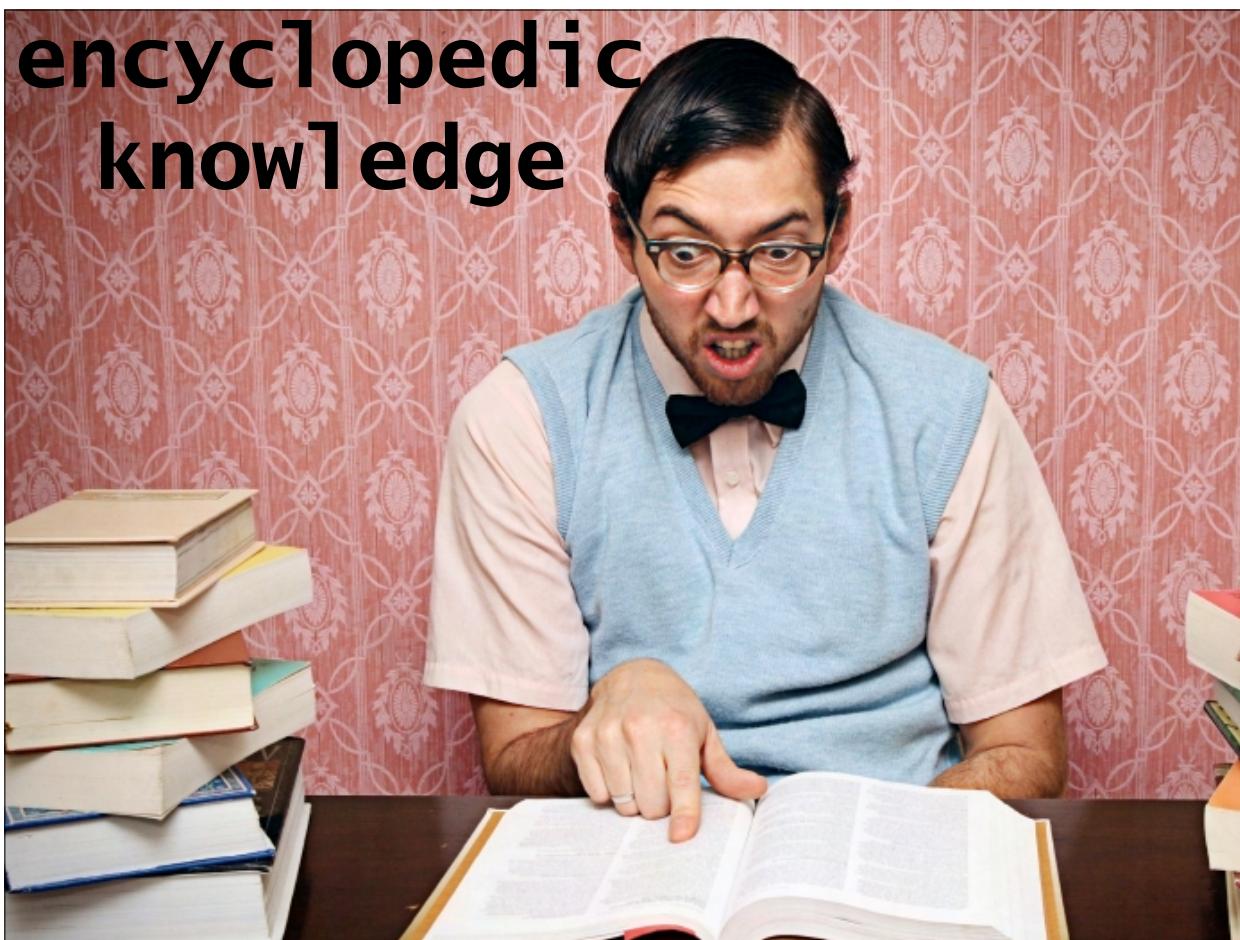
**when you were  
hired...**

**winning  
personality**





quick wit



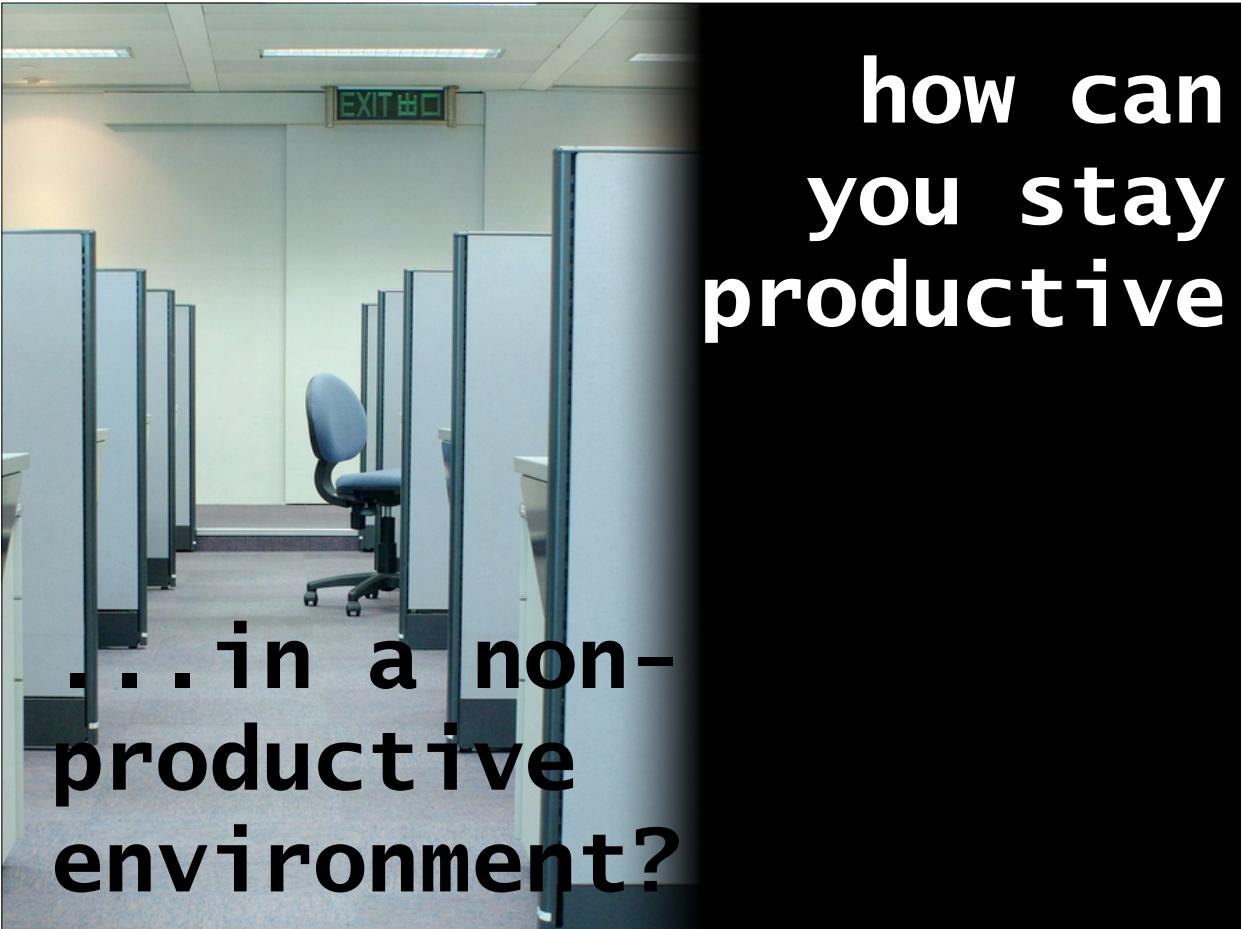
encyclopedia  
knowledge

**ability to  
concentrate  
for long  
periods  
of time**



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

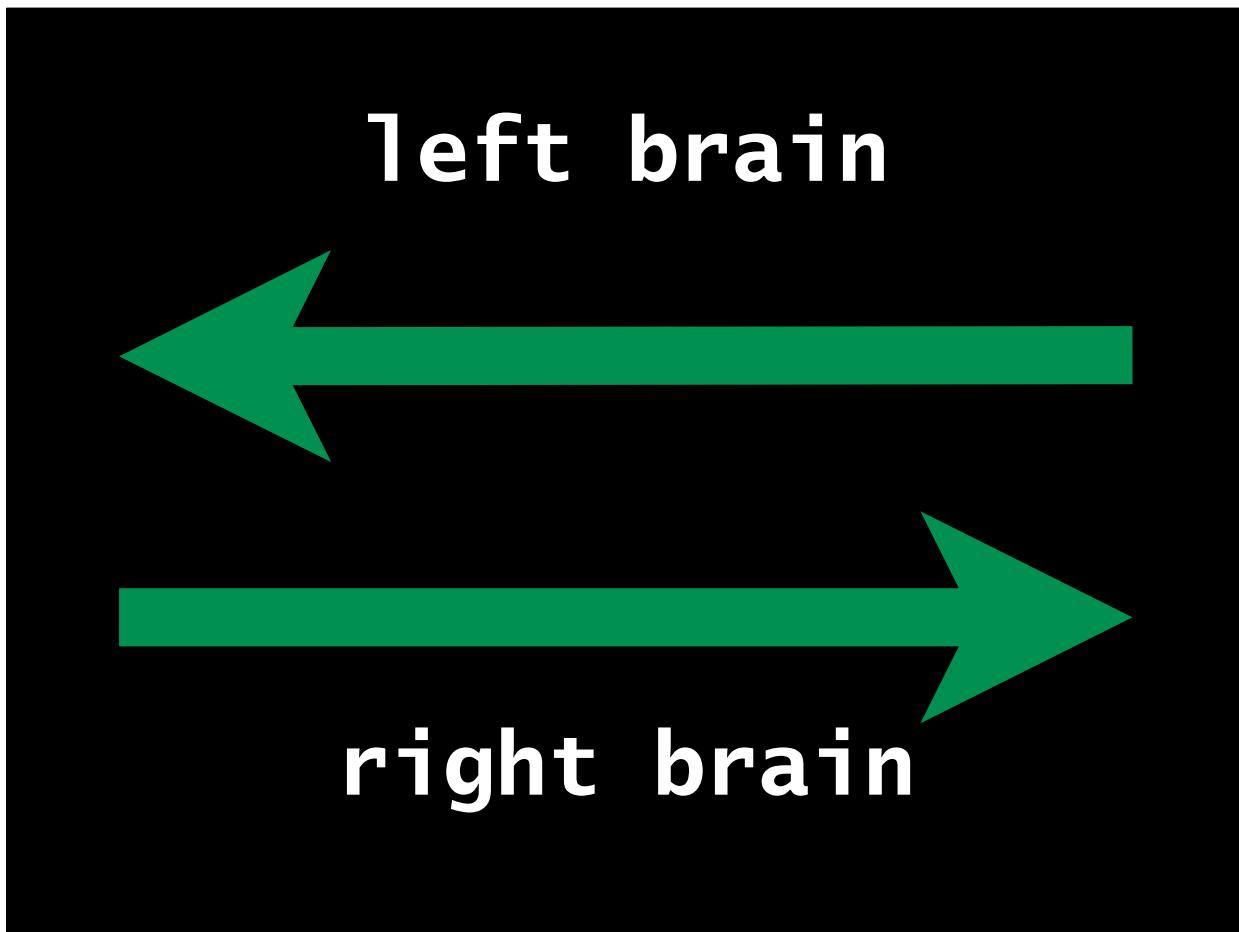
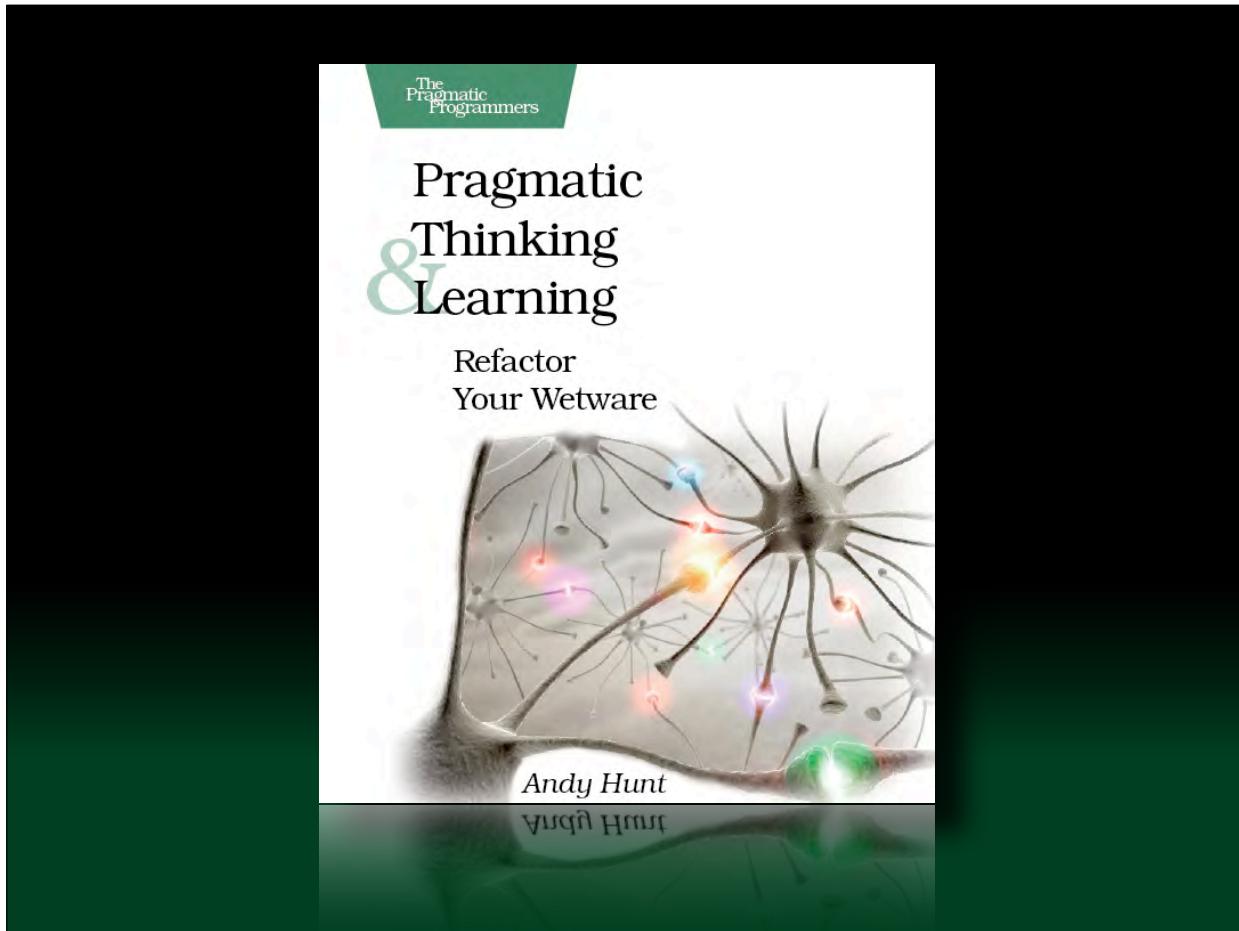




how can  
you stay  
productive

...in a non-  
productive  
environment?





# **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

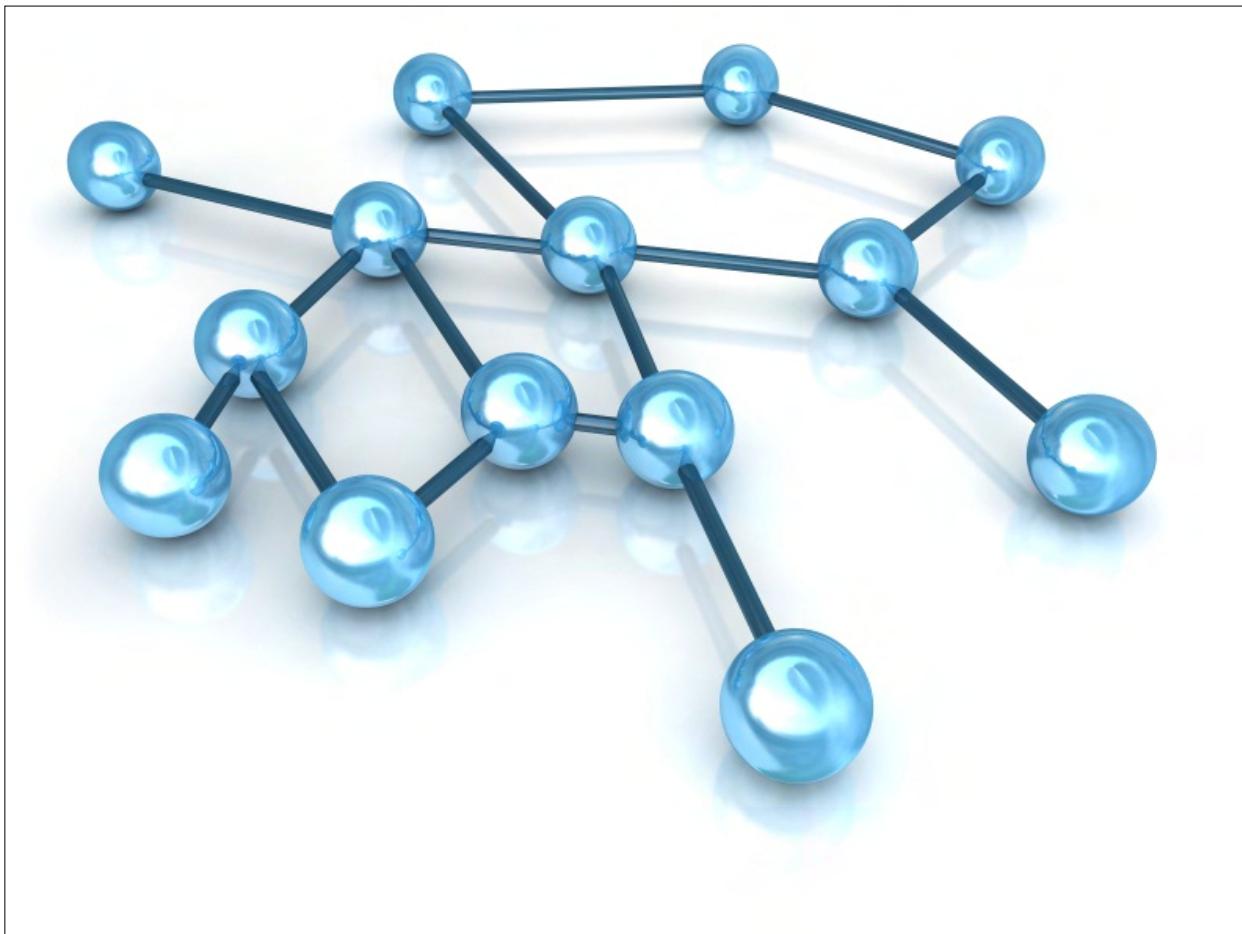
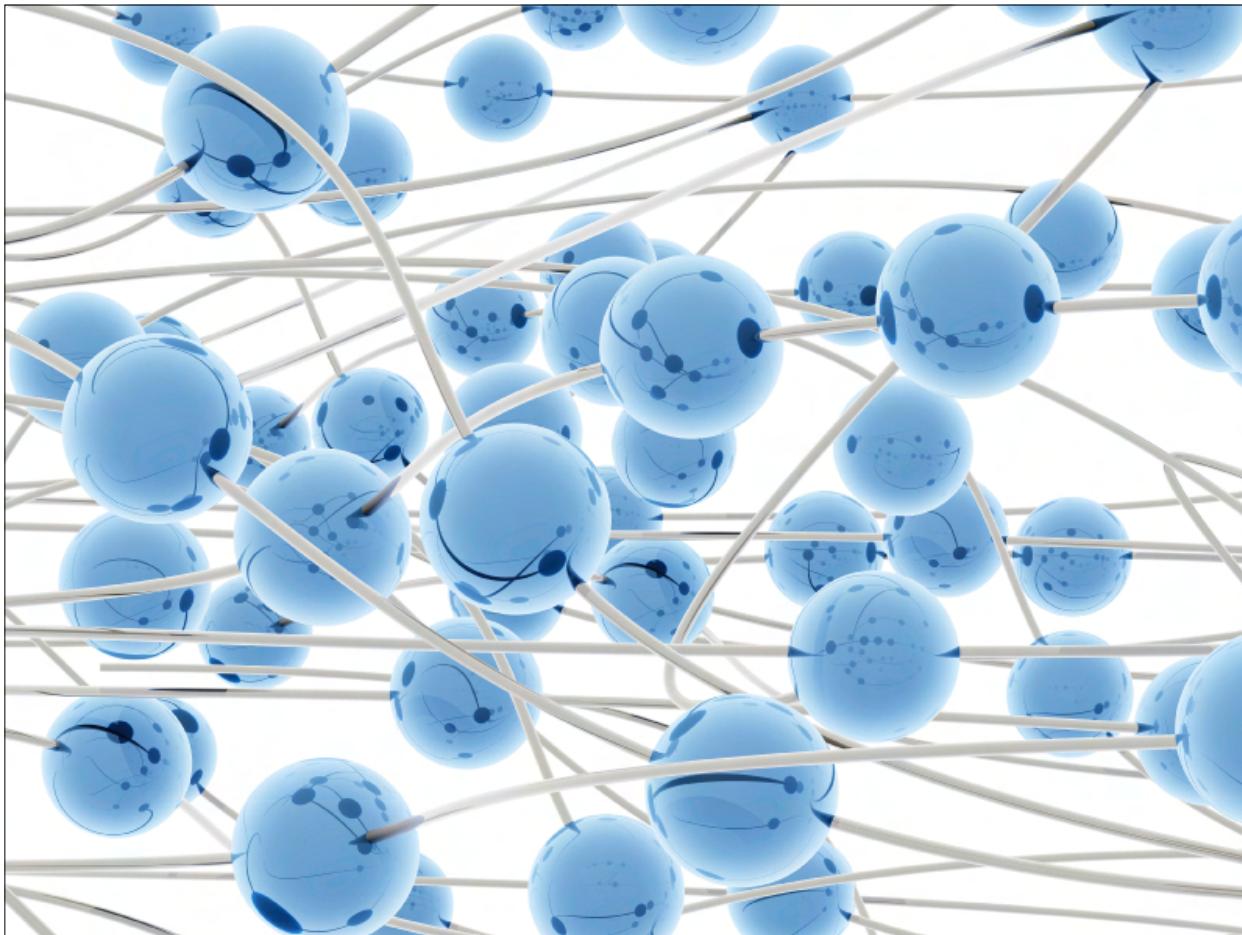
creativity, imagination

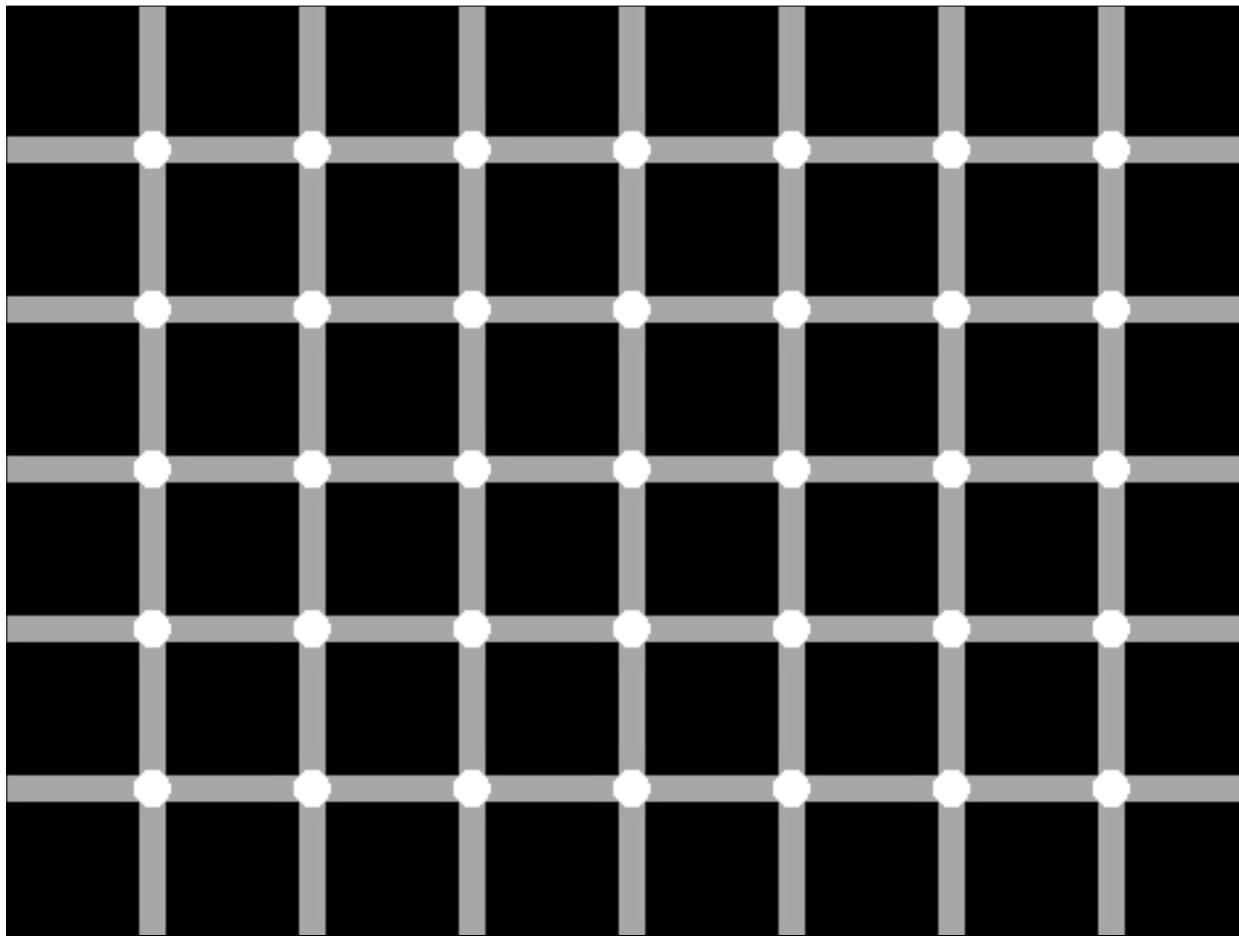
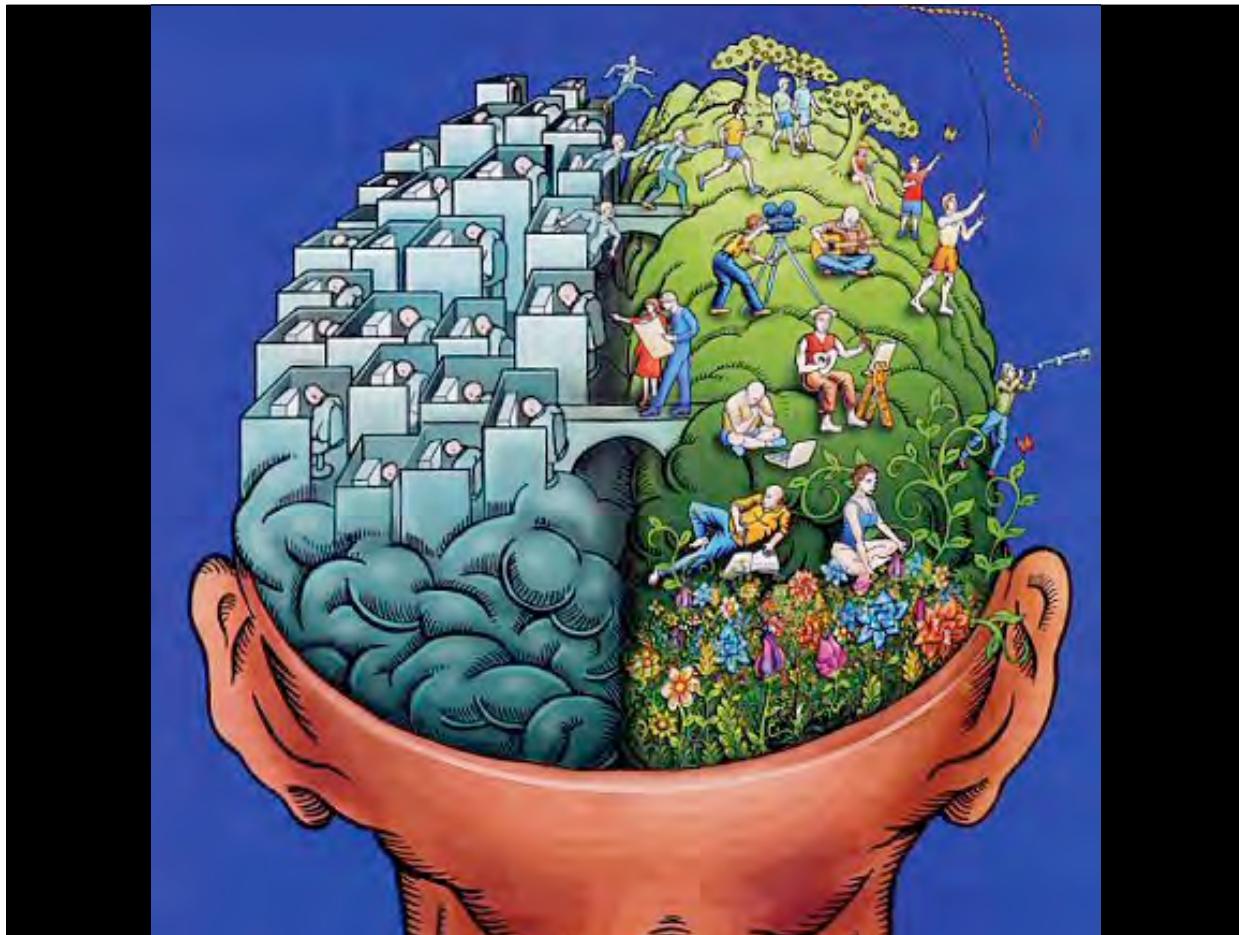
art, music, dance, color, rhythm

spacial awareness

**holistic and non-linear thought**

<b>YELLOW</b>	<b>BLUE</b>	<b>ORANGE</b>
<b>BLACK</b>	<b>RED</b>	<b>GREEN</b>
<b>PURPLE</b>	<b>YELLOW</b>	<b>RED</b>
<b>ORANGE</b>	<b>GREEN</b>	<b>BLACK</b>
<b>BLUE</b>	<b>RED</b>	<b>PURPLE</b>
<b>GREEN</b>	<b>BLUE</b>	<b>ORANGE</b>



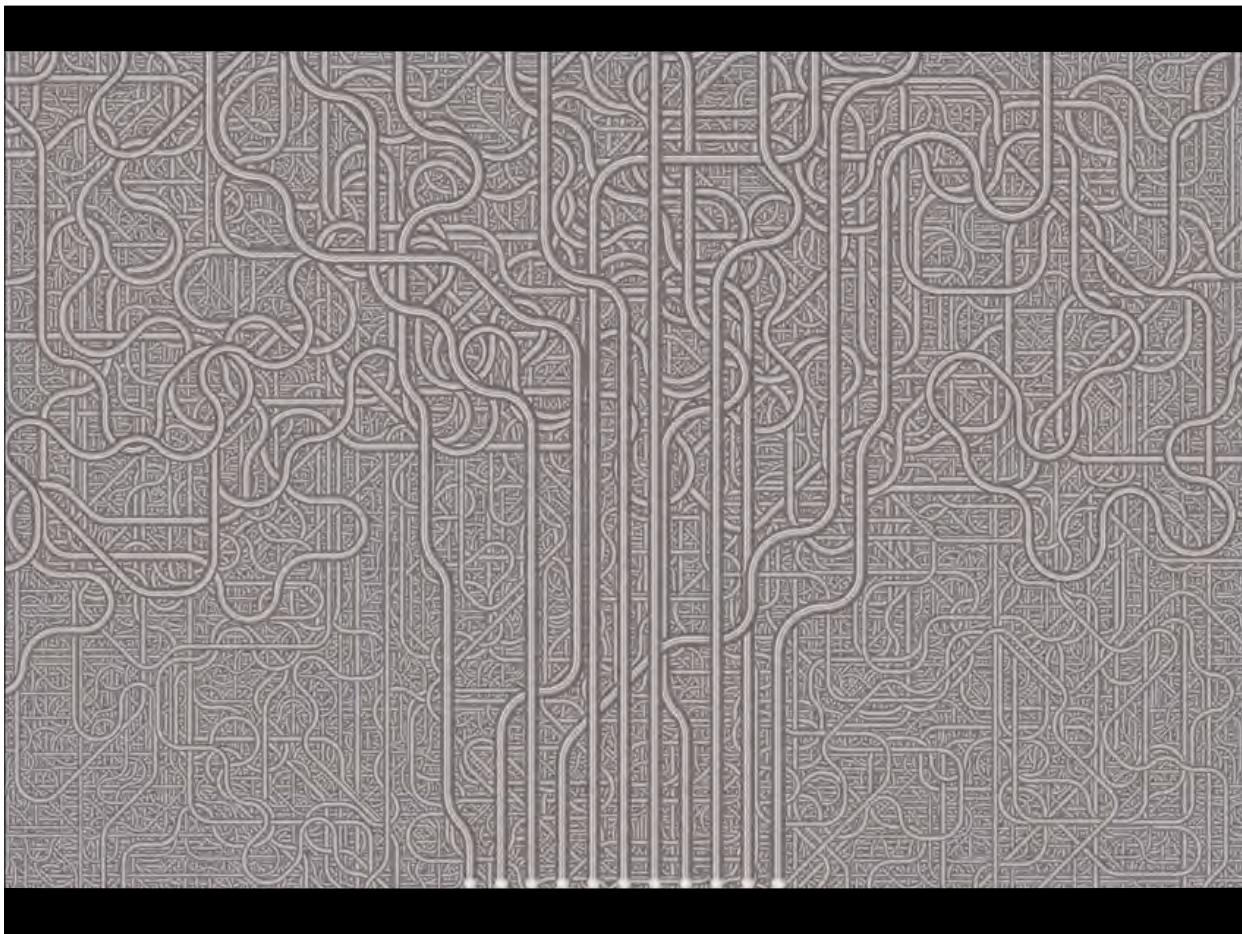
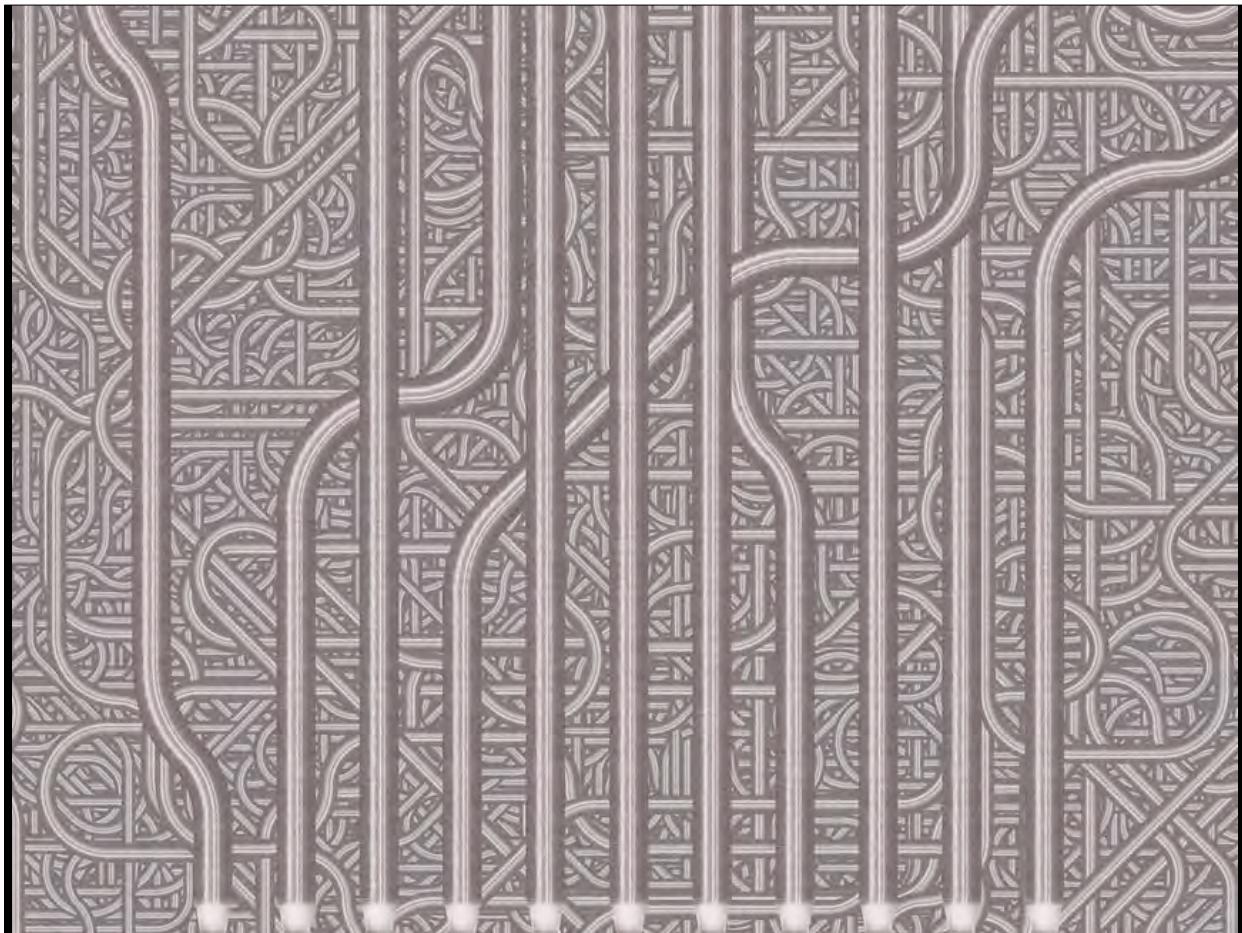




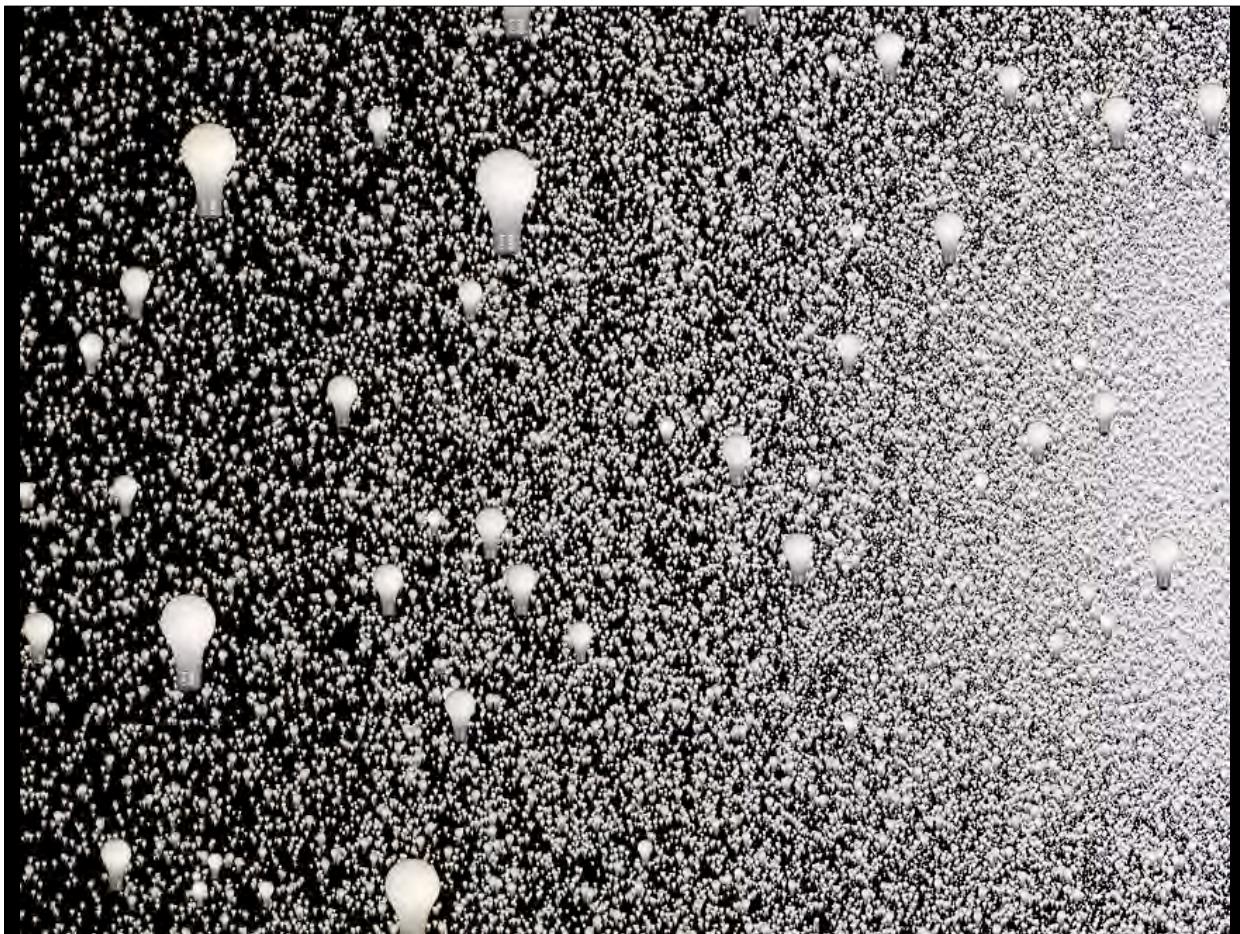
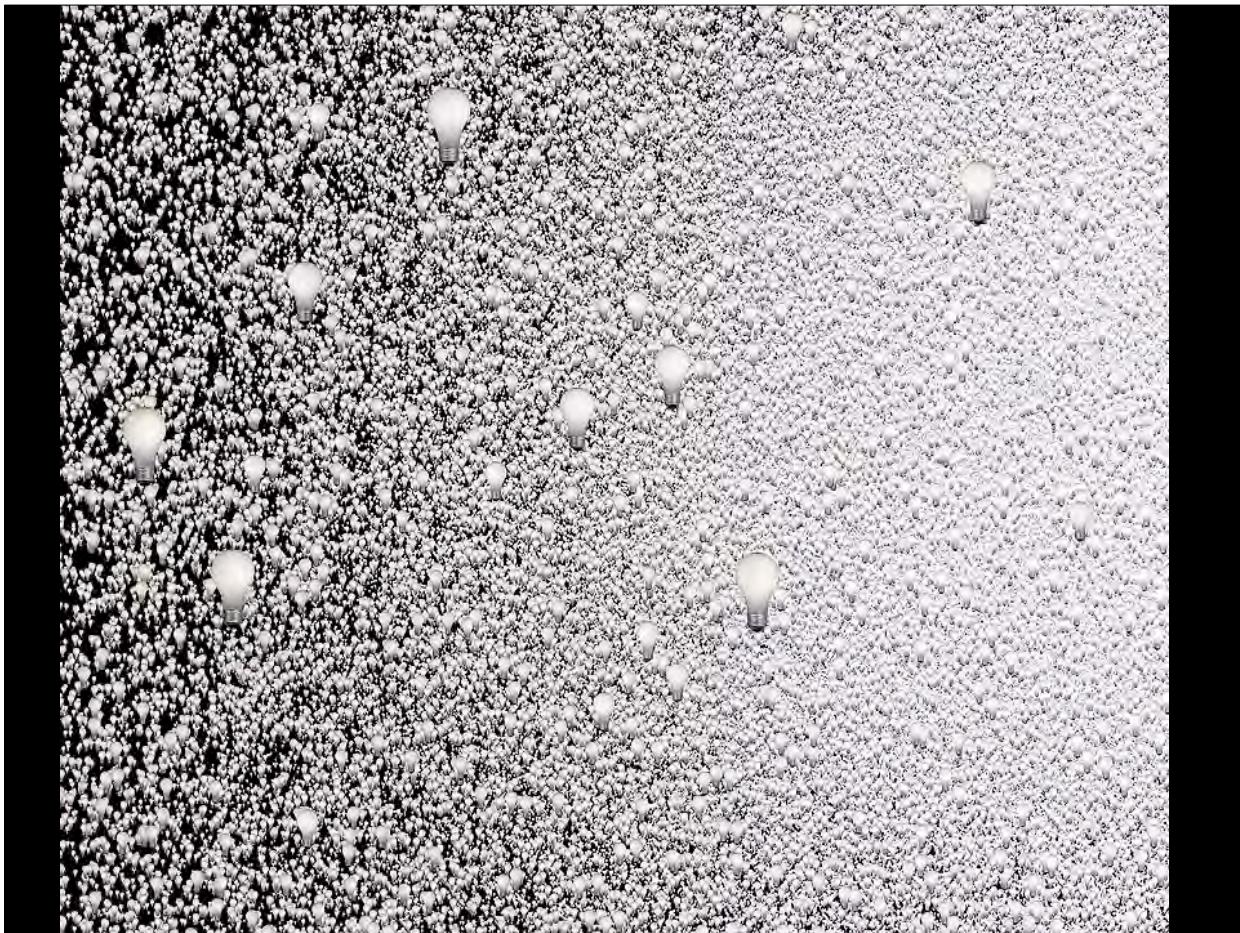
chris  
jordon

<http://chrisjordan.com/>









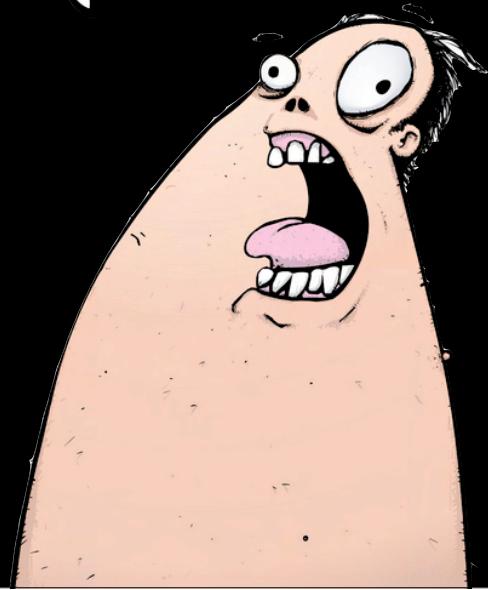


**works all the time**

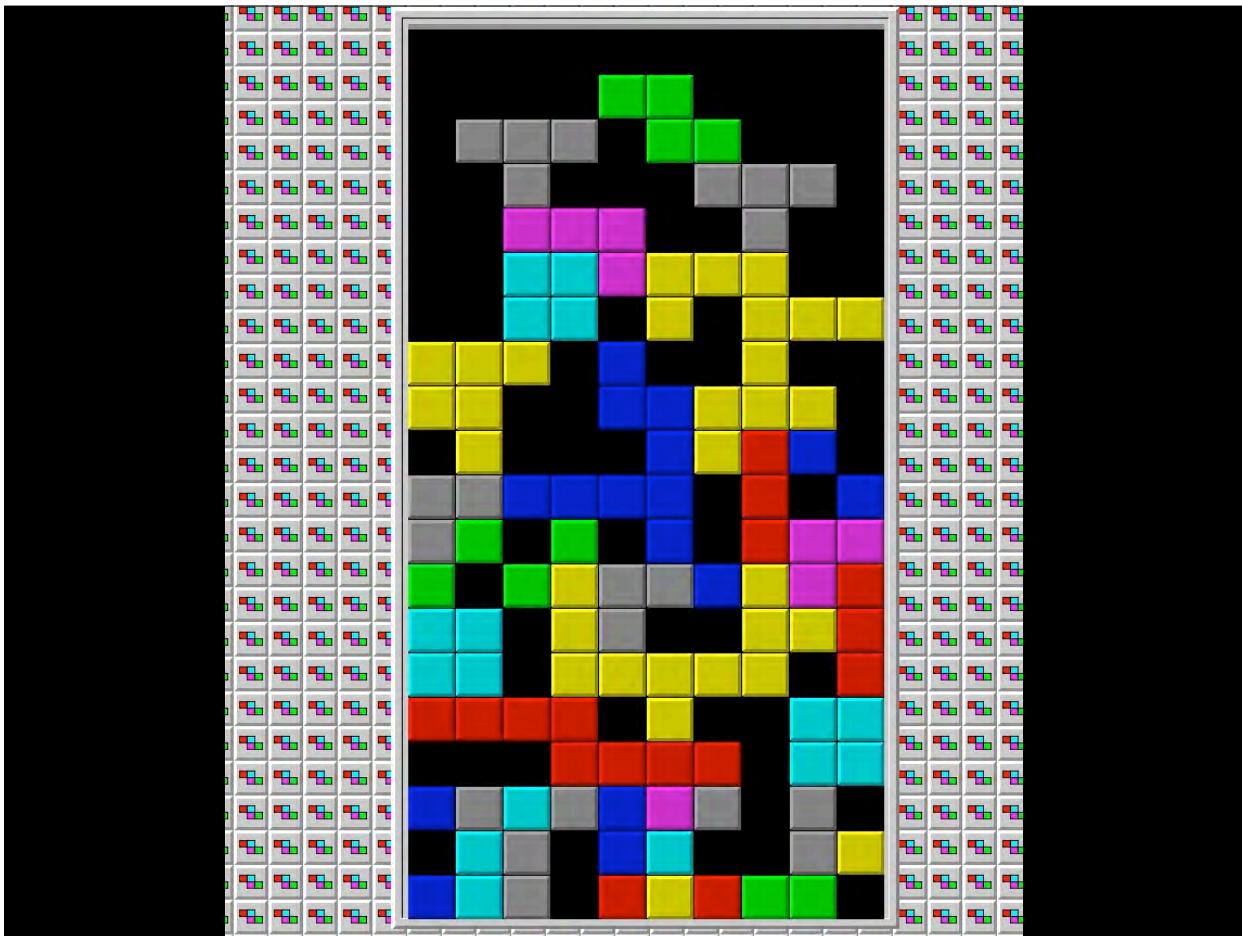
*silently*

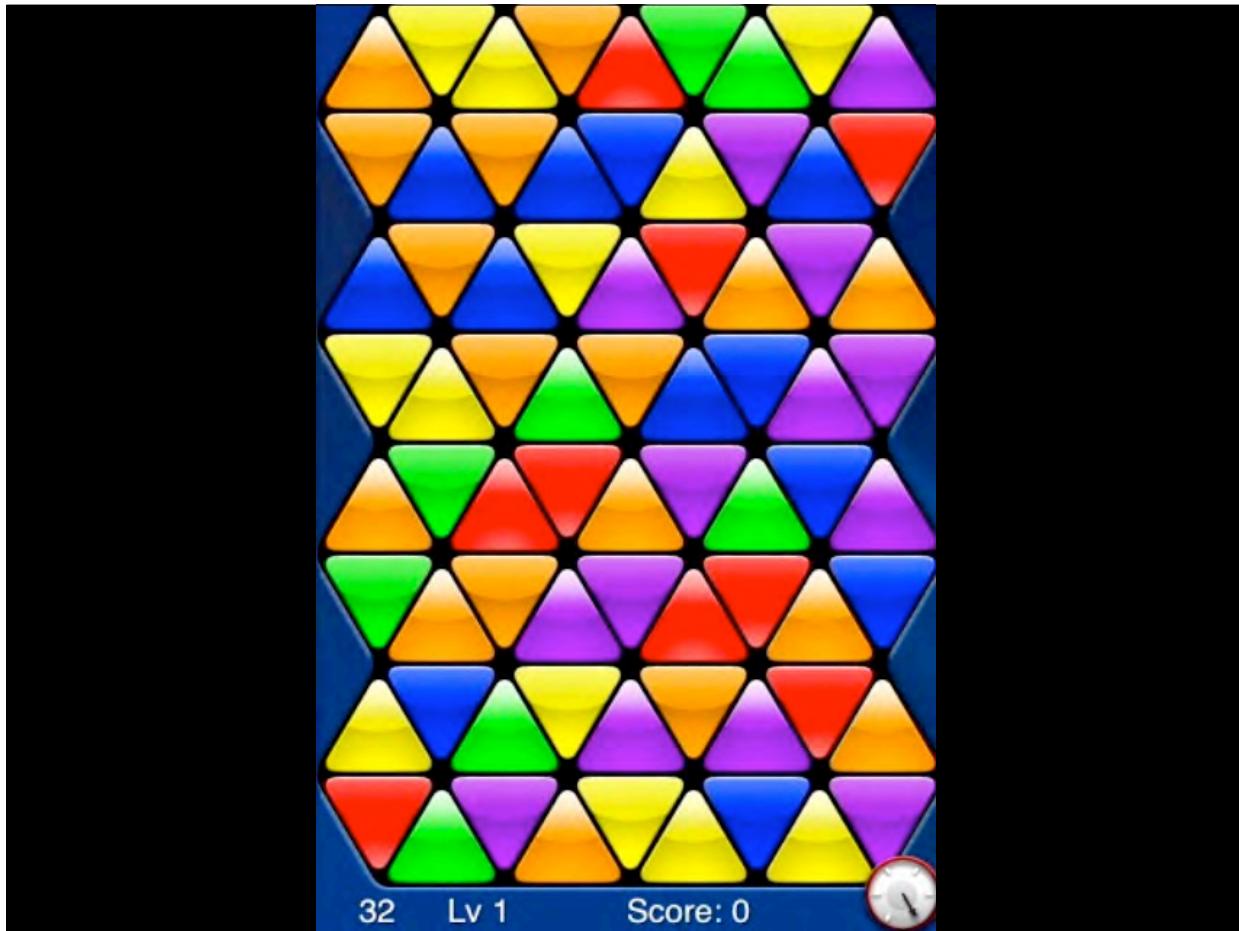
# **silencing the chatter**

...and I could see the squirrels, and they were merry, 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..



**simple (not too  
simple) repetitive  
tasks that  
distract your  
chattering left  
brain**







any repetitive and  
mildly challenging  
chore



# pair programming

## driver

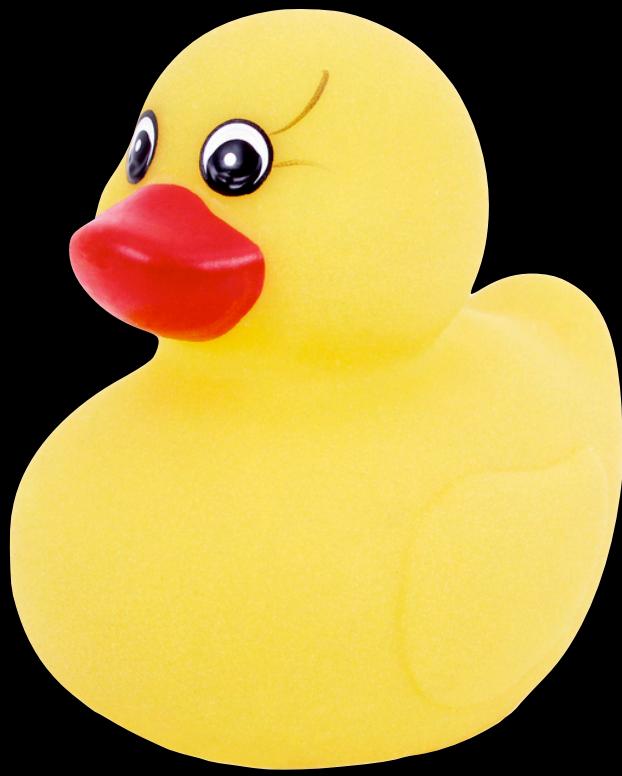
typing  
micro-concerns  
syntax  
formatting  
line-by-line  
getting the  
test to pass

## navigator

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



**figure out how to  
communicate with  
your right brain**



**avoid things that  
shut it out**



**insights are  
fleeting**



**exo-cortex**

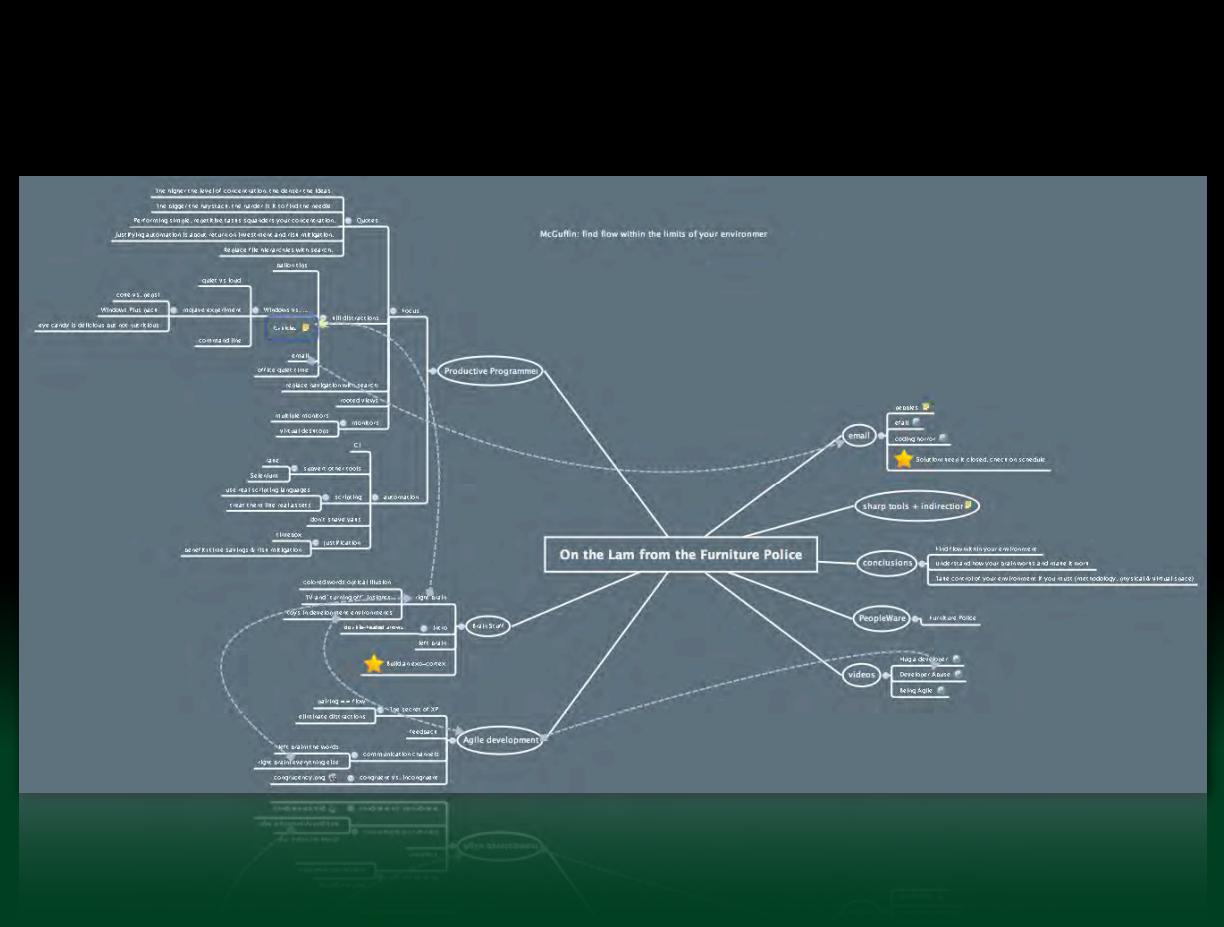
**“trusted system”**

p i m

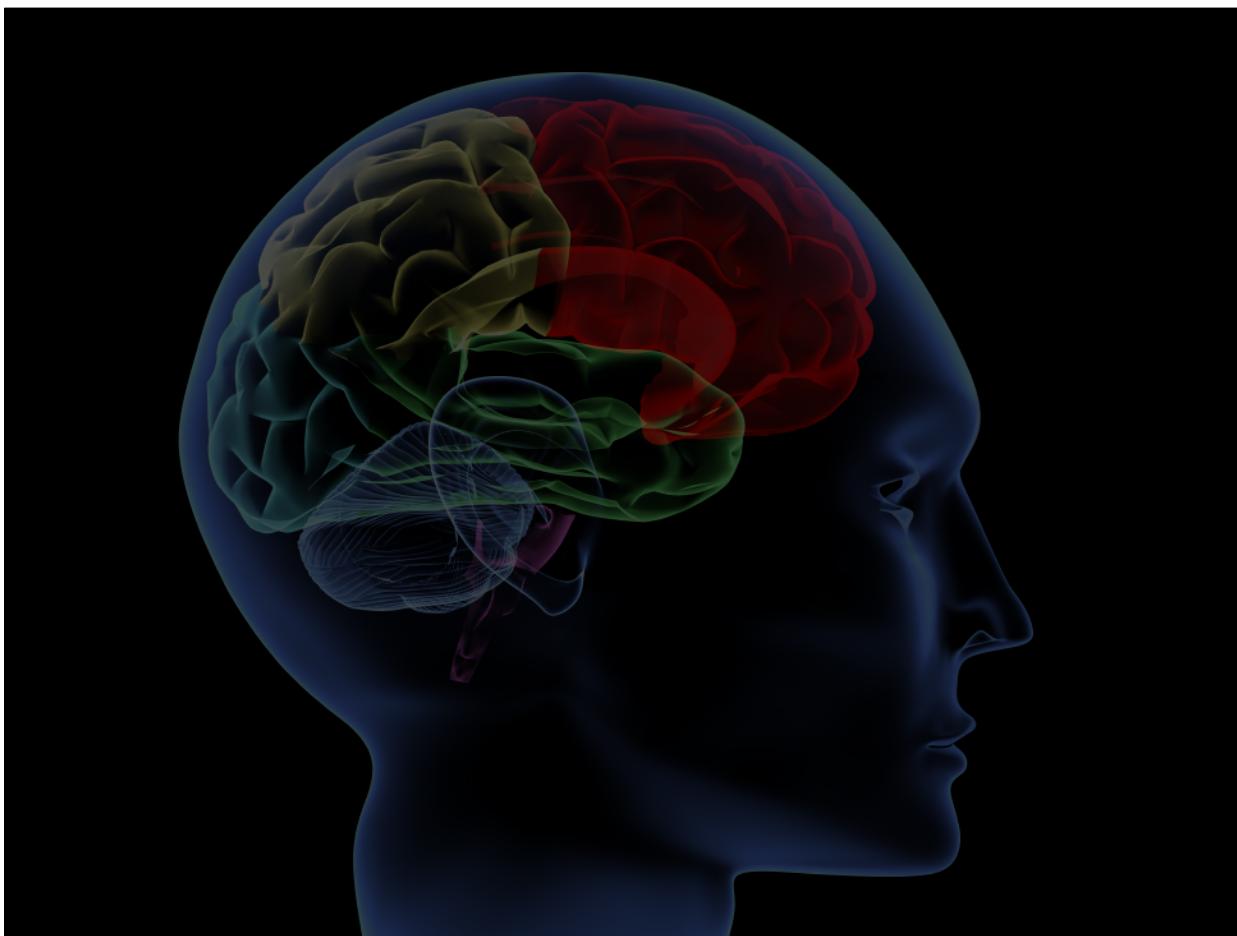
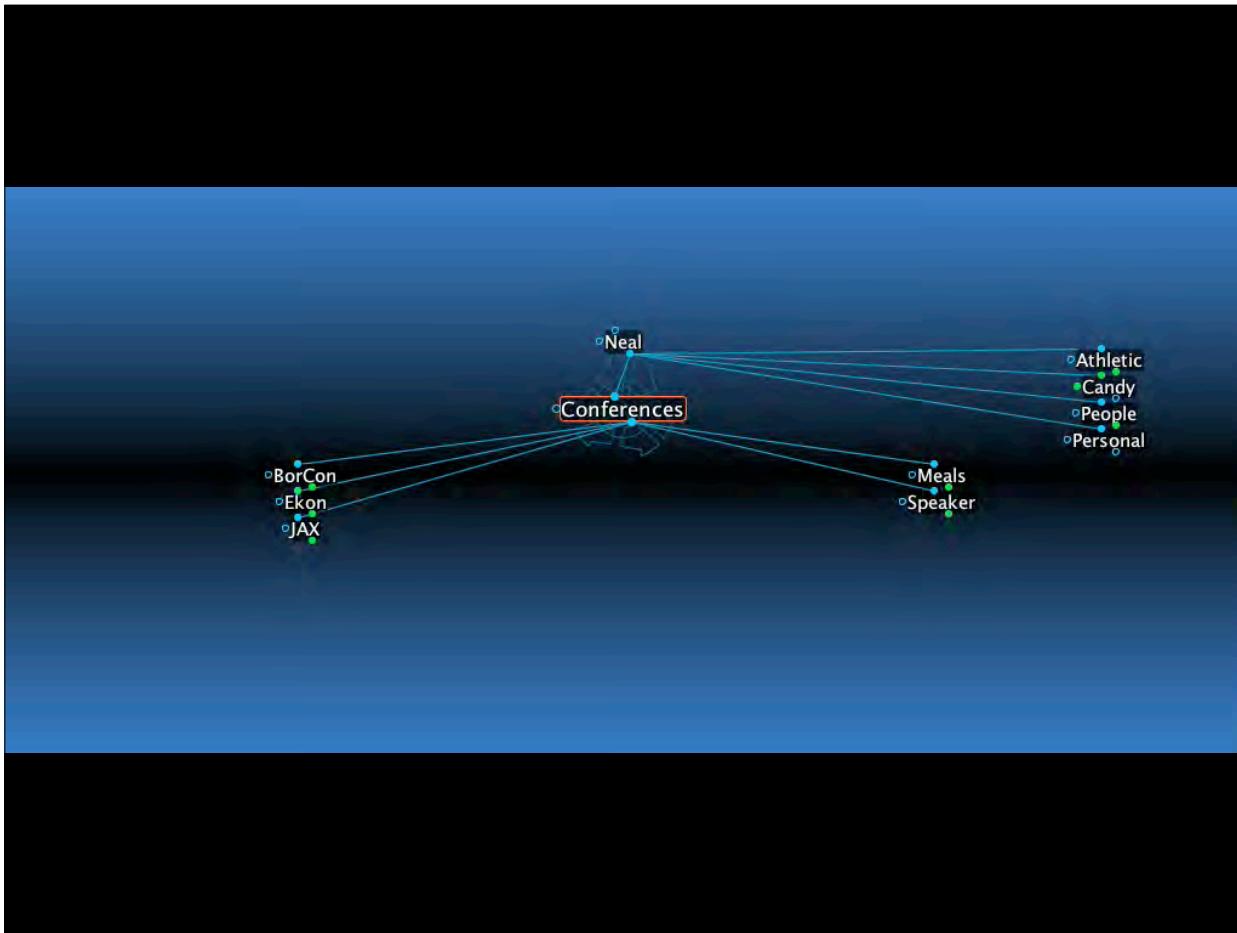
moleskine



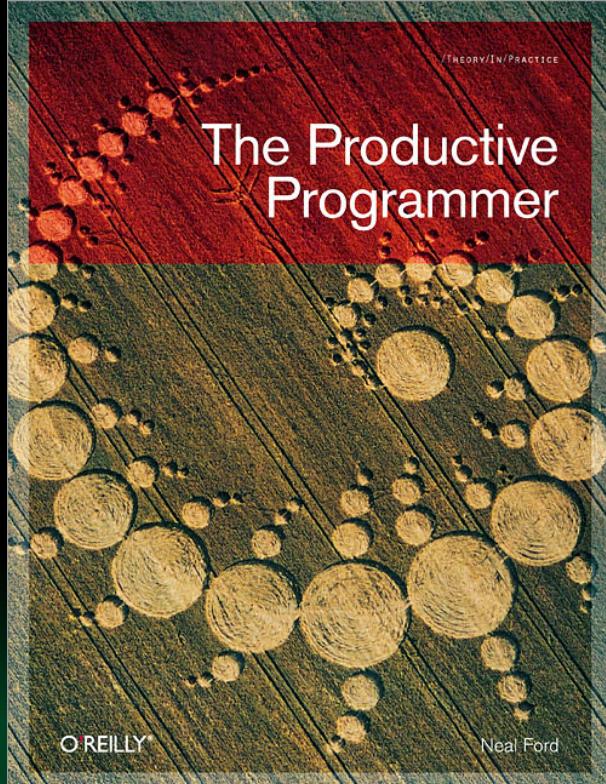
mind-maps



# personal brain

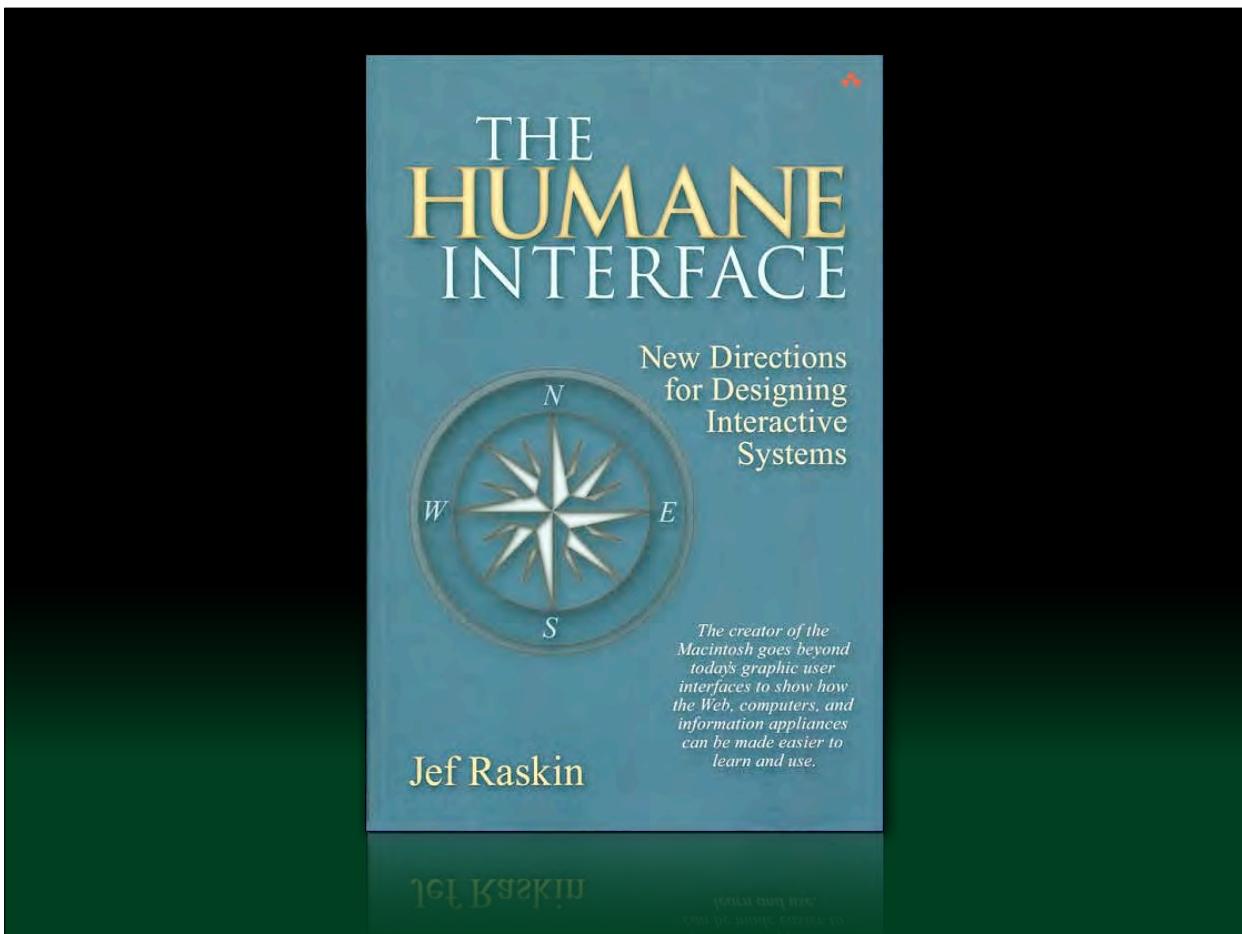


# personal productivity

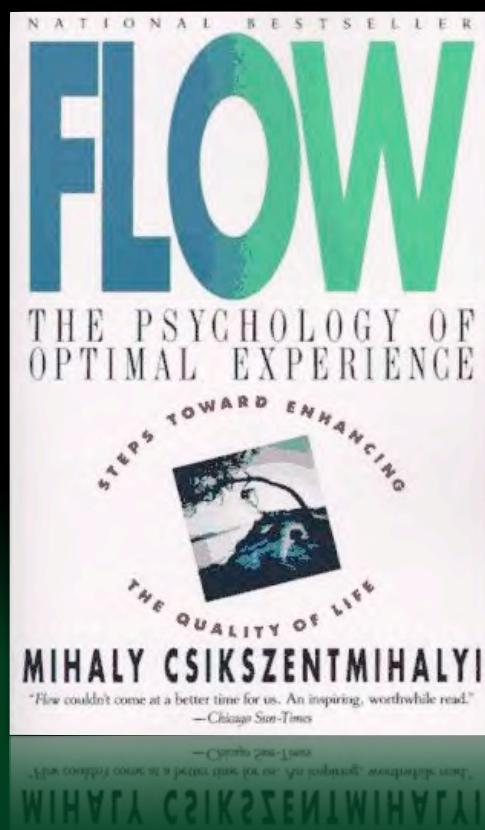




# focus

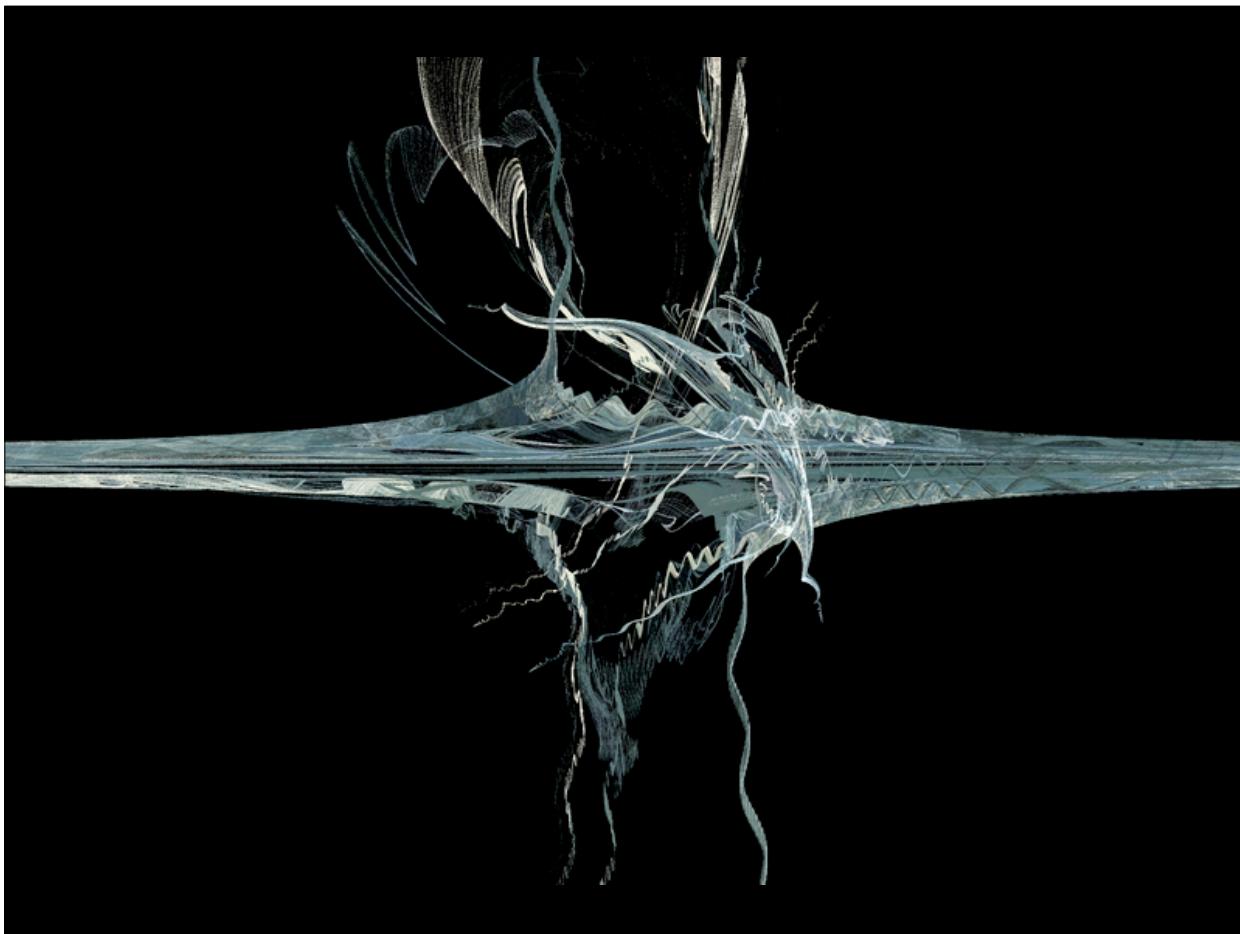


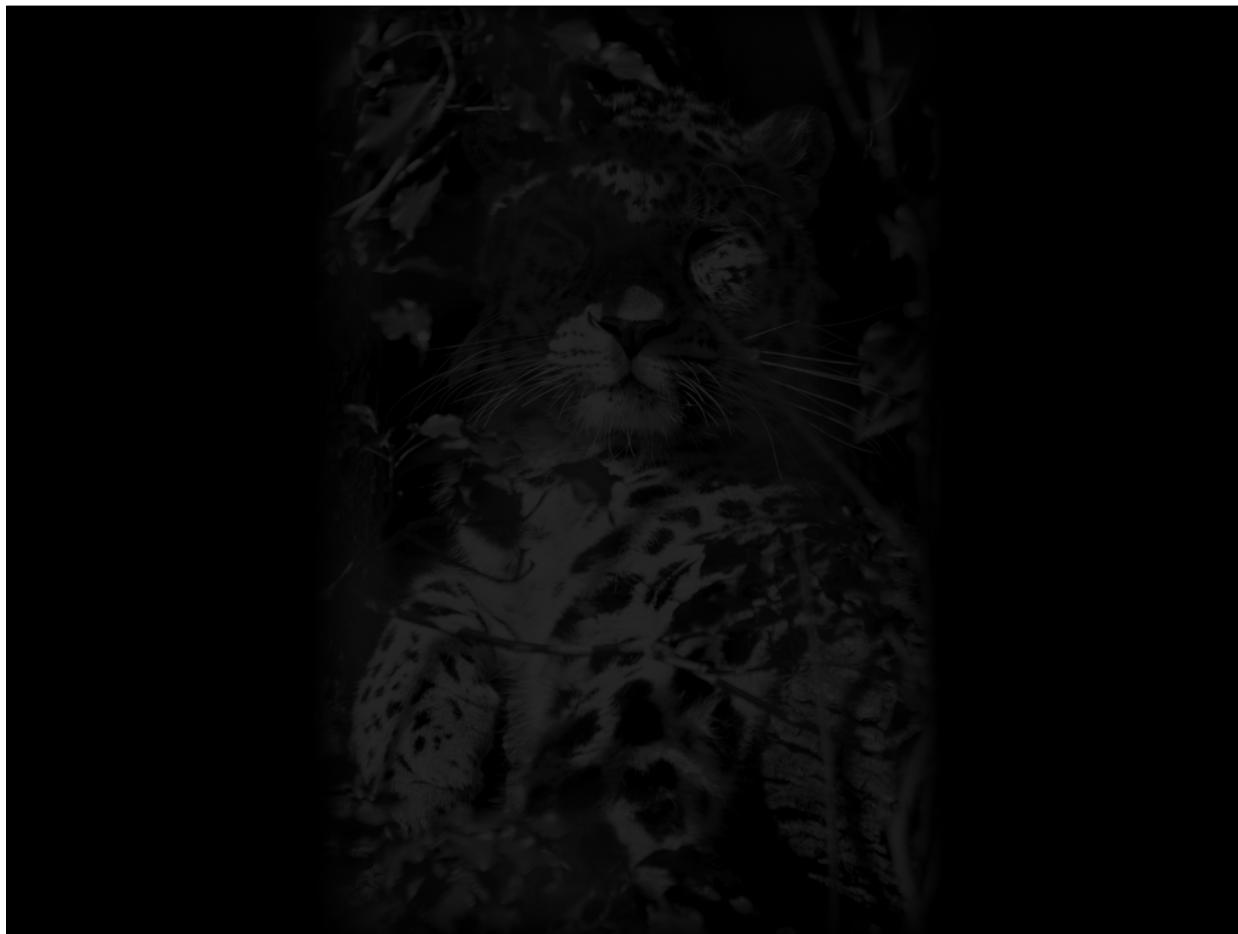
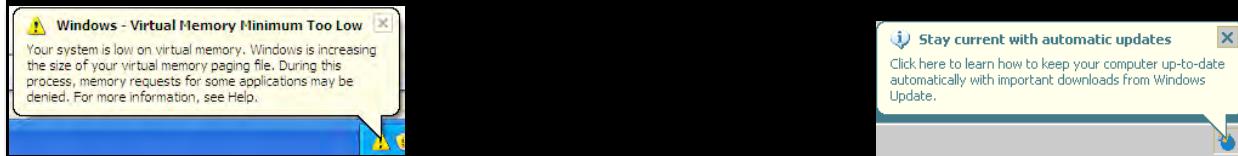
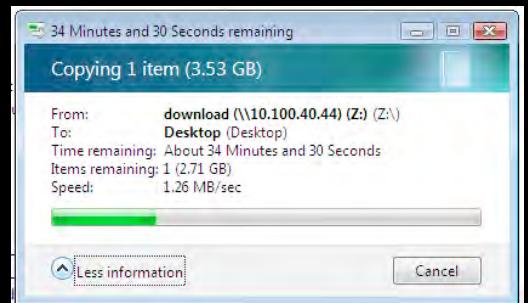
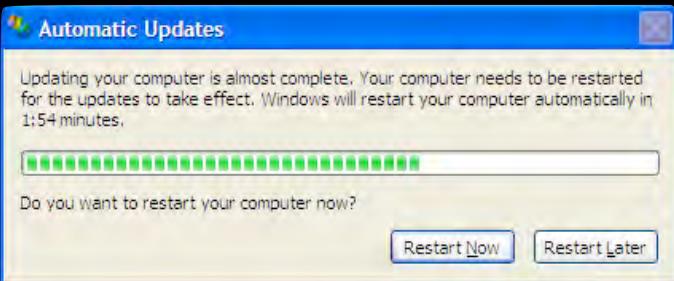
# locus of attention



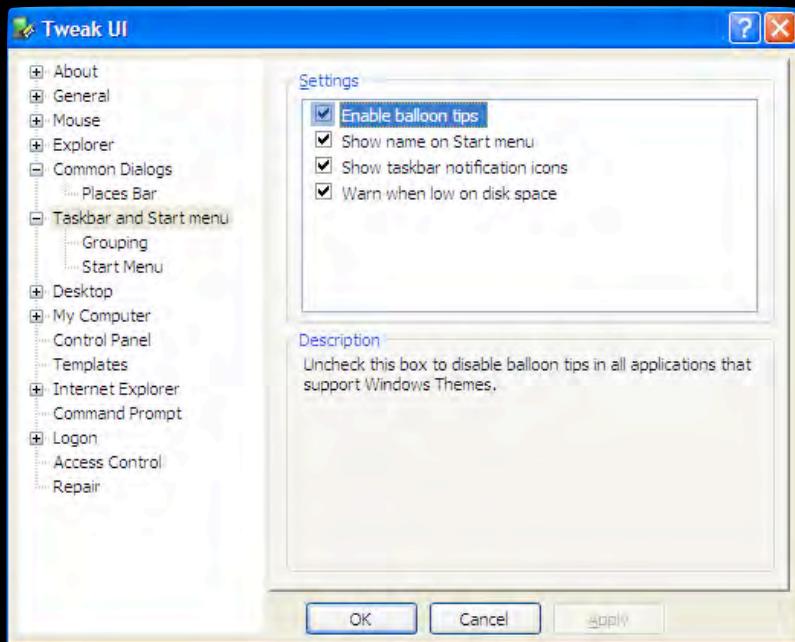
# “in the zone”







# killing balloon tips



# screen dimmers

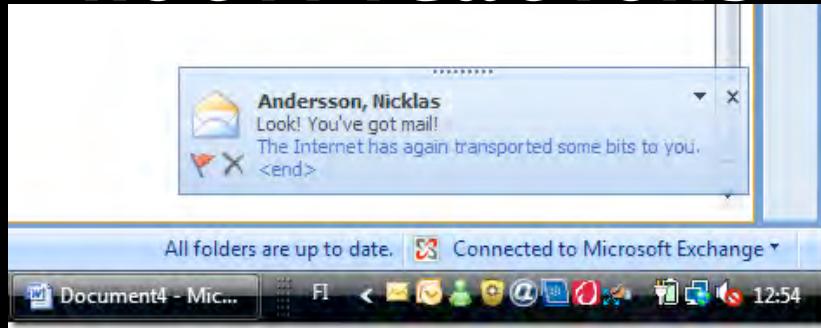


jedi concentrate



doodim

# **turn off notifications**



**productivity in  
non-productive  
environments**



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



& SAS

**sometimes it's  
better to ask  
forgiveness than  
permission**

**automation**

**continuous  
integration**

**script *everything***

**justifying  
automation**

**timebox**

**analyze the r.o.i.**



**don't shave yaks**

**kill environmental  
distractions**

simple stuff





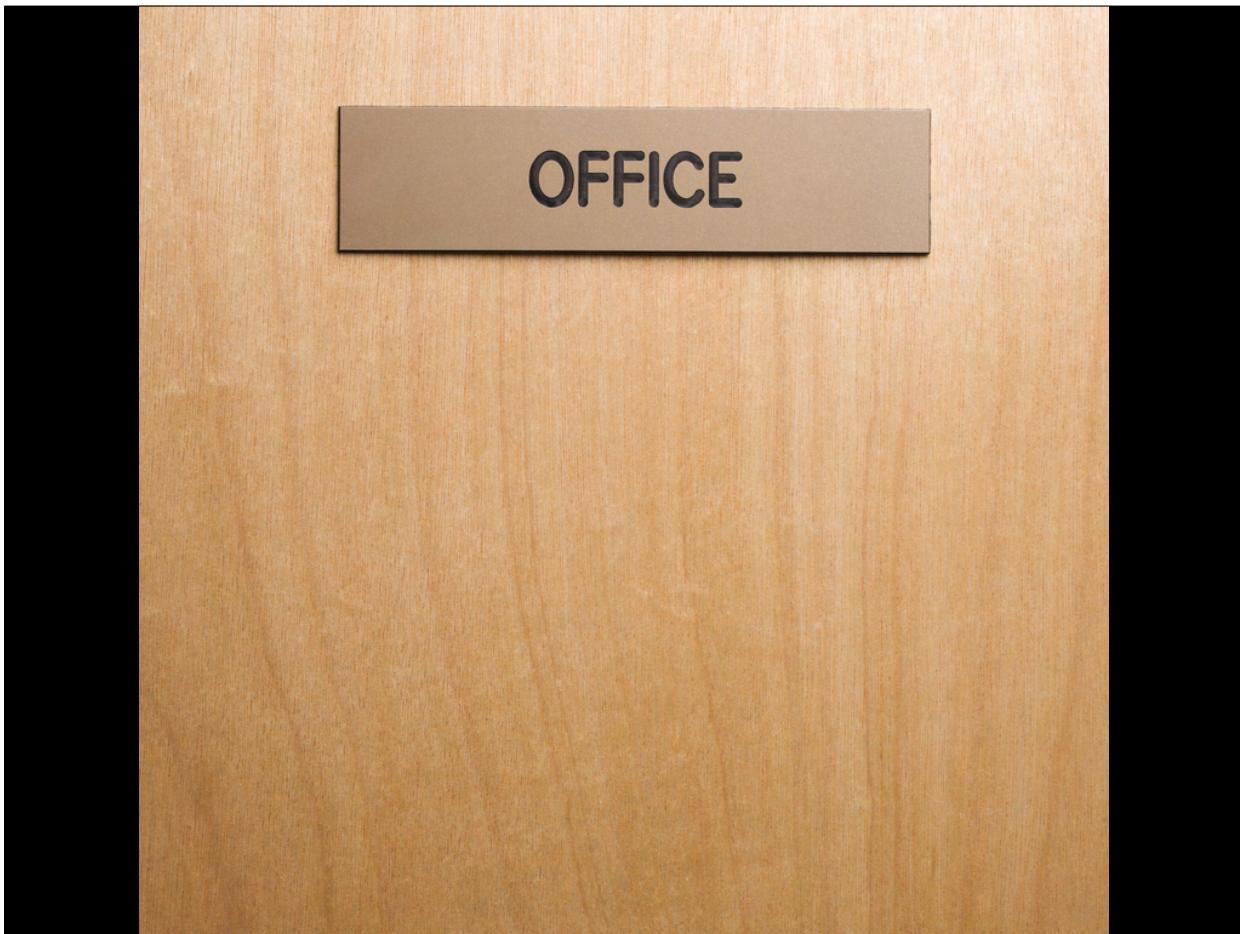
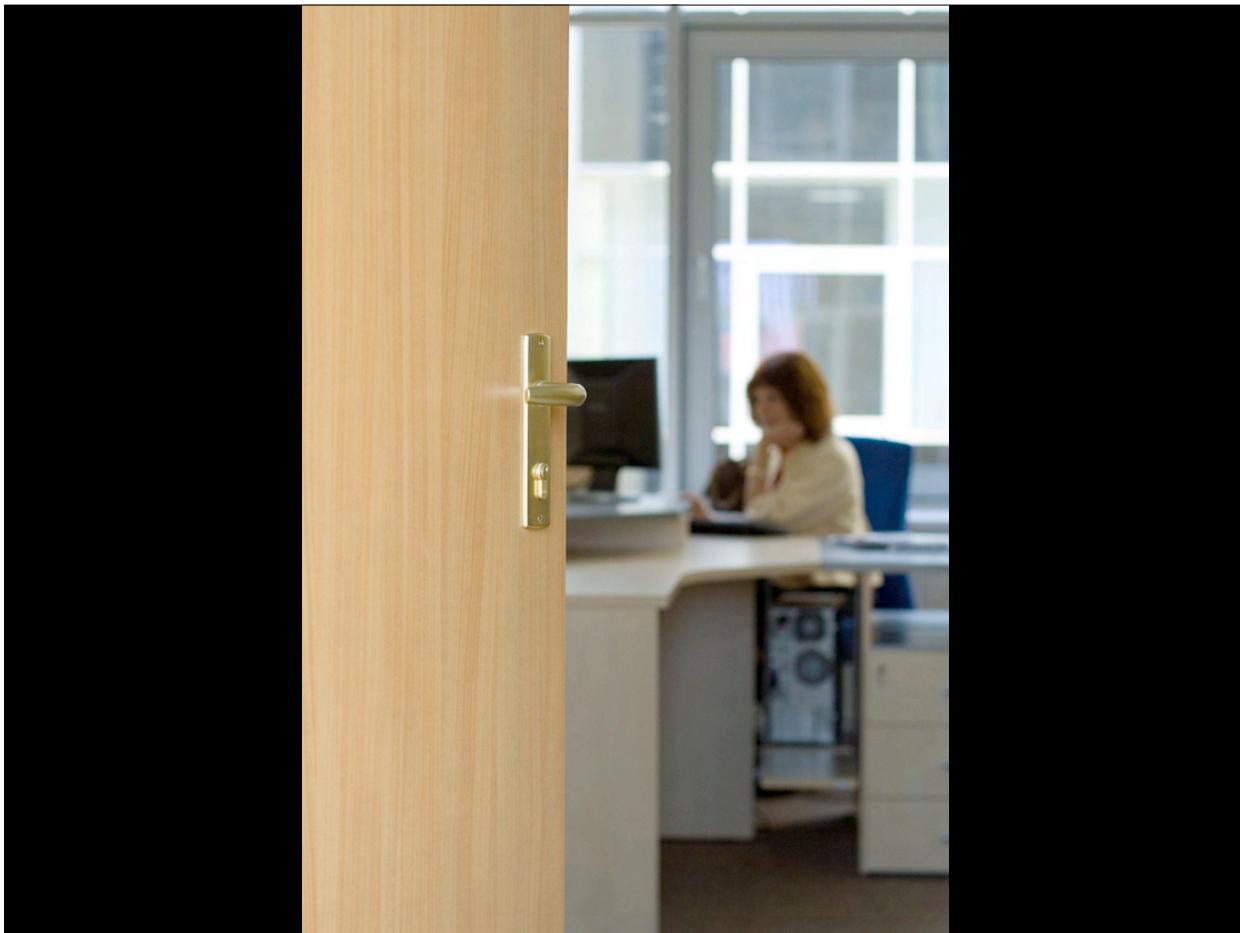


any company that  
has better  
computers for  
salespeople than  
developers *just*  
*doesn't get it*

**computers are tools**

*not status symbols*

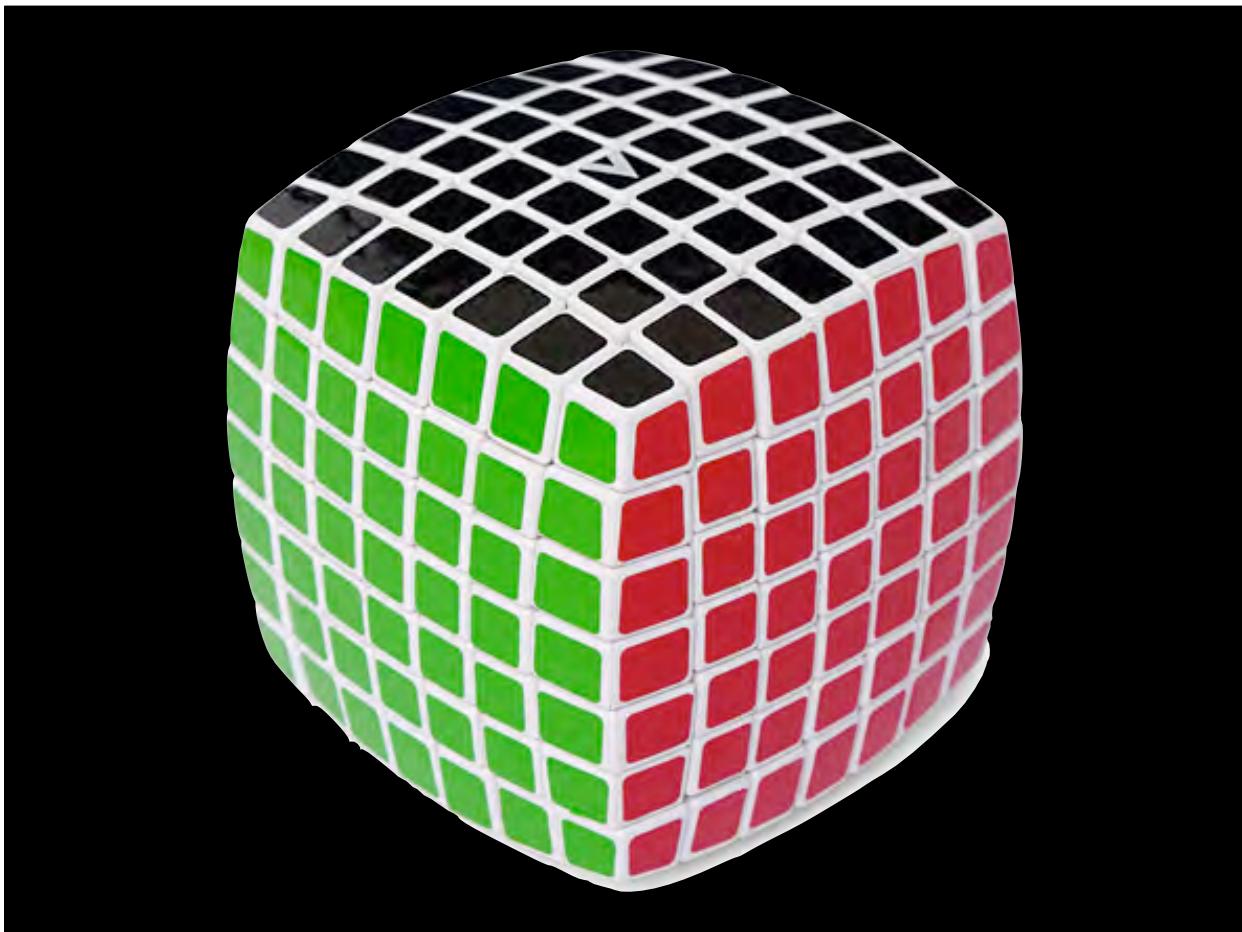
**where you sit**



agile development

war rooms





**cubicles make you  
dumber!**



you need rich  
environments

email

**1. point to point  
communications do  
not scale**

**2. Emails tend to  
be bloated with  
too many details  
and different  
topics.**

# instant messaging works better

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

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







how do you sell this in  
the enterprise?







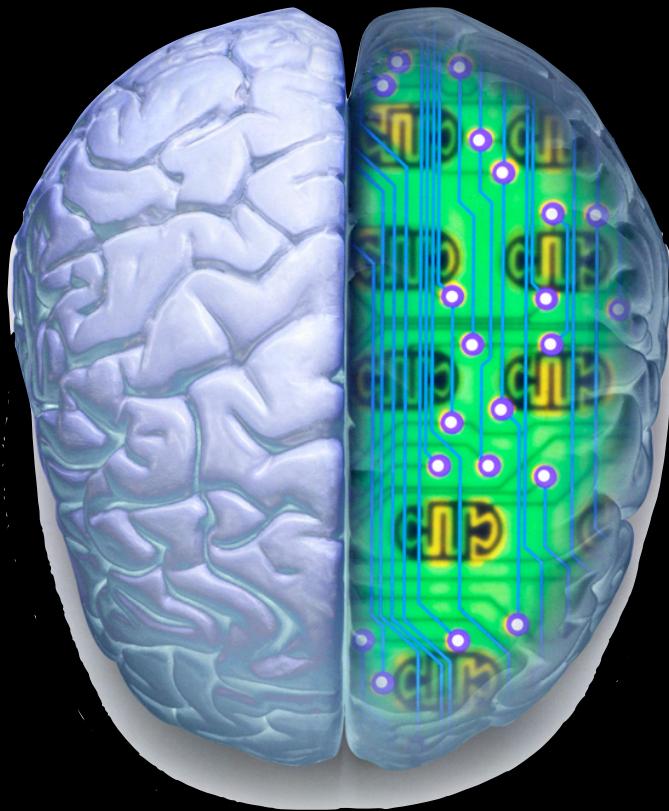
**to do list:**  
*for your company*

**brain-friendly  
workspaces**

# pair programming

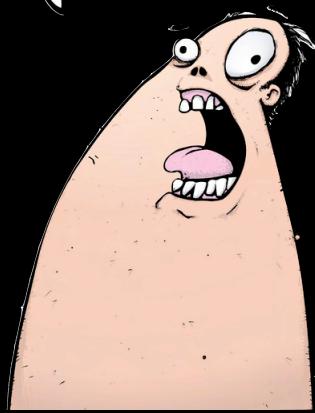
*software  
development is  
more about  
communication than  
technology*

# 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



**create an exo-  
context**

**find flow within  
your environment**

wrest control away  
from the furniture  
police

*gently*

build insanely  
great software

# thanks for coming!

## enjoy the rest of the conference

**NEAL FORD** software architect / meme wrangler

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