

NEAL FORD director / software architect
meme wrangler

ThoughtWorks®

nford@thoughtworks.com
2002 Summit Boulevard, Atlanta, GA 30319
nealford.com
thoughtworks.com
memeargora.blogspot.com
@neal4d

Master

's
PLAN

for



N^F Domination

Al

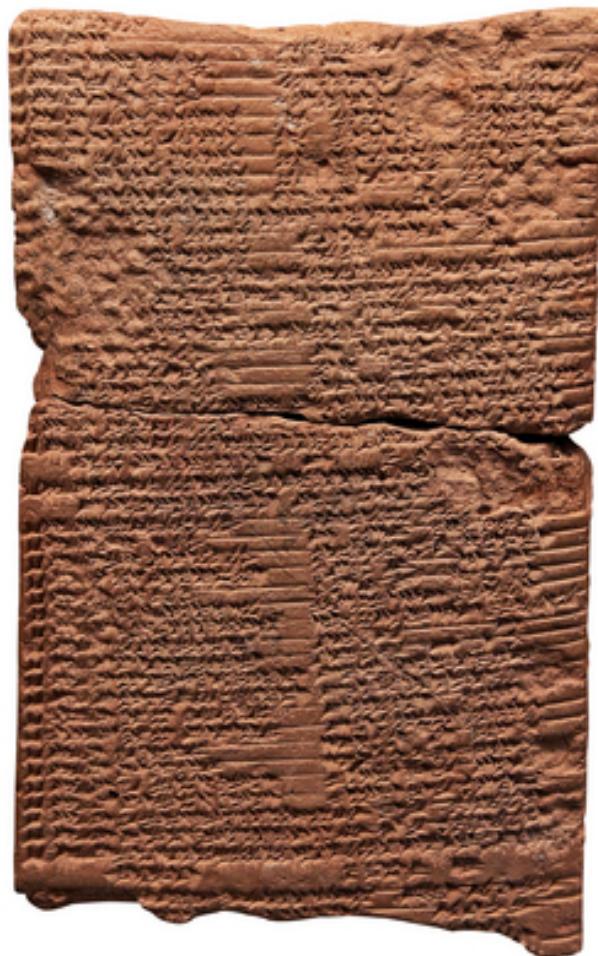
how do...

things become popular?

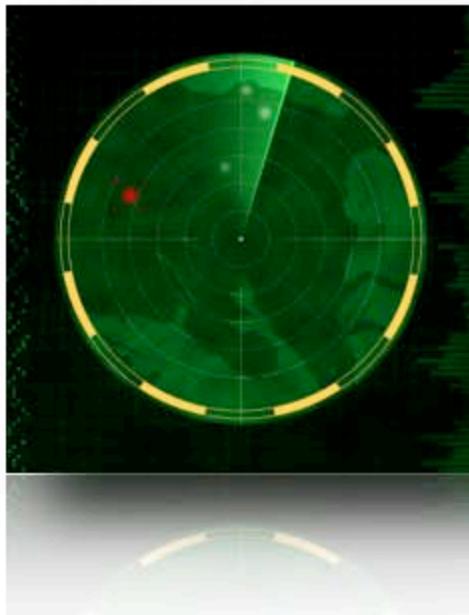
you make something popular?

build a bridge to popularity?

how do things become popular?



Build Your Own Technology Radar



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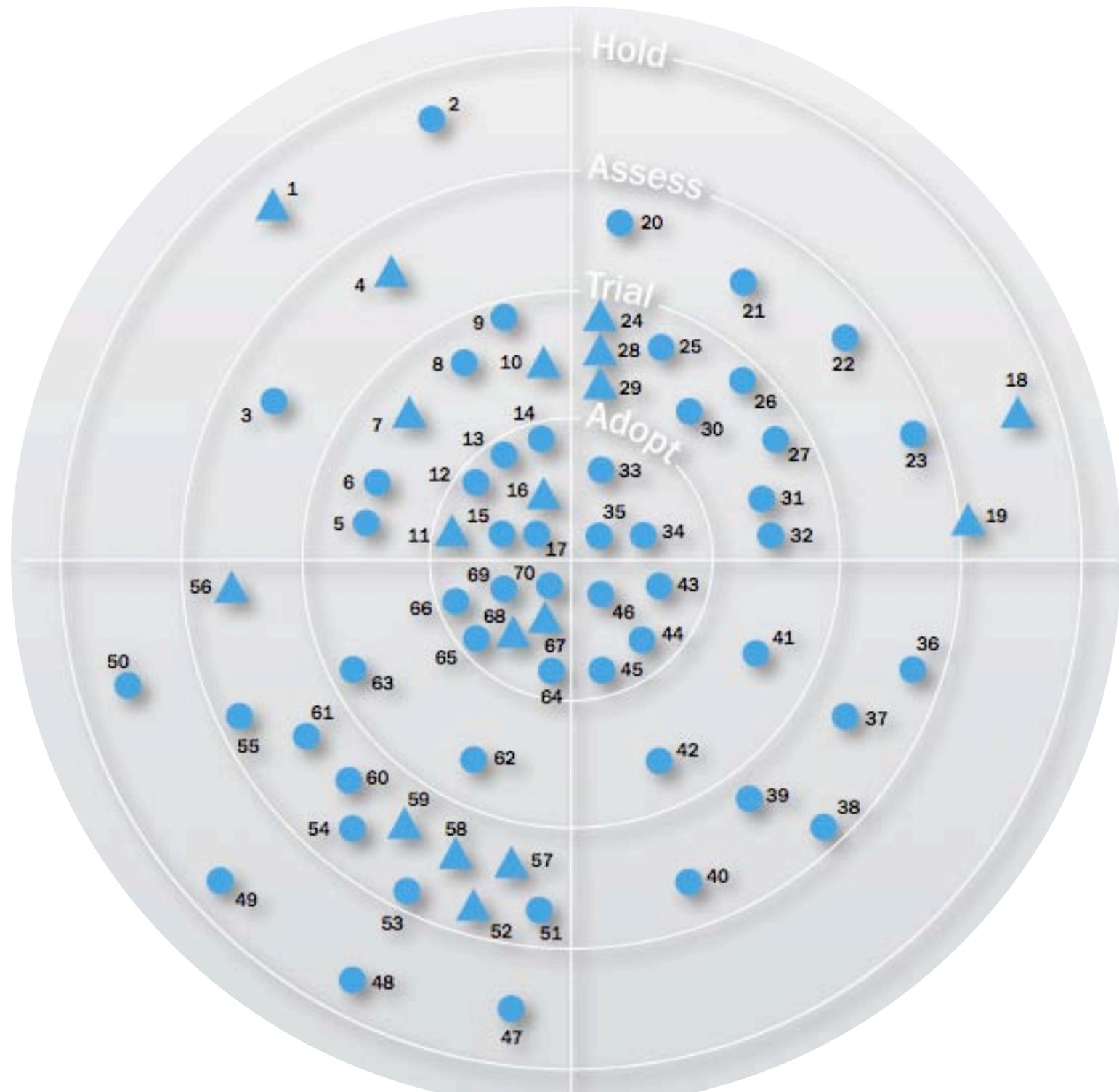
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Technology Radar

<http://www.thoughtworks.com/radar>

Prepared by ThoughtWorks
Technical Advisory Board
August 2010

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litmus tests

- ✓ how do you
- ✓ determine the
- ✓ Next Big Thing?





#mollify

#mollify

create new
befriendships
effortless
messages
everywhere

CTO's don't fear
Lisp...

...they fear
“different”

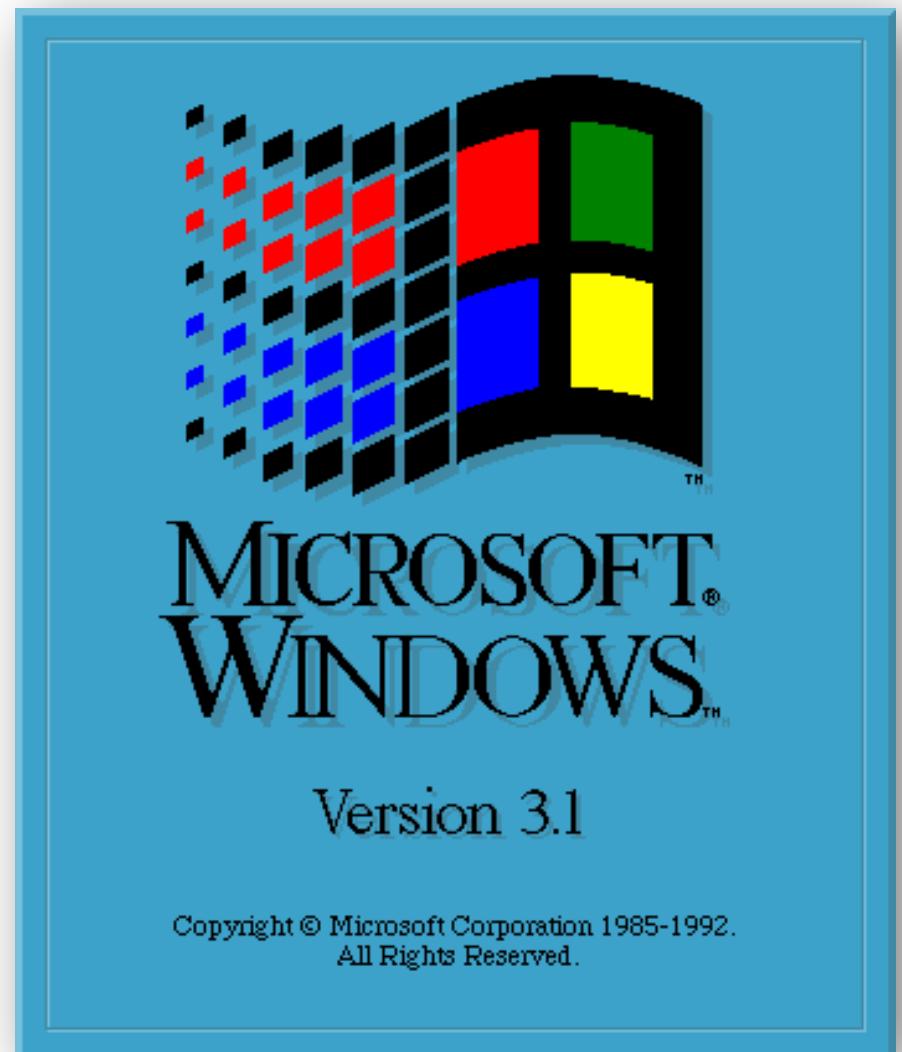
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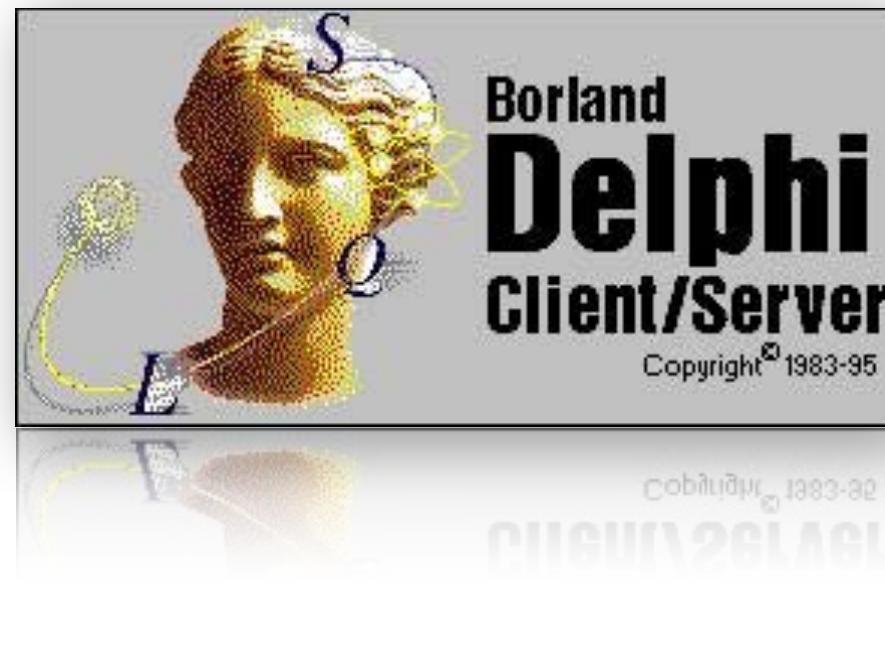
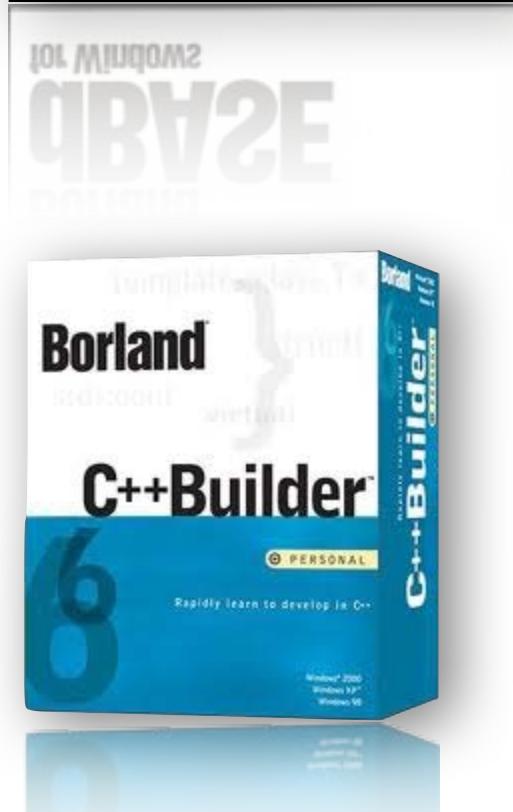
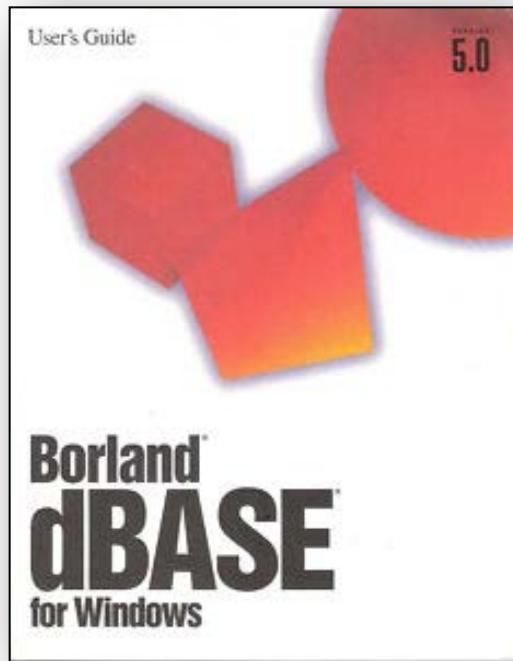
make clojure
commonplace

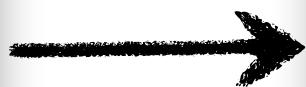
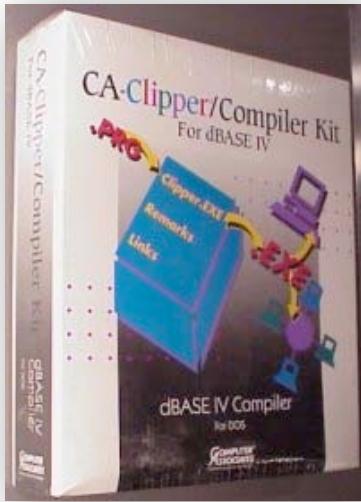
#mollify

how do things become popular?









#hoíst

#hoist



#hoist

web framework (boring)

RESTful integration ?

O/R mapping ?

rules engines ?!?

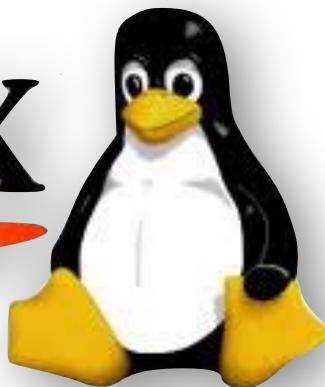
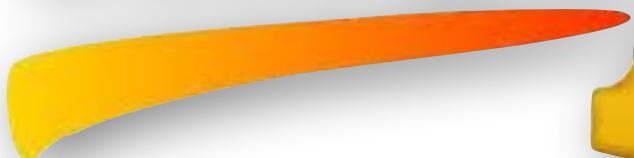
some new category...



breaking &
entering
cat burglary

breaking &
entering

Linux



#hoist



breaking &
entering
cat burglary

cat burgLary



<?xml?>

∞



#camouflagE

#Camouflagē

make clojure
commonplace



#mollify

how do...

things become popular?

you make something popular?

build a bridge to popularity?

be Like Fox news



!

#propagandíze

#propagandize

*...a form of communication
that is aimed at
influencing the attitude
of a community toward
some cause or position so
as to benefit oneself or
one's group.*

stay on message!

high performance

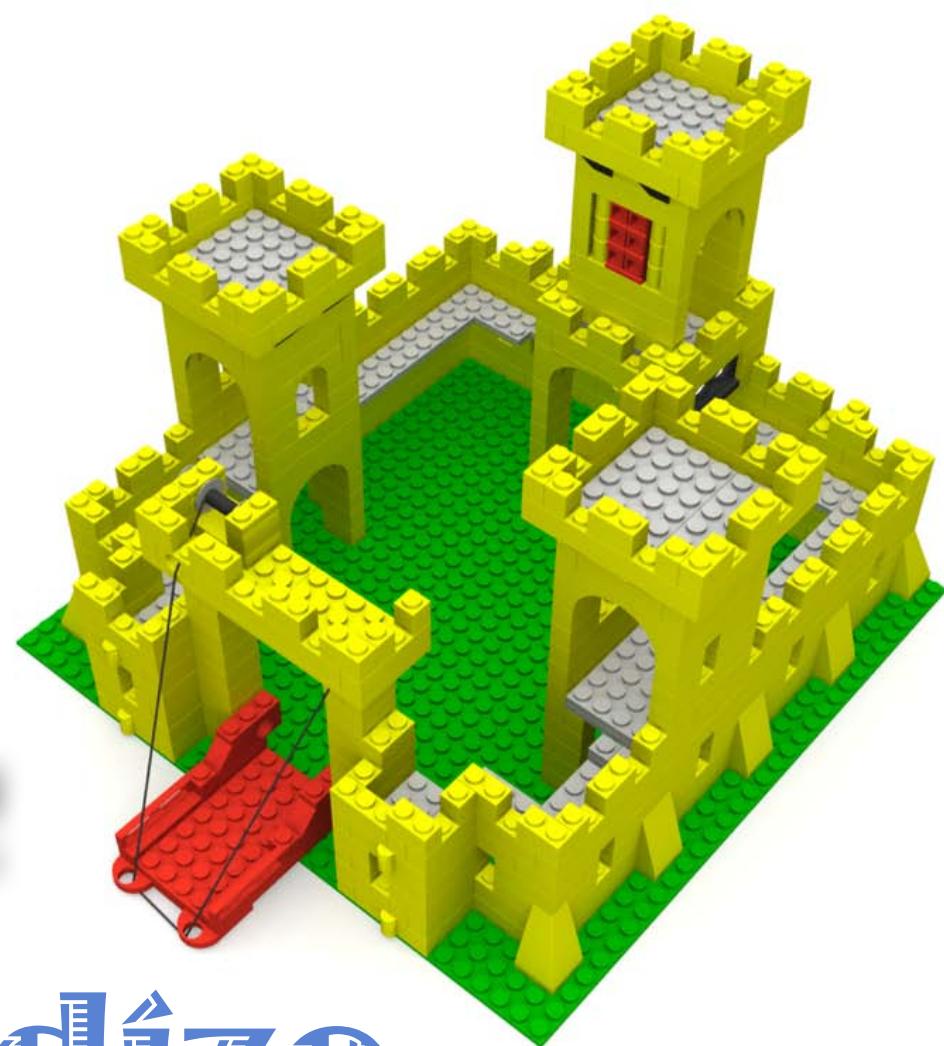
simple, not easy

clojure as a vision for software,
not a language

#propagandize



pimp the
knitted castle!



#propagandize

#propagandize

stay on message

stay relentlessly positive



how do...

things become popular?

you make something popular?

build a bridge to popularity?



#packheat

if you believe
you have an
advantage...

...prove it !

#packheat

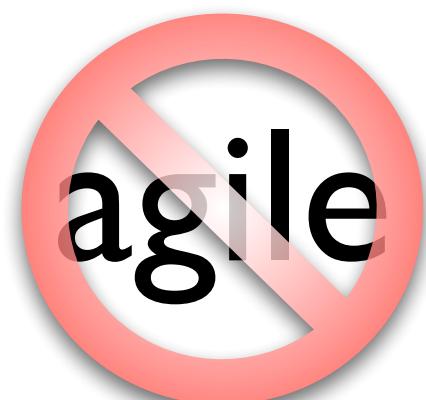
#packheat



know your enemies

status

quo



Scala will be the next
Big Thing on the JVM
because it fetishizes
complexity exactly the
way that Java
developers are used to.

#befriend

SELL...

alternate language to Java

functional

dynamic

Clojure

#befriend



#befriend



#encapsulate

#encapsulate



#encapsulate



#packheat #mollify

#propagandize

Neal's Master Plan

#encapsulate

#camouflage

#hoist

#befriend

? ' S

please fill out the session evaluations



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