

YOLO RELEASES CONSIDERED HARMFUL



@catehstn



**A MAN WHO CARRIES A CAT
BY THE TAIL LEARNS
SOMETHING HE CAN LEARN
IN NO OTHER WAY.**

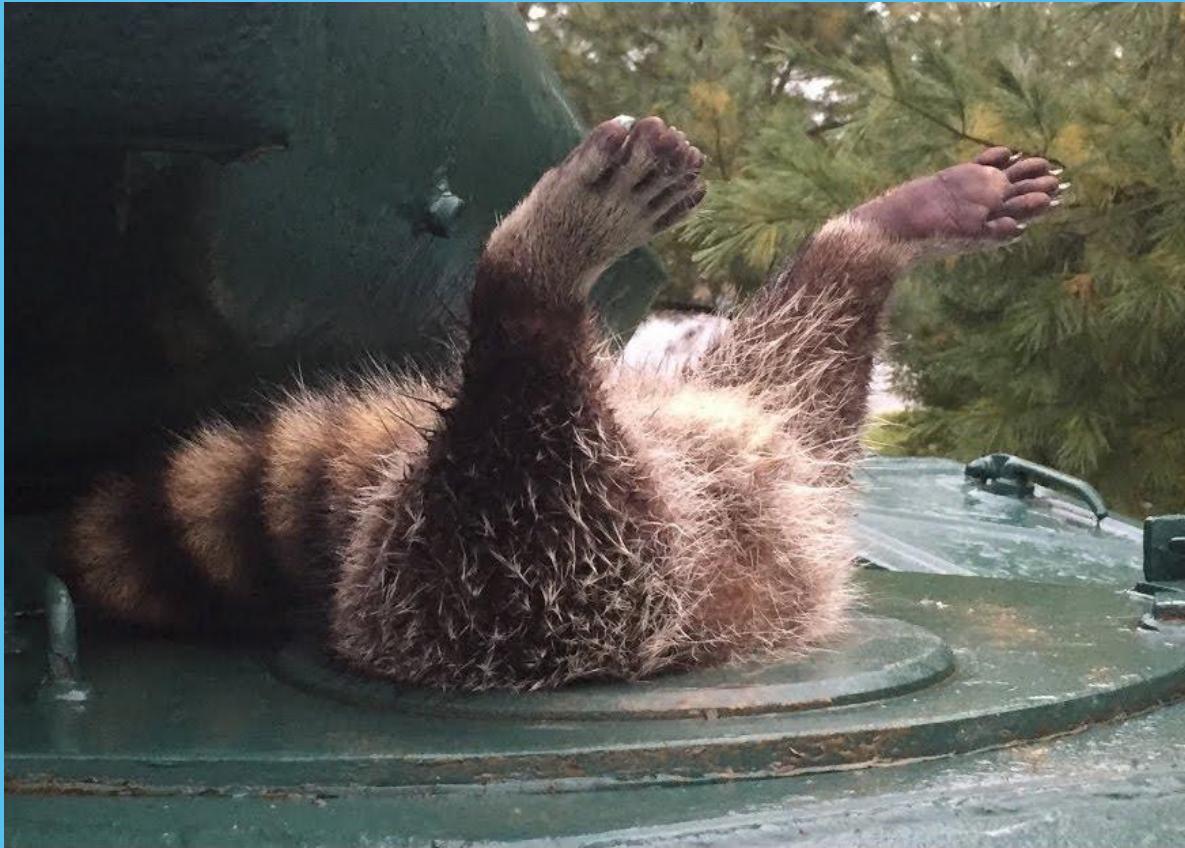
@catehstn



-MARK TWAIN



@catehstn



@catehstn



@catehstn

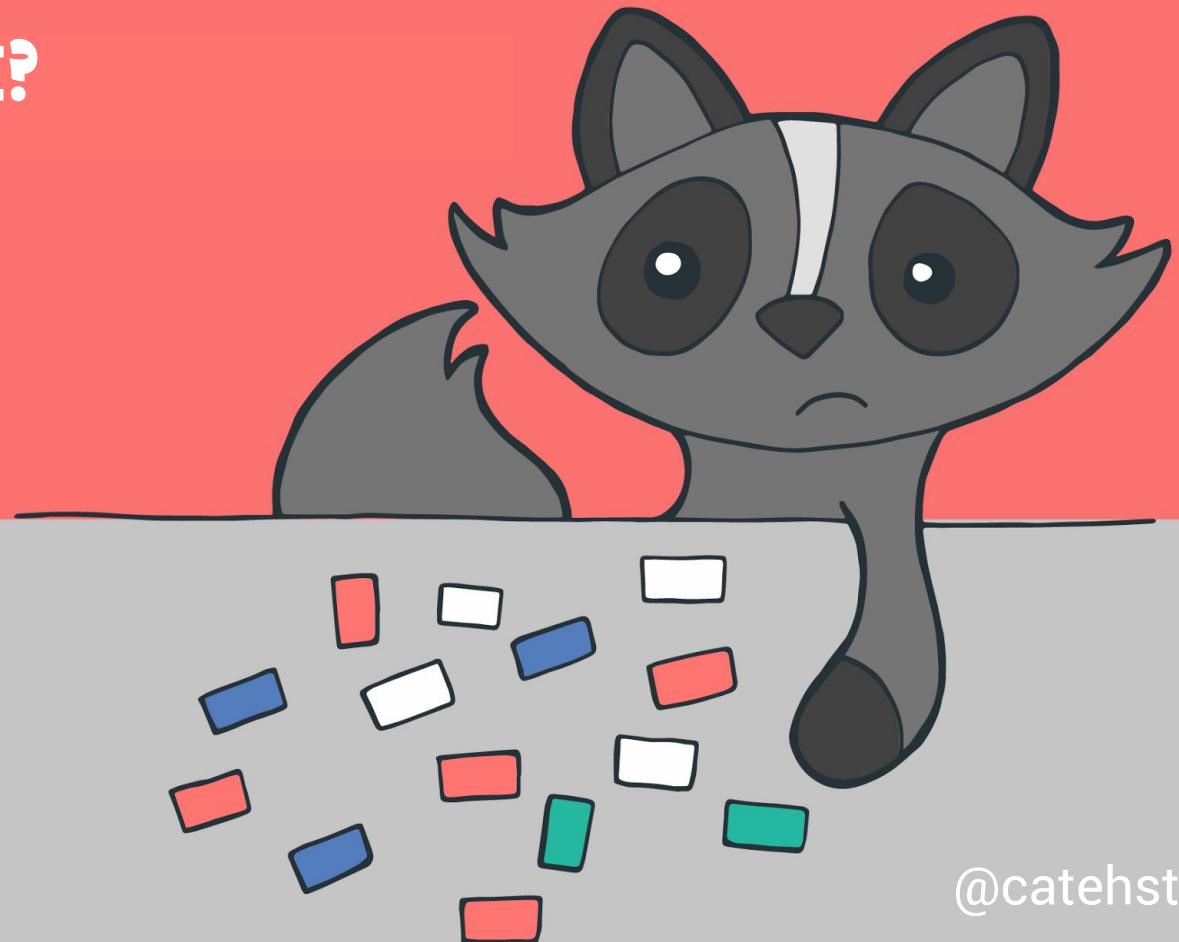


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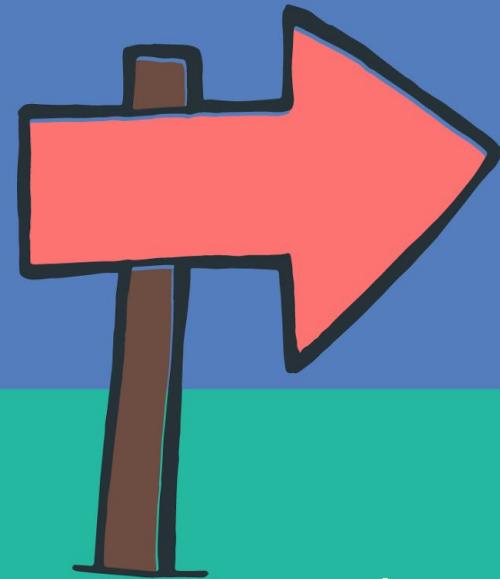
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PREDICTABLE?



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VELOCITY



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DEADLINES VS. GOALS



TO RACCOON:
URGENT!

ALL FILES DUE
IMMEDIATELY!

TO RACCOON:
HELLO!

LETS MEET THAT
NEW SALES GOAL!

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PREDICTABLE!



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PRIORITIES?

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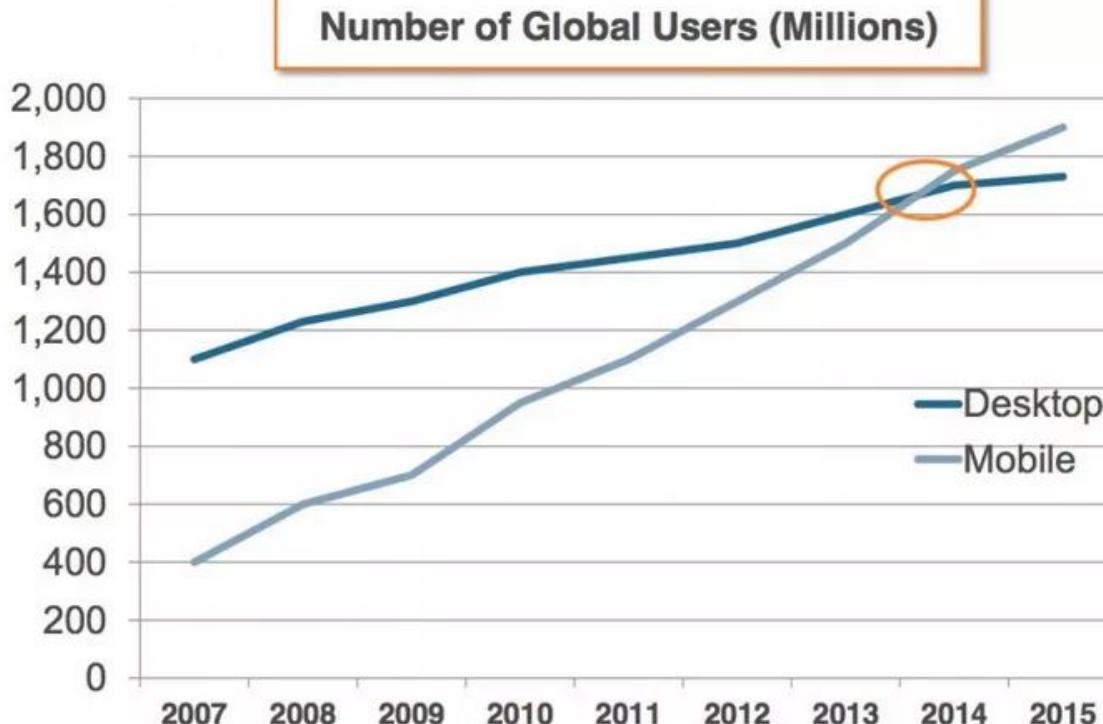
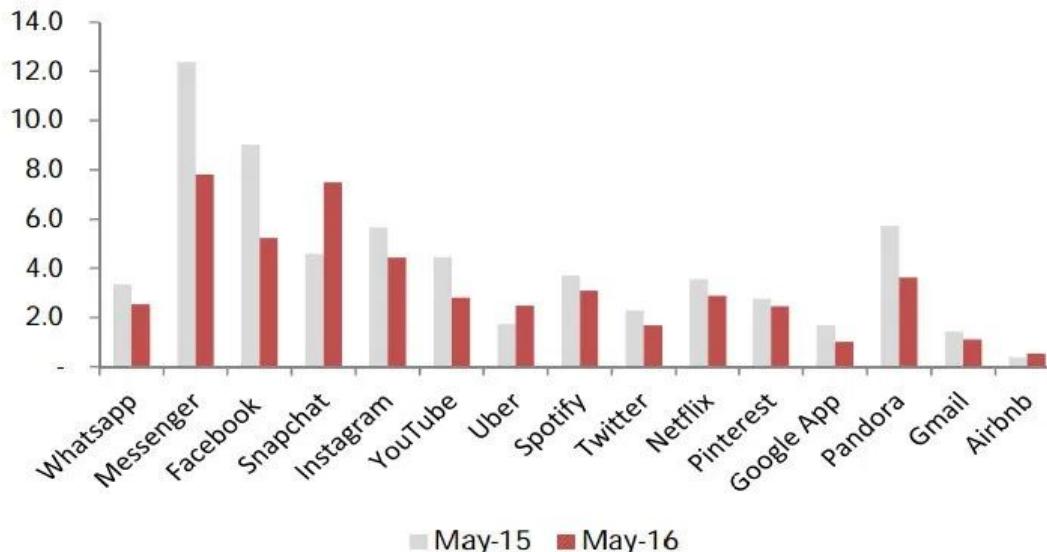


Fig. 3: US app downloads declined more than 20% YoY as the largest platforms are showing maturation

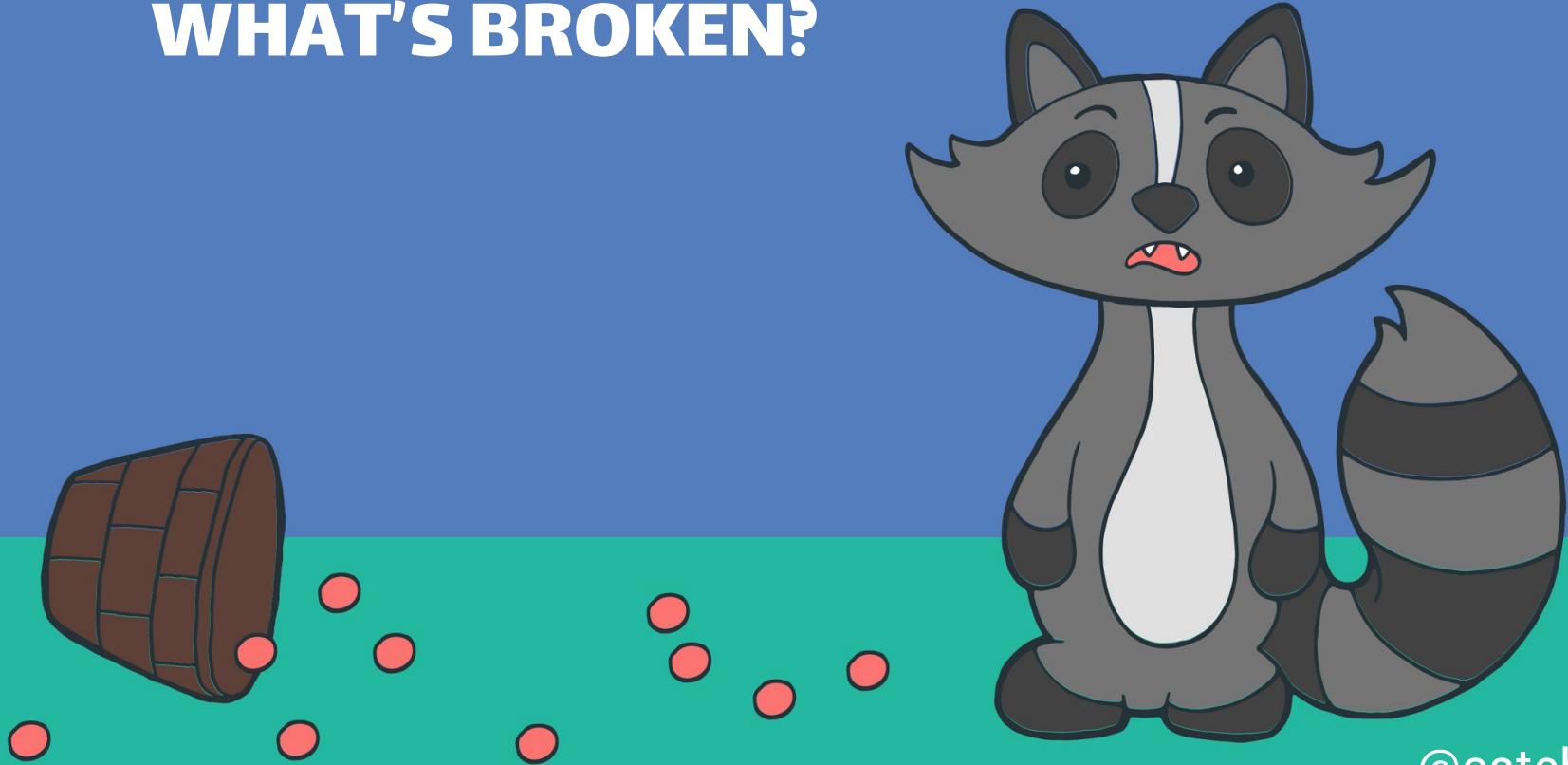
Global app downloads, mn



Source: SensorTower, Nomura research

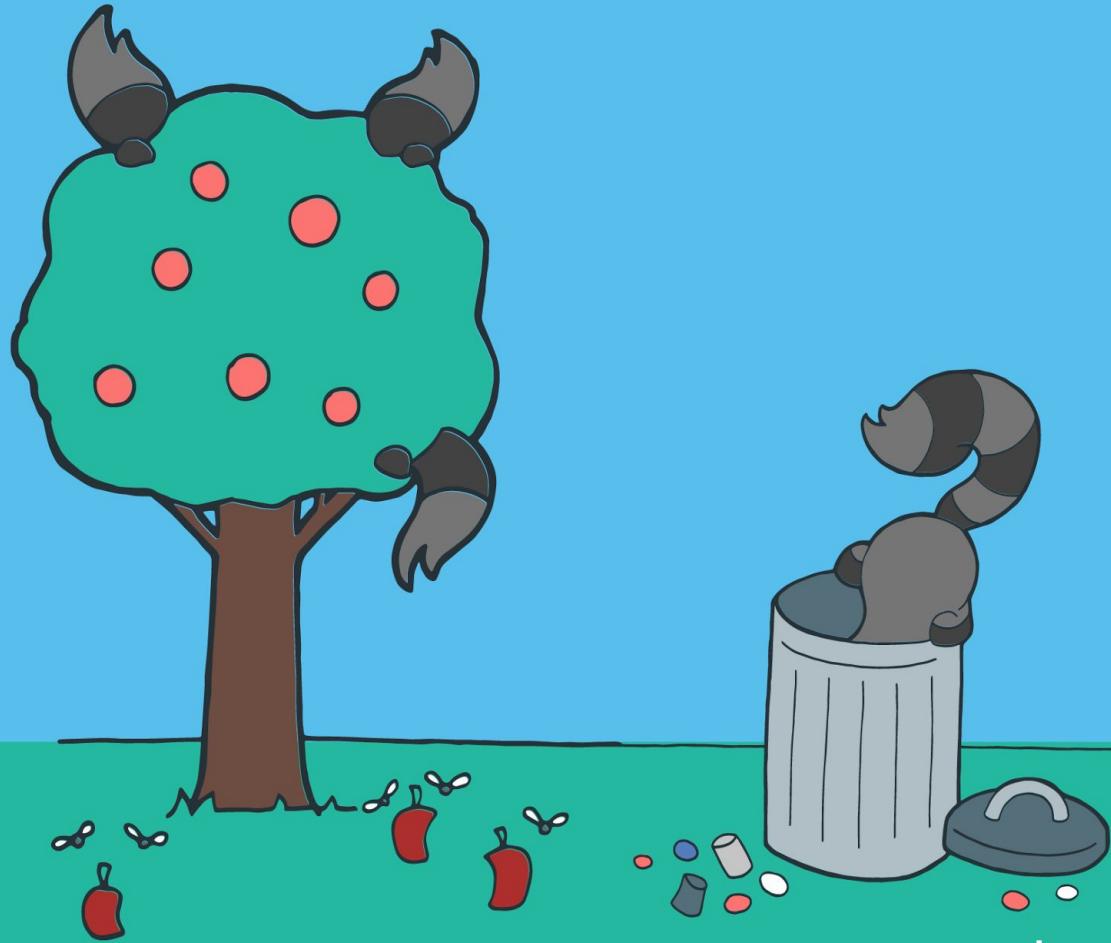
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WHAT'S BROKEN?



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WHAT COMES FIRST?



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COMMUNICATE PRIORITIES



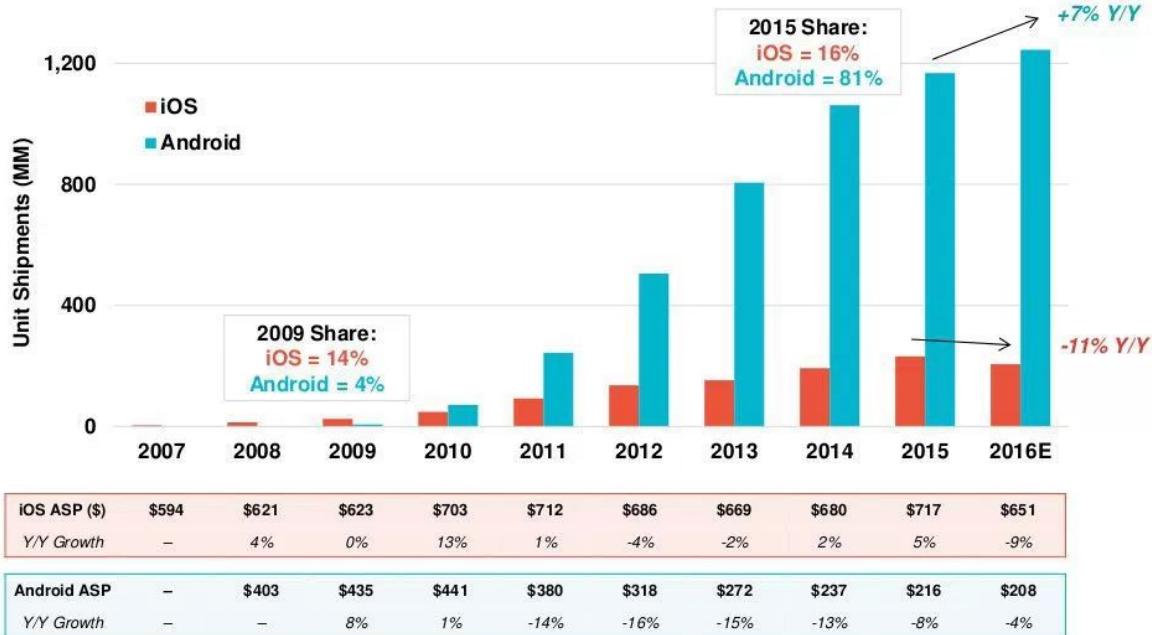
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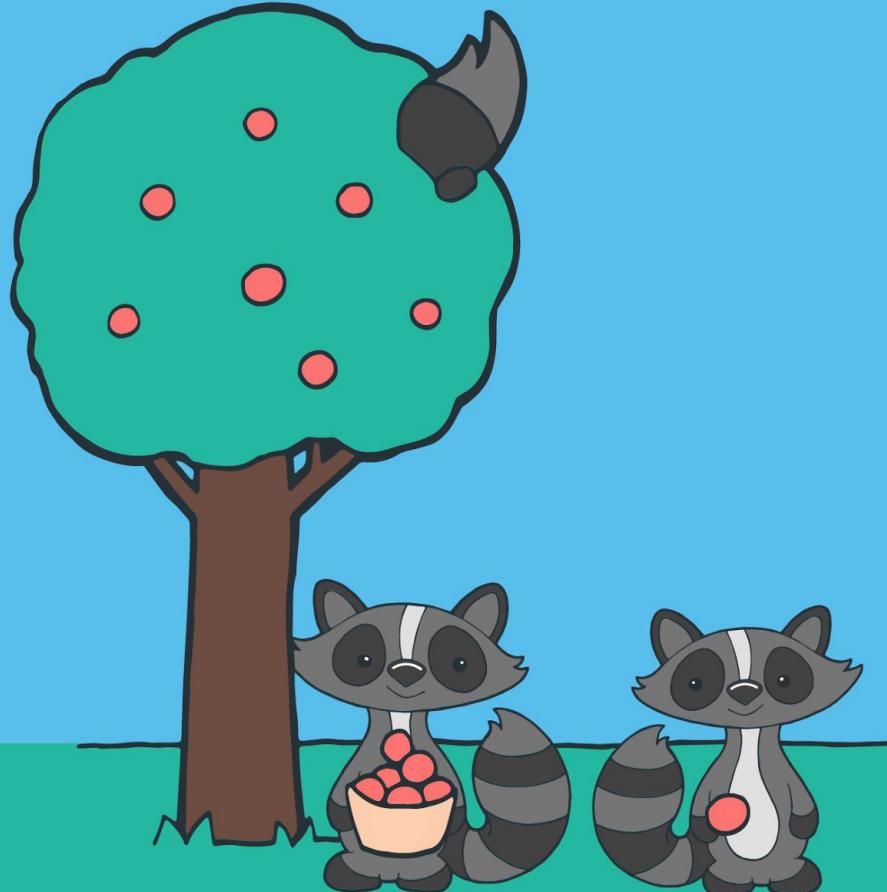


#1 Goal:
Freshness

Android Smartphone Share Gains Continue vs. iOS... Android ASP Declines Continue...Delta to iOS @ ~3x

Smartphone Unit Shipments, iOS vs. Android, Global, 2007 – 2016E





PRIORITIES!

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CONNECTED?



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I'VE SPLIT THE APPLICATION
UP INTO SEVEN MICRO
SERVICES



HOW DID YOU KNOW?

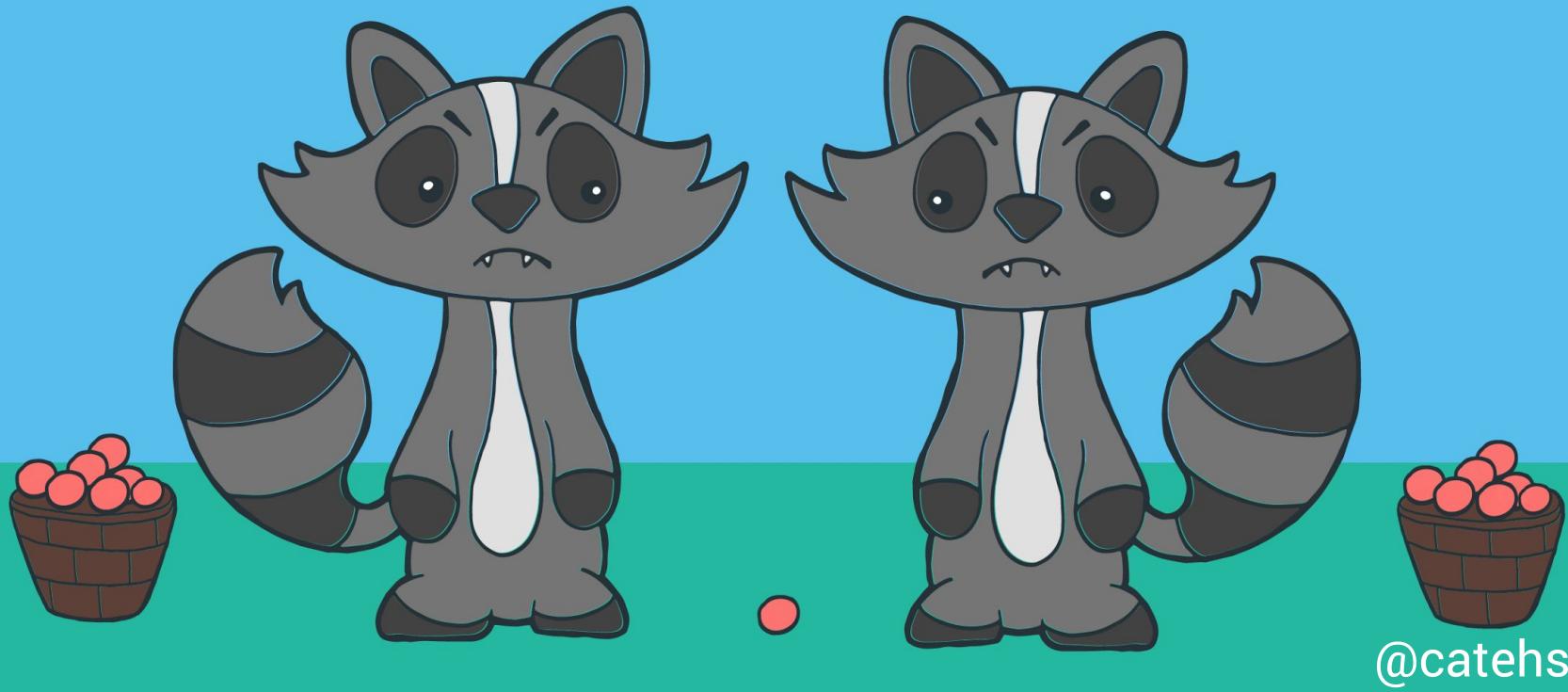


SO YOU HAVE SEVEN TEAMS
WHO HATE EACH OTHER?



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ALIGN INCENTIVES



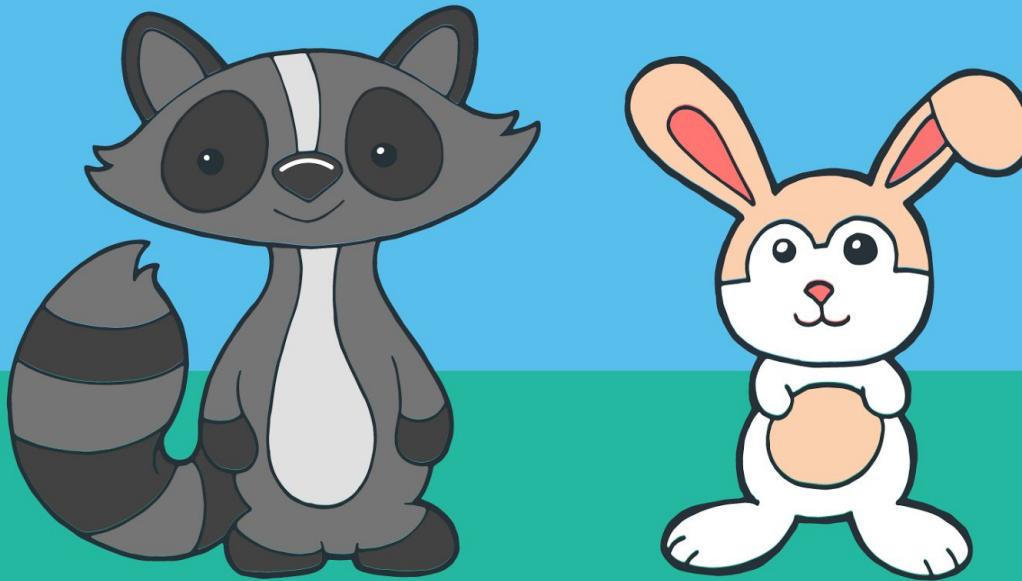
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INVEST IN INFRASTRUCTURE



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BUILD A TEAM



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CONNECTED!

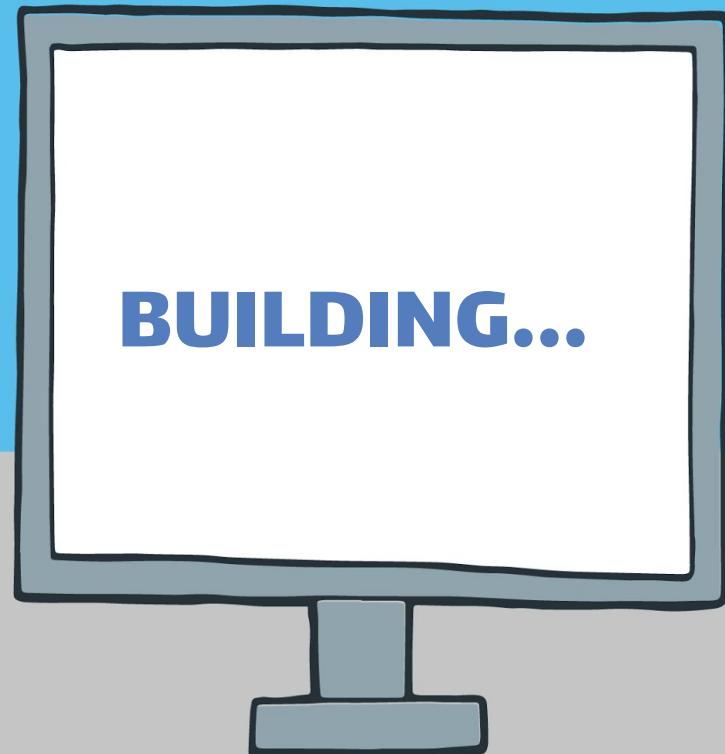
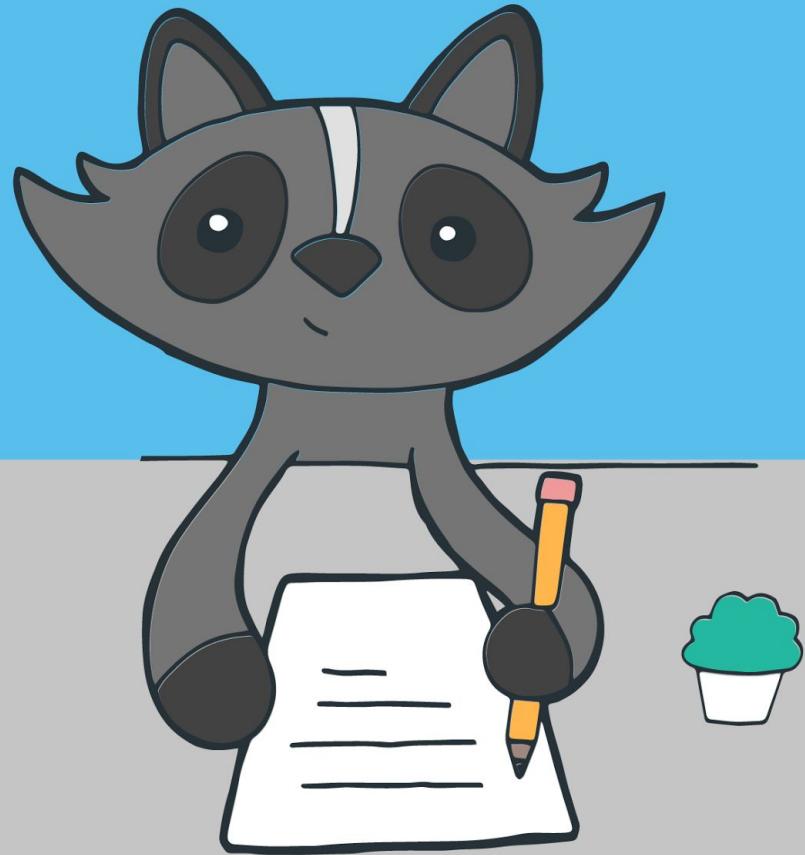


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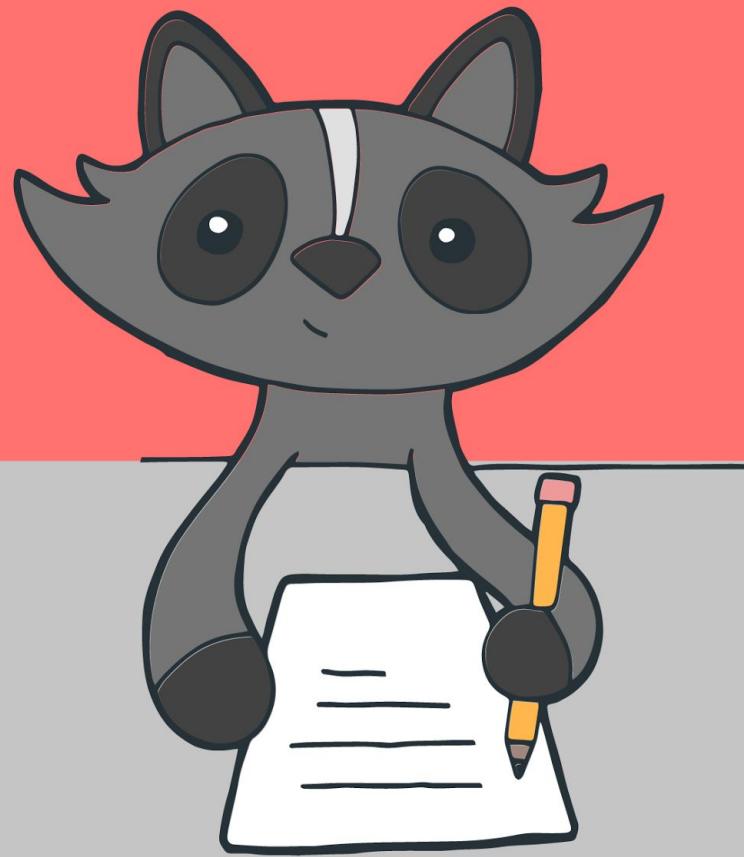
AUTOMATED!



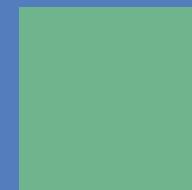
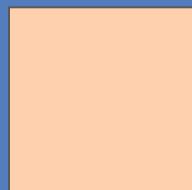
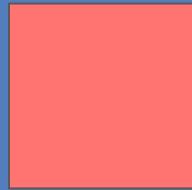
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AUTOMATED!



AUTOMATICALLY
GENERATING
REPORTS

EMPLOYEE
BONUSES

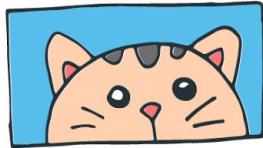
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ACCOUNTABLE?

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MISSING



"WHISKERS"

PLEASE CALL

255-1212

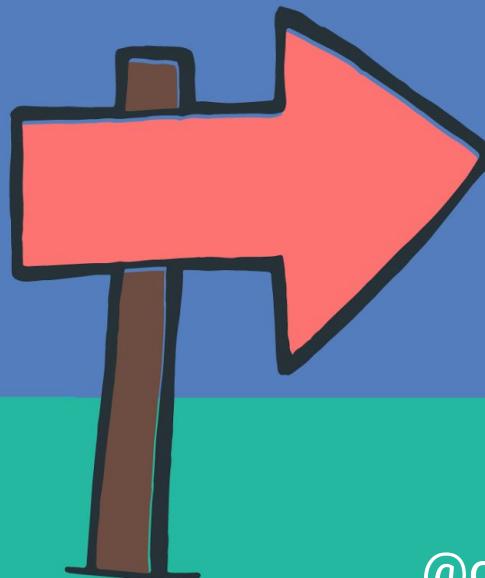
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ACCOUNTABLE LEADER



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ACCOUNTABLE INDIVIDUAL



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ACCOUNTABLE TEAM

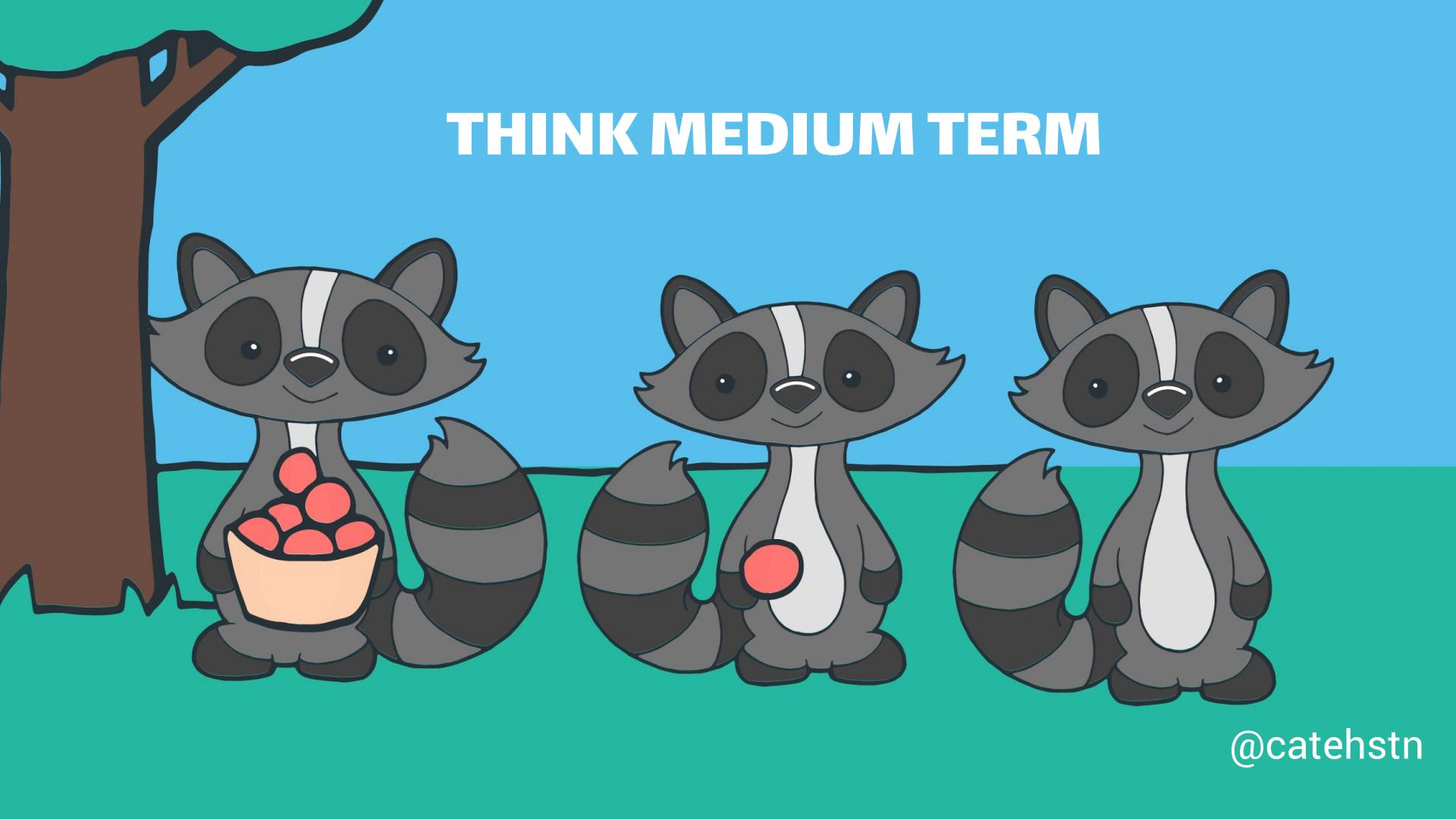


@catehstn

ACCOUNTABLE!



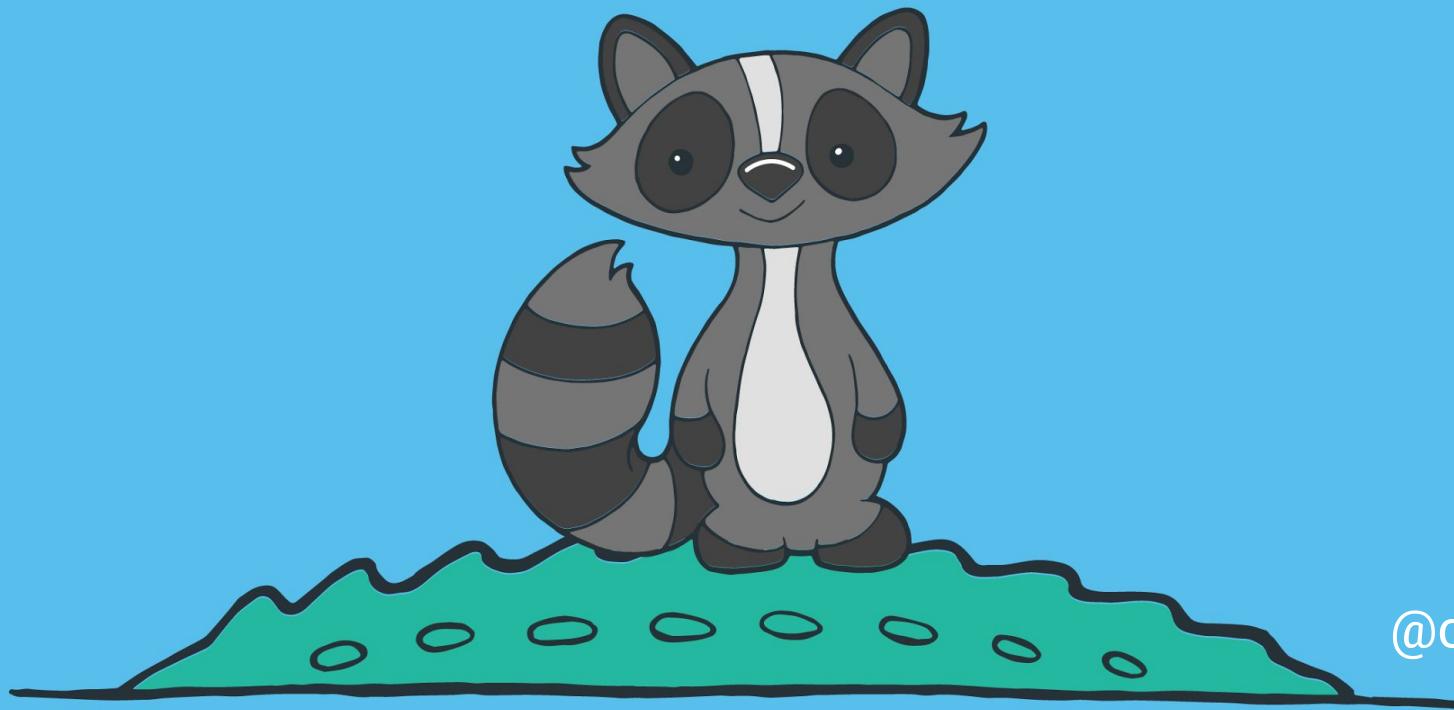
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THINK MEDIUM TERM

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DO THE HARD THING



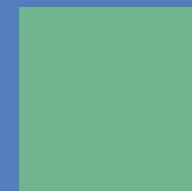
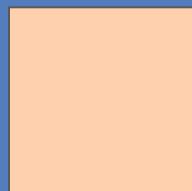
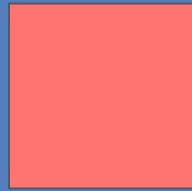
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TOGETHER

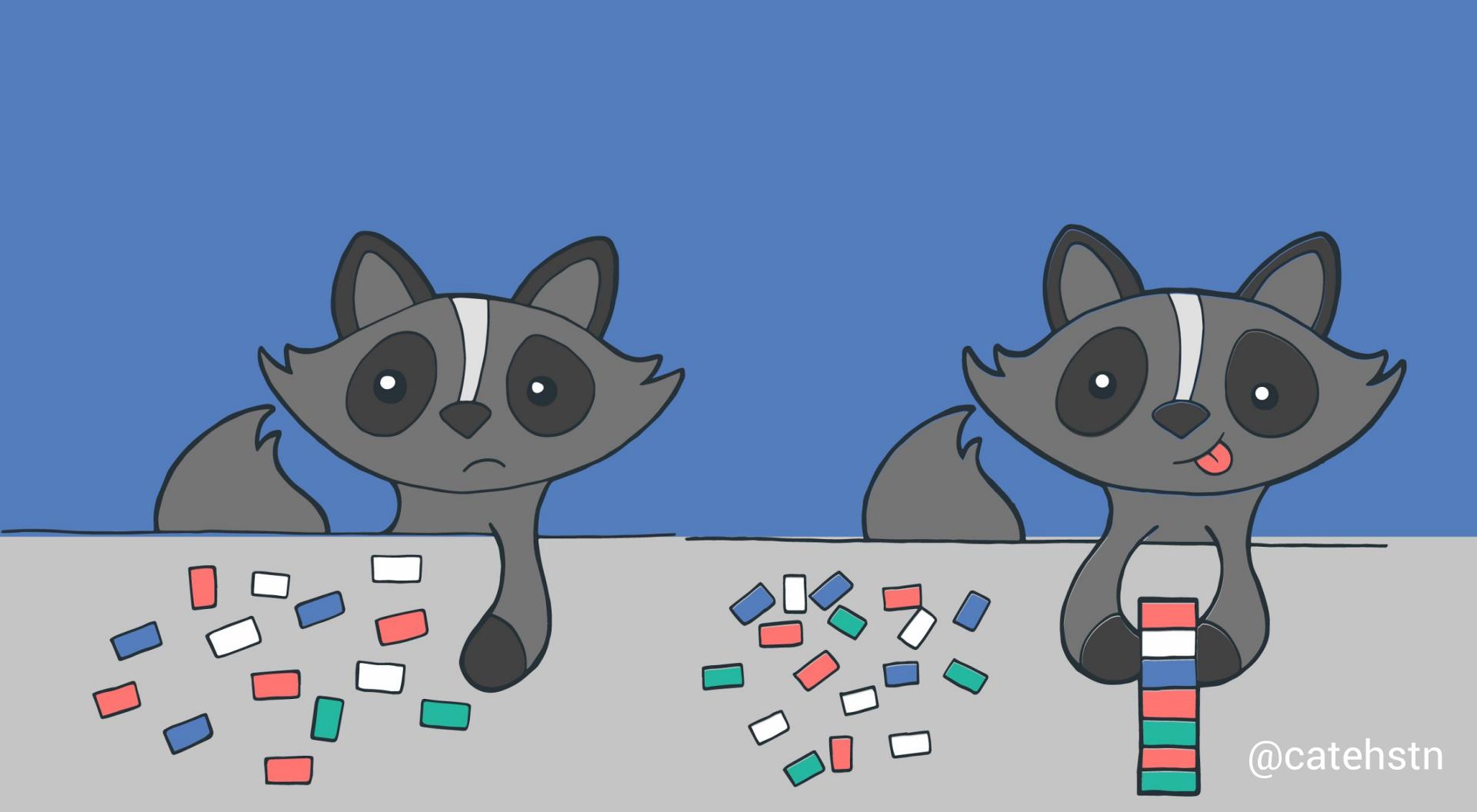


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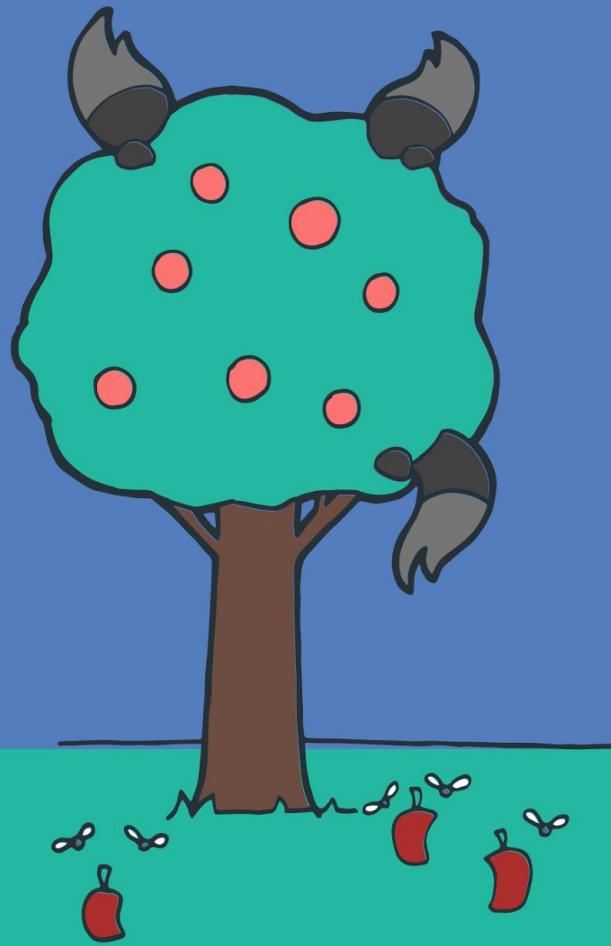
Illustrations:
@VPoltrack



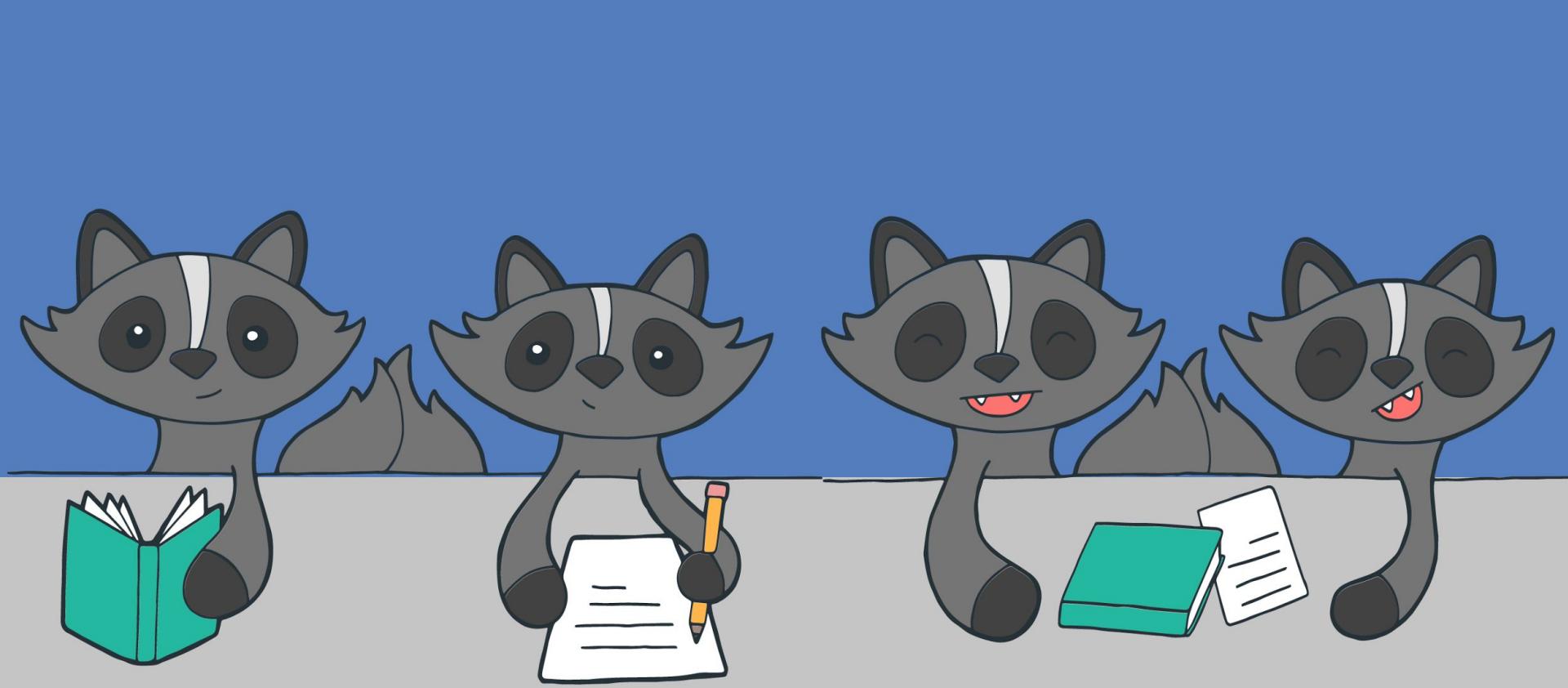
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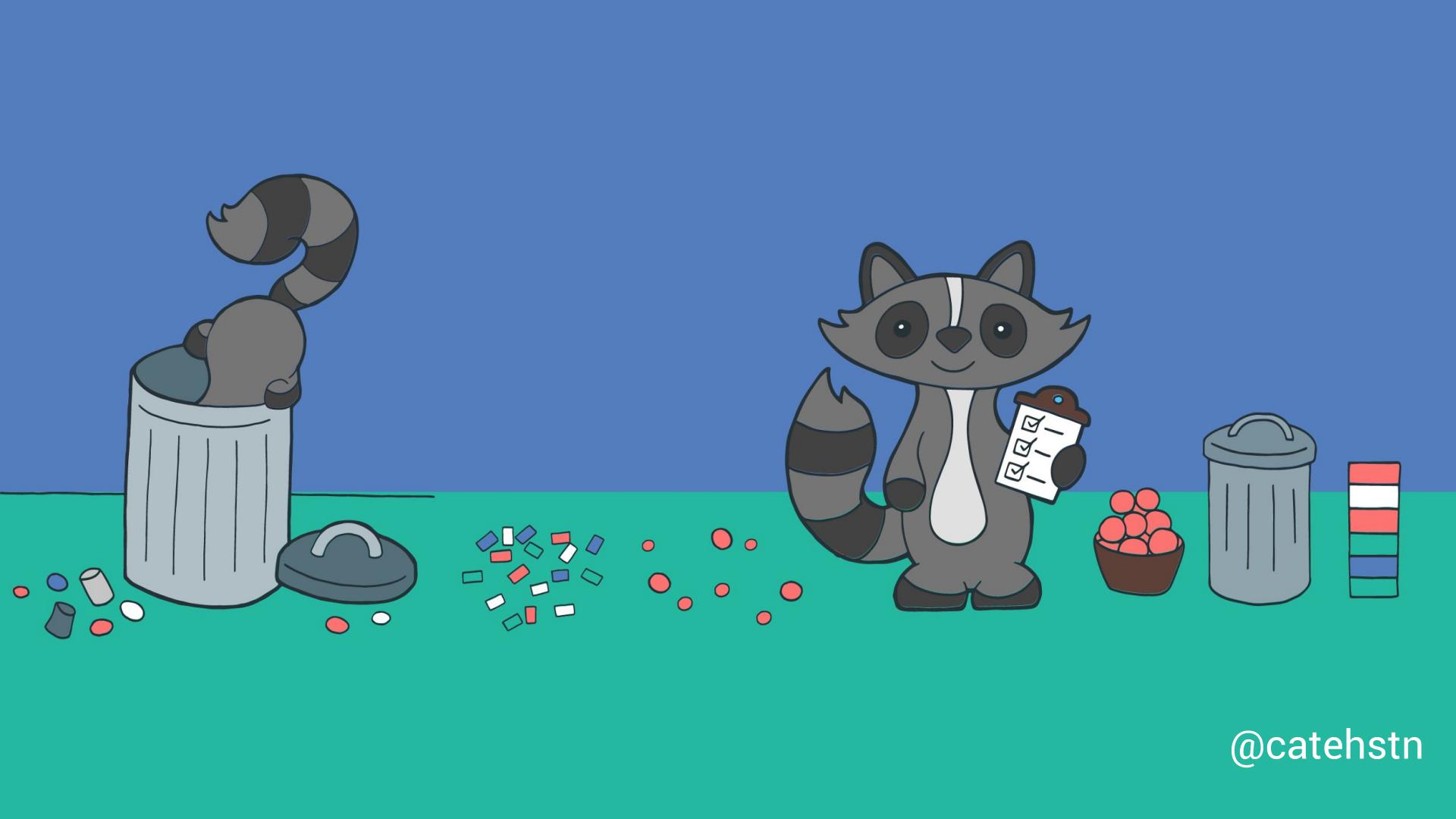
SPREADSHEET

BOB	+ 2,000	(+25% YOY)
ANN	+ 800	
ELI		
GARY		

AUTOMATICALLY
GENERATING
REPORTS

EMPLOYEE
BONUSES

@catehstn



@catehstn