

# Introduction to FedEx Days

Henri Sora; Director, Technology and Services

# Henri Sora

A large sailing ship, possibly a ketch, is docked at a pier at night. The ship's mast and rigging are illuminated by warm, yellow lights, creating a strong contrast with the dark sky and water. The ship is positioned diagonally across the frame, with its bow pointing towards the bottom right. The pier in the foreground is dark, with some white fenders visible. The water reflects the lights from the ship.

- Ambientia
  - Since 1998
  - Director, Technology and Services
  - Board Member
- Aucor (software)
  - Advisory Board Member
- Labrox (life sciences)
  - Chairman of the Board

- Father of three children
  - (5 y, 3 y and 6 mo)
- Hobbies
  - Hiking
  - Sailing
  - Kayaking
  - Bicycling

# Ambientia - Digital Business Awareness



# AMBIENTIA

CLIENT | Myllyn Paras



Ambientia designs and implements non-trivial web applications, internal web communities (intranet-replacements), business applications and offers comprehensive services.

# HISTORY

**1996**

Company is founded as Ambient Factor

**2000**

Acquisition of Kotisivutehdas

**2001**

Company name is changed to Ambientia when it moves to it's new office

**2004**

Tampere office opens

**2005**

Ambientia acquires Opal.net and Codezilla

**2006**

Helsinki office opens

**2008**

Turku office opens and Ambientia becomes a corporation

**2009**

Leading Wiki Solution provider in Finland

**2010**

Stockholm office opens and partnership with Liferay starts

**2011**

Ambientia among the ten most important Wiki Partners in the world

**FINNAIR**



**KONECRANES**  
Lifting Businesses™

**MTV MEDIA**  
mtv3 su CANAL+ nout



ASIAKAS | Stockmann

**ambientia**  
Digital Business Awareness



# FACTS

Finland: Helsinki | Hämeenlinna | Joensuu | Tampere | Turku  
Sweden: Stockholm

Operating since 1996 | 82 employees

Credit classification: AAA (D&B), Rating Alfa

Owned by key personnel

Among the top 50 growing technology companies in Finland for 5 years

Turnover of approximately 6,7 million euros



TECHNOLOGY  
PARTNERS

CLIENT | Parliament of Finland



**FedEx Day?**

# A FedEx Day is...

a 24 hour period to do any project with anybody



Google's 20 % time  
&

Mike's idea at Atlassian

## What we value



### **Open company, no bullshit**

Atlassian embraces transparency wherever at all practical, and sometimes where impractical. All information, both internal and external, is public by default. We are not afraid of being honest with ourselves, our staff and our customers.



### **Build with heart and balance**

Everyday we try to build products that are useful and that people lust after. Building with heart means really caring about what we're making and doing—it's a mission, not just a job. When we build with balance we take into account how initiatives and decisions will affect our colleagues, our customers and our stakeholders.



### **Don't #@!% the customer**

When we make internal decisions we ask ourselves "how will this affect our customers?" If the answer is that it would 'screw' them, or make life more difficult, then we need to find a better way. We want the customer to respect us in the morning.



### **Play, as a team**

We want all Atlassians to feel like they work with Atlassian, not for Atlassian. We think it's important to have fun with your workmates while working and contributing to the Atlassian team.



### **Be the change you seek**

We think Gandhi had it pretty right when he said "We need to be the change we wish to see in the world". At Atlassian we encourage everyone to create positive change—we're constantly looking for ways to improve our company, our products and our environment.

# Our Company

[Overview](#)[Awards](#)[Customers](#)[Foundation](#)[Our Values](#)[Life at Atlassian](#)

## A different kind of software company

Our mission is to build a different kind of software company—one that listens to client needs, values innovation in development and solves customer problems with brilliant simplicity.





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# FedEx Days



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**Some background  
about motivation**

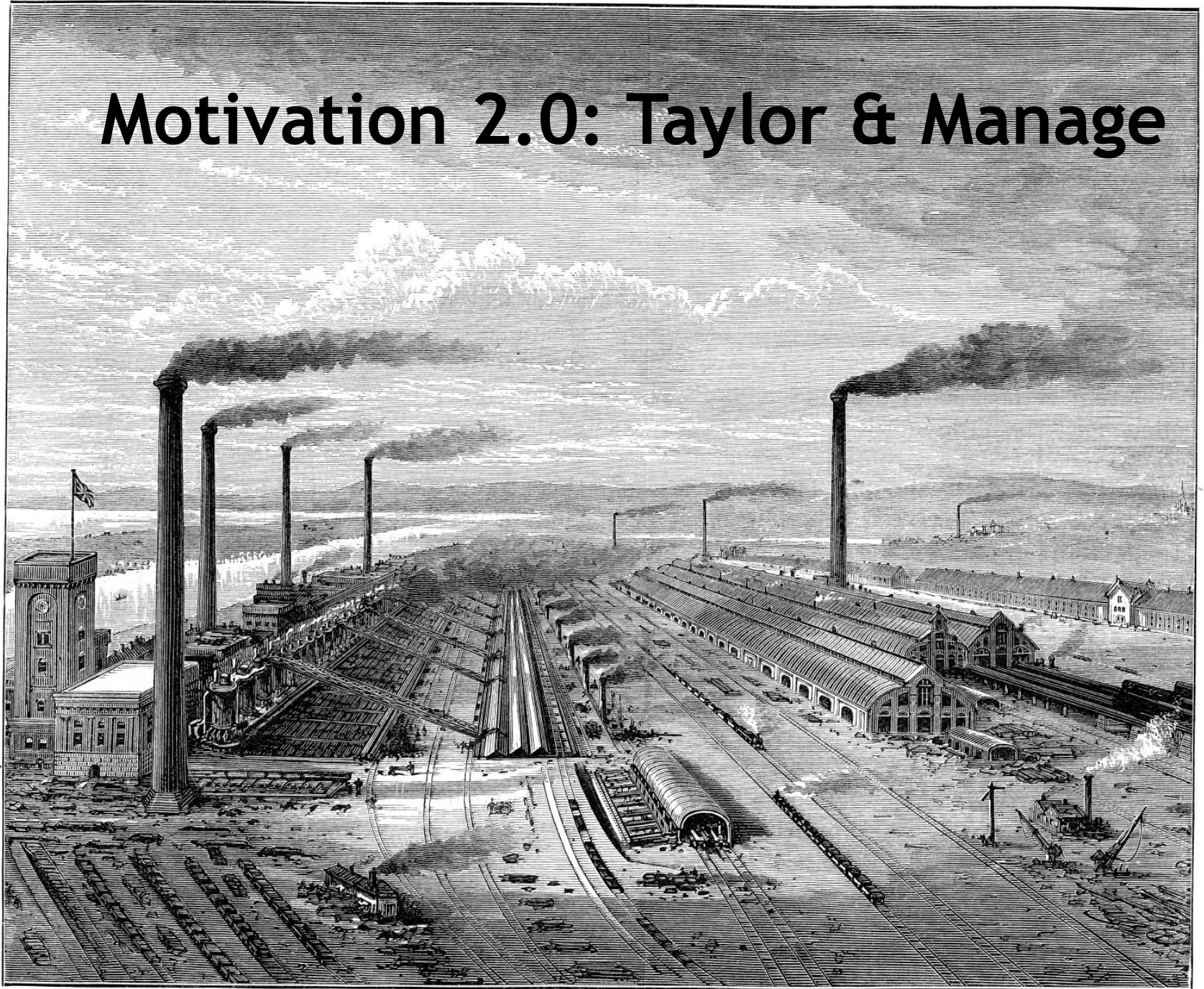




Motivation 1.0



# Motivation 2.0: Taylor & Manage



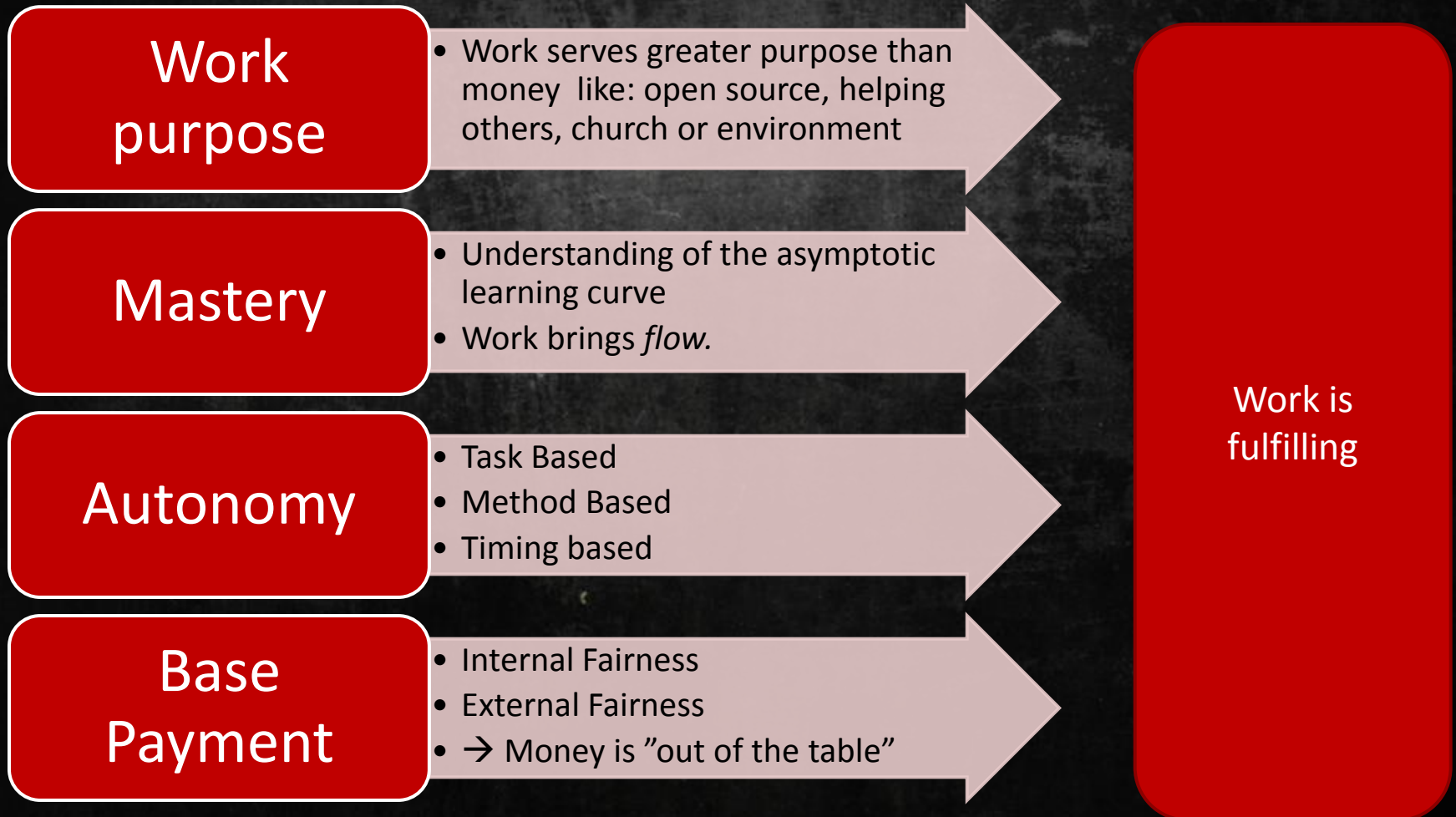
IRON AND STEEL WORKS, BARROW-IN-FURNESS.



# Motivation 2.0: Money



# Motivation 3.0





# Motivation 3.0

Work  
purpose

- Work serves greater purpose than money like: open source, helping others, church or environment

Mastery

- Understanding of the asymptotic learning curve
- Work brings *flow*.

Autonomy

- Task Based
- Method Based
- Timing based

Base  
Payment

- Internal Fairness
- External Fairness
- → Money is "out of the table"

Work is  
fulfilling

# Goals at Ambientia

# Goals at Ambientia

1. Flow@Work
2. Opportunity to experiment with personal ideas gathered during the coding sprints
3. More freedom to innovate without management approval
4. To show our lead in management innovation and in flow centric workplace





Let's Play!

# 4 T's of Freedom during a FedEx

1. Task
2. Time
3. Technique
4. Team

It is up to you to whom  
you play with.

# Preparation for a FedEx Day

41	10 11:00 12:00 FedEx Day Lunch I	11	12	13 Click to add event	14
42	17 11:00 12:00 FedEx Day Lunch II	18	19	20 12:00 FedEx Day 12:00	21
43	24 12:00 12:30 FedEx Day Winner	25	26	27	28
	31	1. marras	2	3	4



# The FedEx Day

- Thursday at 12:00 - Brief introduction and coding starts
- Thursday at ~17:00 - Ambientia provides coding lunch
- Thursday night - Eager people code away
- Friday at 12:00 - Each member presents their work
- Fri to Mon - FedEx Day Vote is open on our Confluence
- Mon - The winner is announced

**A new twist!**

**4 days of working time  
for the winner**

**FedEx Day VI and VII ++**





Ok, do you have any  
results?

# Categories people have selected

1. Improvements and fixes to Liferay and Confluence
2. Proof of Concepts
3. Process and tool improvements
4. Reusable templates for Liferay



# FedEx III: Project archival plugin for Jira

The screenshot shows the Jira Administration interface. The left sidebar contains a navigation menu with the following items: Project, Users, Groups & Roles, Global Settings, Attachments, CVS Modules, System Dashboard, Events, General Configuration, and Global Permissions. The 'Project' section is expanded, showing 'Projects', 'Project Categories', and 'Archived Projects'. The 'Archived Projects' link is highlighted with a red box. The main content area displays the configuration for 'Project: Test Project'. It includes a rocket icon, the project key 'TEST', and various configuration options such as 'URL: No URL', 'Project Team' (Project Lead: admin, Default Assignee: Project Lead, Project Roles: View members), 'Issue Type Scheme: Default Issue Type Scheme ( Select | Edit | Manage )', 'Notification Scheme: None ( Select )', 'Permission Scheme: Default Permission Scheme ( Select | Edit )', 'Issue Security Scheme: None ( Select )', 'Field Configuration Scheme: System Default Field Configuration', 'Issue Type Screen Scheme: Default Issue Type Screen Scheme ( Select | Edit )', 'Workflow Scheme: None ( Select )', 'CVS Modules: None ( Select Modules )', and 'Project Category: None ( Select Category )'. At the bottom of the main content area, there is a navigation bar with links: 'Browse Project | Edit Project | Delete Project | Archive Project'. The 'Archive Project' link is highlighted with a red box.

**JIRA** admin | Quick Search

Dashboards | Projects | Issues | Administration | + Create Issue

▼ Project

- Projects
- Project Categories
- Archived Projects**


▼ Users, Groups & Roles

- User Browser
- Group Browser
- Project Role Browser
- User Directories
- Other Applications

▼ Global Settings

- Attachments
- CVS Modules
- System Dashboard
- Events
- General Configuration
- Global Permissions

## Project: Test Project

 Key: TEST

URL: No URL

Project Team:

- Project Lead: admin
- Default Assignee: Project Lead
- Project Roles: View members

Issue Type Scheme: Default Issue Type Scheme ( Select | Edit | Manage )

Notification Scheme: None ( Select )

Permission Scheme: Default Permission Scheme ( Select | Edit )

Issue Security Scheme: None ( Select )

Field Configuration Scheme: System Default Field Configuration

Issue Type Screen Scheme: Default Issue Type Screen Scheme ( Select | Edit )

Workflow Scheme: None ( Select )

CVS Modules: None ( Select Modules )

Project Category: None ( Select Category )

[Browse Project](#) | [Edit Project](#) | [Delete Project](#) | [Archive Project](#)



# FedEx V projects

- Liferay, Adding code generation scripts to Liferay development environment
- Liferay, Improve Image Gallery to match Ambientia Content Manager's features
- JBoss SOA Platform, Expose monitoring interfaces to BaseN Platform
- Liferay, Extending Alloy UI Tag library
- Liferay, Templates Based on Responsive Design Principles



# How does it feel?







# FedEx I





# FedEx I



**Tero Jankkila**

Tulipas pitkä koodauspäivä, mutta hauskaahan se oli.

11 tuntia sitten · Tykkää · Kommentoi



Jarmo Kniivilä, Matti Jurvanen, Anna Jaurto ja 3 muuta tykkäävät tästä.



**Petri Holstila** Koodimies!

11 tuntia sitten · Tykkää



**Anna Jaurto** Ei edes tuntunut työnteolta :)

10 tuntia sitten · Tykkää

Kirjoita kommentti...



# FedEx V @Joensuu



**Henri Sora**

Kehtaiskohan sitä... Ambientilla on menossa FedEx -päivä. Sen ajatuksena on koodata niin pitkään kuin haluaa ja flow kestää. Tänään eväksi tilattiin tietty pitsaa. En kehdannut ottaa vierestä kuvaa, kun eräs ohjelmoija syö toisella kädellä ja naksuttaa toisella koodia, jotta flow ei mene. Siistiä! :)

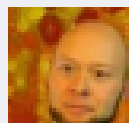
Tykkää · Kommentoi · 29. syyskuuta kello 19:14



Henri Frilund, Riitta Palovuori, Esko Pylsy ja 10 muuta tykkäävät tästä.

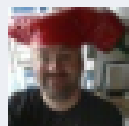


Näytä kaikki 7 kommenttia



**Henri Frilund** Onpa kiva kuulla, että tästä tuli pysyvä perinne :)

30. syyskuuta kello 20:55 · En tykkääkään ·  1 henkilö



**Juha Wiberg** Mäkin oon saanu nauttia jo yhdestä, kivaa oli. Ja tulostakin syntyi. Seuraavaan olis mielenkiintoisia ideoita, saas nähdä... ;)

30. syyskuuta kello 22:43 · Tykkää

Kirjoita kommentti...

# FedEx V @ Joensuu Winner



**Laura Savolainen**

Tänään on huomattavasti parempi päivä kuin eilen! Skumppapullo töist, job well done, Laura. ♥ (Kiitos Marko kuvasta.) — henkilön Champagne Bollinger kanssa.

**Seinäkuvat**

En tykkääkään · Kommentoi · Jaa · Eilen 9:24 ·



Sinä, Pasi Virtanen, Nea Malkamäki, Jaakko Kankaanpää ja 22 muuta tykkäätte tästä.



Näytä kaikki 24 kommenttia



**Laura Savolainen** Joo brännvin kato, mut silti sen merkitys on tainnu vähän muuttuu. Ehkei oikeiden snadilaisten suussa, mut muualla..

No meil pidetään yhden meidän partnerin innoittamana FedEx Day -sessioita projektiryhmien sisällä. Eli käytännössä saadaan valita projekti, jonka parissa tehdään duunia 24 h ja sen projektin tulee toki hyödyttää itseä/työnantajaa/työprojekteja jollain tapaa, ettei ny ihan mitä vaan saa tehdä.. Sit companyn työntekijät äänestää pvoittajan ja tällä kertaa olin vissiin hyvä!

21 tuntia sitten · En tykkääkään · 2 henkilöä



**Antti Iltanen** Joo, niin kai se on. Puhutaanhan sitä viinanjuomisestakin ja juodaan mitä juodaan.

21 tuntia sitten · Tykkää

Kirjoita kommentti...

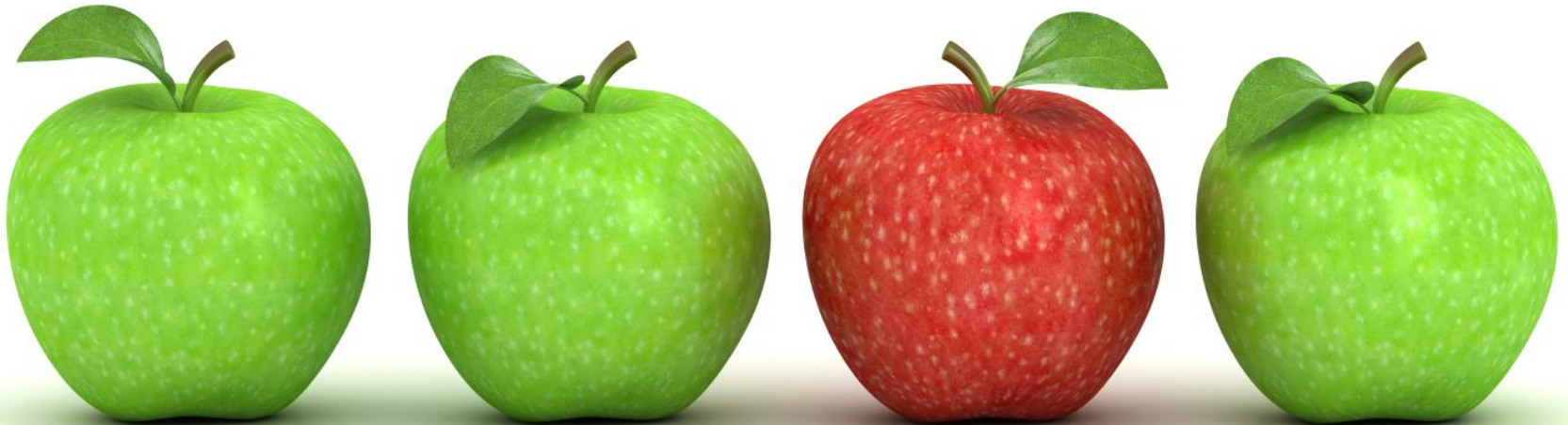


# Agile & Lean?

# Agile and the FedEx Day



# Questions?



Twitter: @henrisora & henri.sora@ambientia.fi





# Further reading

## Web

- Ambientia's blog at: <http://blog.ambientia.fi/category/fedex/>
- Daniel Pink at <http://www.danpink.com/>
- Atlassian, [FedEx Day FAQ](#)

## Books

- Daniel Pink: "[Drive: The Surprising Truth About What Motivates Us](#)"
- Mihaly Csikszentmihalyi: "[Flow: The Psychology of Optimal Experience](#)"
- Ressler & Thompson: "[Why Work Sucks And How To Fix It](#)"