

Half-Baked

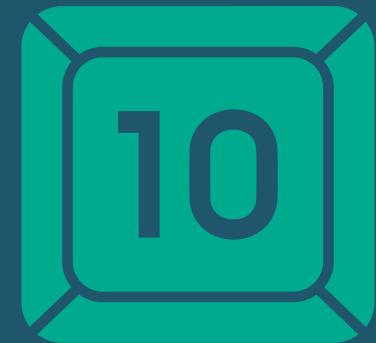
Lessons in adoption and persuasion

bit.ly/adoption-cvcc

Hello!

I'm Fred Turkington

@z3ugma



TEN FORWARD
CONSULTING



ensodata

Shout out nouns and adjectives

decent
purple
Reddit
leaf
unlucky
poetry
northern
obvious

Group into teams of 5

Pick two words

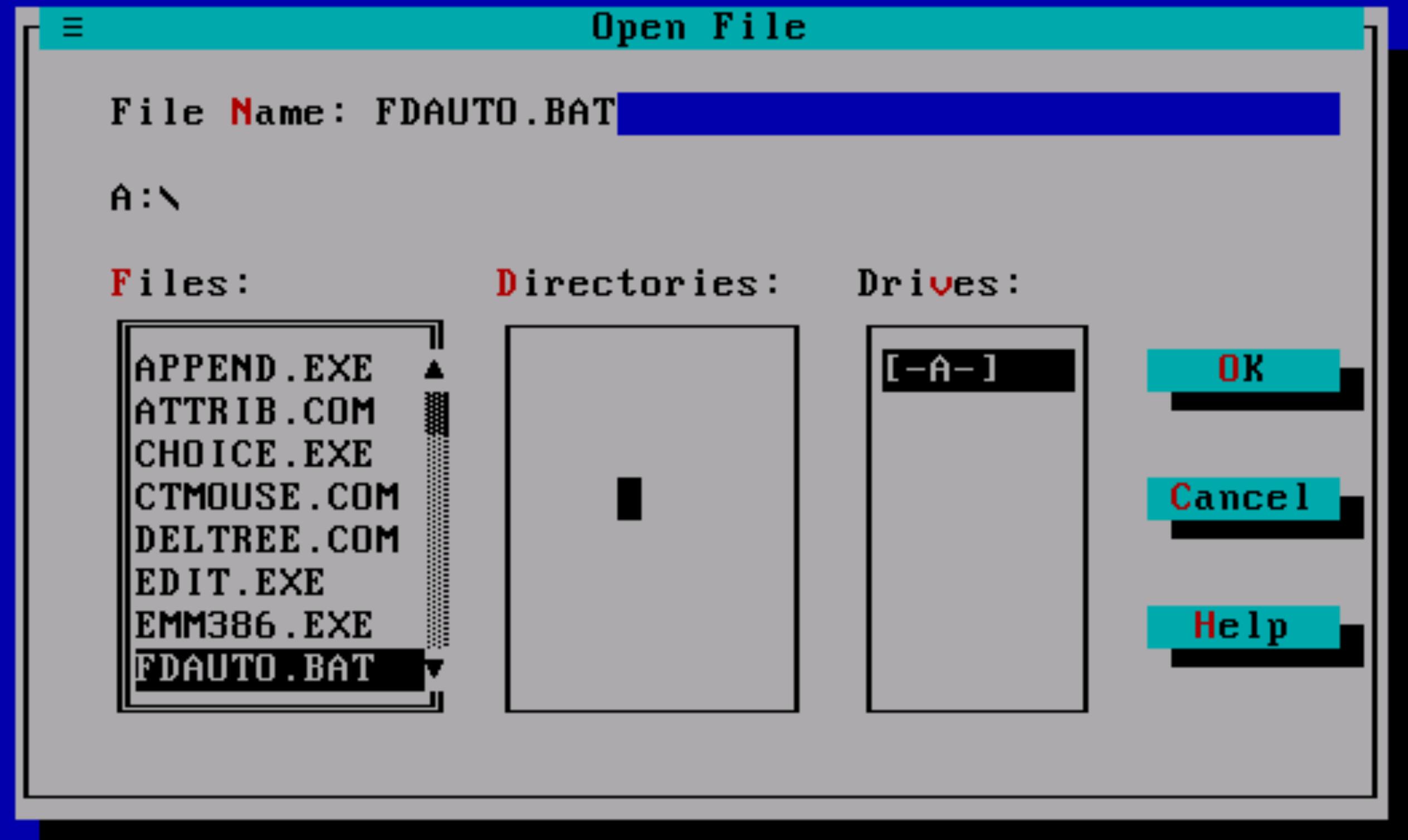
Brainstorm

Invent a new product or service
10 minutes: prepare a pitch
1 minute: pitch

5

Adoption

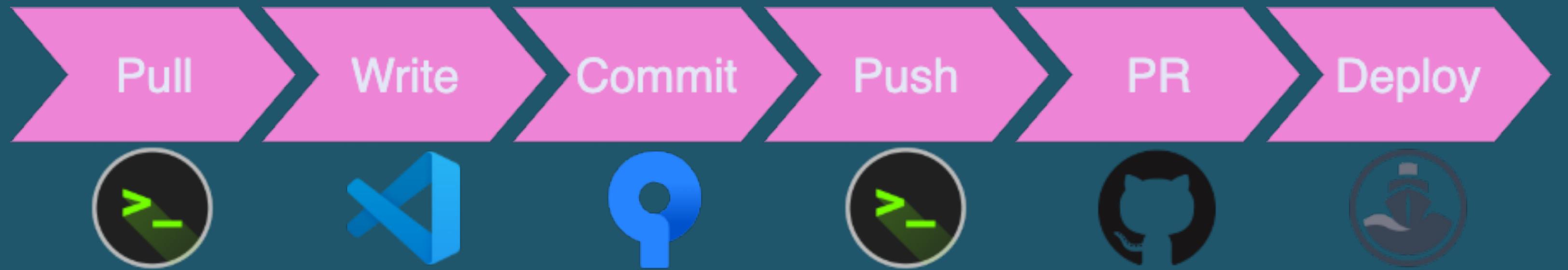
Shadow your users
Workflows, not features
Tell a story
Find a champion



Developers must
shadow end-users

at least

2 days/year

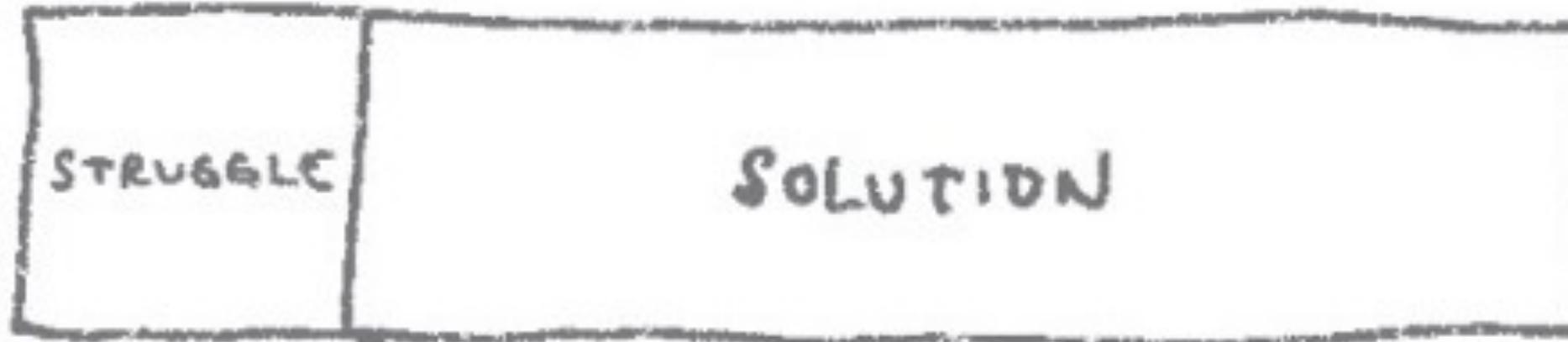


A small sailboat with a single mast and sail is positioned in the center of the image, situated on a vast, dark blue ocean. The boat is oriented vertically, facing upwards towards the horizon.

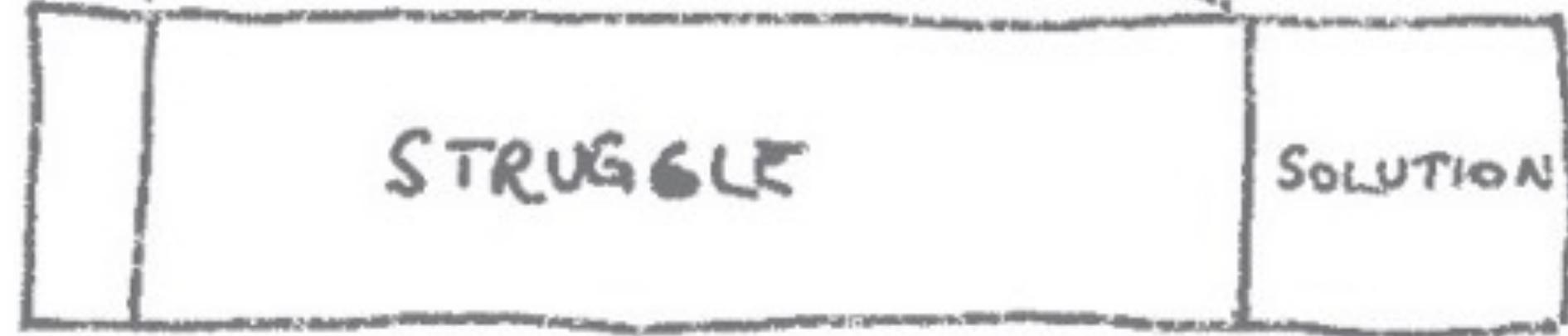
When you want to build a ship, do not begin by gathering wood, cutting boards, and distributing work, but rather awaken within men the desire for the vast and endless sea.



WEAK
STORY

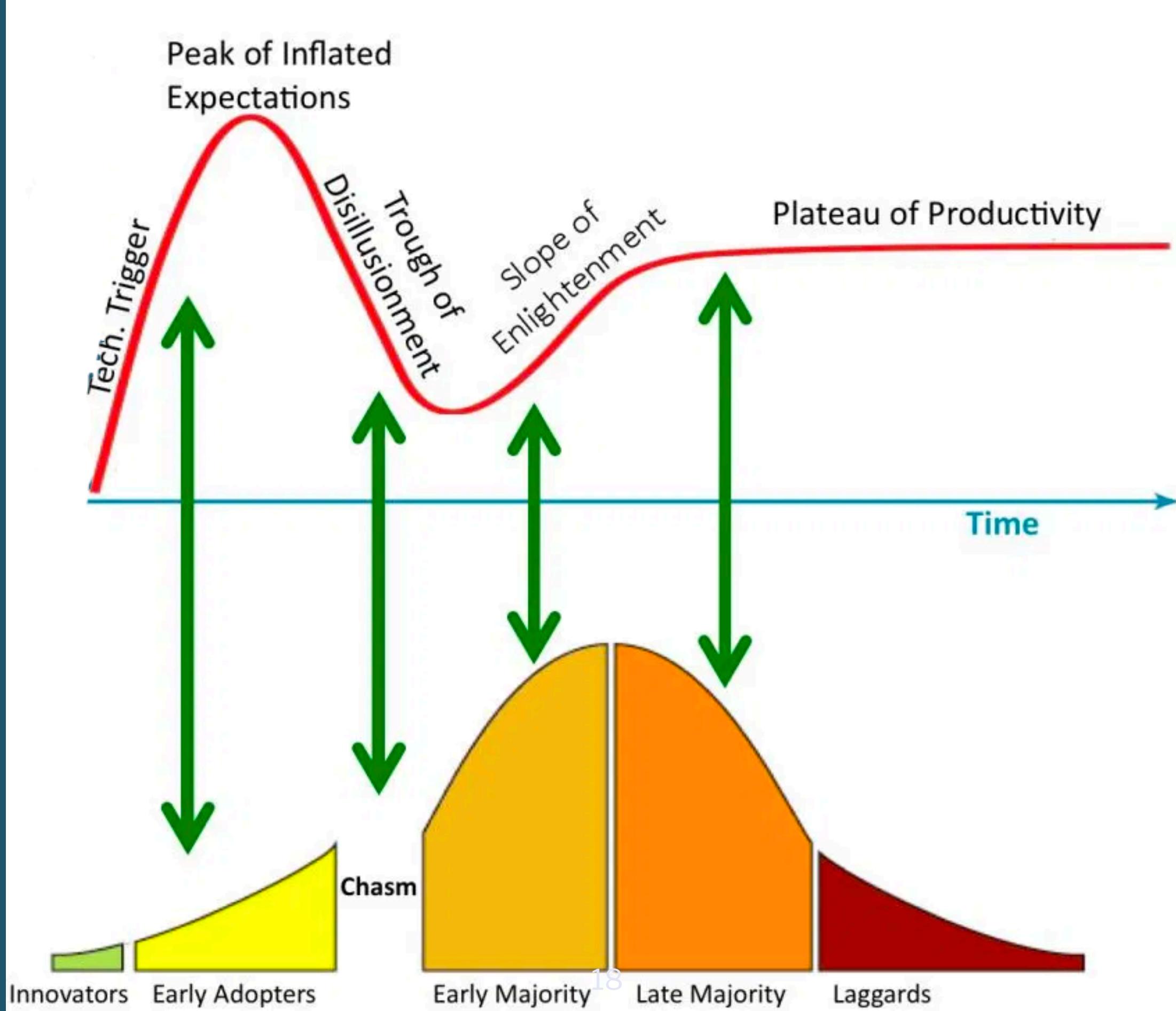


STRONG
STORY



SETUP

Find a champion



Shadow your users
Workflows, not features
Tell stories
Find a champion

Thanks!

Questions?

Also please give feedback at
spkr8.com/s/188023