

# Half-Baked

## Lessons in adoption and persuasion

[bit.ly/adoption-cvcc19](https://bit.ly/adoption-cvcc19)

# 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

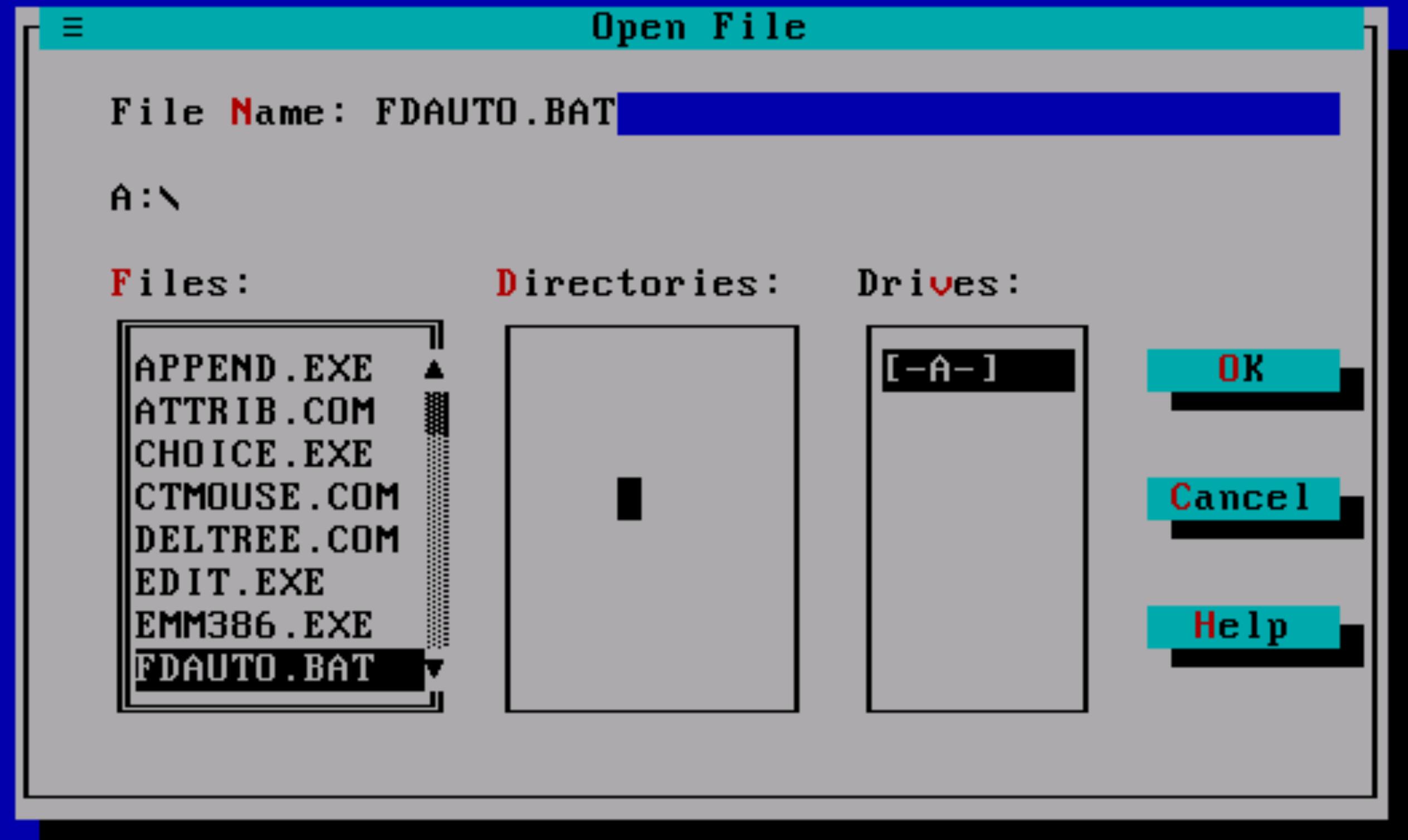
Invent a new product or service  
10 minutes: prepare a pitch  
1 minute: pitch

5



# Adoption

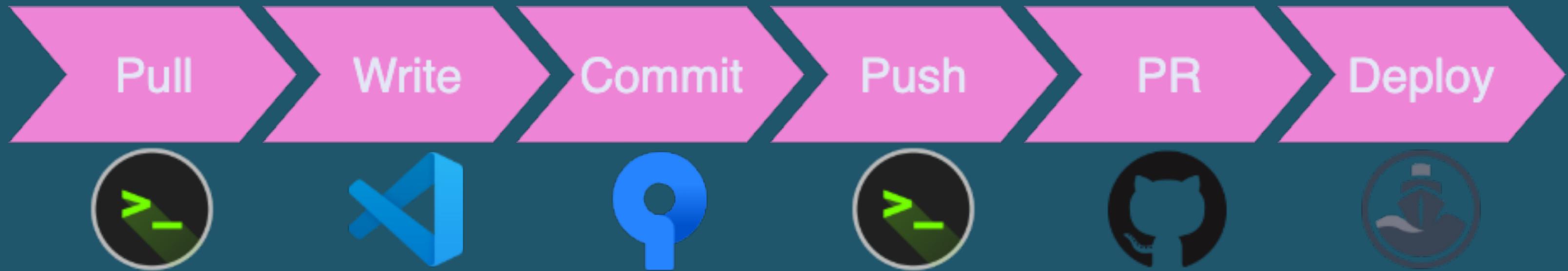
Shadow your users  
Workflows, not features  
Tell a story  
Find a champion



Developers must  
shadow end-users

at least

2 days/year

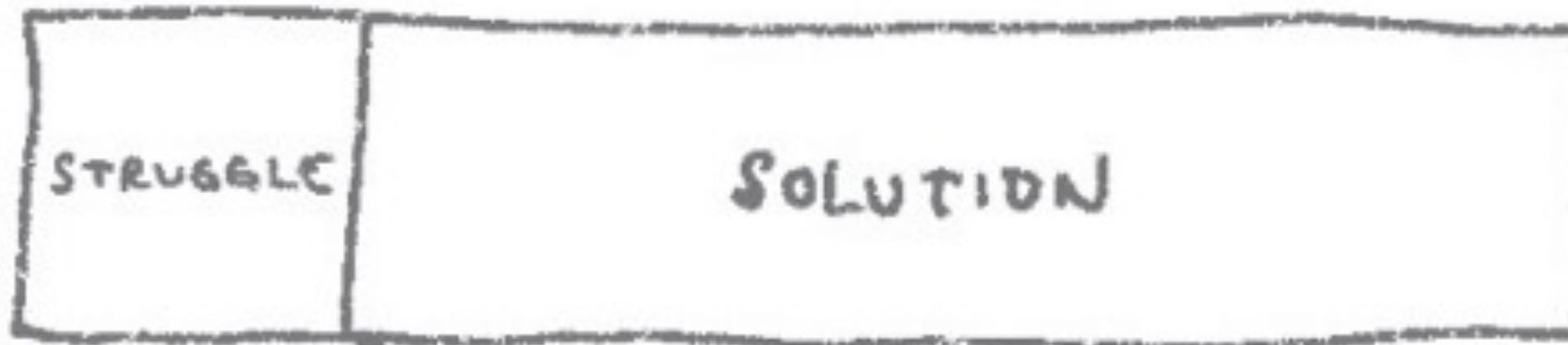


A small sailboat with a single mast and sail is positioned in the center of the image, situated on a vast, dark blue ocean. The boat is oriented vertically, facing upwards towards the horizon.

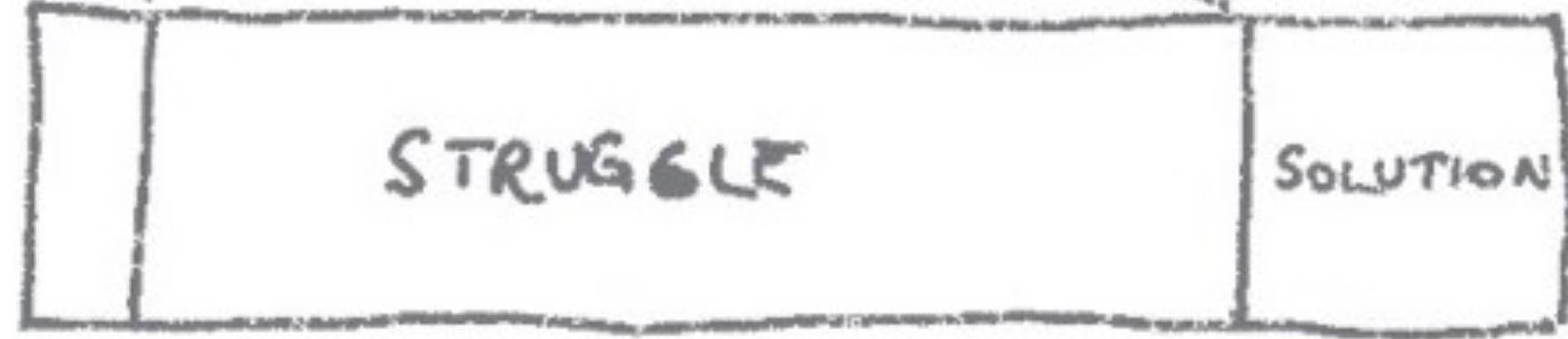
When you want to build a ship, do not begin by gathering wood, cutting boards, and distributing work, but rather awaken within men the desire for the vast and endless sea.



WEAK  
STORY

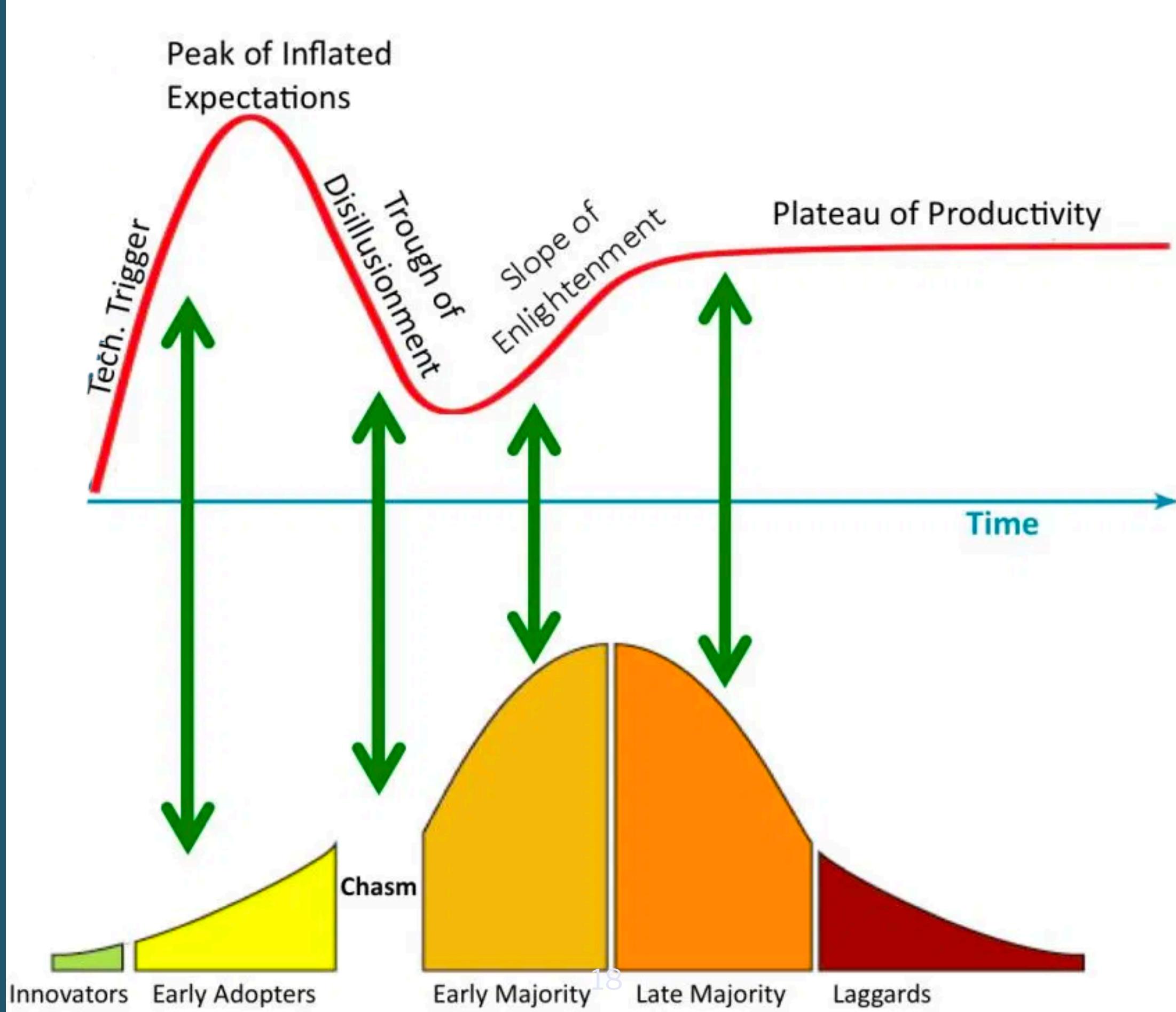


STRONG  
STORY



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](https://spkr8.com/s/188023)