CHICAGO
INTERNATIONAL
SOFTWARE DEVELOPMENT
CONFERENCE 2015

goto; conference

How Doing the Little Things Well Makes the Big Things Possible

Jeff Patton

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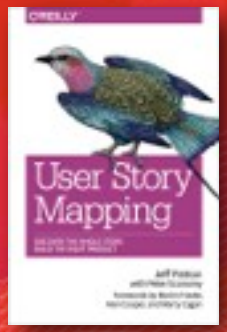
You should tweet a lot... make it look like you're having fun here while everyone else is bored at work...

I wrote this book!



You're Making This Harder Than It Needs To be

How doing the little things well makes the big things possible

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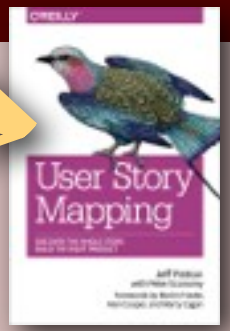

I teach people techniques that help them build really cool products

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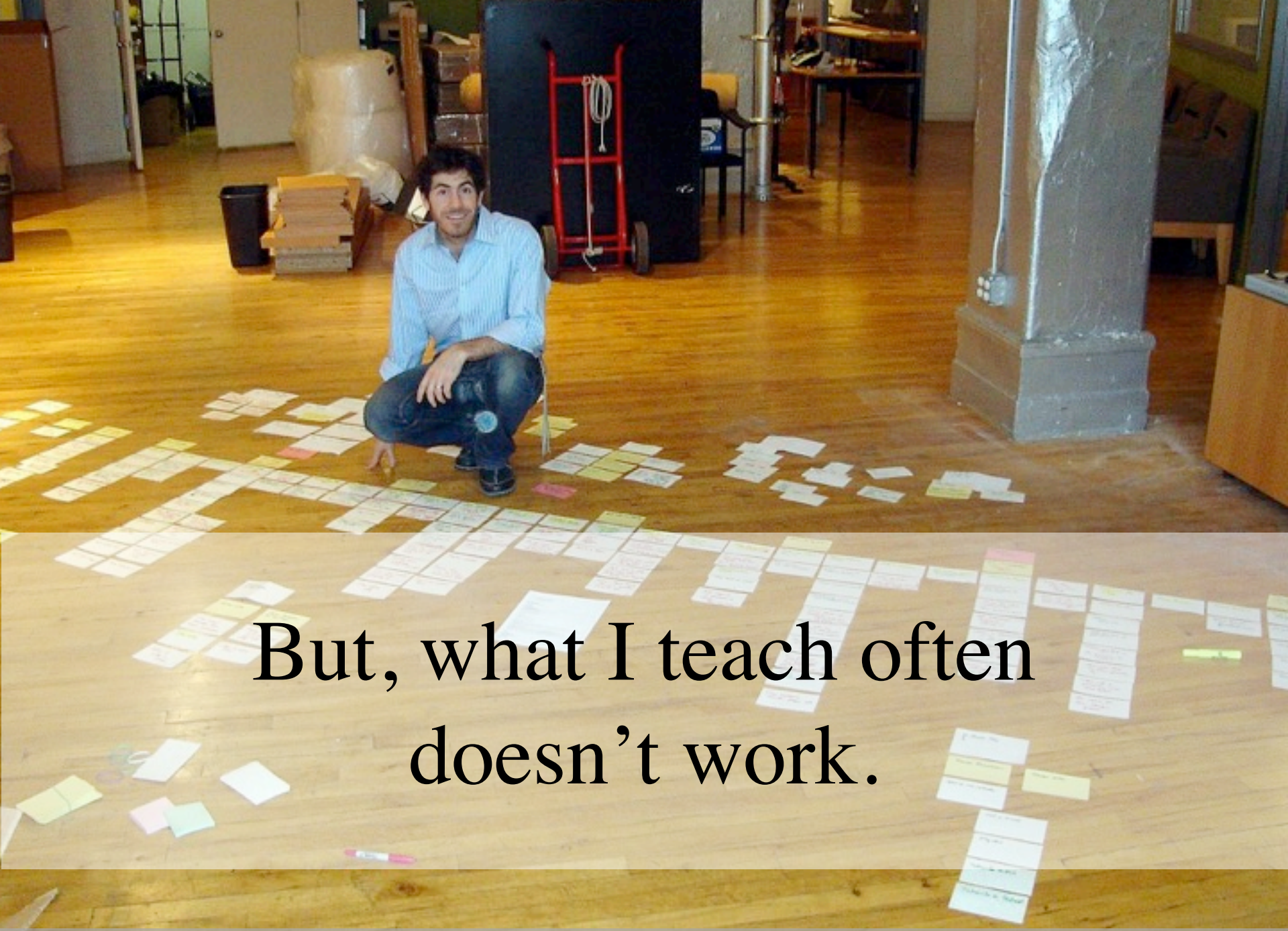

But, what I teach often doesn't work.

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This puzzles me

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"All those techniques are sort of useful, but..."

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It’s the small things
we do every day
that matter most

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9 simple things that make hard things easier

and everything else better

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1

Show me

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Naming the same customer, the same feature, or reading the same document, we form different ideas

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When we externalize our thinking with words and pictures, we detect differences

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When we combine and refine, we arrive at something better

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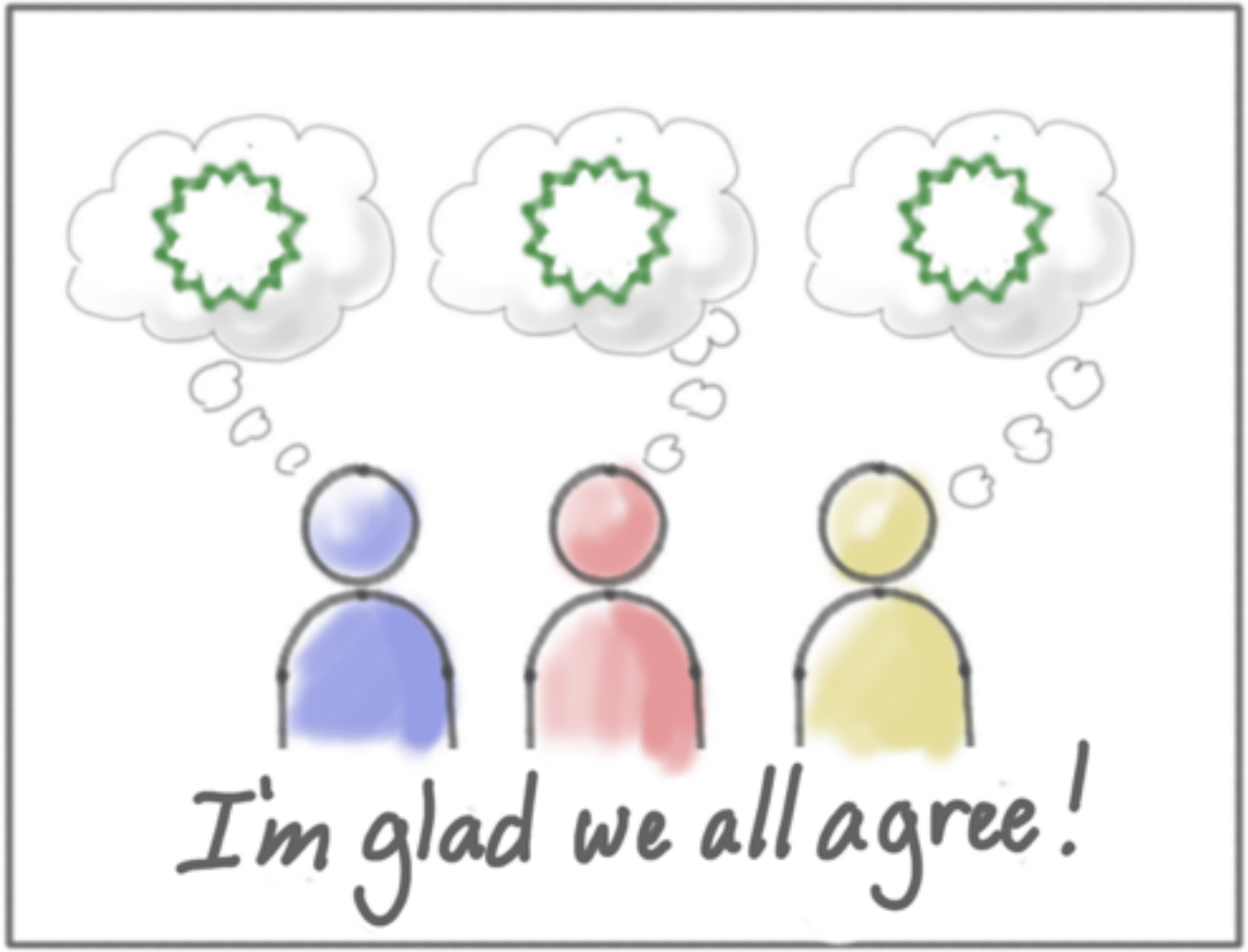
Afterwards, when we say the same thing, we actually mean it



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Shared understanding and **alignment** are the objectives of collaborative work

✳ Credit for this illustration goes to ThoughtWorks' Luke Barret. Jeff Patton drew these illustrations based on Luke's. Luke doesn't recall where he first saw this cartoon.

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Shared documents aren't shared understanding

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This is a Scrum backlog grooming session

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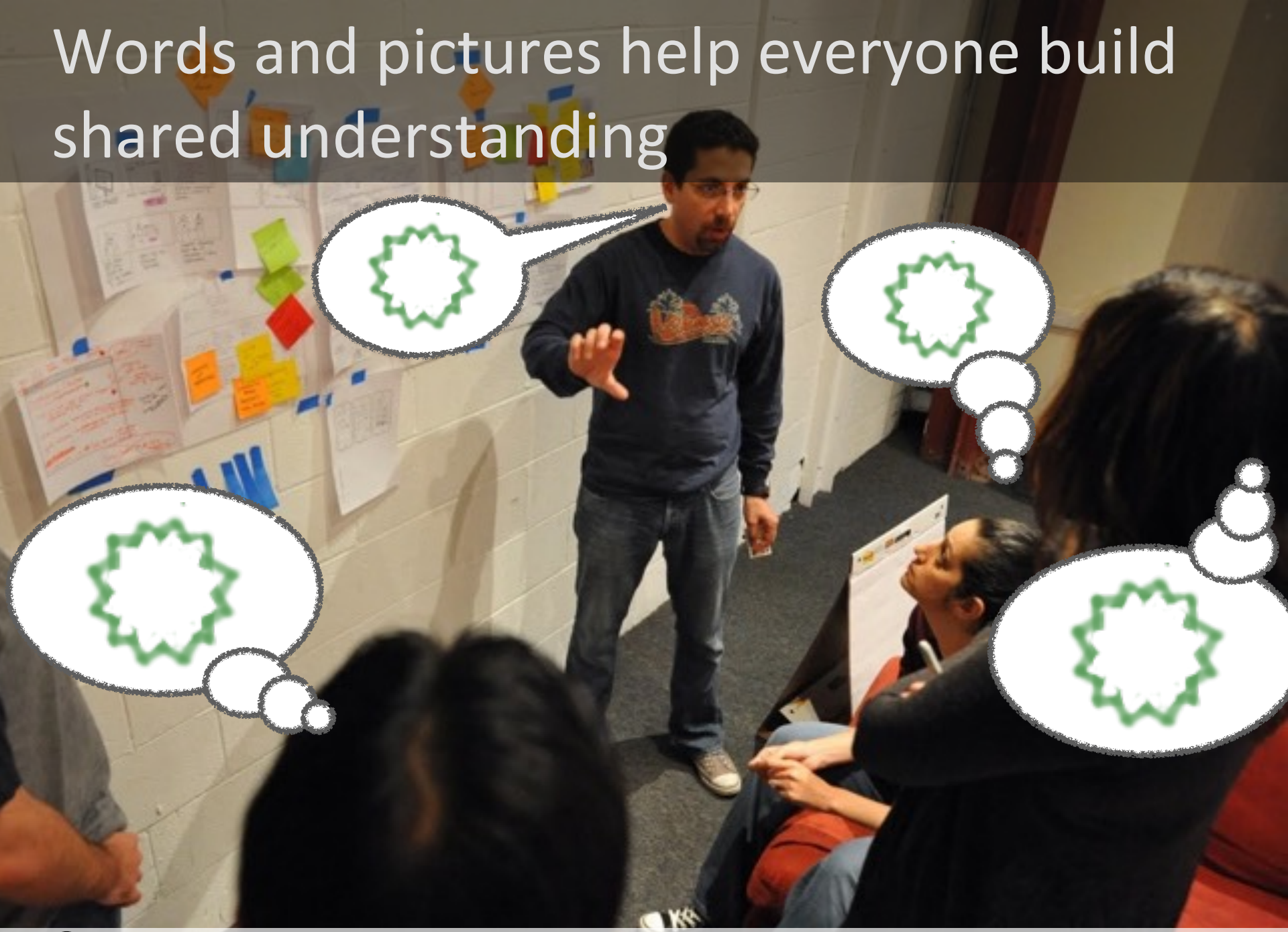
Words and pictures help everyone build shared understanding



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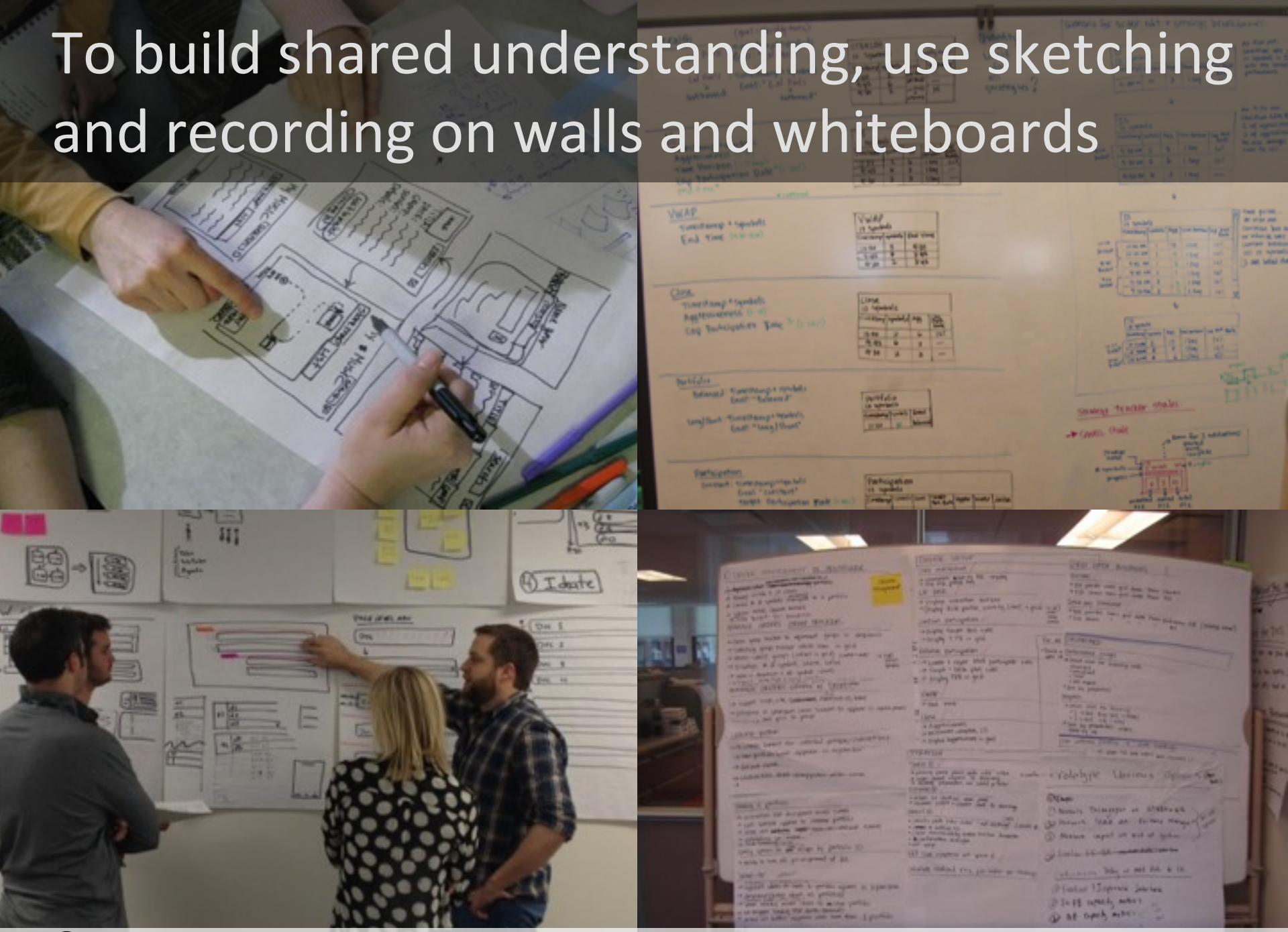
To build shared understanding, use sketching and recording on walls and whiteboards



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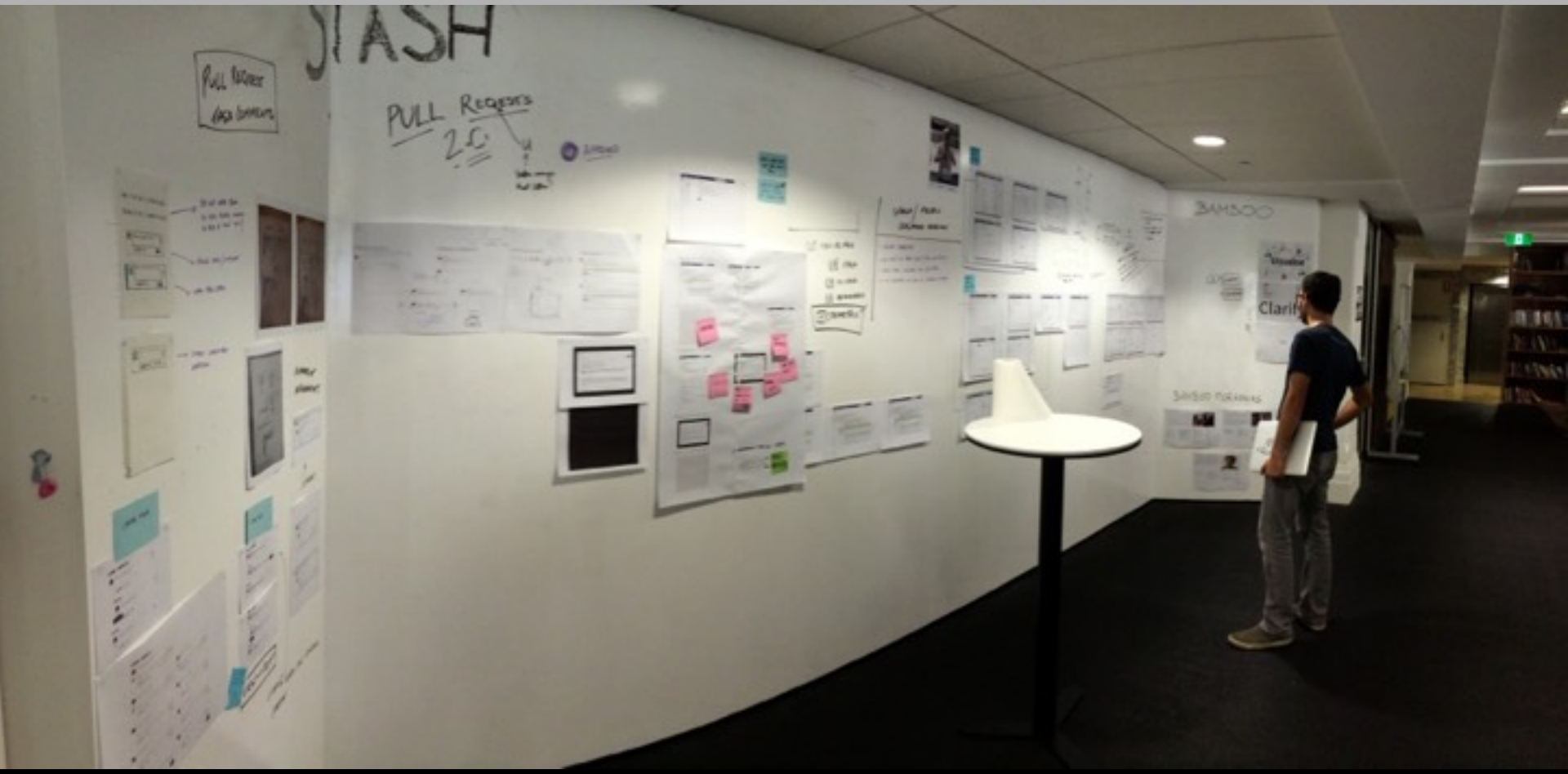
Shared Understanding and collaboration at Atlassian



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Shared Understanding and collaboration at Atlassian

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Shared Understanding and collaboration at Atlassian

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What you record during conversations works like a vacation photo

Looking at it helps you remember details that aren't in the photo

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What you record during conversations works like a vacation photo

Looking at it helps you remember details that aren't in the photo

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Use words and pictures

sketch,
tell stories,
write down
facts & decisions

Agile User Stories have a simple lifecycle

Card Conversation Confirmation

** Ron Jeffries coined the 3 C's in Extreme Programming Installed*

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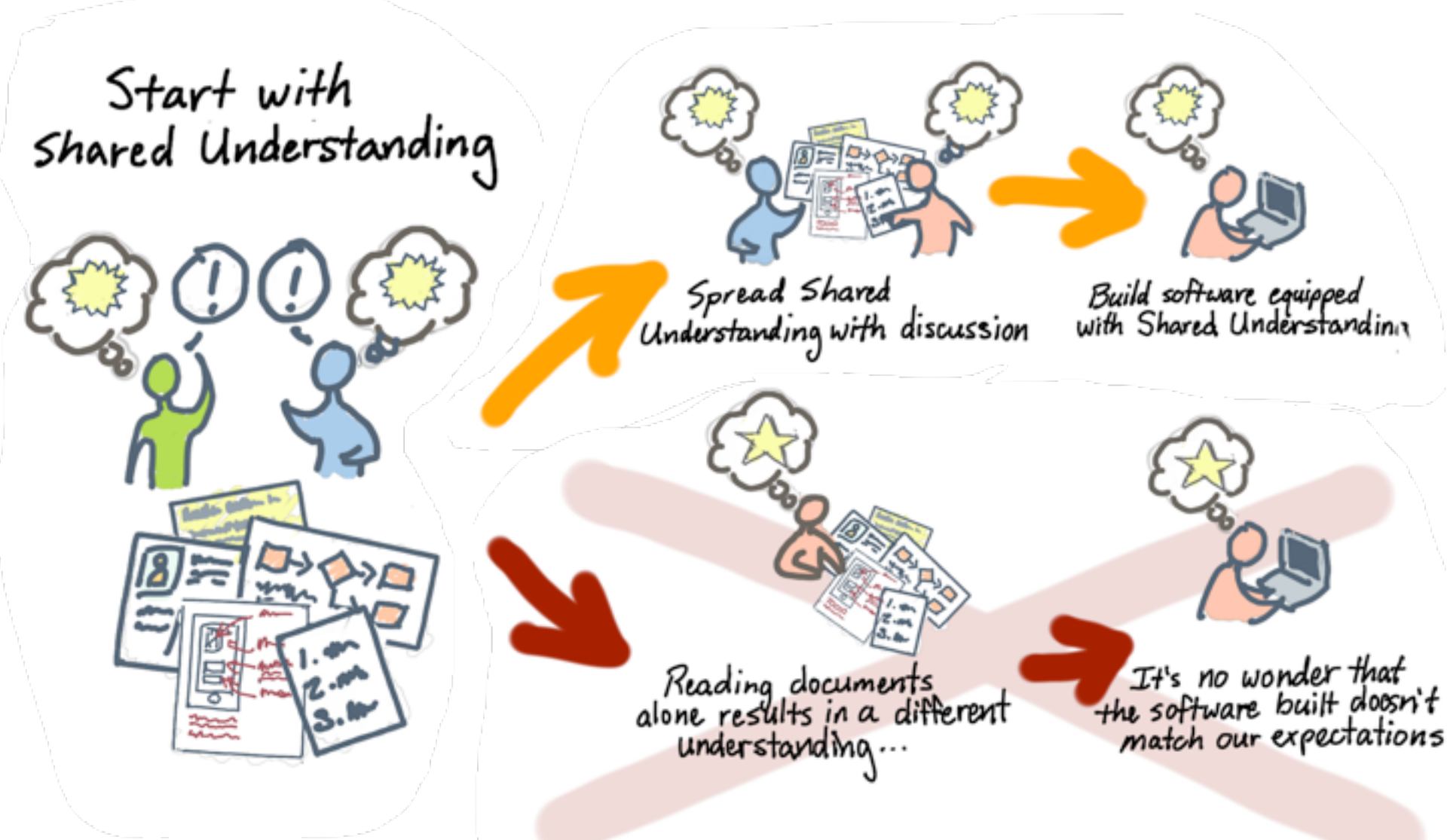
If you replace a conversation with a document, you've stopped using stories



Effective collaboration builds shared understanding

The best documents help us recall our conversations, they don't replace them

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2 Shut up

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Stop talking and let the model do the work

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Stop talking and let the model do the work

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Reorganize simple models to communicate your ideas

Replace brainstorming out loud with silent brainstorming

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3 Flare

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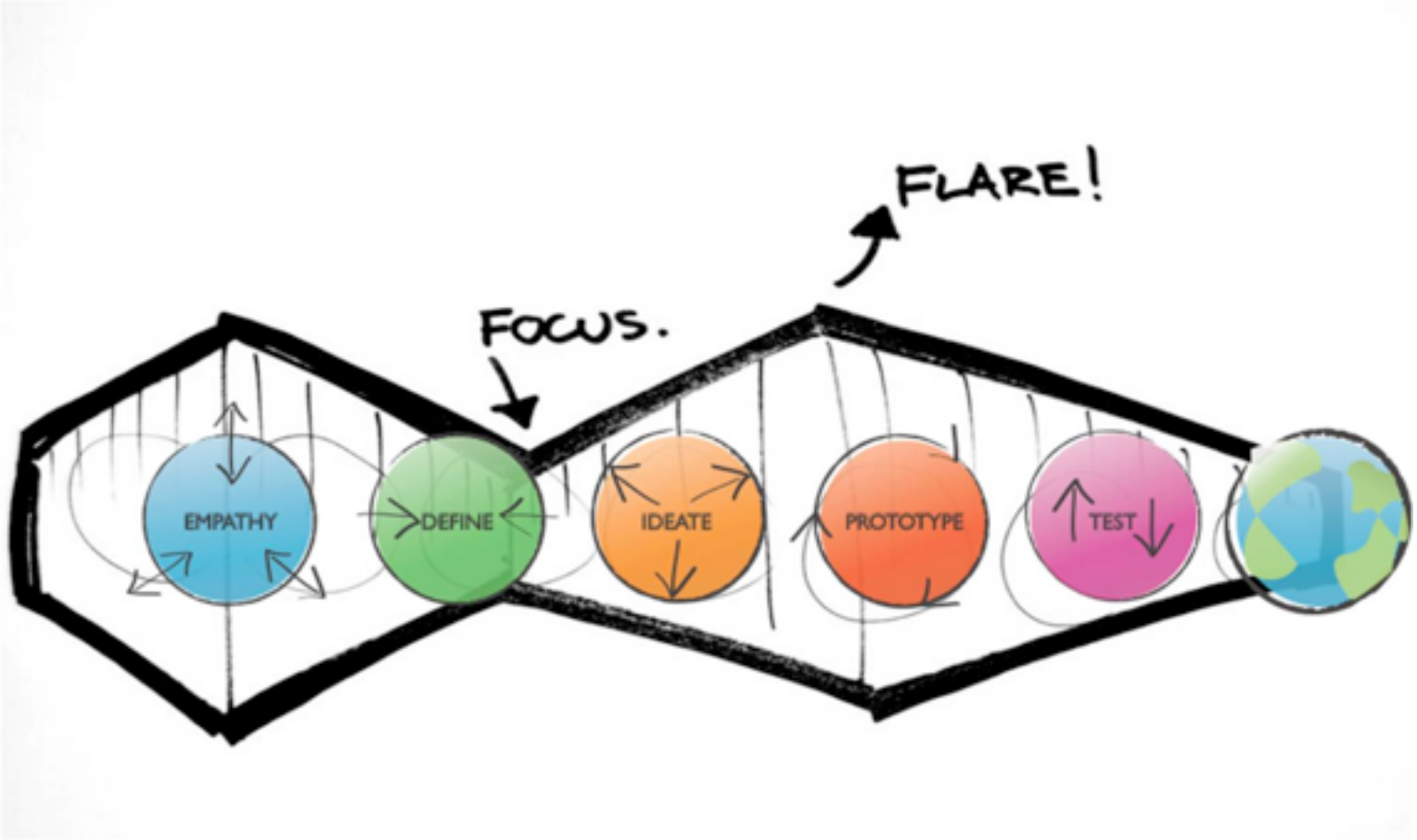
Not flair



Stanford's Design Thinking Model

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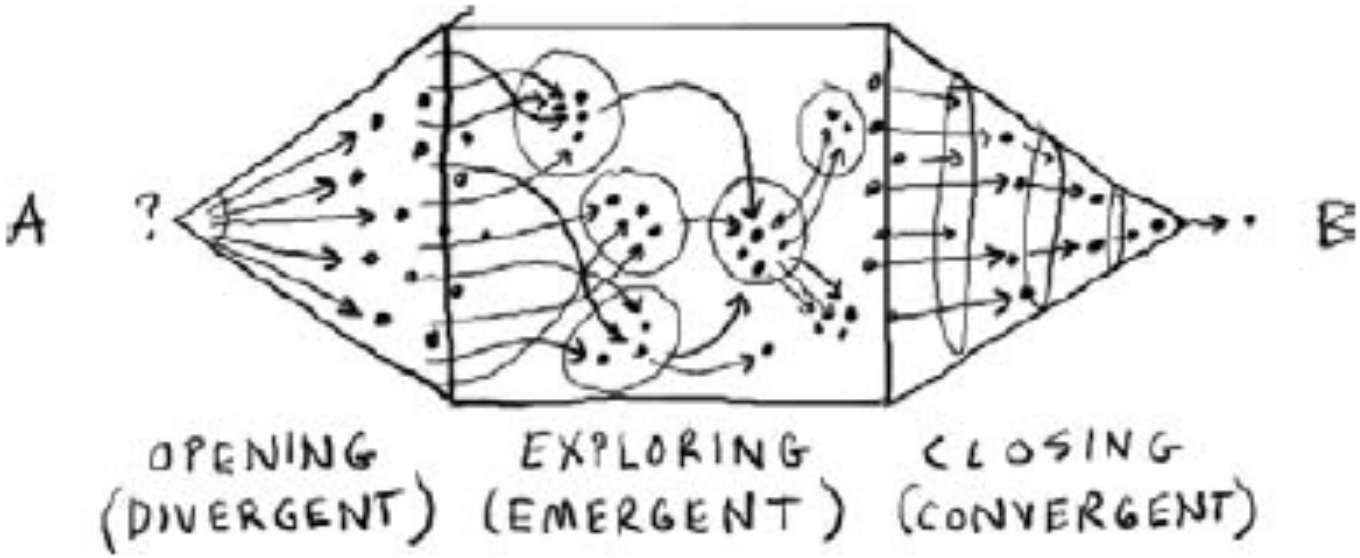

GameStorming's diverge to converge diagram

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A Design Studio approach helps the whole team Ideate

Design Studio Approach
http://interaction08.ixda.org/Jeff_White%20and%20Jim%20Ungar.php

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Sketch independently

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Sketch independently

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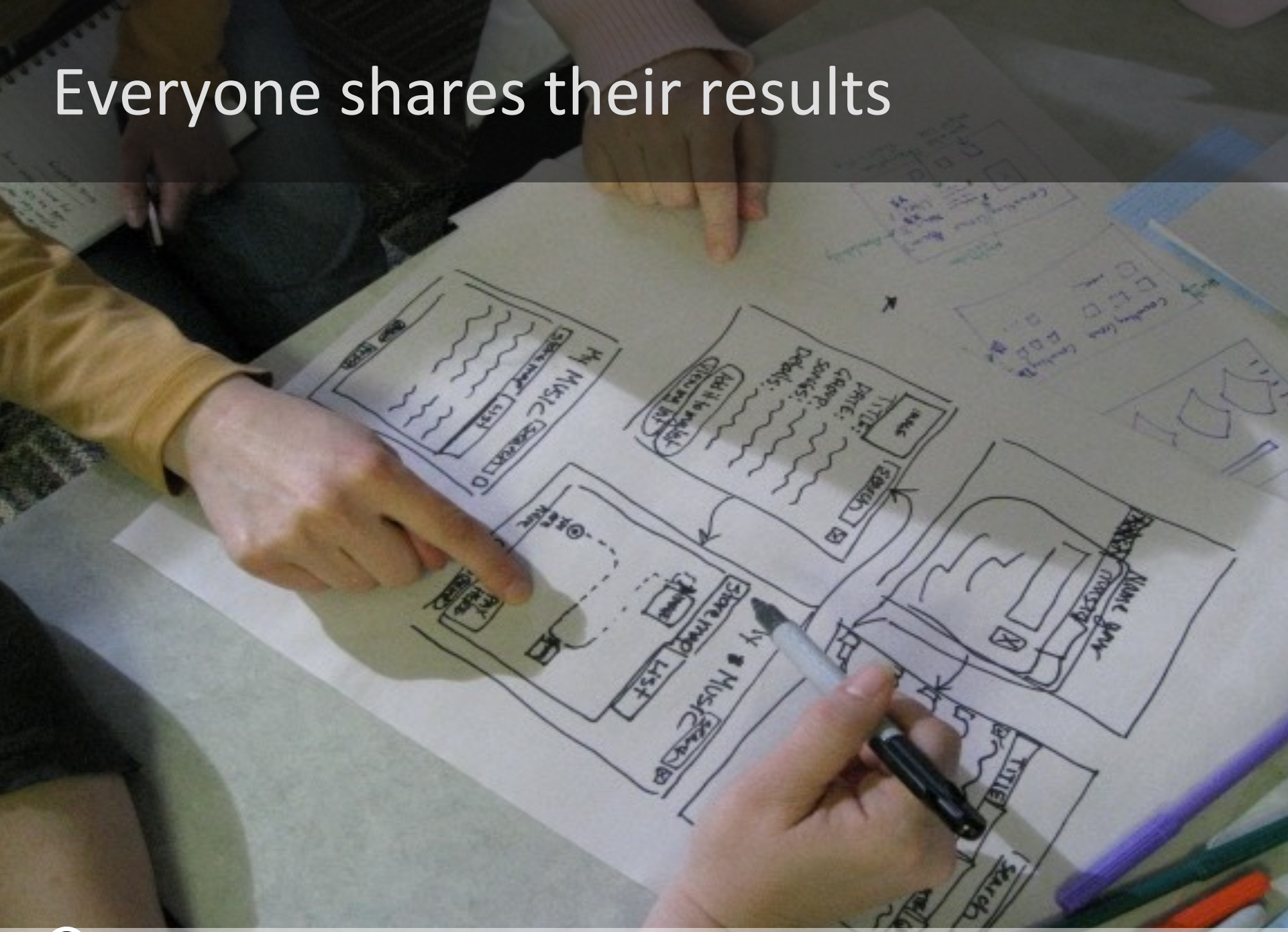
Everyone shares their results



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Everyone shares their results

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Find the best ideas (not the best artist)

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Find the best ideas (not the best artist)

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Deliberately widen your field of choices before making a decision

When arguing, stop.

Take a few minutes to sketch your ideas, and the take time to hear each other ideas

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4 Focus

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Set goals, then use pace-keeping signals to stay focused on them

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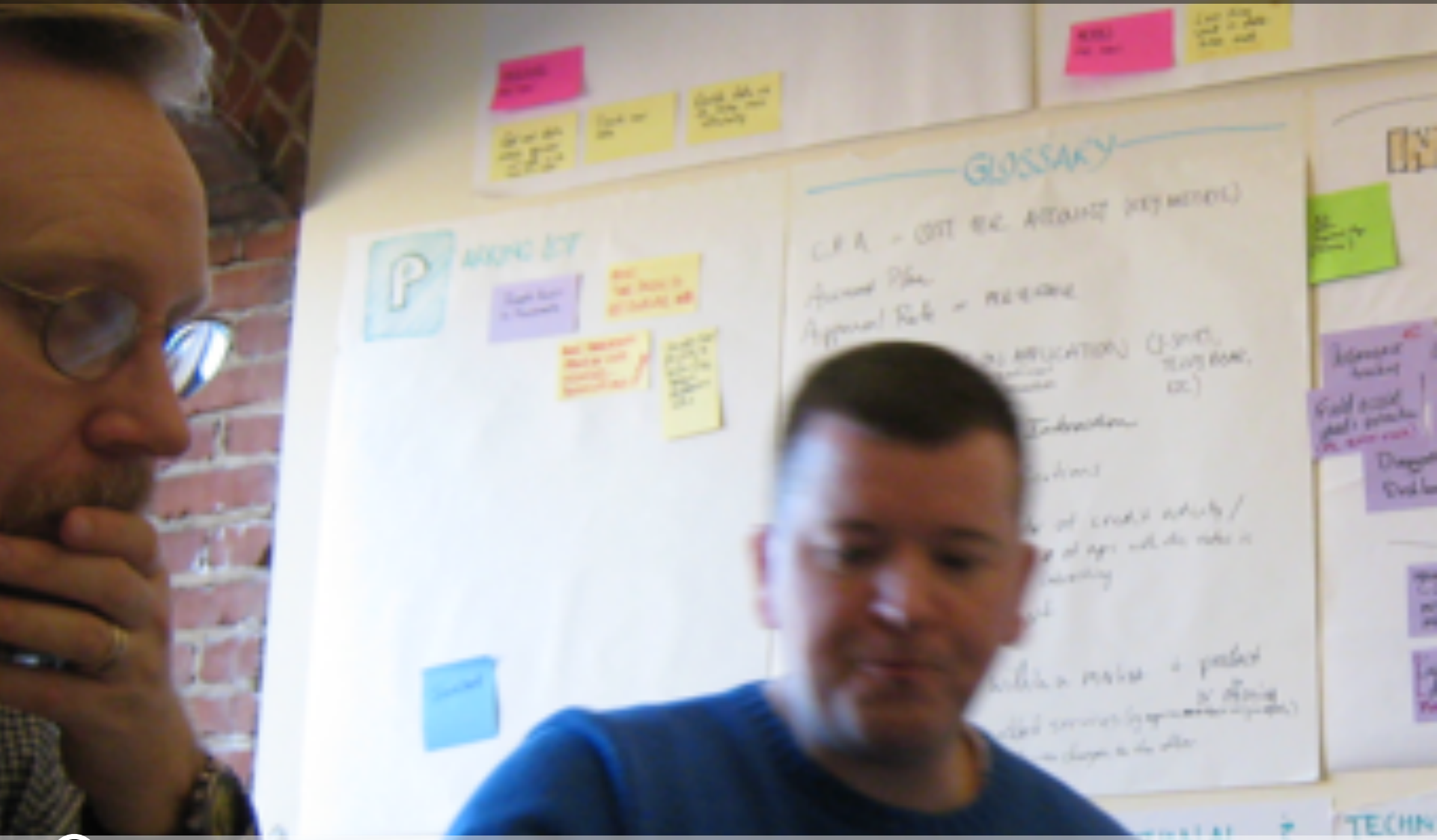
Set goals, then use pace-keeping signals to stay focused on them



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Set goals, then use pace-keeping signals to stay focused on them

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Save document creation and maintenance for later

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Focus on specific outcomes

Keep checking in on those outcomes and “time out” when the team drifts

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5 Time box

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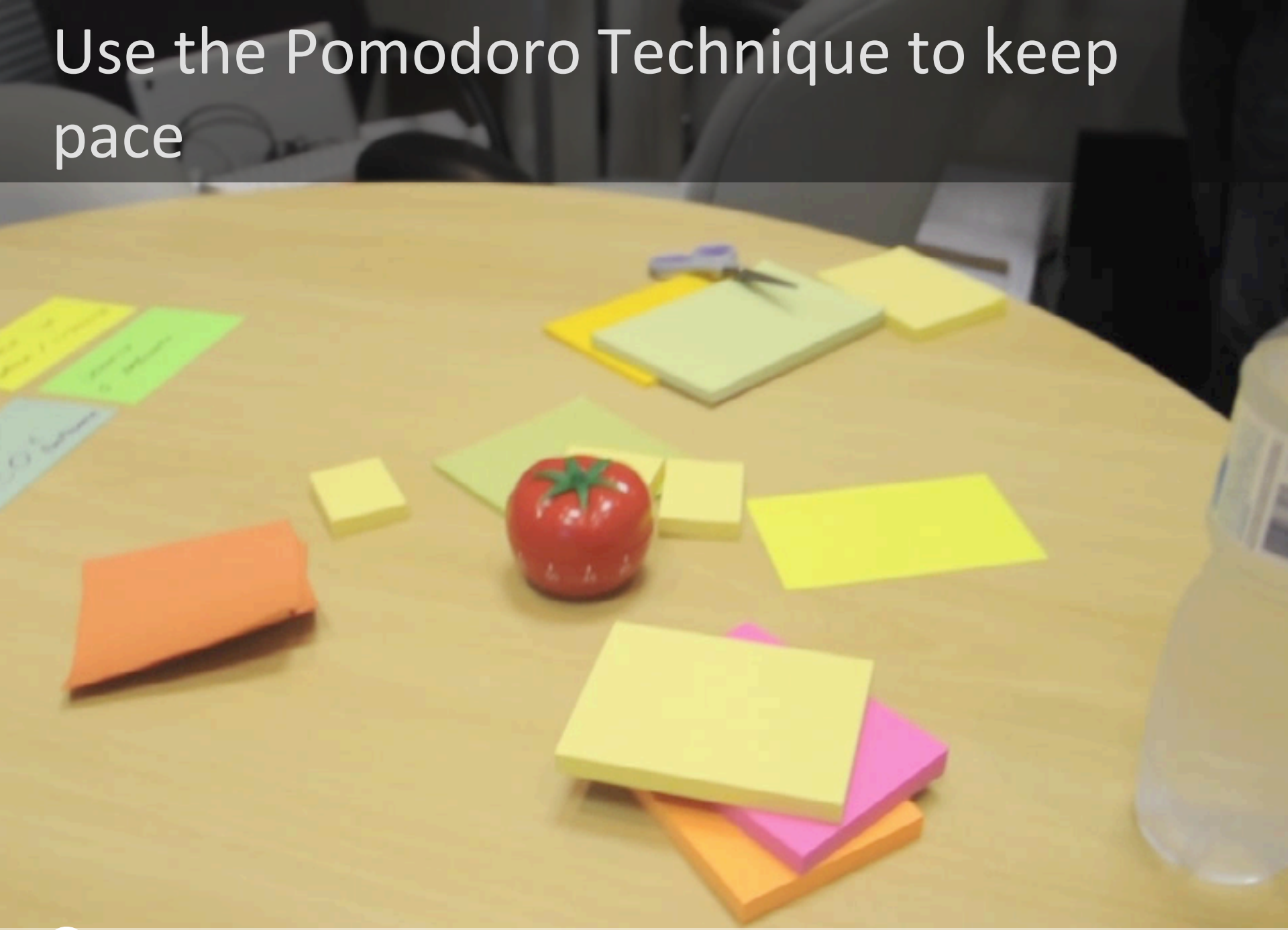
Use the Pomodoro Technique to keep pace



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Time-box small and large activities

At the end of a time-box, stop, reflect, and ask if you can **satisfice**

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6 Un-invite someone

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The ideal decision making group is dinner-conversation sized

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Use different strategies for different sized groups

2-4 people: set goals, time-box, and keep pace

5-11 people: add a facilitator and structure the workshop

A dozen or more: break into small groups, then integrate results

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Crowds don't collaborate

To make decisions fast, keep groups dinner-conversation-sized (2-4 people ideally)

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7

Get out more

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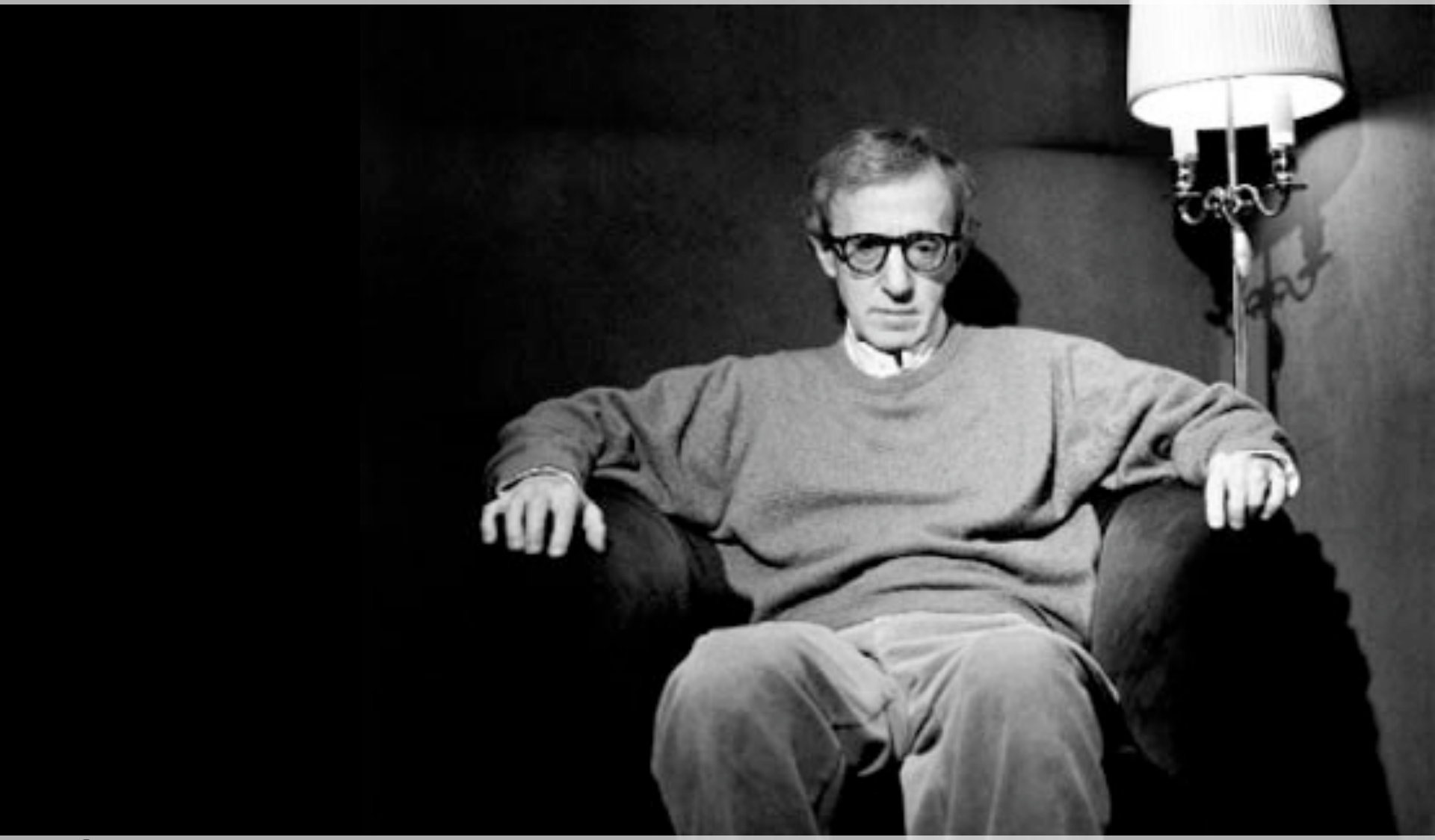
Imagine you're Jane Goodall…

do this

don't do this

Ninety percent of life is just showing up.
--Woody Allen



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Show up

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Go to where people use your products, watch, and ask questions

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It's a conversation, not an interrogation

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Go to where people work

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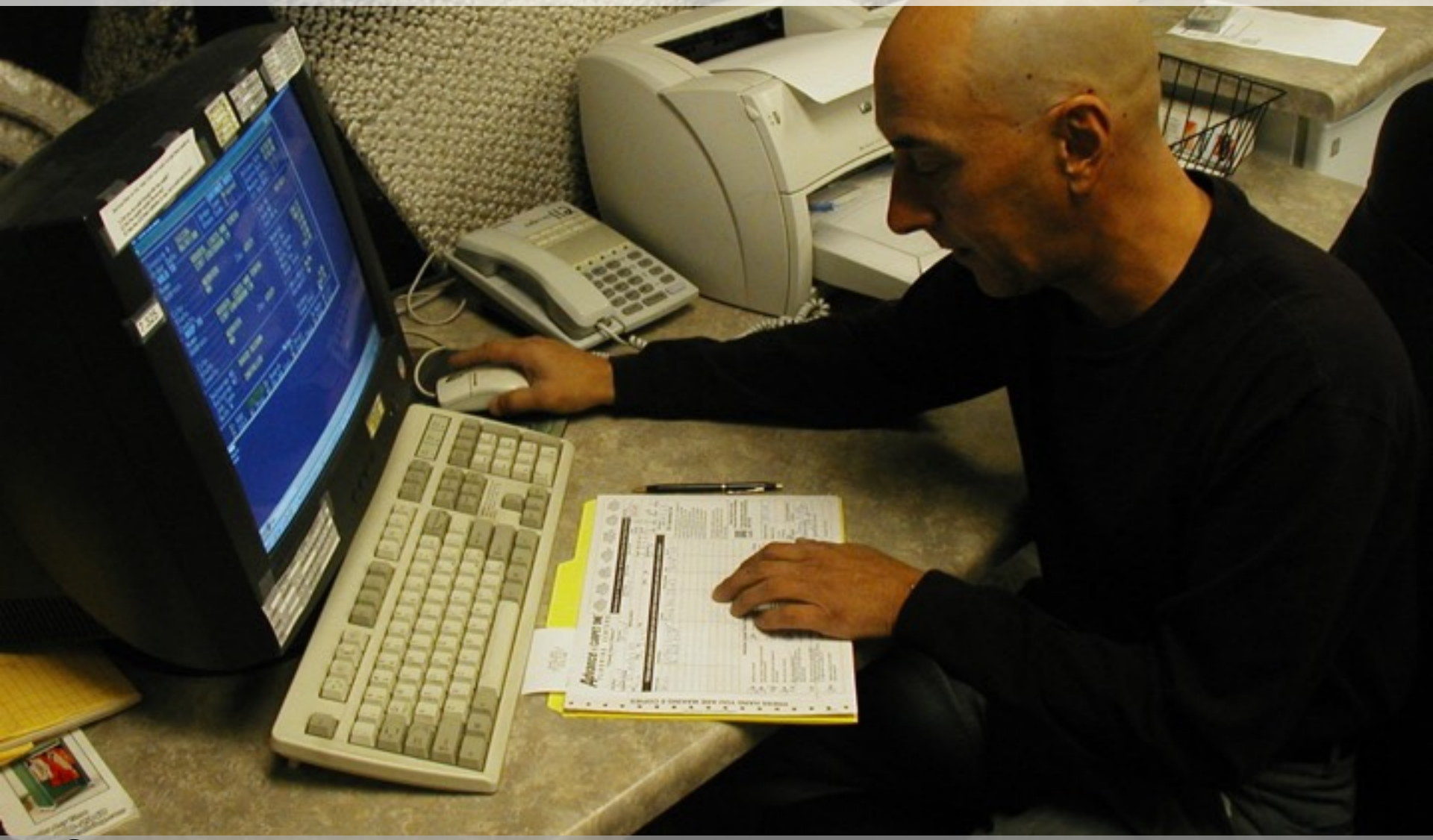
Go where people work



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Go where people work

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Go where people work

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Go where people work

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Include the whole team

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Get out of the building, way out of the building

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Make friends, because you won't want to disappoint your friends

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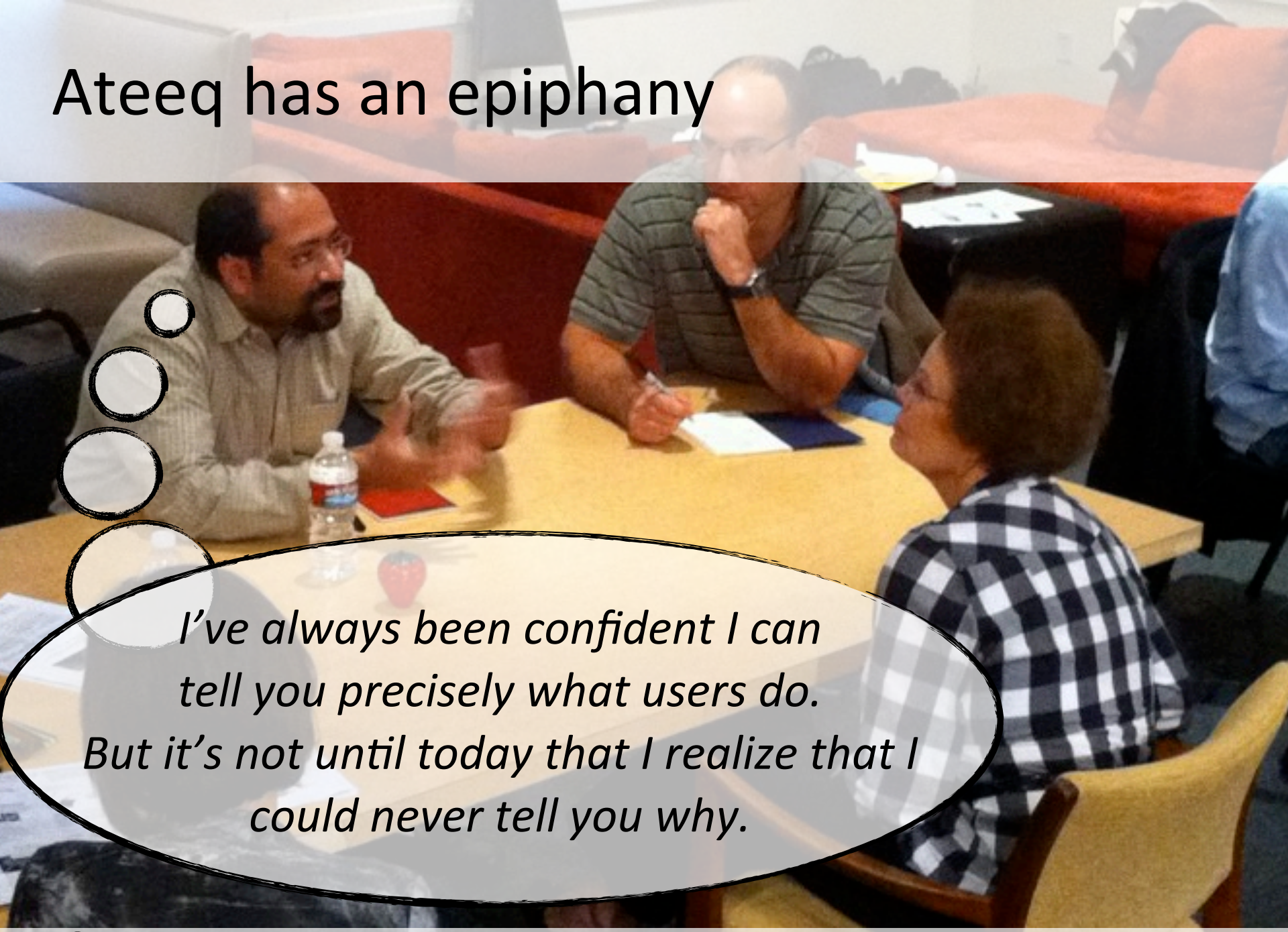
Ateeq has an epiphany



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The best solutions come from passionate, motivated people

Empathy is the most powerful and positive motivator I know

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8 Act

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Stop debating and act

Tom Chi, Built UX Team for GoogleX Division of Google

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JFDI

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Take 5

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You'll know it's working when you feel exhausted. Take a break.

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If you're doing it right, this stuff is really exhausting

Get out, get coffee, close your eyes, and take 10 deep breaths

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Get back in there.

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It's doing the simple things well that makes the tough stuff possible

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Questions?

Please remember to evaluate via the GOTO Guide App

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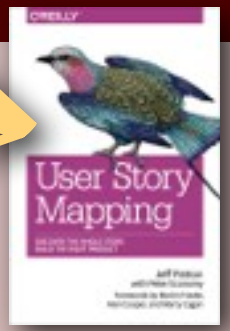
I wrote this book!