

Agilest

# SURVIVAL OF THE FITTEST

the future of work

**ABBY FICHTNER**  
THE HACKER CHICK

looking at the edge and wondering what's beyond...





IBM Software Group

# Develop Faster, More Reliable C/C++ Code with Rational PurifyPlus

**Rational.** software



**PURIFY**



**QUANTIFY**



**PURECOVERAGE**





What we didn't realize is that when you dummy proof the system...

**ONLY DUMMIES WANTED TO WORK THERE**

Pure Software  
CoFounder

**STAND STILL. GET RUN OVER.**



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**STAND STILL. GET RUN OVER.**



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**STAND STILL. GET RUN OVER.**

**amazon**

**STAND STILL. GET RUN OVER.**



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**STAND STILL. GET RUN OVER.**



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airbnb dublin headquarters

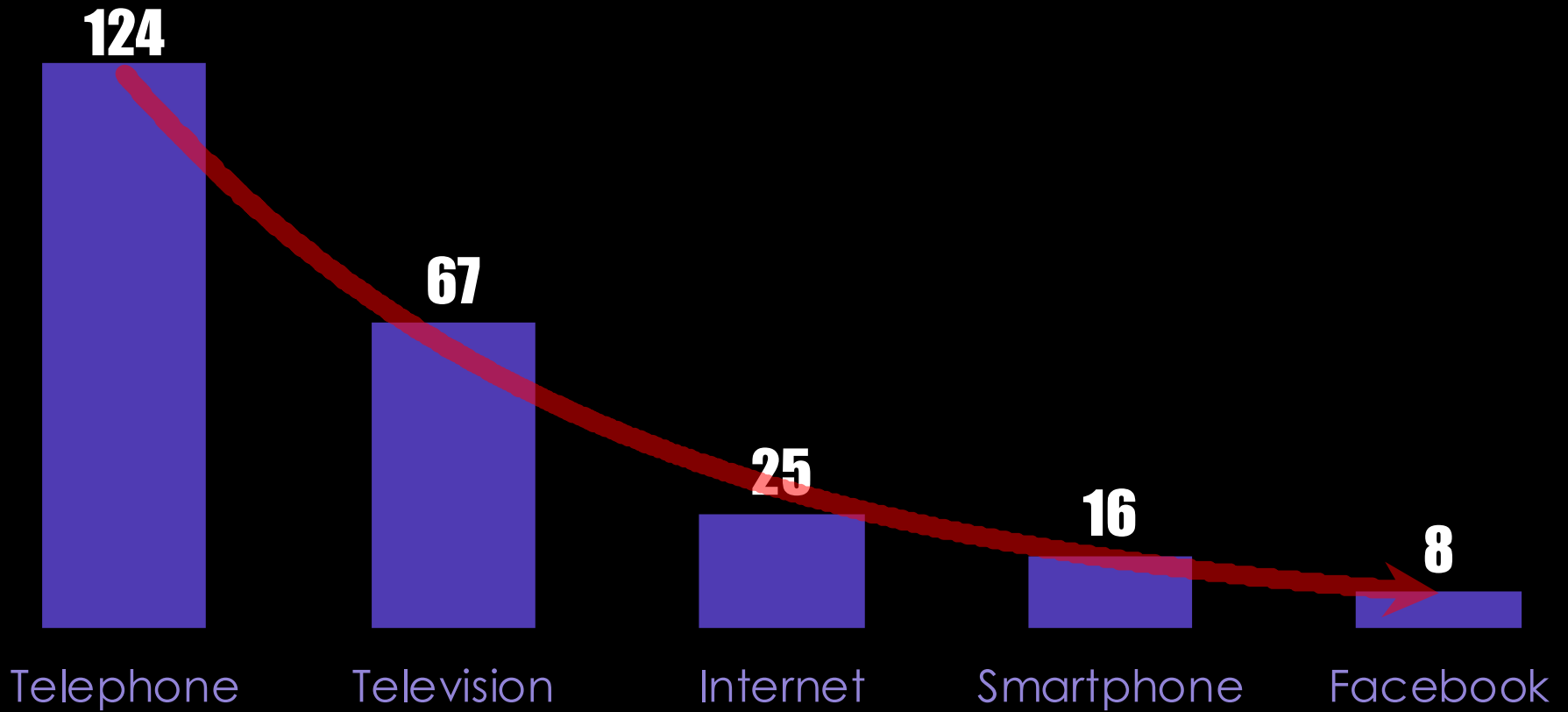


**RIGHT**

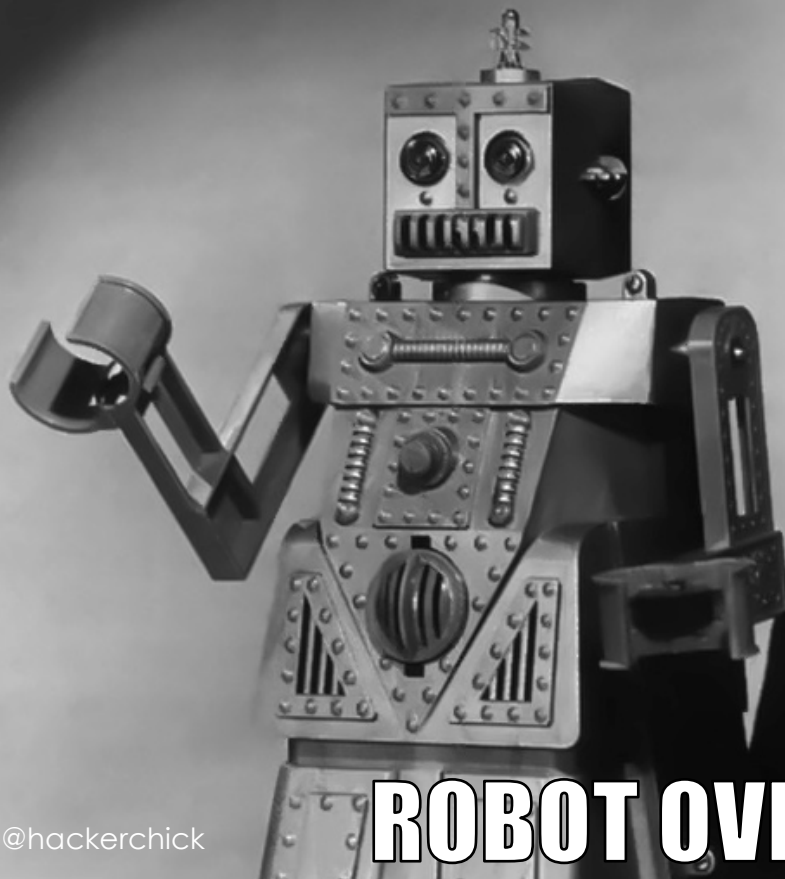
**NOW**

*Or never*

# # years to 1 Billion Users



**ARE YOU READY FOR YOUR**



**ROBOT OVERLORDS?**

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# THE END OF POWER

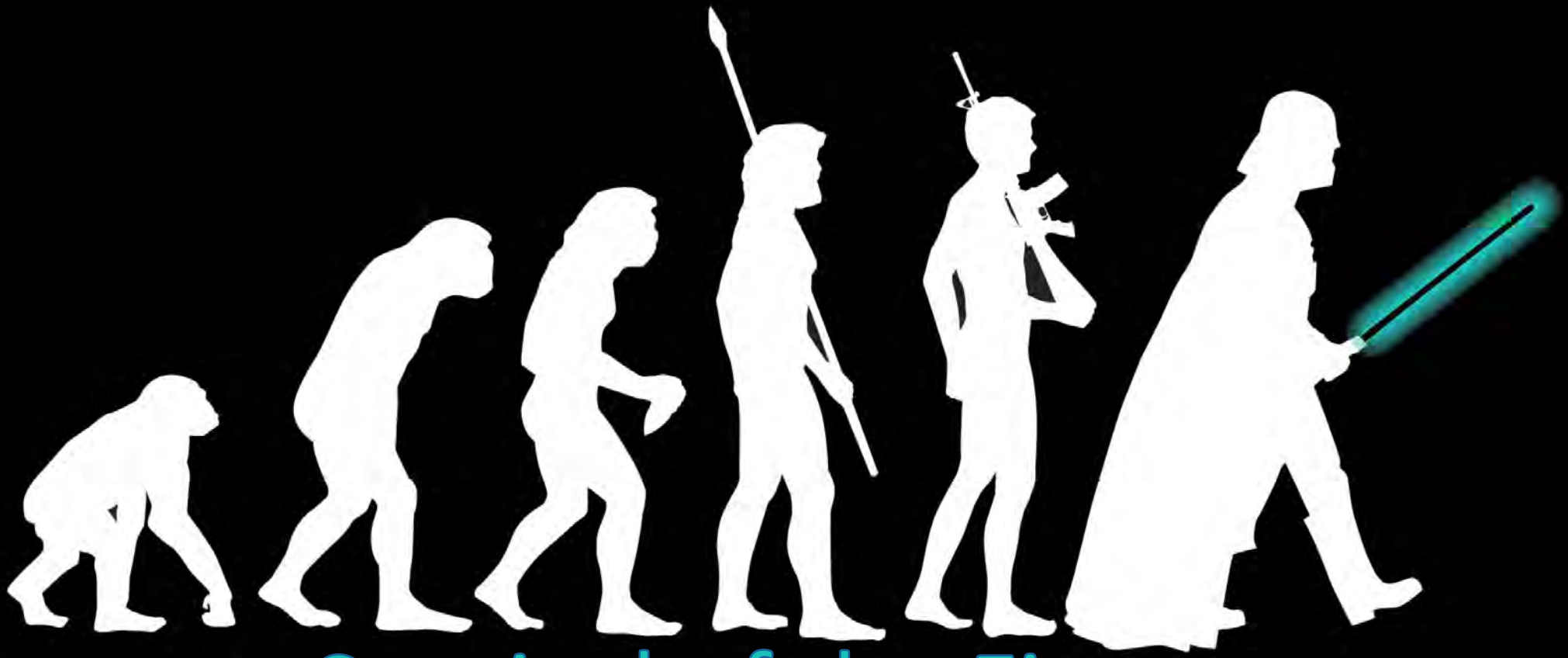
Moises Naim

# Revolution!

**MORE**

**MOBILITY**

**MENTALITY**

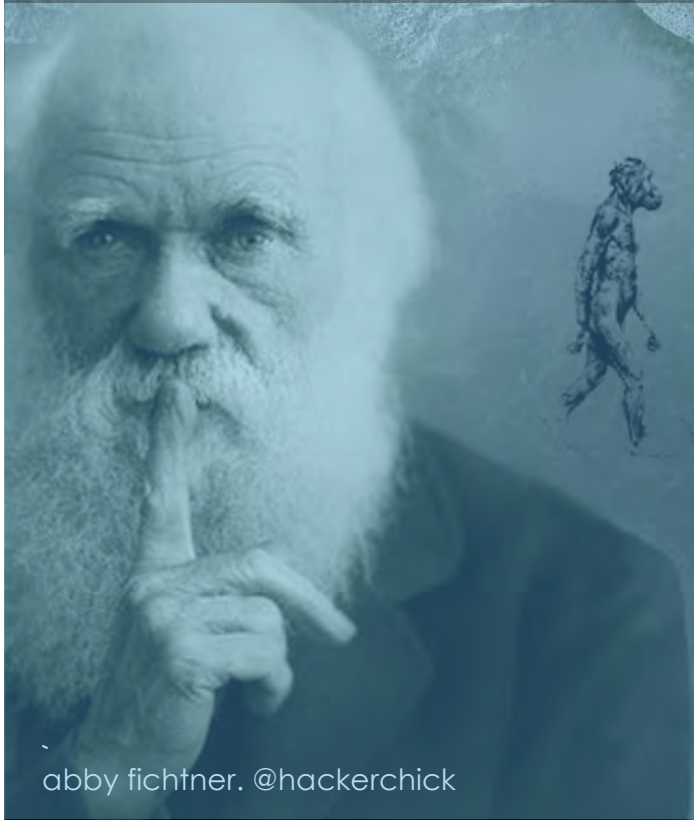


# Survival of the Fittest

“It is **not** the strongest of the species that survives  
nor the most intelligent

**IT IS THE ONE THAT IS MOST ADAPTABLE TO CHANGE”**

Charles Darwin



flexibility = process! = Agile

process == Rigid Predictable

What does it mean to be agile?

(as a person)



# AGILE (BEYOND SOFTWARE)

The ability to create and respond to change [in order to] succeed in an uncertain and turbulent environment.

— Agile Alliance

: having a quick, resourceful, and adaptable character. *an agile mind*

: quick, smart, and clever

— Miriam Webster

# Values of the Agilest

Trust over Control

Creativity over Compliance

Being Wrong over Doing Nothing

Paranoia over Complacency



# TRUST

OVER

# control

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It doesn't make sense to hire smart people  
and tell them what to do.

We hire smart people so they can tell us what to do.

Steve Jobs



IBM Software Group

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**Rational.** software



**PURIFY**



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**PURECOVERAGE**





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Reed

Hastings image credit: newscom

NETFLIX ORIGINAL  
**STRANGER THINGS**

95% Match 2016 1 Season 4K Ultra HD 5.1

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine  
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows



Popular on Netflix



Recently Watched



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If you want to build a ship...

don't drum up the people to gather wood,  
divide the work, and give orders.

Teach them to yearn for the vast and endless sea.

Antoine De Saint-  
Exupéry

**JUST**  
**START**  
up

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**BETA**

**START**

abby fichtner. @hackerchick

**BETA**

**NETFLIX**



[So we] built a company in Netflix that tolerated some short term chaos and we manage right on the edge of chaos

The value is keeping and stimulating the amazing thinkers

So when the market shifts...  
we have within Netflix all kinds of original thinkers

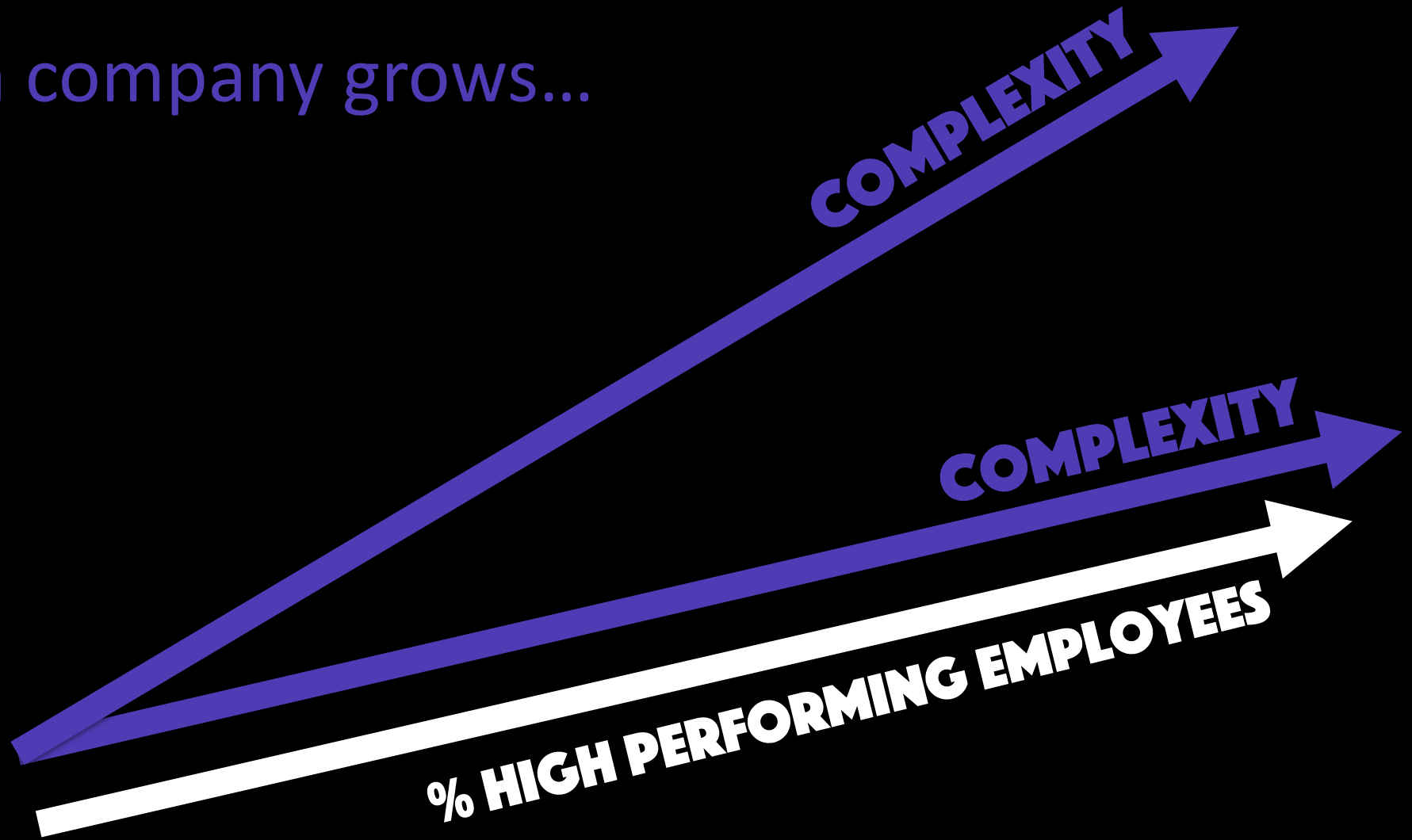
Reed Hastings, Netflix

CEO

As a company grows...



As a company grows...



Judgement

Selflessness

Communication

Curiosity

Innovation

**FREEDOM AND RESPONSIBILITY**

Inclusion

Courage

Passion

Integrity





# CREATIVITY

OVER

# Compliance

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image credit: Henry Ford Museum

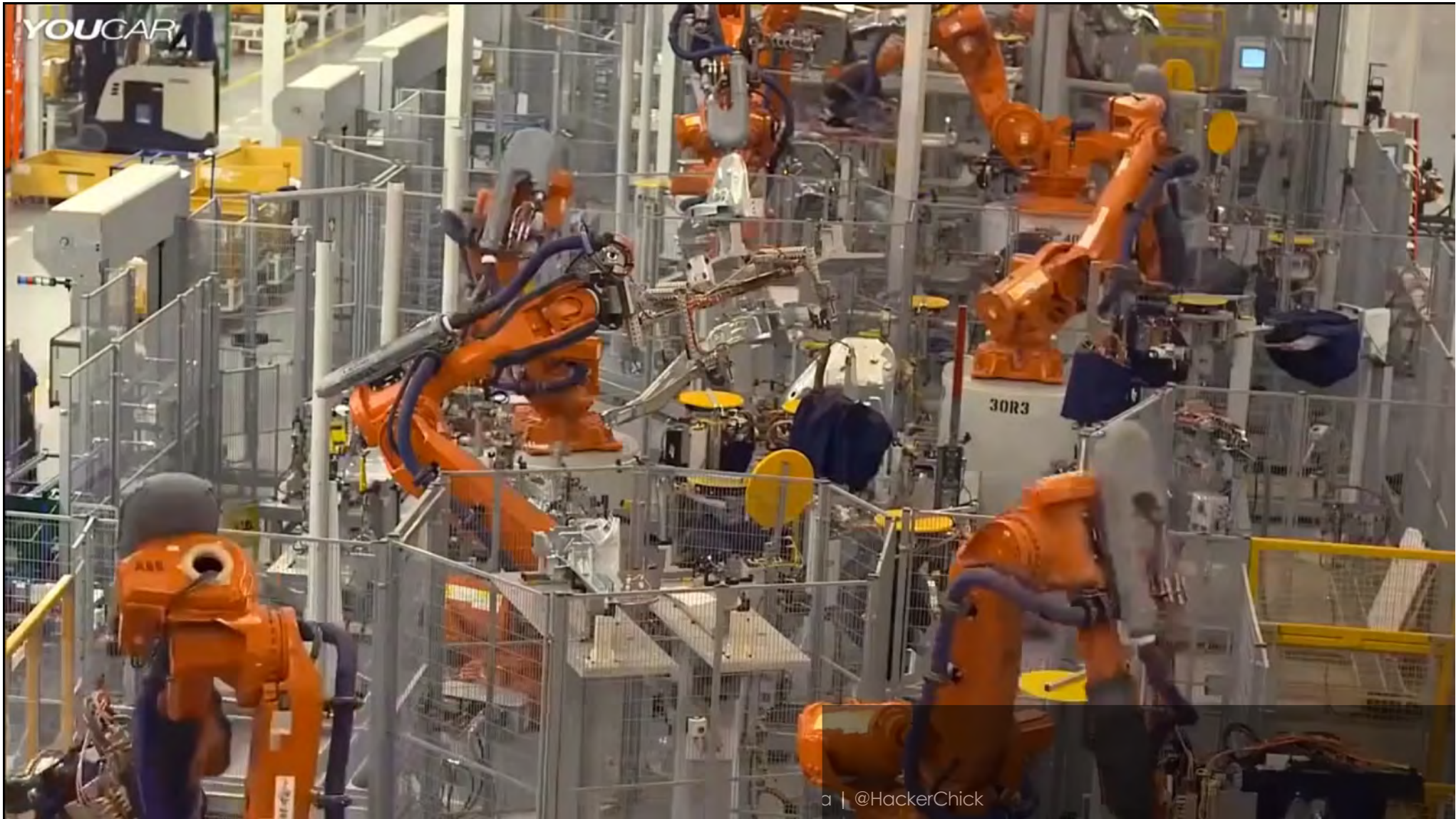


Factory owners faced a choice:

They could trust workers to use their best judgement to figure things out, to make things better.

OR, they could work to eliminate individual initiative. Trade the upside of improvement for the certainty of compliance.

Seth Godin



YOU CAR

a | @HackerChick

The people that can have the  
biggest impact of all are the ones we call:

SMART CREATIVES

Google



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**“HIRE THE SMARTEST PEOPLE AND THEY’LL  
FIGURE OUT THE RIGHT THING TO DO”**

Google’s [Un] Official  
Mantra

Top-Down Hierarchy

Product Genius at the top

We know all the answers

**COMMAND AND CONTROL**

Theory X

Limit Information

Minimize Risk

Maximize Efficiency

shut up & do what you're told





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image credit: rawpixel



Challenge your employees to bring all their talents to their job

Reward them **not** for doing it just like everyone else

but for pushing the envelope, being adventurous, creative,  
open-minded, and trying new things

Tony Hsieh, Zappos

CEO

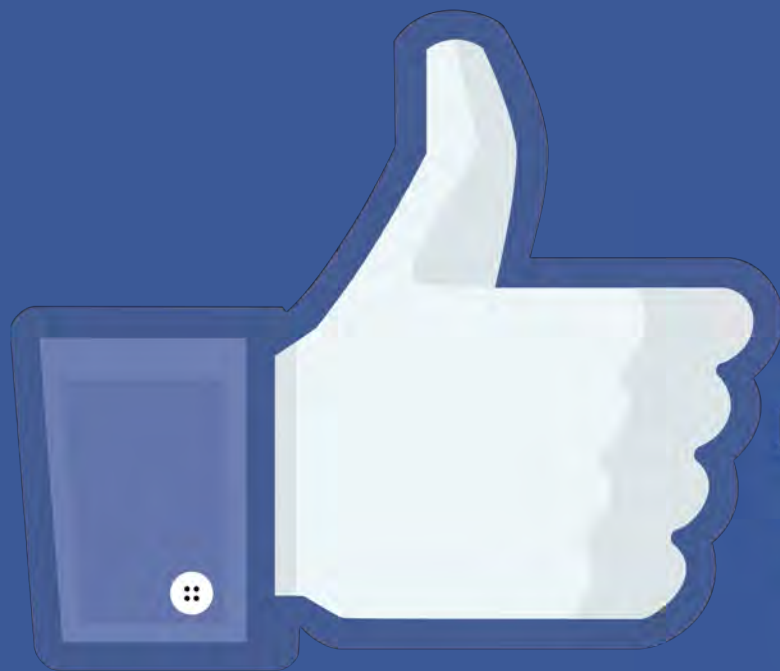
# facebook

“We’re intentionally trying to mold roles around people rather than people around roles.”

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“Build some type of email or personalization product”



facebook®

# House of Cards

★★★★★ 2013 TV-MA 1 Season HD 5.1

Sharks gliding ominously beneath the surface of the water? They're a lot less menacing than this Congressman.



*This winner of three Emmys, including Outstanding Directing for David Fincher, stars Kevin Spacey and Robin Wright.*

NETFLIX



## Popular on Netflix



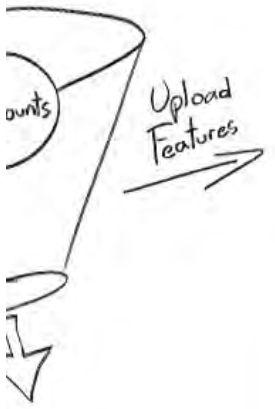
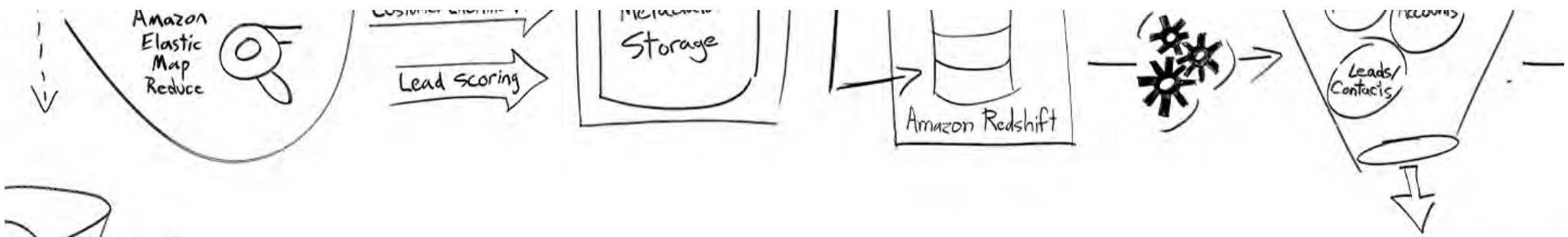
## Top Picks for Jean-Francois



[bobbylichtner. @hackerchick](#)

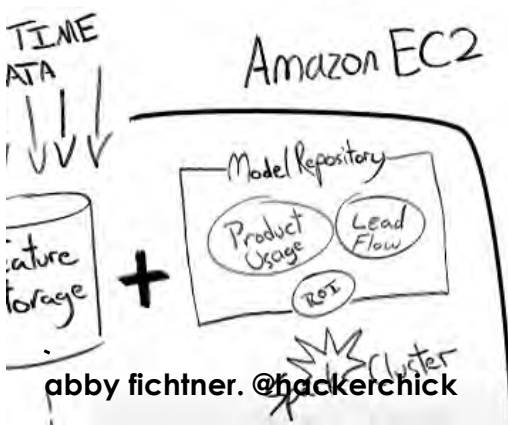


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# AMAZON WEB SERVICES

# BUILD ON







**A COMPANY'S JOB ISN'T TO EMPOWER PEOPLE  
IT'S TO REMIND PEOPLE THEY WALK IN THE DOOR WITH POWER**

Patty McCord, Netflix Chief  
Talent Officer

## **WHAT PROJECT COULD YOU MAKE YOUR BEST CONTRIBUTION TO?**

(at your own company or a company you'd like to work at)

## **REFACTOR YOUR CURRENT ROLE TO BETTER FIT YOU**

If you could change 3 things about your role, what would you change?

## **IF THIS WAS MY COMPANY...**

What's a crazy idea (that just might work) for making it more successful?



# BEING WRONG

OVER

# Doing Nothing

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"If you only do things where you know the answer in advance, your company goes away."

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Jeff Bezos, Amazon CEO



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# Hit the road: Book local getaways

See all destinations ▾

Texas and the Gulf Coast

Calendar icon Dates



**TRAVEL INSPIRATION**  
Discover destinations  
near you

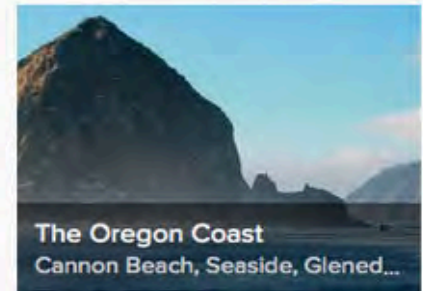


**CURATED SELECTION**  
Handpicked hotels  
travelers love



**WORRY-FREE**  
Supported by Amazon's  
24/7 customer service

## Our destinations near you



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# Introducing **amazon** Local Services

Services made simple

Handpicked pros • A new way to shop for services • Happiness guaranteed



## Home Repair & Services

[Electrical & Wiring](#)

[General Repair & Odd Jobs](#)

[Plumbing](#)

[See all](#)



## Automotive Services

[Audio & Electronics](#)

[Maintenance](#)

[Repair](#)

[See all](#)

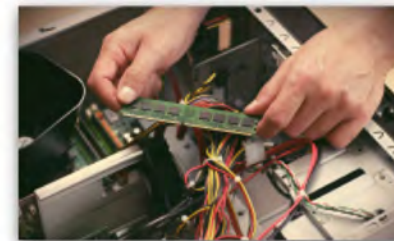


## Lawn & Garden

[Equipment Assembly](#)

[General Repair & Odd Jobs](#)

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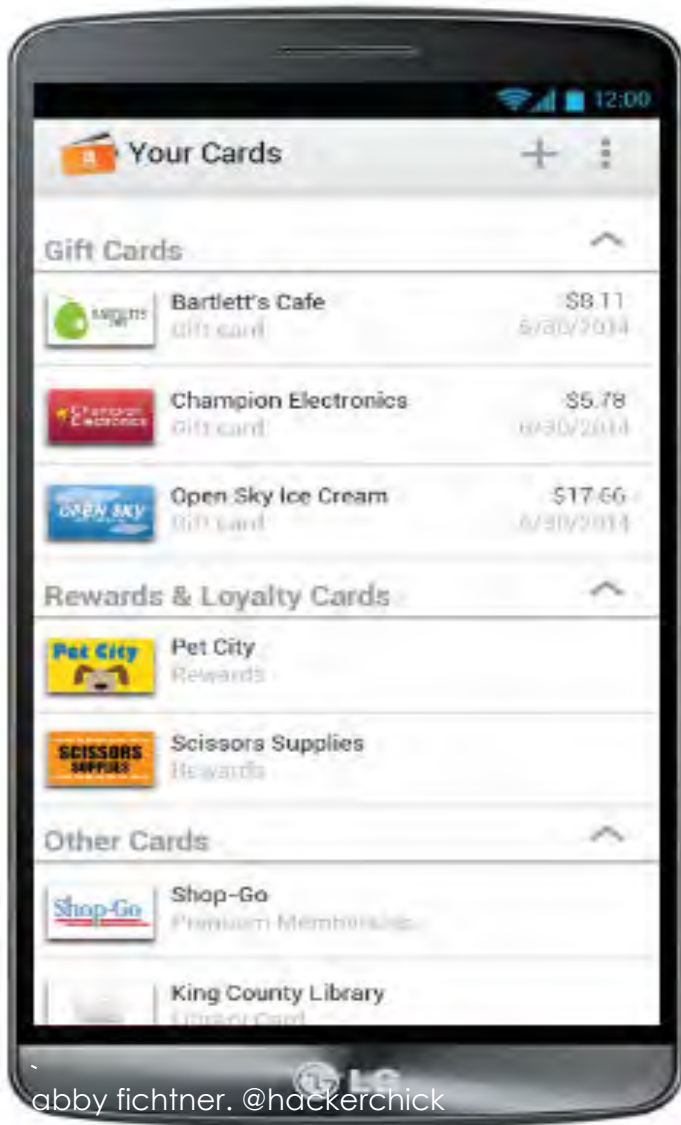


## Computer & Electronics

[Repair & Tech Support](#)

[Home Theater](#)

[See all](#)



# amazon<sup>®</sup>





**Cracker Jack**  
BALL PLAYERS



RUTH, BOSTON - AMERICANS

**RECORD HOME RUNS: 714**

previous record: 138  
took 40 years to beat

**Today: still #3 of all time**

**"THE KING OF STRIKEOUTS"**

**Today: not even in top 100**



The job isn't to catch up to the status quo.

**THE JOB IS TO INVENT THE STATUS QUO**

Seth Godin, Poke the  
Box



# LEARNING

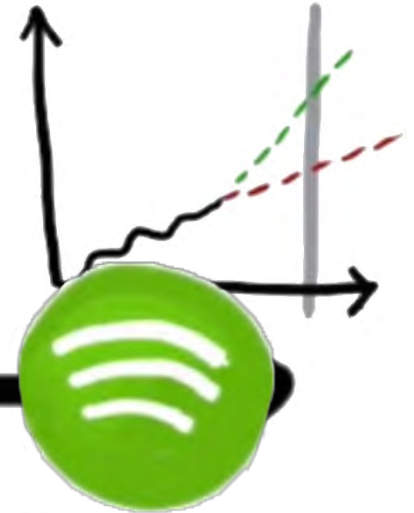
OVER

## Being Right

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# NO DEADLINES!!



Focus on  
innovation

Focus on  
predictability

# LEAN STARTUP TENETS

## 1. Eliminate Waste

The **biggest** waste is building something nobody wants

## 2. Learning > Execution

## 3. Validate everything

Everything is an assumption until proven with data  
do “simplest thing that could possibly work” to test

What's a feature Spotify should add?

# Is it worth Building?

## 1. CUSTOMER RESEARCH

## 2. CREATE HYPOTHESES

- Customer impact
- Spotify impact (core metrics)

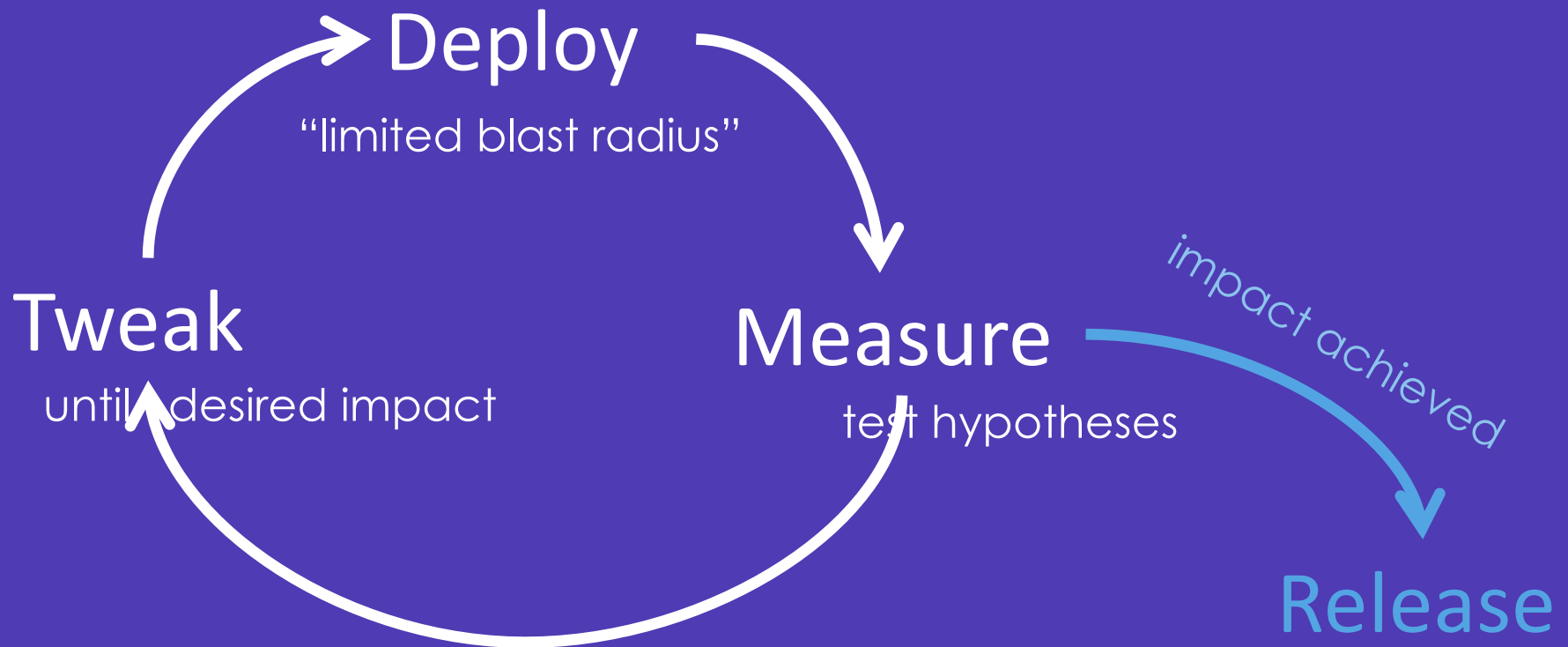
## 3. PROTOTYPE IT



# Lovable Minimum Viable Product



# HYPOTHESES-DRIVEN ITERATIONS





# PARANOIA

OVER

# Complacency

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image credit: Henry Ford Museum



Success breeds complacency

Complacency breeds failure

**ONLY THE PARANOID SURVIVE**

Andy Grove, Co-  
Founder of Intel



Innovation  
Creativity  
Educational  
Community

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THAT'S ALL FOLKS!

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