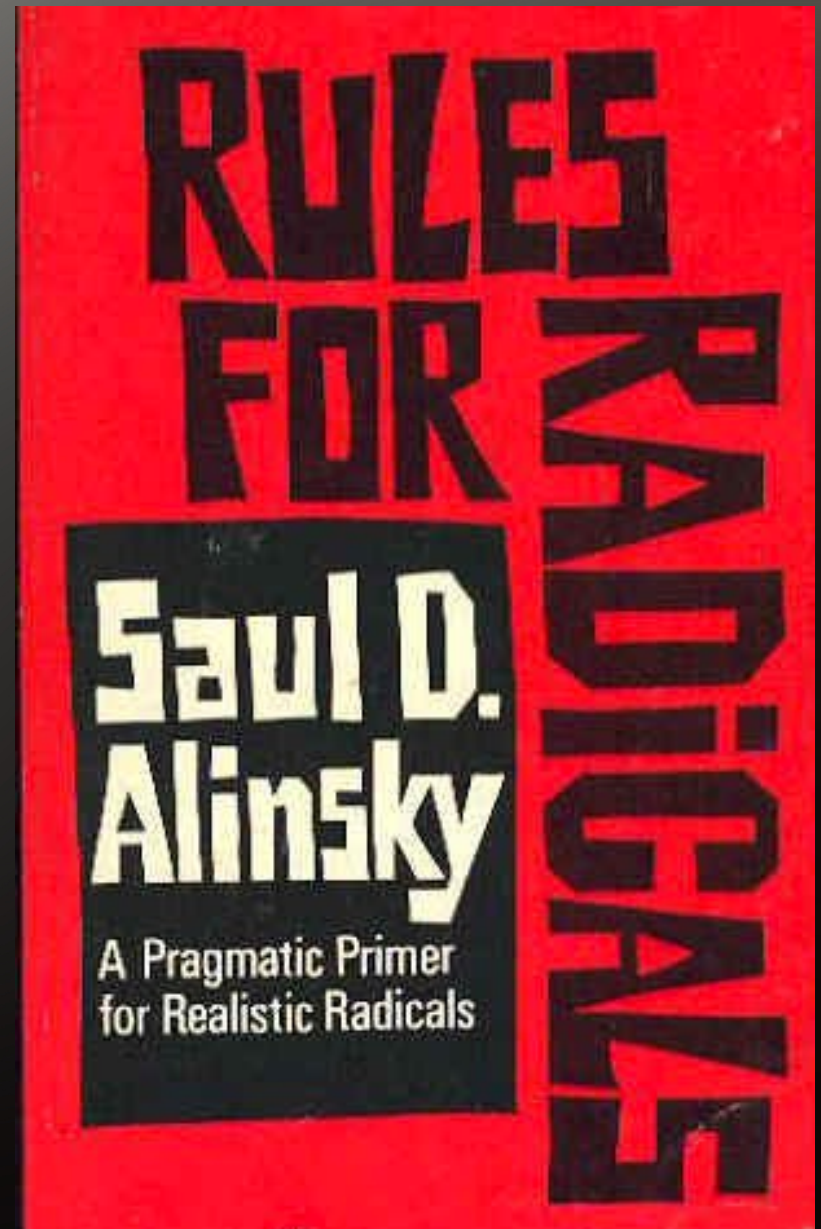


RULES FOR RADICALS

Empowering your users to
advocate within the enterprise

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outline

I. Introduction

II. Rules for Moderates

Identify

Reward

Empower

III. Rules for Radicals

about me

451

Research



Chef

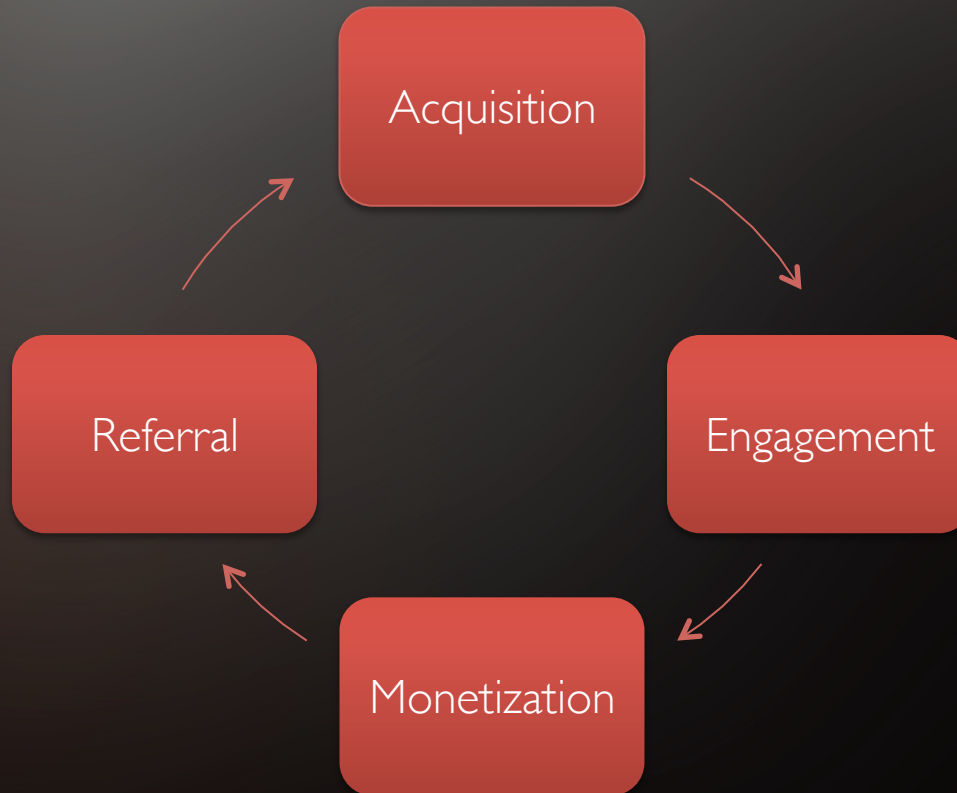


vmware®

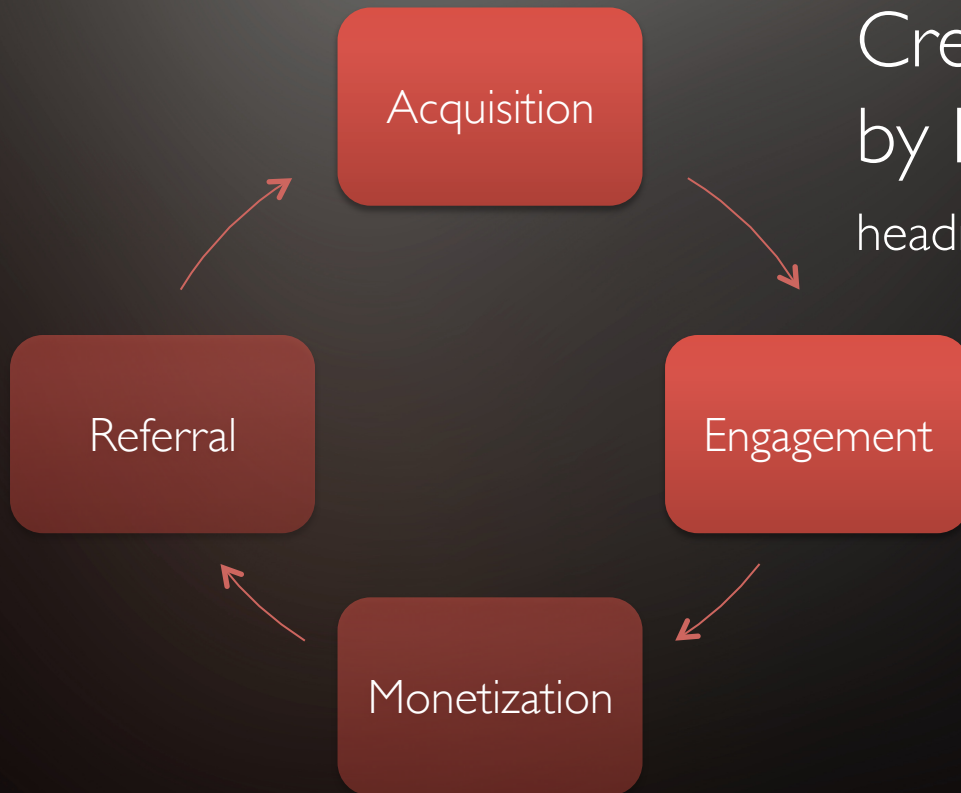
splunk™ > cloudera

ignition

go-to-market

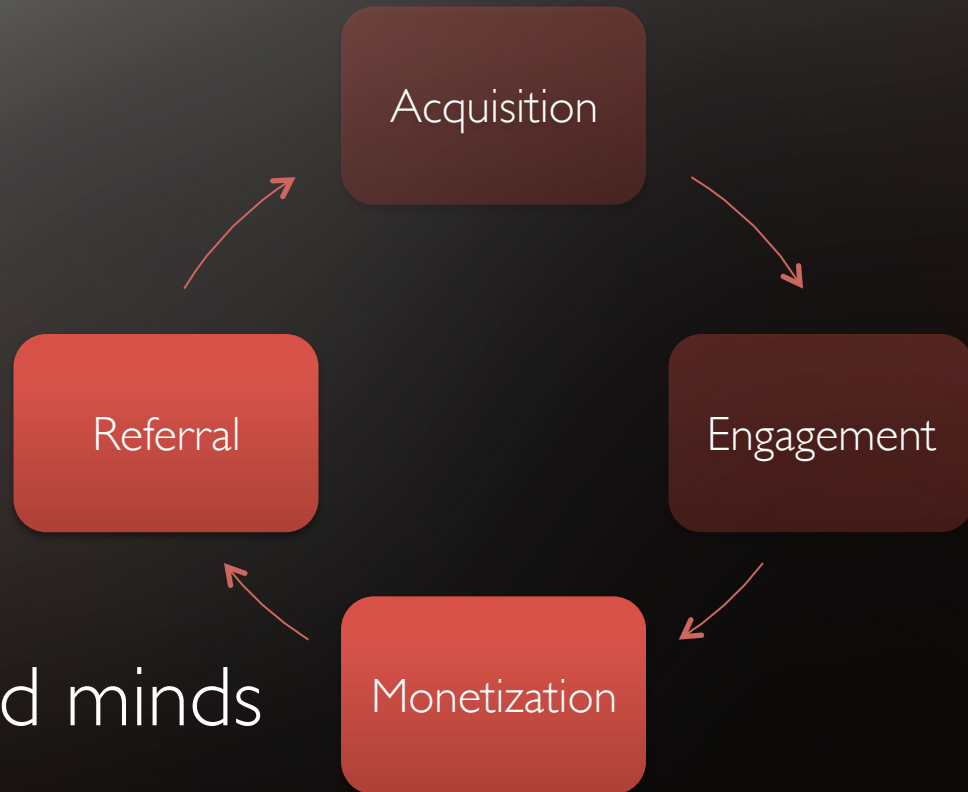


go-to-market



Creating Passionate Users
by Kathy Sierra
headrush.typepad.com


go-to-market



Winning hearts and minds

RULES FOR MODERATES

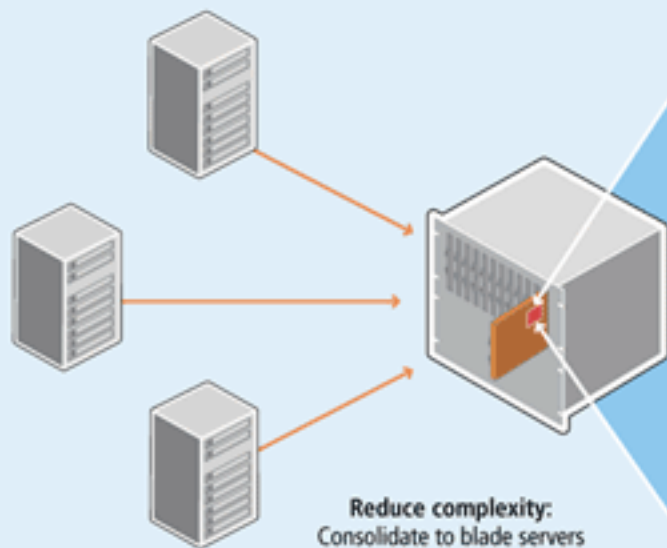


A black and white photograph showing the lower half of two people standing on a sidewalk. They are wearing dark business suits and polished black shoes. The person on the left is slightly ahead of the person on the right. In the background, there is a building with large windows and a stone base. The text is overlaid on the left side of the image.

Identify influencers
Reward early adopters
Empower evangelists

CONSOLIDATE SERVERS AND APPLICATIONS

APPLICATIONS RUN ON VIRTUAL MACHINES



Reduce complexity:
Consolidate to blade servers
Use virtualization software
Install applications



VIRTUALIZATION LAYER

Consolidation and virtualization reduce the number of servers that require management and allow new applications to be deployed faster.

identify influencers

Your influencers are the users you
have made 10x more productive



identify influencers

- Understand that the user \neq the buyer
- Create opportunities for your passionate users to sell for you
- Anti-patterns: mistaking buyers for influencers



reward early adopters

- Career advancement:
provide training, certification, qualifications
- Placement on enterprise advisory board
- Grants and organizing tools for Meetups
- Anti-patterns
avoid meaningless rewards
don't be boring

empower evangelists

- Help developers/IT operators speak the language of business
- Show ROI to shadow analysts and stakeholders
- Minimal viable product

PDFs

Dashboards

White papers


empower evangelists

Return on Investment


Hard ROI	Before	After	Savings
Mail Event Investigation	40 hours per week Calculation: $(40(\text{hrs used}) * 52 * \$100)$ = \$208,000 per year	10 hours per week Calculation: $(10 (\text{hrs Used}) * 52 * \$100)$ = \$52,000	\$156,000+ (Annually)
Buying Splunk versus Extending Hadoop	Estimated development and annual maintenance cost: \$200,000	Splunk License: 25,000	\$175,000
Total Quantifiable ROI			\$156,000 Annually \$331,000 First Year
Soft ROI	Before	After	Savings
Mean time to repair	Almost no ability to quickly and accurately address incidents	75% reduction	
Root cause analysis	Almost no ability to quickly and accurately address incidents	Ad hoc capabilities enable team to forensically search all events quickly and easily	
Improved Customer Satisfaction	Unable to locate and communicate issues to clients	Team can now alert clients proactively on failures prior to them identifying the issue	
Improved IT performance	Engineers tasked with time consuming manual tasks	Alerts, Dashboards and ad hoc tools free team up to focus on valuable tasks	

empower evangelists

Compute: Amazon EC2 Instances:

	Description	Instances	Usage	Type	Billing Option	Monthly Cost
	Add New Row					

Storage: Amazon EBS Volumes:

	Description	Volumes	Volume Type	Storage	IOPS	Snapshot Storage
	Add New Row					

Elastic IP:

Number of Additional Elastic IPs:

Elastic IP Non-attached Time: Hours/Mon ▾

Number of Elastic IP Remaps: Per Month ▾

Data Transfer:

Inter-Region Data Transfer Out: GB/Month ▾

Data Transfer Out: GB/Month ▾

Data Transfer In: GB/Month ▾

VPC Peering Data Transfer: GB/Month ▾

Intra-Region Data Transfer: GB/Month ▾

Public IP/Elastic IP Data Transfer: GB/Month ▾

Elastic Load Balancing:

Number of Elastic LBs:

Total Data Processed by all ELBs: GB/Month ▾

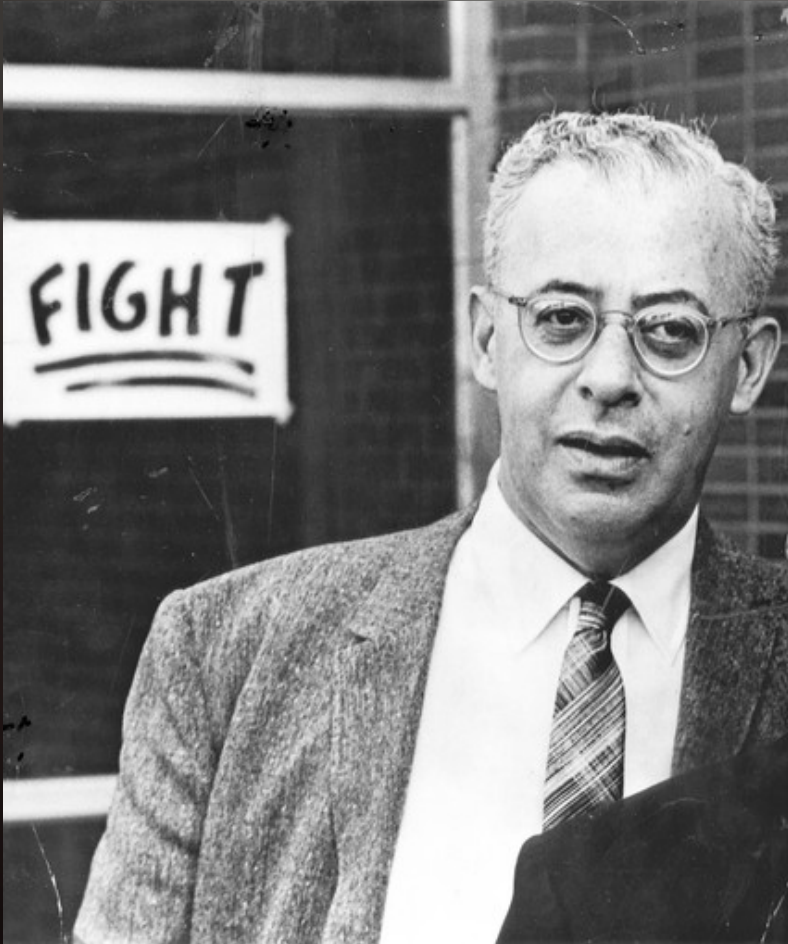
empowerment anti-patterns

- Don't listen to your users
- Do it for them with one-size-fits-all marketing
- Don't give them tools to tailor messages to their own organization and audience
- Don't let your users take center stage
- Don't give your users credit for their success
- Rest on your laurels



RULES FOR RADICALS

saul alinksy



- Founder of modern community organizing
- Worked in Chicago's South Side, Oakland
- Stevenson, Buckley, Daley were admirers
- Influenced 2008 Obama campaign

(5 out of 13) rules for radicals

- 1 Never go outside the expertise of your people
- 2 Whenever possible, go outside the expertise of the enemy
- 3 Ridicule is your most potent weapon
- 4 A good tactic is one your people enjoy
- 5 A tactic that drags on too long becomes a drag

never go outside the expertise of your people

- “When an action or tactic is outside the experience of the people, the result is confusion, fear and retreat. It also means a collapse of communication”
- Build the thing that only your team can build
- Sell to the people only your team can understand
- Scale into adjacent markets only in organic ways
- Iterate
- Don't lie

go outside the expertise of the enemy

- “Here you want to cause confusion, fear and retreat”
- The enemy is the status quo
- Get the incumbent on the defensive
 - Too expensive, too cumbersome
- “The job of the organizer is to maneuver and bait the establishment so that it will publicly attack him as a ‘dangerous enemy’”
- This is super validating

ridicule is your most potent weapon

- “It is almost impossible to counteract ridicule”
- Joke mindfully
- Punch up

ridicule is your most potent weapon



a good tactic is one your people enjoy

- Inside jokes
- Lionizing heroes
- Strong symbols
- Face time:
 - Meetups
 - Hackathons
 - Unconferences
- Safe spaces

a tactic that drags on too
long becomes a drag



takeaways

- 1 Users are friends not food
- 2 UX > PDF
- 3 Read Saul Alinsky
- 4 Punch up
- 5 Safe spaces

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Thank you