

Something to use on **Monday.**

Joe and the Bloom & Wild team came to LDX3 together. Here's what they took home.

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The advice felt accessible because it was coming from people a few steps ahead, not people looking down from a different altitude.



Joe Stubbs

Lead Frontend Engineer · Bloom & Wild, the online flower and gifting retailer



Joe's job sits at the intersection of culture and delivery: hold quality as AI changes how code gets written and reviewed, and work out what good leadership looks like in a scaling business. LDX3 sent him home with answers he could ship.

>> THE OUTCOME

Impact his team could feel within days

No vague inspiration here – three things came home with Joe and went straight to work:



A review-speed fix, live in days –
Slack notifications tied to pull requests, borrowed straight from Wise's playbook.



A storytelling frame for leading –
using narrative deliberately to build influence inside the organisation.



A read on the leadership community – what engineering leaders are thinking about, from inside the room.

“It's already made a difference to how quickly we're getting through reviews. That's a direct outcome from a single talk.”

>> THE CHALLENGE

Real questions. Not hypothetical ones.

Joe's questions are the ones every lead will recognise: how do you hold review quality as pull request volume climbs? How do you build a culture where people feel safe to ask questions? His take on AI is pragmatic – a tool for the routine, not a threat to the team – and LDX3 grounded that instinct in practice.

>> WHY LDX3

The reputation got them there. The speakers won them over.

Joe came as part of a Bloom & Wild group – the event’s reputation gave the team the confidence to commit, and the day over-delivered. The difference: speakers who are still in the work, not above it.

“What surprised me was the level of the speakers. Not celebrity names, but people who are actually in it.”

>> THE EXPERIENCE

One talk. One change. Already shipping.

Joe gravitated to the main-stage sessions on career journeys and communication. Michael Lopp’s talk on storytelling as a leadership tool gave him a frame he could apply straight away – and Rick Clegg’s session from Wise, on managing pull request volume in the AI era, handed him the process change his team is now running: Slack notifications tied to pull requests, implemented within days of getting back.

>> LOOKING AHEAD

Next time, the whole team

Coming with colleagues made the networking feel natural and gave the team shared reference points to take back into the day-to-day. Joe would return – and his advice to anyone weighing it up gets to the heart of what makes LDX3 different:

“The value isn’t just in the headline names. It’s in the people who are one or two levels ahead of you, talking about what they actually did. That’s the stuff you can use.”

BE THERE NEXT TIME

Leave with more energy than you arrived with. We’ll save you a seat.

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