



June 11, 2024

Influencing Through Getting Your Carrots in a Row



Joy Ebertz

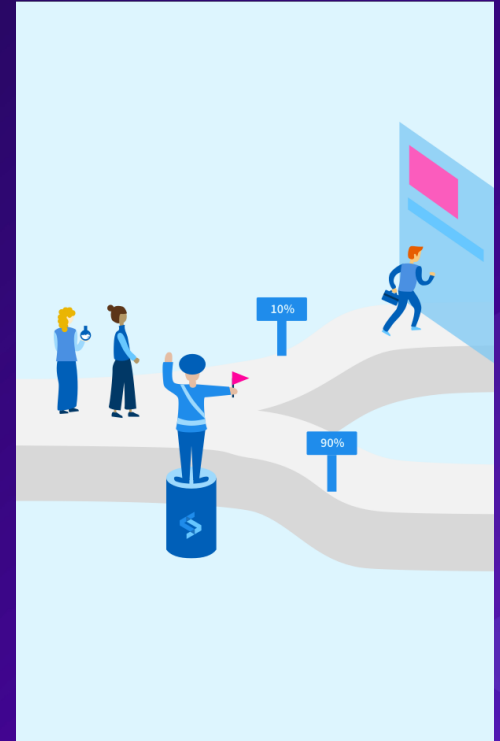
@jkebertz

Principal Software Engineer



Agenda

- Who Am I?
- Understanding Incentives
- Nudging Incentives
- Putting It All Together



Who Am I?



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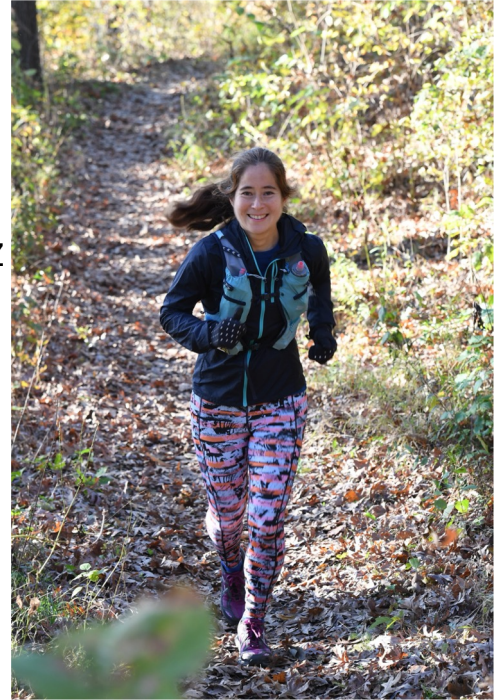


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Who Am I (professionally)?



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box



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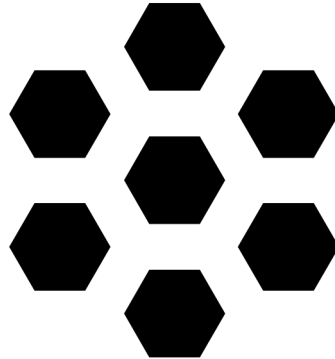
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box



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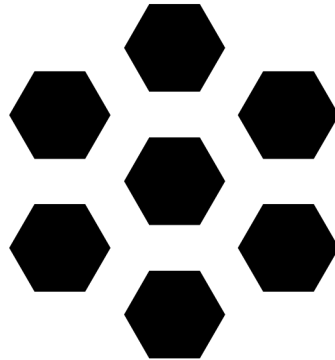


box



{ REST : API }

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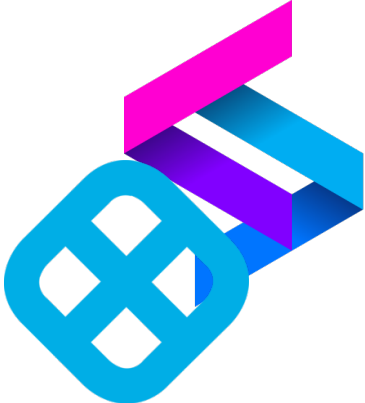
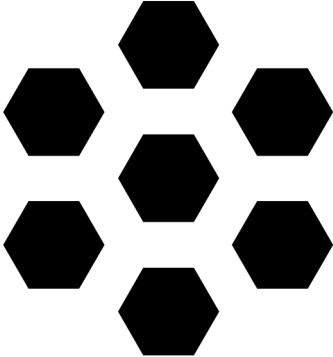


{ REST : API }

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 Microsoft

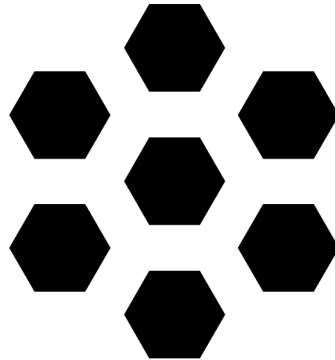


box



{ REST : API }

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Feature Flags



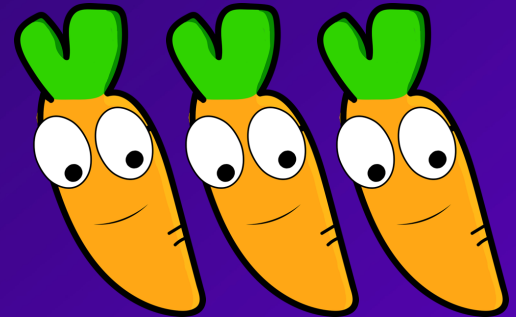
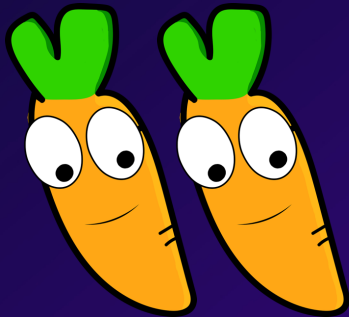
Feature Flags



Feature Flags



Influencing Through Getting Your Carrots in a Row



Influencing Through Getting your Carrots in a Row



This
Is The
Way

Influencing Through Getting your Carrots in a Row



Influencing Through Getting your Carrots in a Row



Influencing Through Getting your Carrots in a Row



What Are People's Incentives?





Yes, you can measure software developer productivity

August 17, 2023 | Article

What is Measured?

The act of measurement changes how developers work, as they try to “game” the system

- *Gergely Orosz and Kent Beck*

What is Measured?



What is Measured?



What is Measured?



What is Measured?



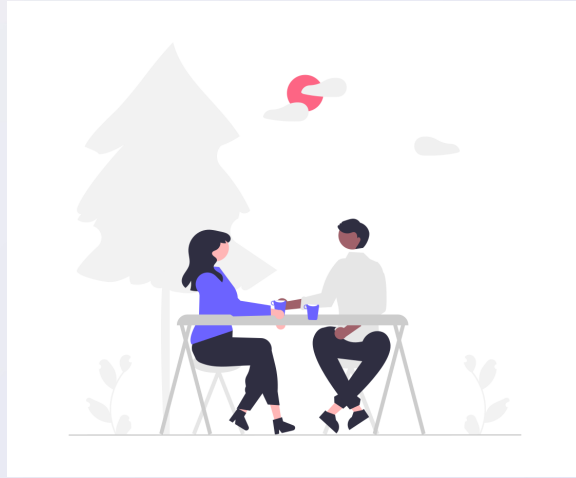
Can We Win?



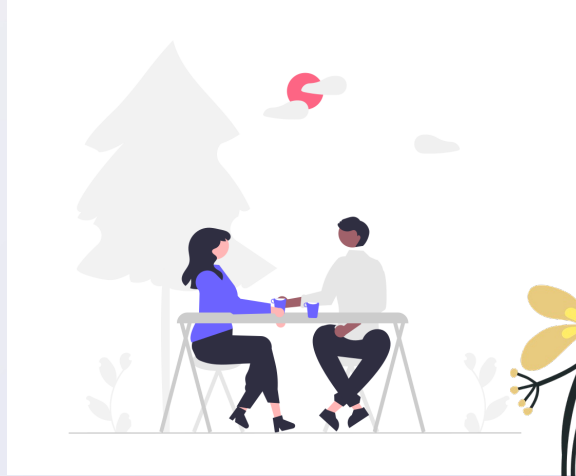
What Gets Recognition?



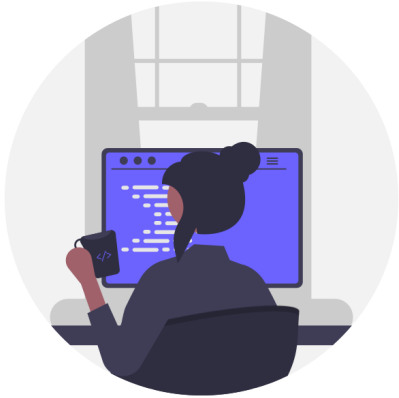
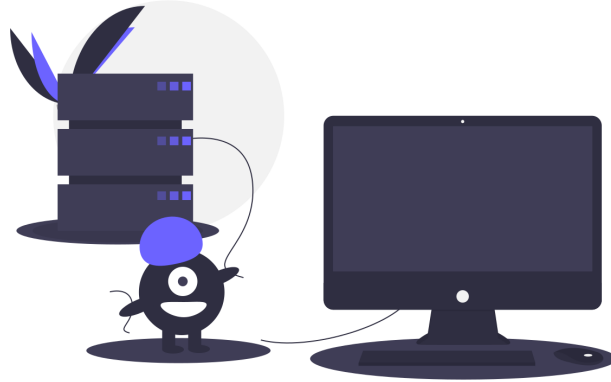
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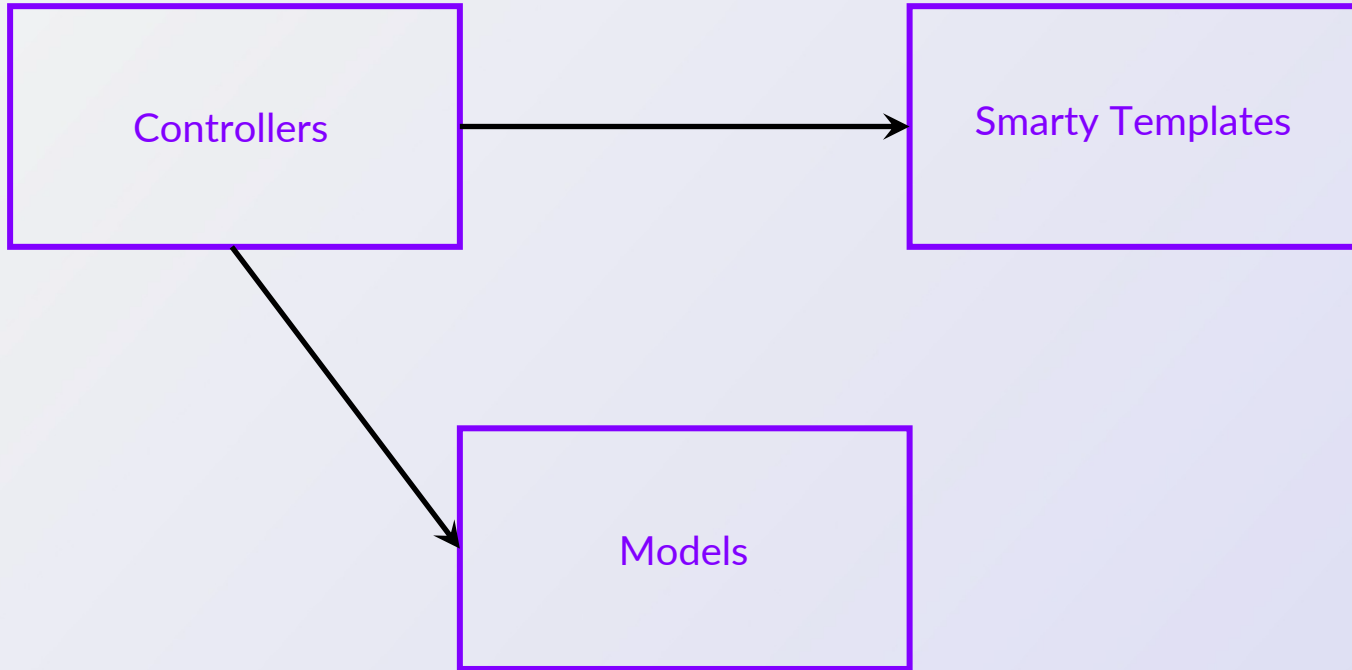
What Gets Promotions?



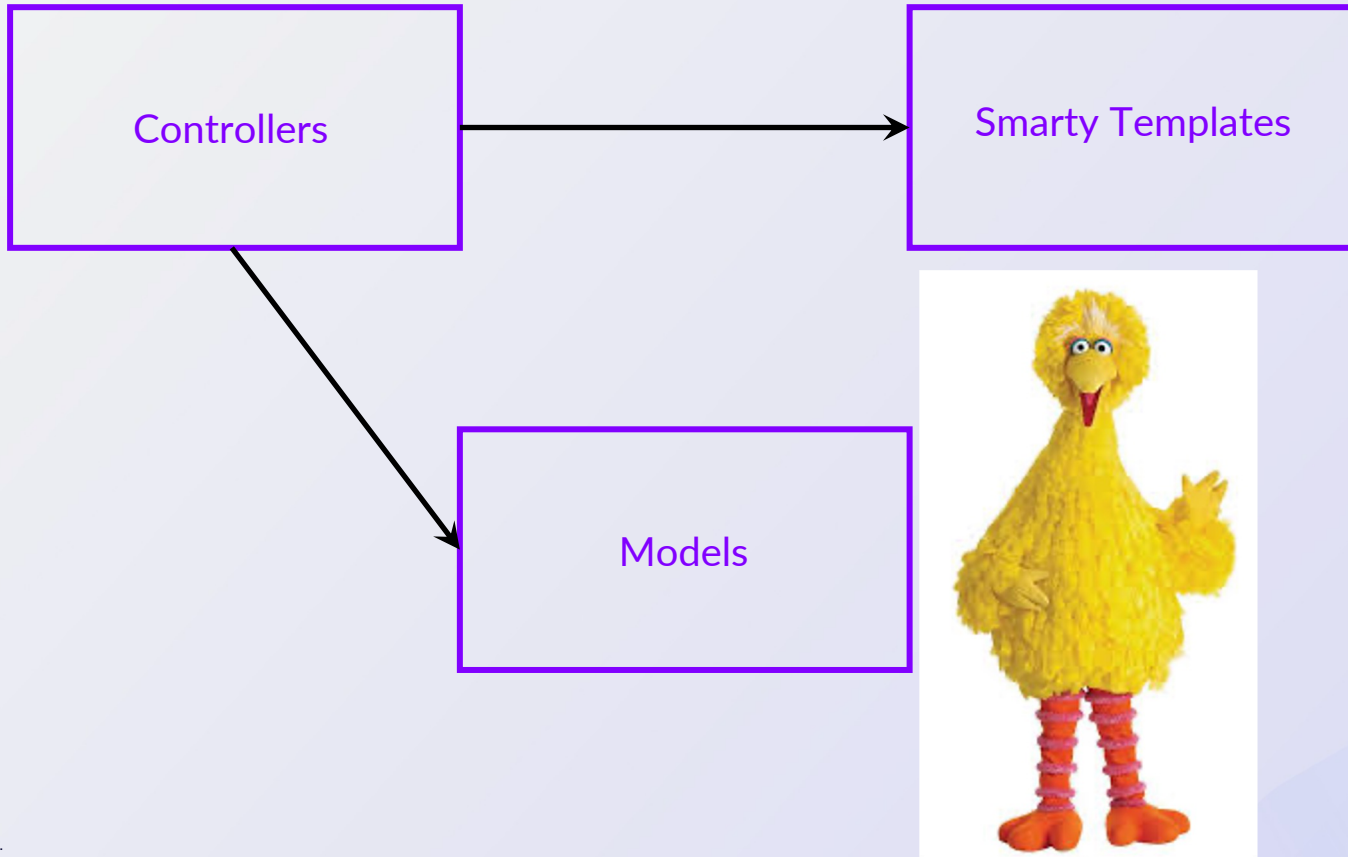
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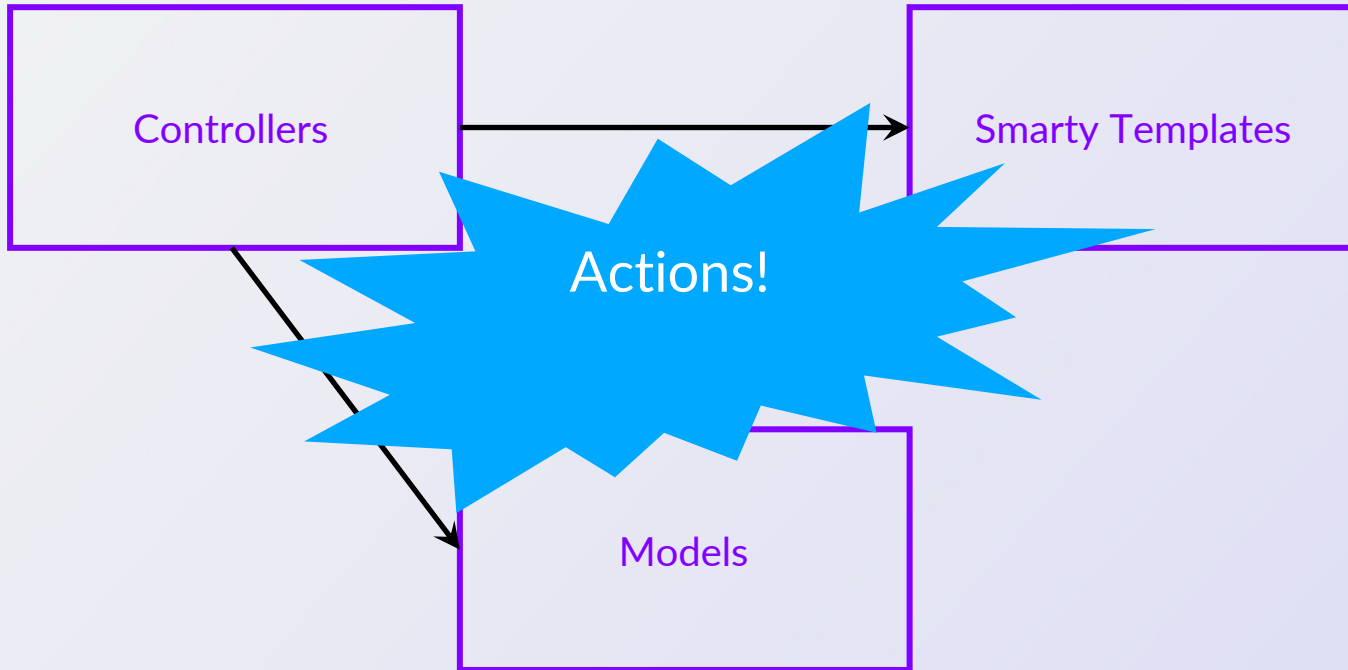
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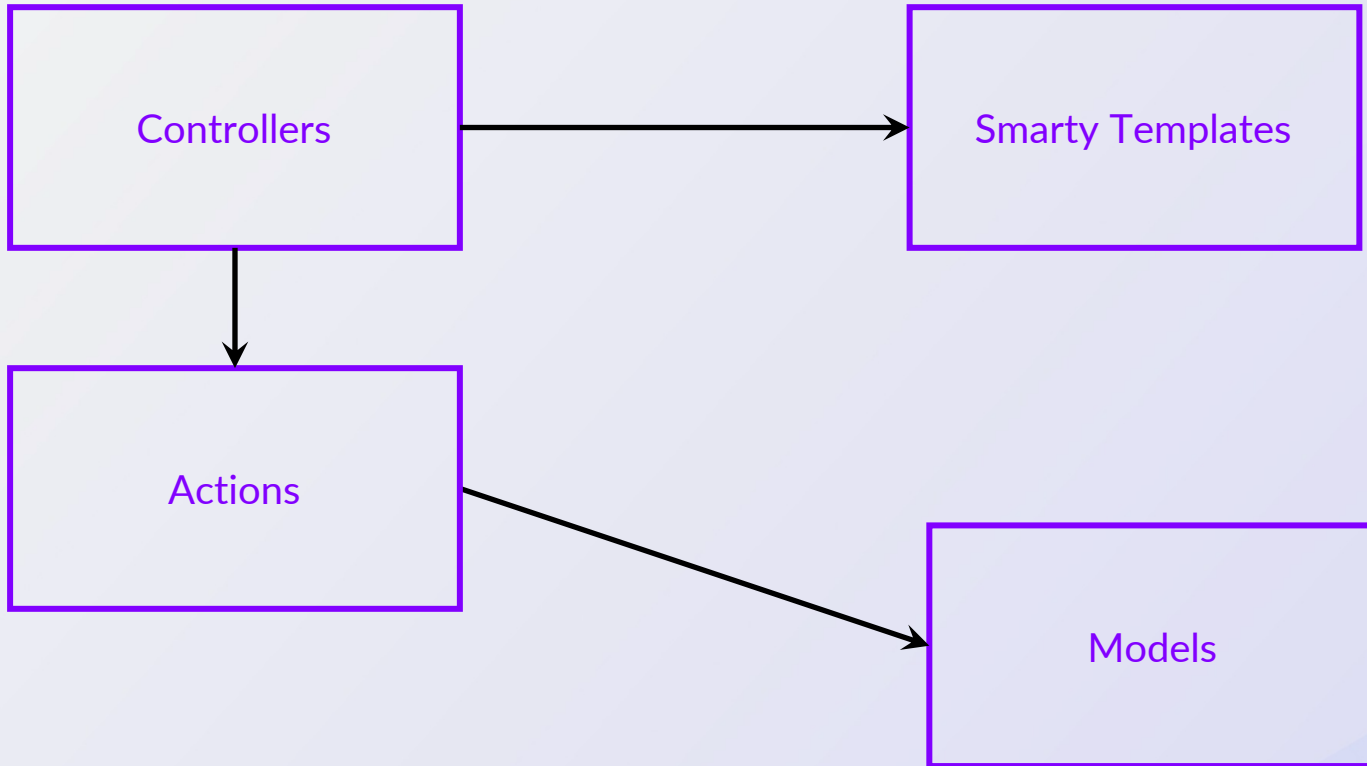
What Gets Promotions?



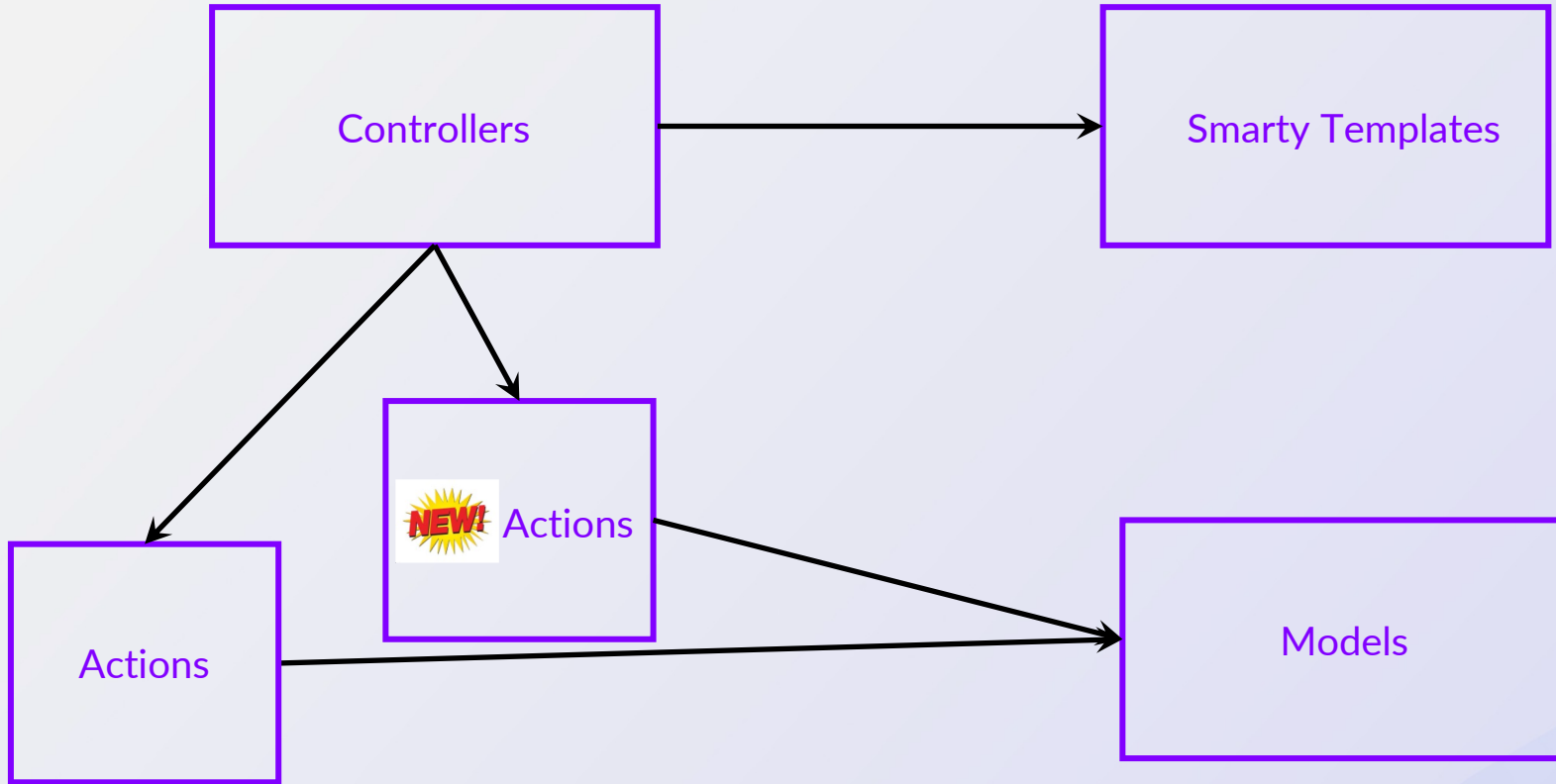
What Gets Promotions?



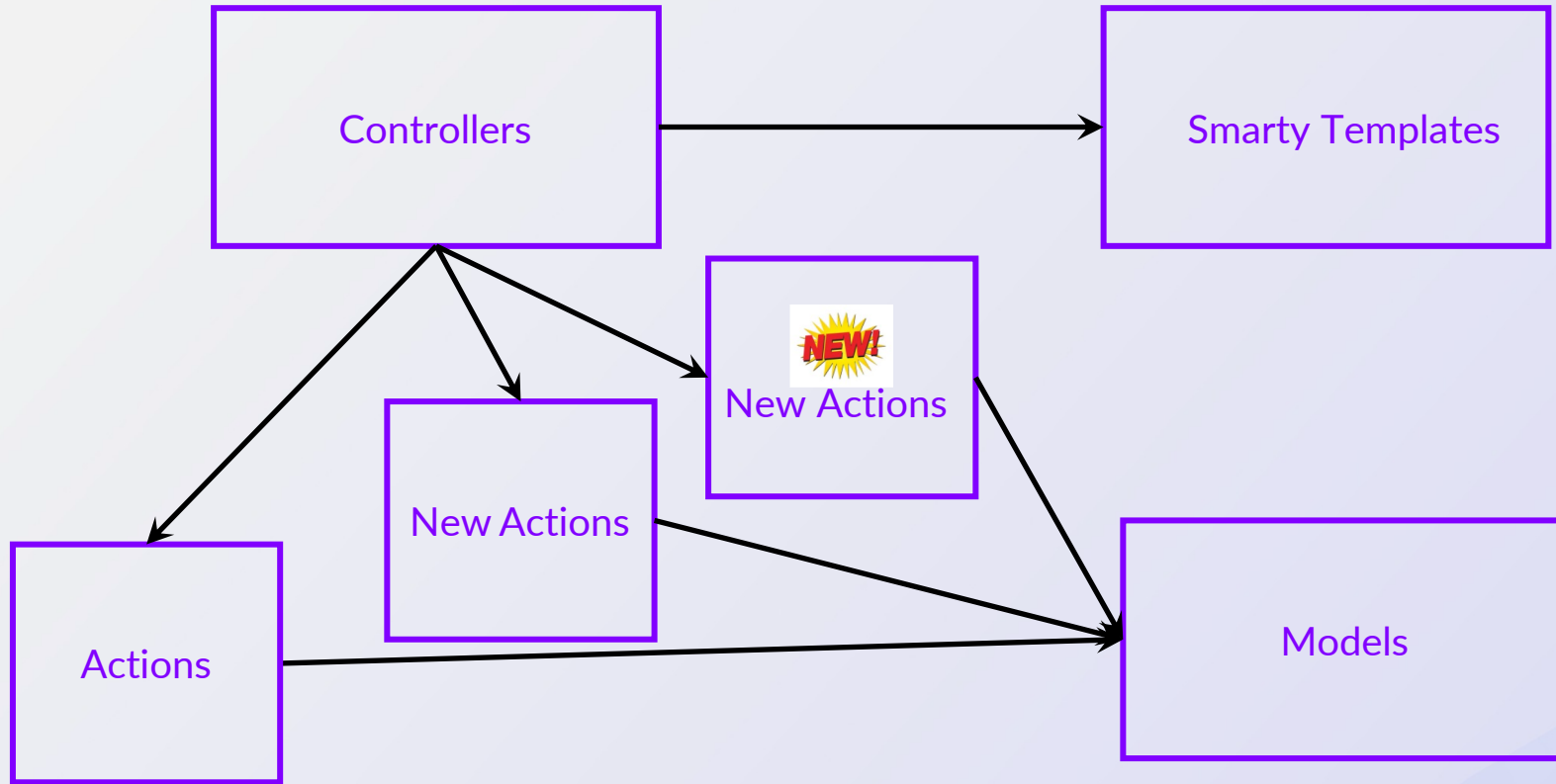
What Gets Promotions?



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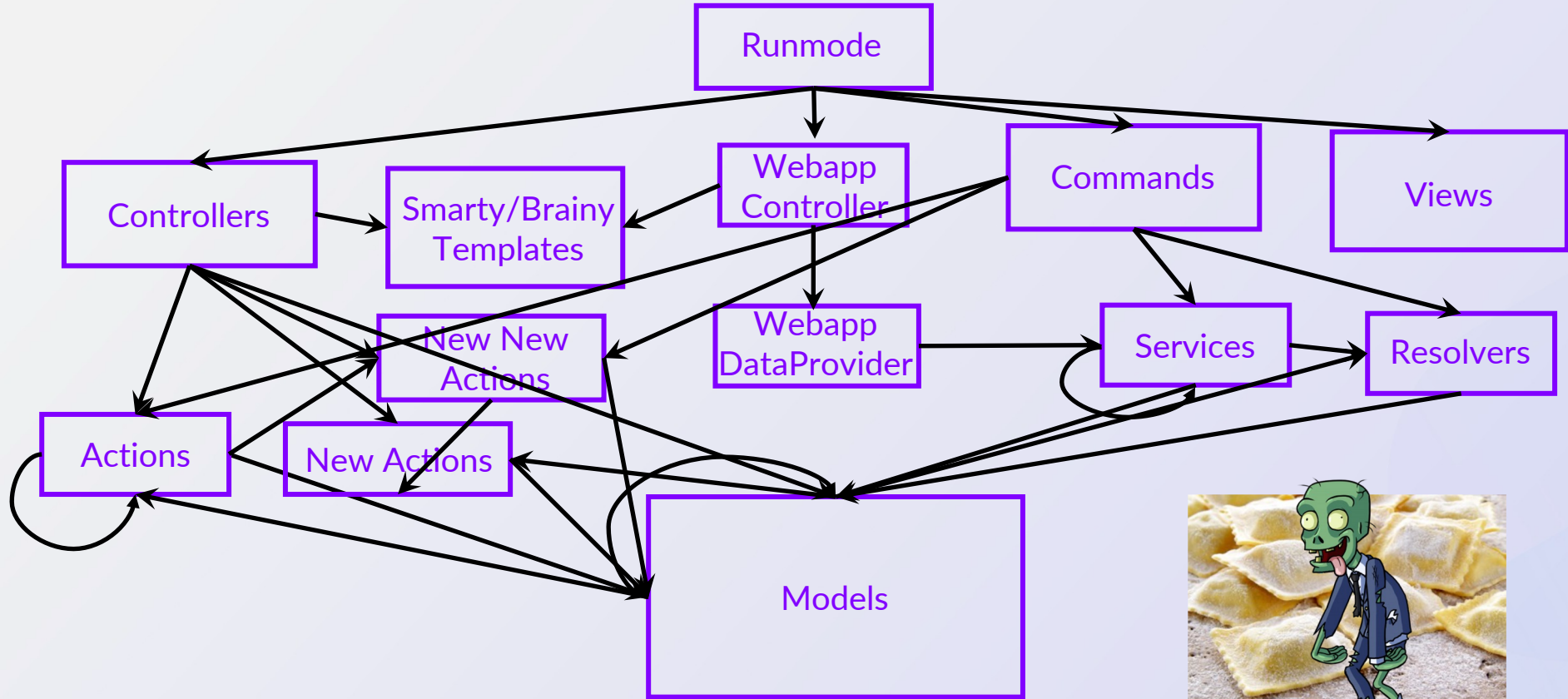
What Gets Promotions?



What is Easiest (or Fastest)?



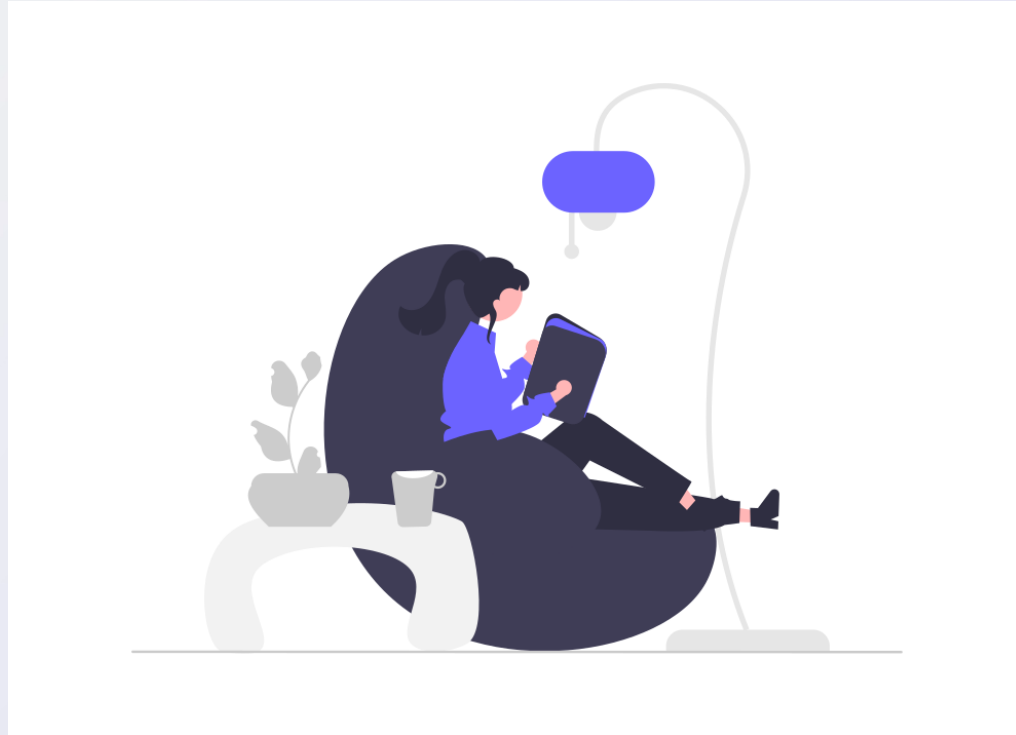
Understand the People and History



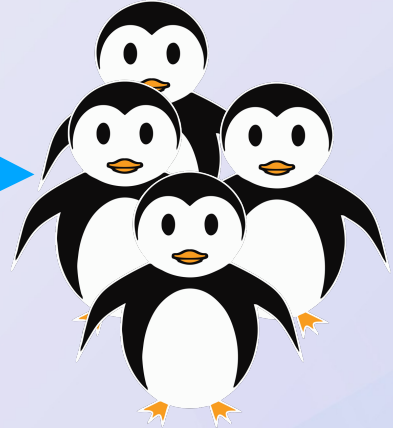
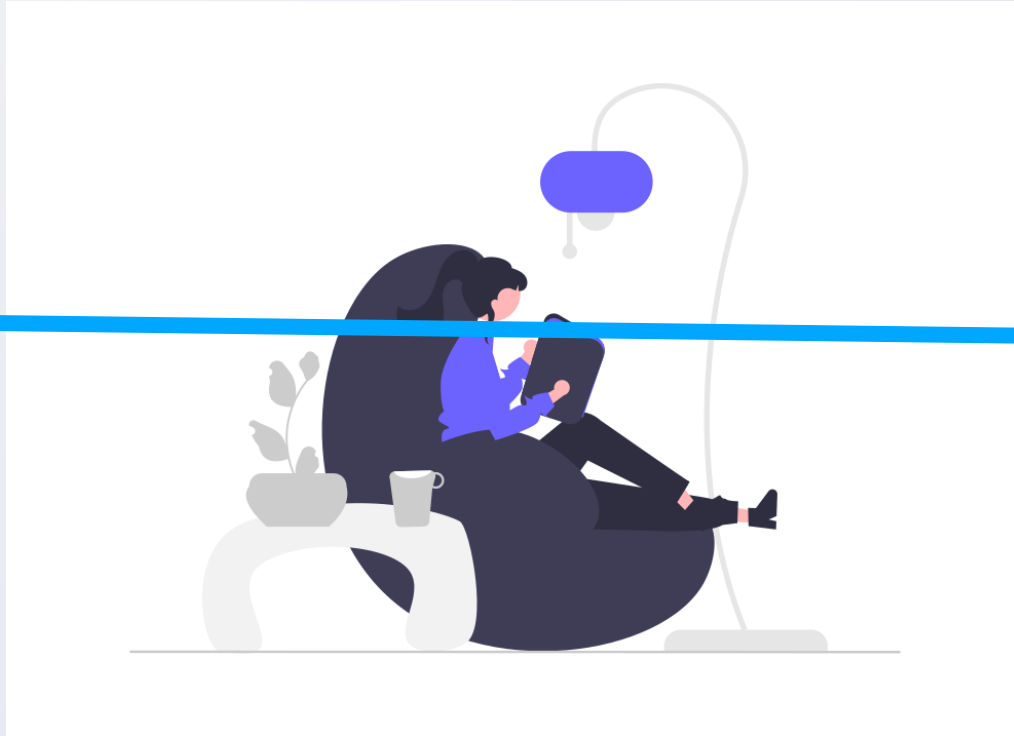
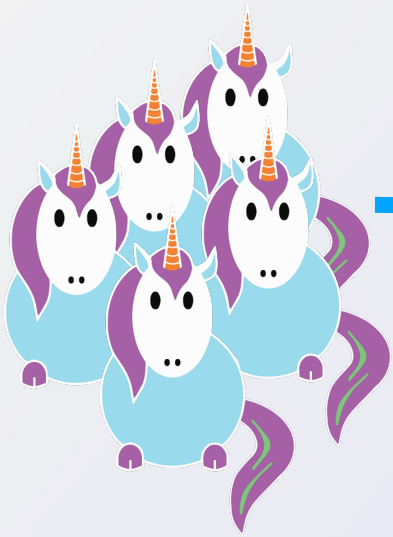
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Understand the People and History



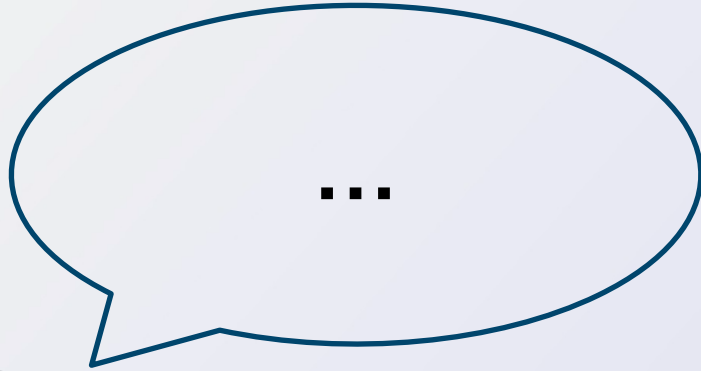
Understand the People and History



Understand the People and History



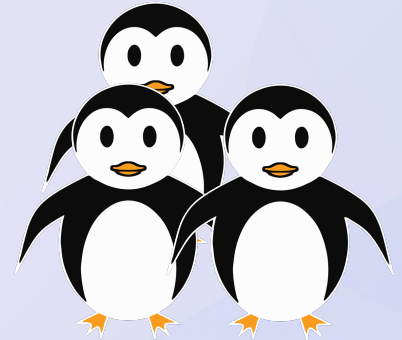
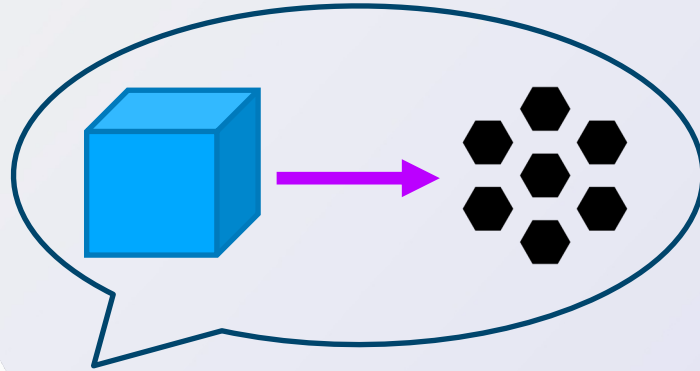
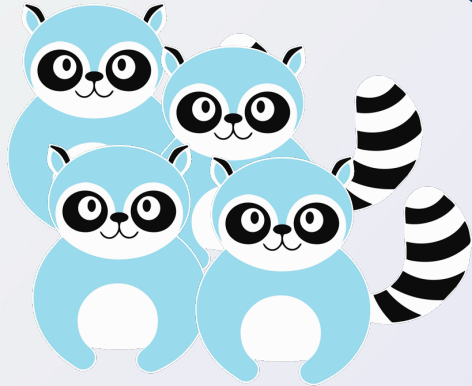
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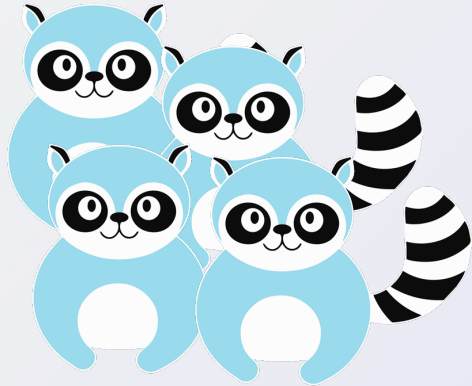
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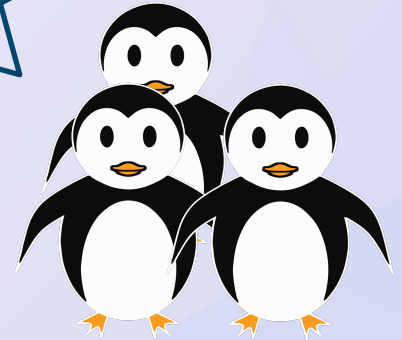
Understand the People and History



Understand the People and History



Prove it



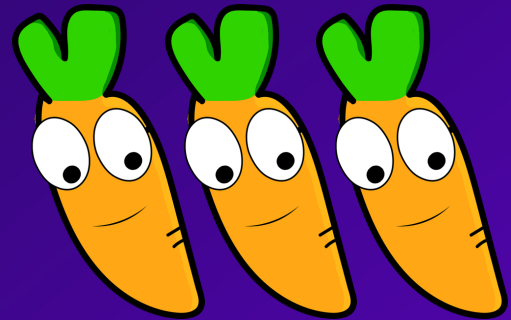
Understand the People and History



Understand the People and History



Aligning ~~Nudging~~ Incentives



Create a Paved Path



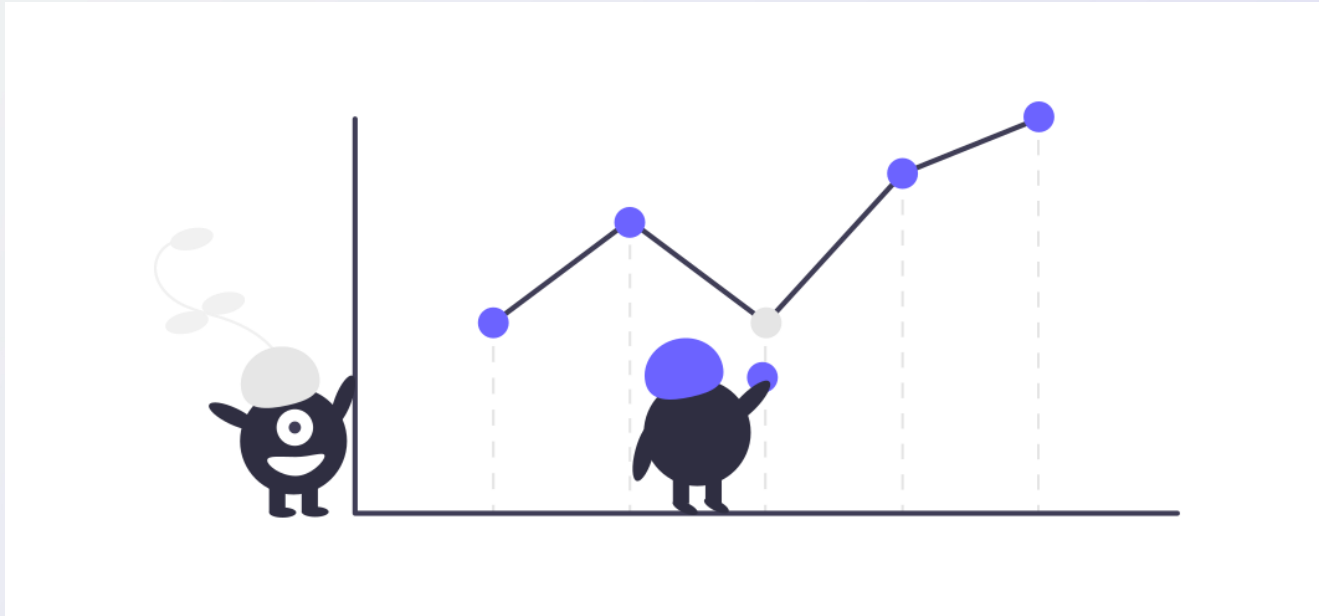
Set Up Guardrails



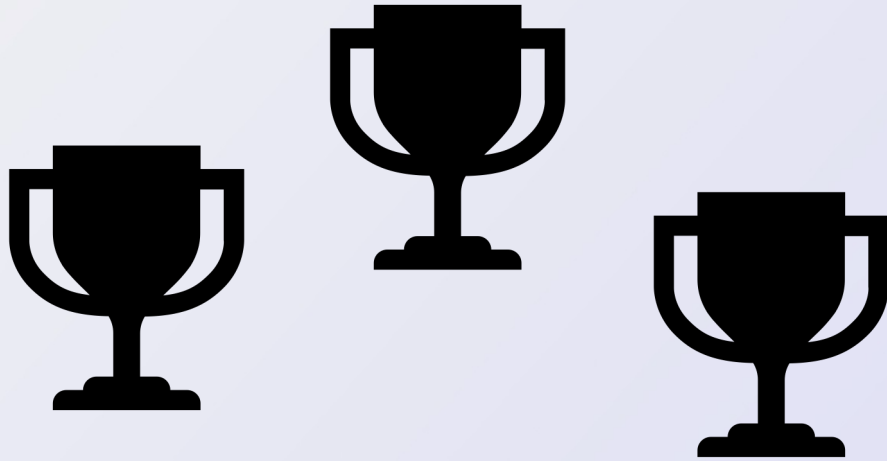
Education/Reminders



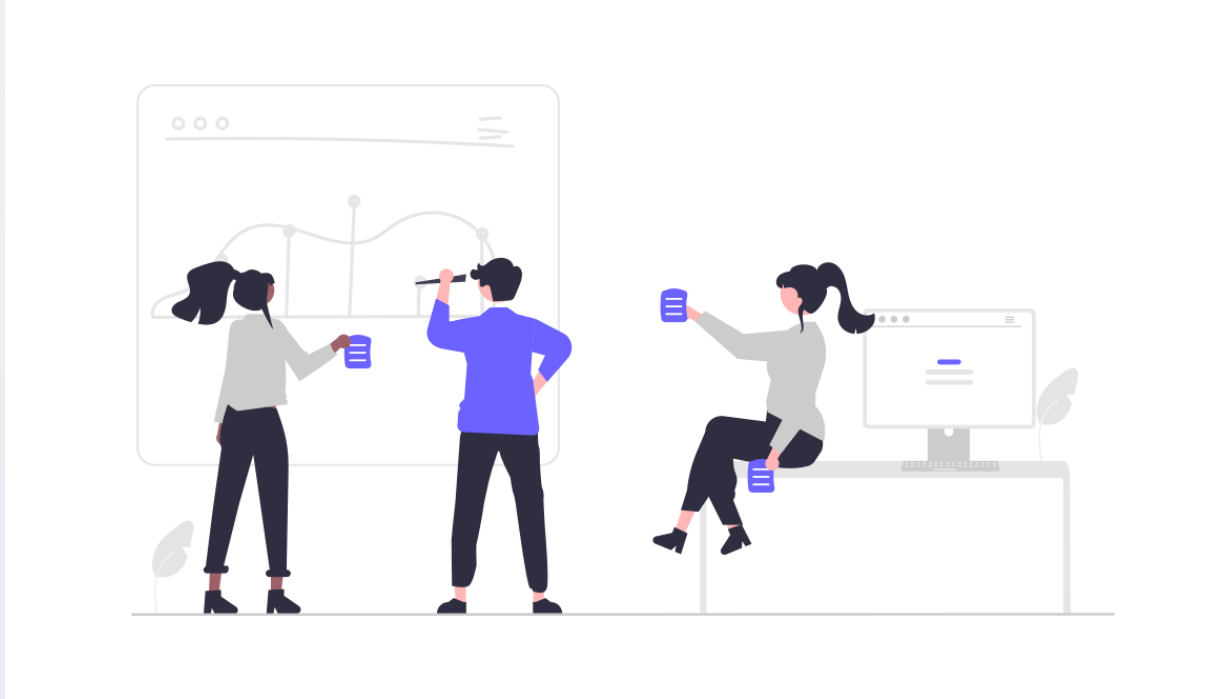
Measure Something



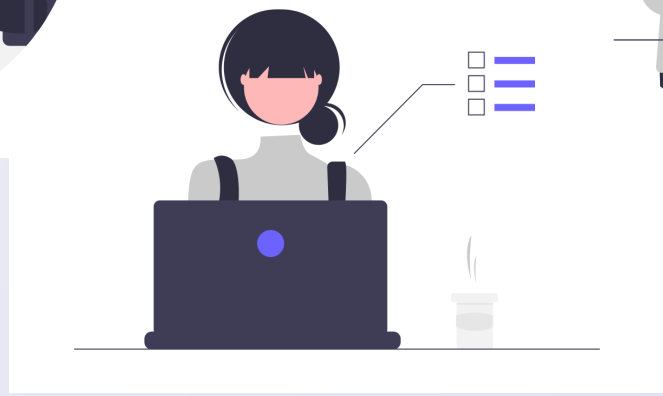
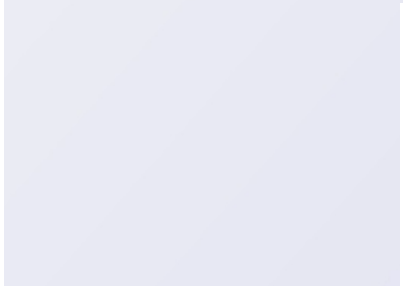
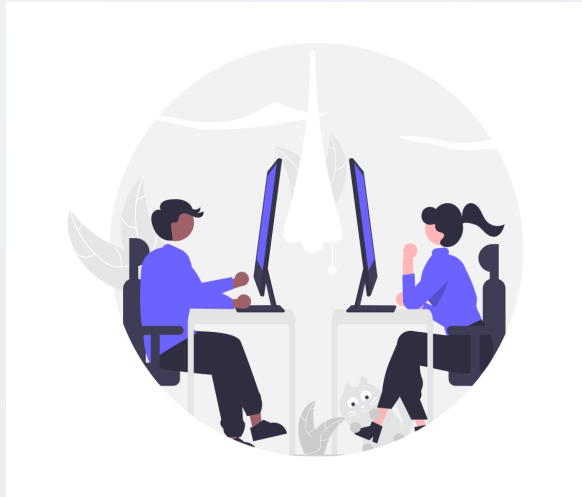
Gamification



Teamwork



Earn Trust



Apply Social Pressure



Earn Social Capital



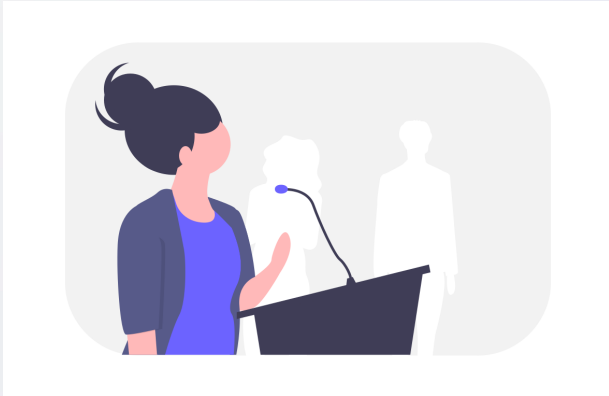
Earn Social Capital



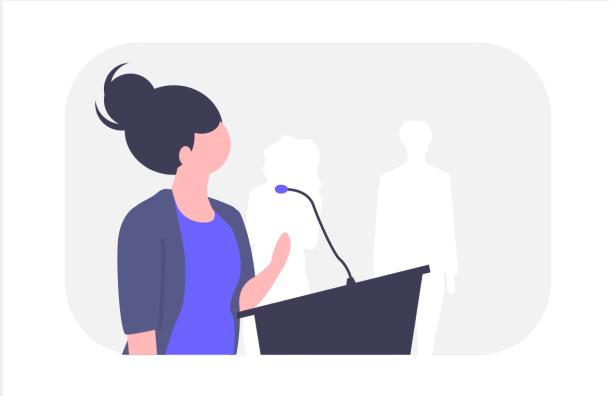
Negotiate



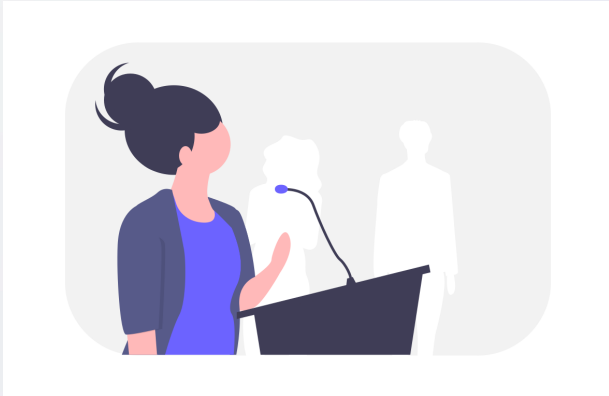
Recognize People



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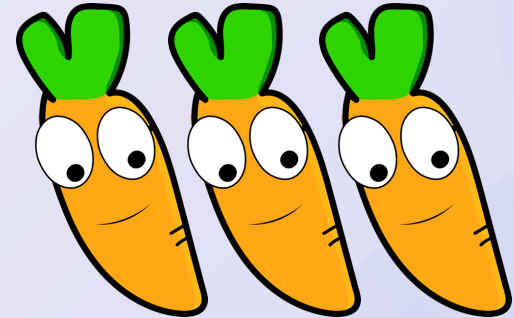
Recognize People



Putting it All Together

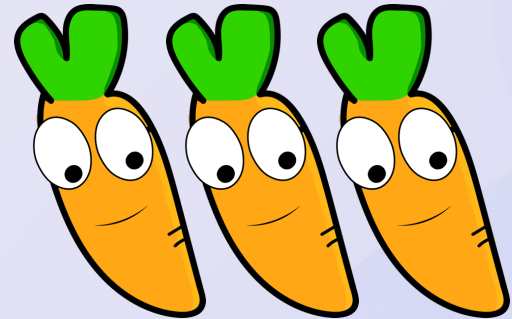
Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?



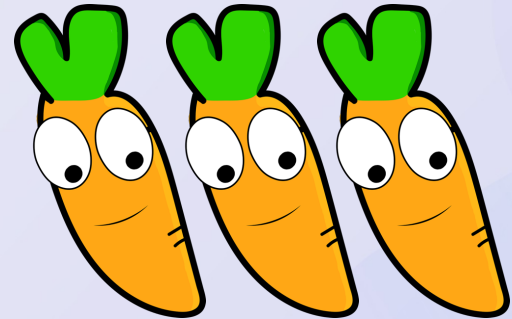
Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?
- What are the incentives at play?



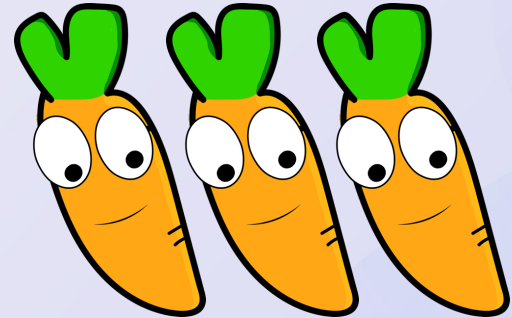
Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?
- What are the incentives at play?
- (Why are people doing what they're doing?)



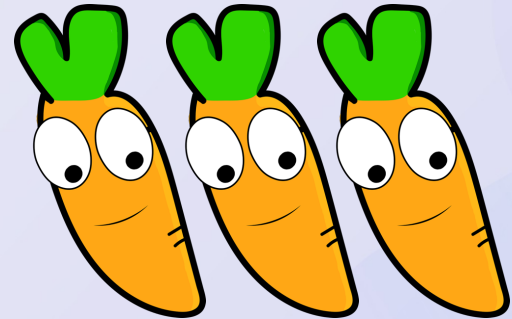
Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?
- What are the incentives at play?
- (Why are people doing what they're doing?)
- Can you affect or change any of the incentives?



Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?
- What are the incentives at play?
- (Why are people doing what they're doing?)
- Can you affect or change any of the incentives?
- What side affects might your changes have?



Influencing Through Getting Your Carrots in a Row

- What are you trying to change/improve?
- What are the incentives at play?
- (Why are people doing what they're doing?)
- Can you affect or change any of the incentives?
- What side affects might your changes have?
- (Are you okay with those?)

