



Cultivating ownership at any software engineering level

Rachelle Jensen

WHY DOES OWNERSHIP MATTER?



WHOLE



PARTS

ACTION 1: GUIDING QUESTIONS



ACTION 1: GUIDING QUESTIONS

The image shows a Google Docs interface. At the top, the title bar reads "Project: Template Landing" with a star icon, a folder icon, and a cloud icon. Below the title bar is a menu bar with "File", "Edit", "View", "Insert", "Format", "Tools", "Extensions", and "Help". To the right of the menu bar are icons for undo, redo, refresh, comments, video call, and lock. Below the menu bar is a toolbar with search, undo, redo, print, text color, background color, zoom (100%), text style (Normal text), font family (Arial), font size (22), bold (B), italic (I), underline (U), text color (A), insert link, insert image, and a vertical ellipsis. Below the toolbar is a ruler with markings from 1 to 7. The main editing area contains a list of three items, each with a sub-point:

1. |
 - a. Pros:
 - b. Cons:
2.
 - a. Pros:
 - b. Cons
3.
 - a. Pros:
 - b. Cons:

On the right side of the editing area, there is a vertical toolbar with a pencil icon and a comment icon.

ACTION 2: EMBRACE CURIOSITY



(project)

ACTION 2: EMBRACE CURIOSITY



(person)

(project)

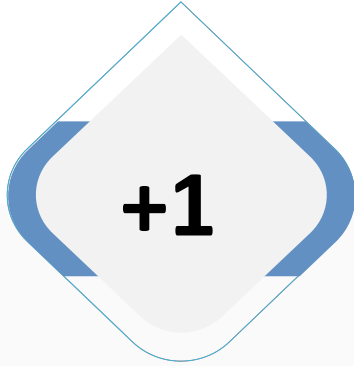
ACTION 3: RESPOND, DON'T REACT

"We don't have 2 weeks!!"

VS

"Why do you prefer the 2-week solution?"

ACTION 4: GRATITUDE



**INTENTIONAL
RECOGNITION**



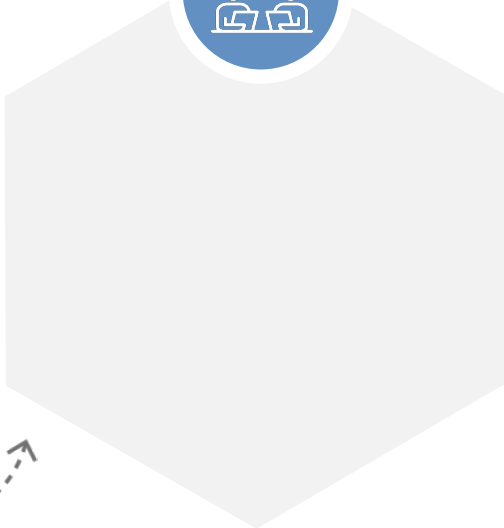
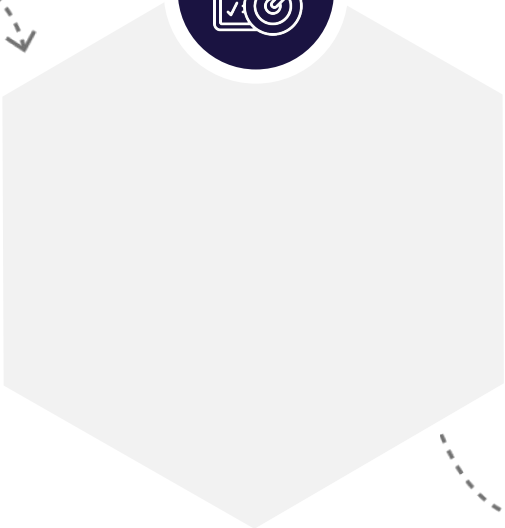
**CELEBRATE
WINS**

ACTION 5: 1:1s



Unique Formats

Every engineer
decides the duration
and cadence of a 1:1



ACTION 5: 1:1s

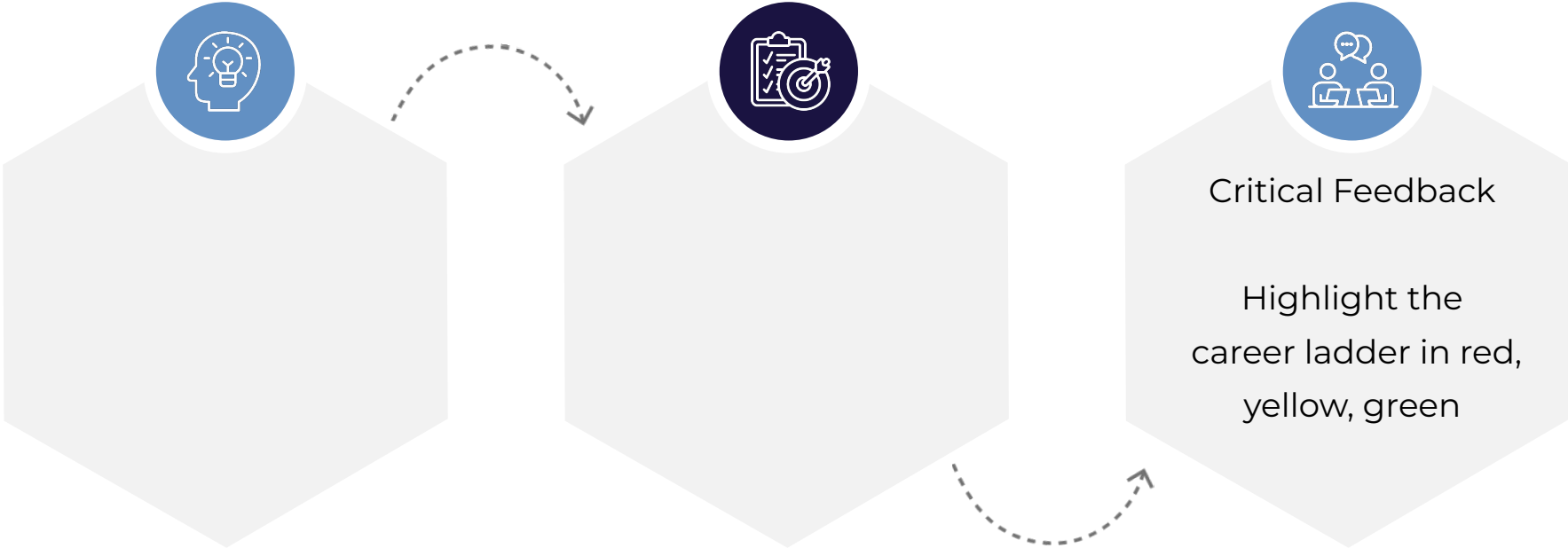


Positive Feedback

What did you do
well in the project?



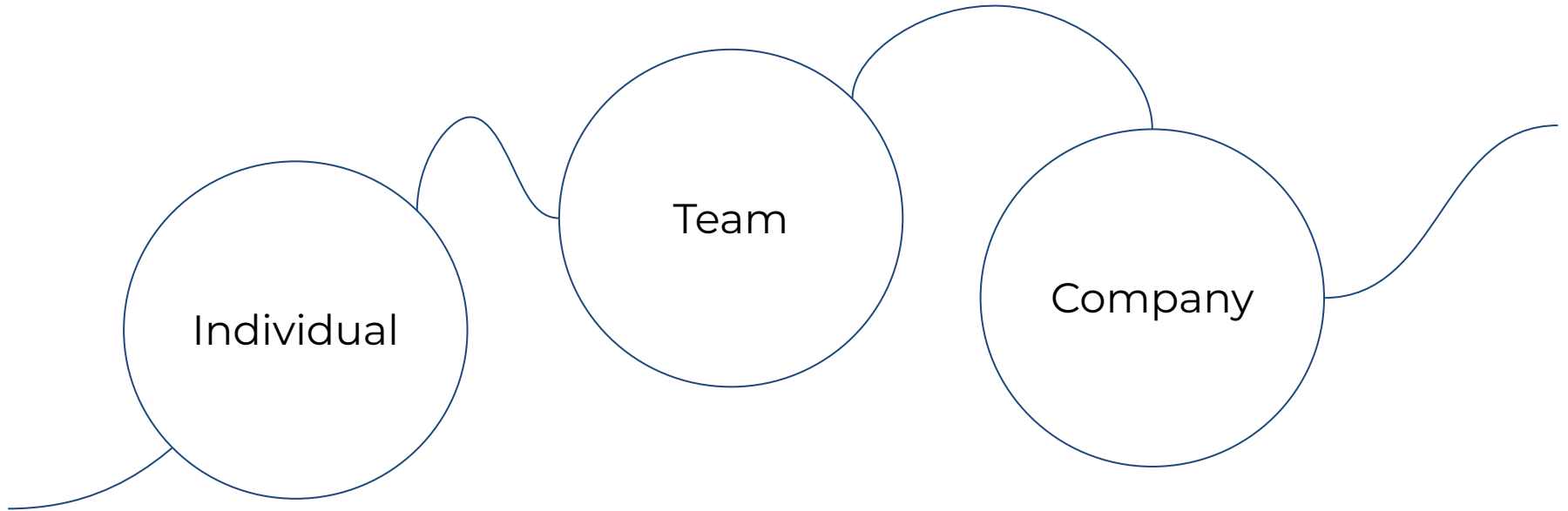
ACTION 5: 1:1s



ACTION 6: GUARDRAILS



ACTION 7: VALUES



WHAT'S YOUR LEGACY?



Thank you!

Rachelle Jensen

Formerly Klaviyo & Rapid7

Curious how to measure your changes? Come say hi during break

