The Impact of Impact on Motivation

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How do you stay motivated day-to-day?

"What's the problem we're solving for?"

*Except humans don't always have clear problems with definite solutions

IMPACT

What is impact?

Impact on business

Impact on self

Impact on others

Impact *from* others

Feeling impact
vs.
Showing impact

Ship it!

Move deliberately and have impact

So... what can I do?

Impact reports

Breaking down & scheduling work

Consistent & constant feedback loops

Connect to core needs (BICEPS)

What can I help my ICs do?

Passion week

Papercuts squad

Engage directly with your user base