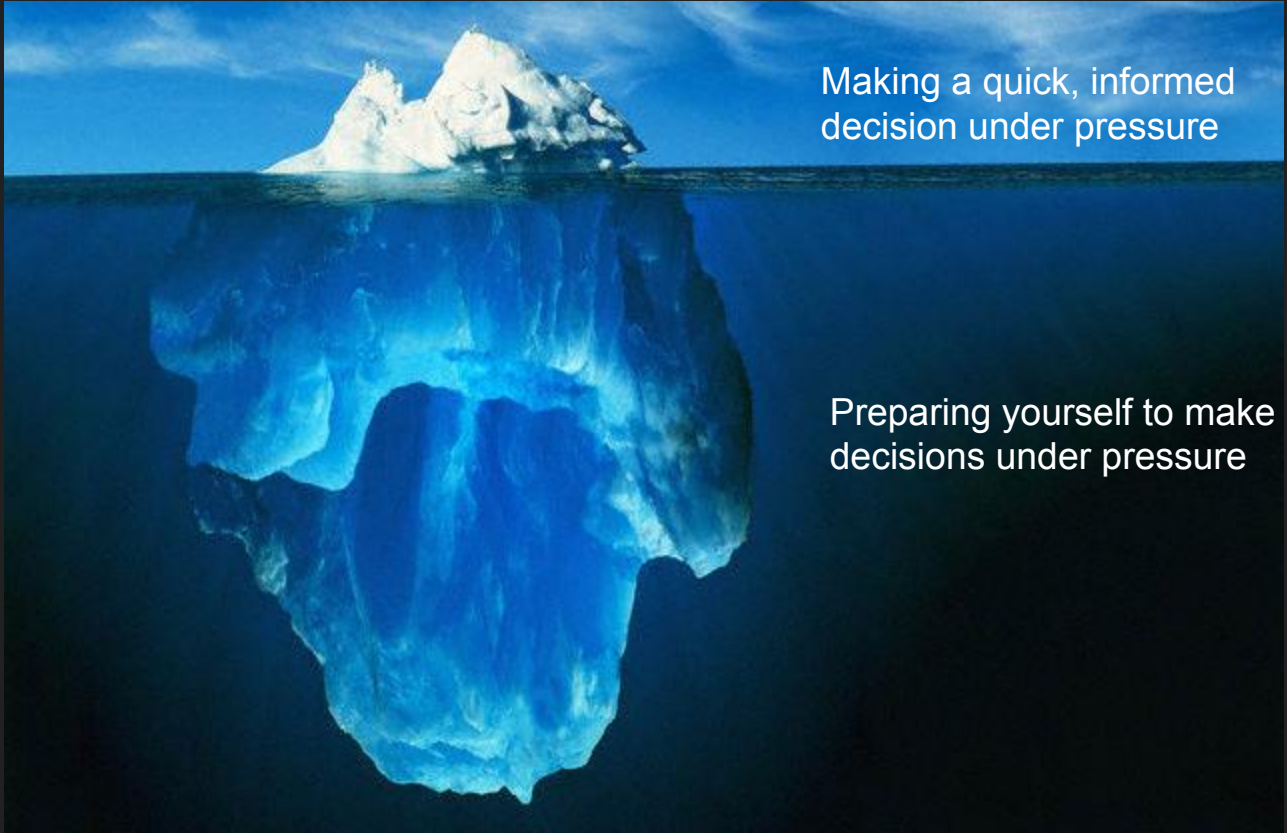


Think Like a Journalist

Melissa DePuydt, LeadDev West Coast 2023

Make better decisions, faster



Making a quick, informed
decision under pressure

Preparing yourself to make
decisions under pressure

Accept that “breaking news”
is going to happen

Unexpected disruptions are
going to happen,

and that's okay.

Cultivate multiple modes for
responding to situations

Breaking news

Nobel Prize Awarded to Covid Vaccine Pioneers

The physiology or medicine prize for Katalin Karikó and Drew Weissman recognized work that led to the development of vaccines that were administered to billions around the world.

 Share full article    517

Planned event, unknown outcome

Also breaking news

Powerful Earthquakes Hit Afghanistan for the Fourth Time in Just Over a Week

Herat Province, near the site of three earlier quakes that killed more than 1,000 people in recent days, was shaken violently again early Sunday.

 Share full article  

No way to know anything until it happens

Assignment mode

Gather sources of info

Ask many questions

Plan full coverage

Breaking News mode

Report quickly

Get key details right

Meet a tight deadline



Scale mode

Set the broader vision

Implement processes

Empower others

Scrappy mode

Act decisively

Communicate clearly

Create clarity for team



Agile sprints



Moments of crisis

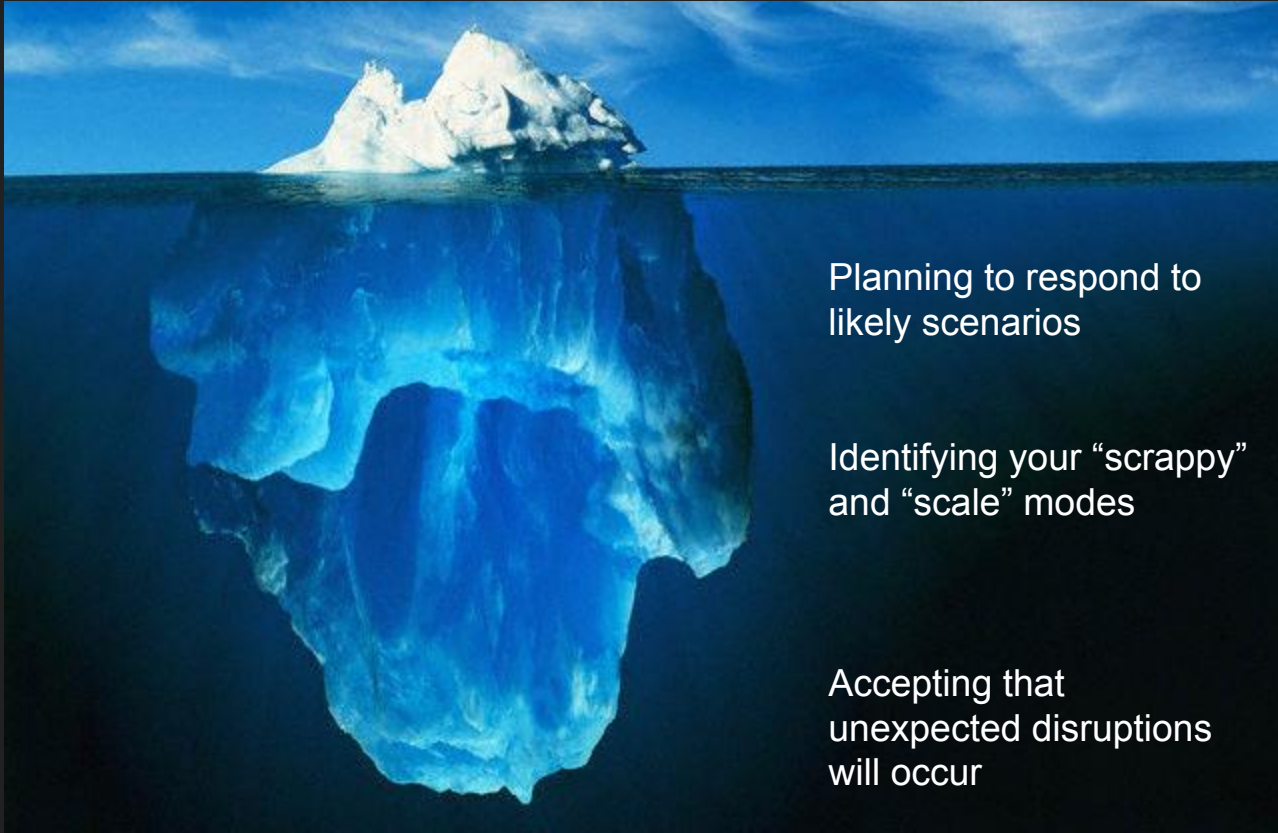
Prepare for the news that's
likely to occur

To prepare for likely disruptions, ask yourself

What disruptions or risks are likely to occur?

What can we do now to monitor those risks?

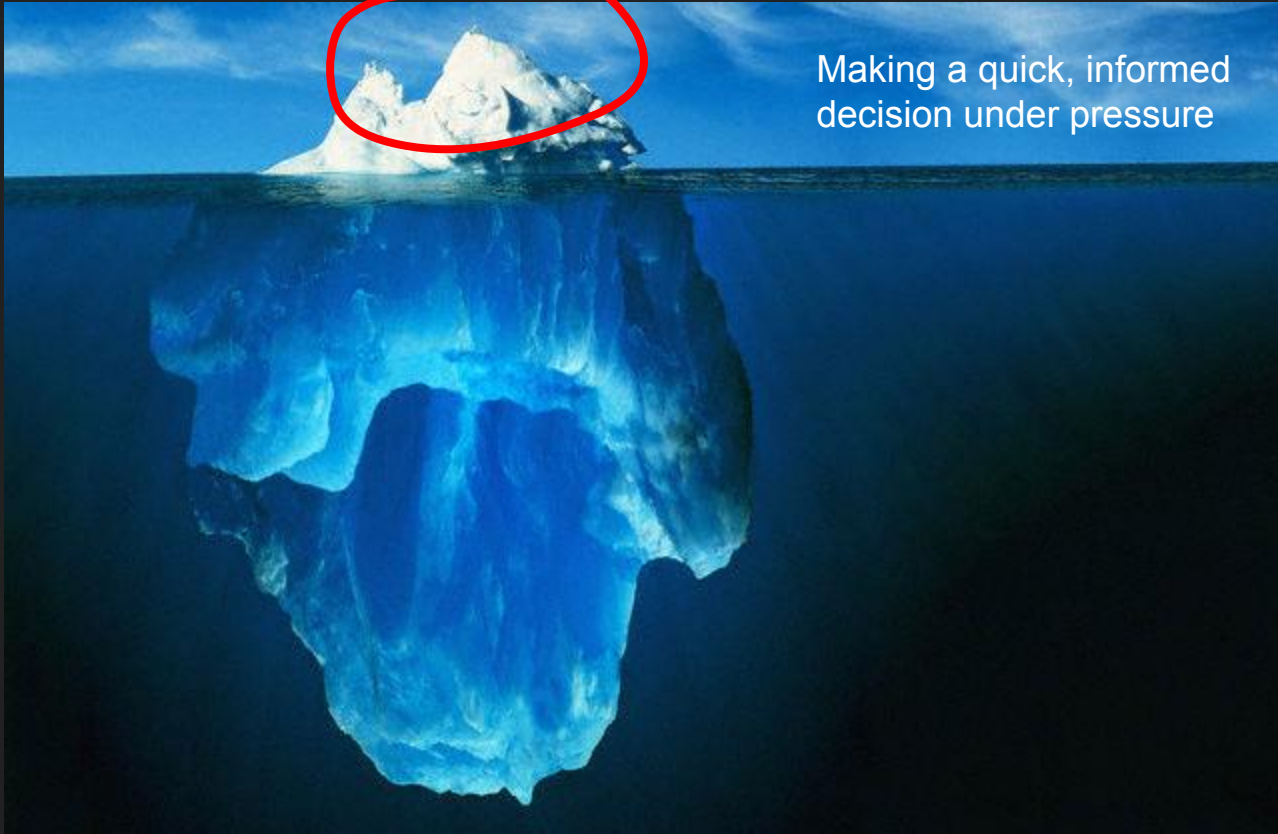
How can I prepare myself respond if that occurs?



Planning to respond to likely scenarios

Identifying your “scrappy” and “scale” modes

Accepting that unexpected disruptions will occur



Making a quick, informed
decision under pressure

More information about
“what” is happening is not
necessarily what matters



Essential context



Relevant
details

Thing happening



Why it matters

POLITICS | Jeff Landry, a Hard-Line Republican, Is Elected Governor of Louisiana



By **Emily Cochrane**

Published Oct. 14, 2023 Updated Oct. 15, 2023, 7:47 a.m. ET

Jeff Landry, the Louisiana attorney general and a hard-line conservative, trounced a crowded field of candidates on Saturday to become the state's next governor, cementing Republican control of Louisiana after eight years of divided government.

Mr. Landry, a brash conservative who repeatedly fought Democratic policies in court as Louisiana's top lawyer, will replace Gov. John Bel Edwards, a Democrat limited to two terms. In Saturday's "jungle primary," which pits candidates of any political affiliation against one other, Mr. Landry stunned many political watchers by winning more than 50 percent of the vote and eliminating the need for a runoff.

His victory guarantees a far-right government for Louisiana — a state where Republicans have controlled the Legislature for a decade but had faced resistance from Mr. Edwards, who vetoed several bills, including ones targeting L.G.B.T.Q. people. It comes at a moment when the state is confronting soaring insurance rates and dwindling population numbers.

A white trapezoidal shape with a wider top edge and a narrower bottom edge, centered horizontally on a black background. The text "THING HAPPENING" is centered within this shape.

THING HAPPENING

THING HAPPENING

The diagram features a central white inverted trapezoid with the text 'THING HAPPENING' inside. Three white arrows originate from the bottom-left, bottom-center, and bottom-right corners of the trapezoid, pointing towards three separate 'Possible approach' text labels. The left and right labels are positioned at the same vertical level, while the center label is positioned lower.

Possible approach

Possible approach

Possible approach

THING HAPPENING

Possible  approach

Possible  approach

Panic silently and wait





Event

What's happening?

Team

What ELSE do you know?

Org

You



Event

What is happening? Why?

When: Deadlines? Time constraints?

[Implementation specifics, known or unknown!]

Team

Who is available? What are their skillsets?

Is anyone looking for growth opps?

How do they feel about their current work?

How do they feel about disruptions?

What are the organization's goals?

What are the metrics that matter?

What are your boss's expectations/goals?

What are your obligations?

What matters to you?

What outcome do you want?

Org

You

It's okay to be wrong;
just make a correction.

Accept reality 🙄

Identify who you are in “scale” and “scrappy” modes

Prepare for your team’s most likely disruptions

Use the inverted pyramid to get the full picture

Thank you!