

# HOW GAMES BROUGHT OUR ENGINEERING PRINCIPLES TO LIFE

**Christoph Neijenhuis**

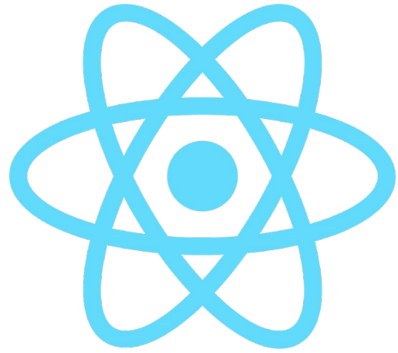
WHAT ARE  
ENGINEERING  
PRINCIPLES?

AN ORGANISATIONAL BELIEF THAT  
ACCELERATES DECISION-MAKING

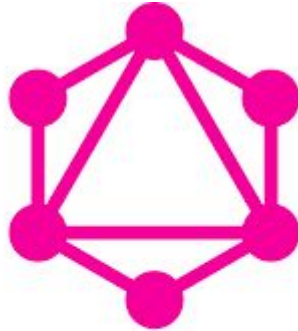
**MOVE  
FAST AND  
BREAK  
THINGS**



THEY MOVED FAST...



React



GraphQL

**LLaMA**  
by  **Meta**

# ...AND BROKE THINGS

NBC NEWS WATCH LIVE

TECH NEWS

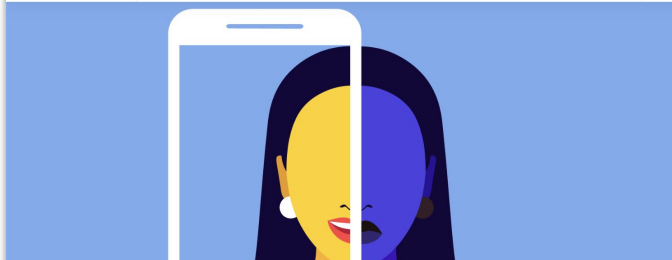
## 'Carol's Journey': What Facebook knew about how it radicalized users

Internal documents suggest Facebook has long known its algorithms and recommendation systems push some users to extremes.



Internal Facebook documents detail how researchers employed by the company found that the platform radicalized some users and created fringe groups with outside impact. Doug Chayka for NBC News

MIT MANAGEMENT SCHOOL



Credit: Mimi Phan / Moremar / Shutterstock

IDEAS MADE TO MATTER | SOCIAL MEDIA

## Study: Social media use linked to decline in mental health

by Dylan Walsh | Sep 14, 2022

Why It Matters

Researchers found a significant link between the presence of Facebook and increases in anxiety and depression among college students.

Share

News Opinion Sport Culture LI


World Europe US Americas Asia Australia Middle East Africa In

## Meta EU investigates Facebook over child safety and mental health

Company's social media platforms, which also include Instagram, may have addictive effects, says European Commission



Meta is being investigated under the Digital Services Act, which the European Commission says could have significant effects on the digital services market. Chesnot/Getty

Mark Zuckerberg is standing on a stage, wearing a grey t-shirt and dark blue jeans. He is holding a microphone in his right hand and looking towards the audience. The background is a large white screen with red text.

**MOVE  
FAST WITH  
STABLE  
INFRA**

Mashable

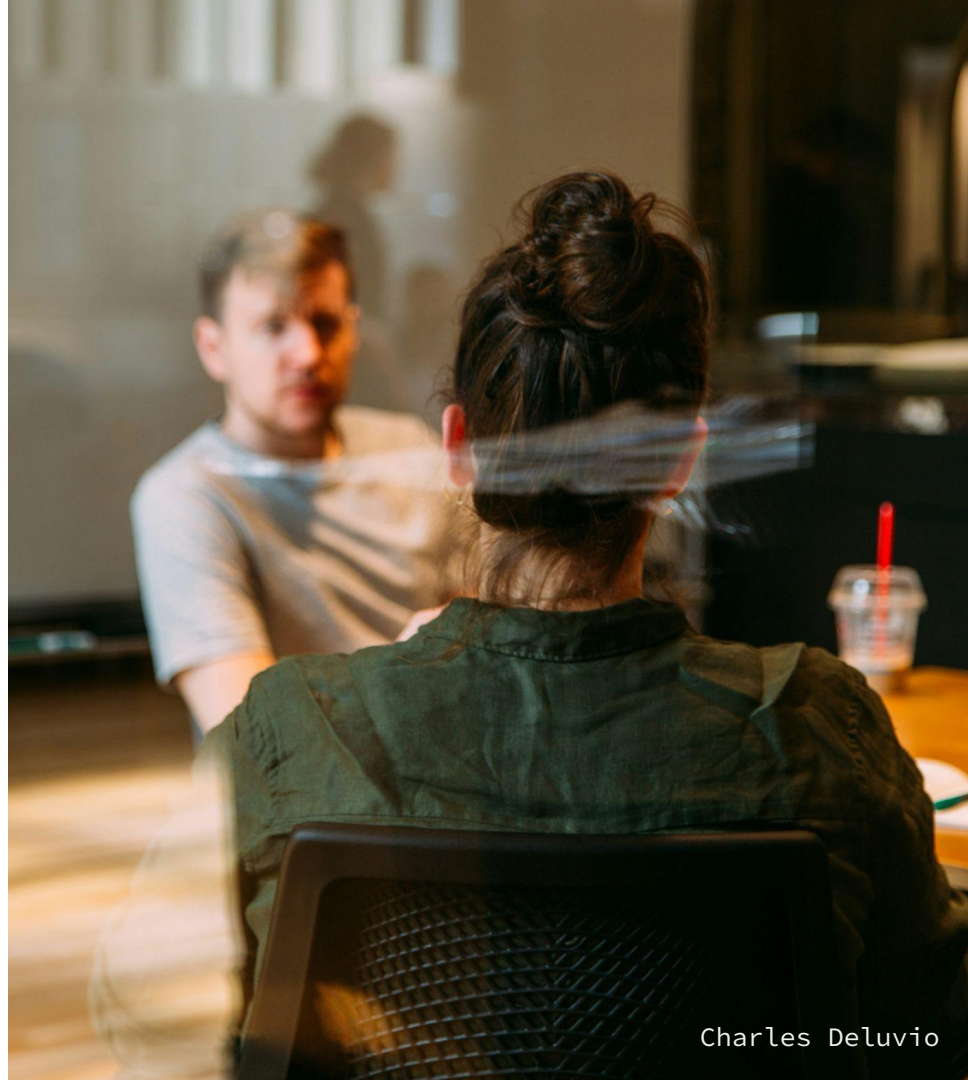


HOW DO WE KNOW IF  
AN ENGINEERING  
PRINCIPLE IS USEFUL?





WHEN IT IS ACTIVELY  
USED!



# THAT'S ACTUALLY TOUGH!

I was part of a group that helped  
the CTO introduce Engineering Values

Launched to great fanfare in  
an All Hands

Forgotten after a few weeks



HOW TO GET MY ORG TO  
PLAN FOR LEAN TIMES?



DON'T BITE OFF MORE THAN YOU CAN CHEW

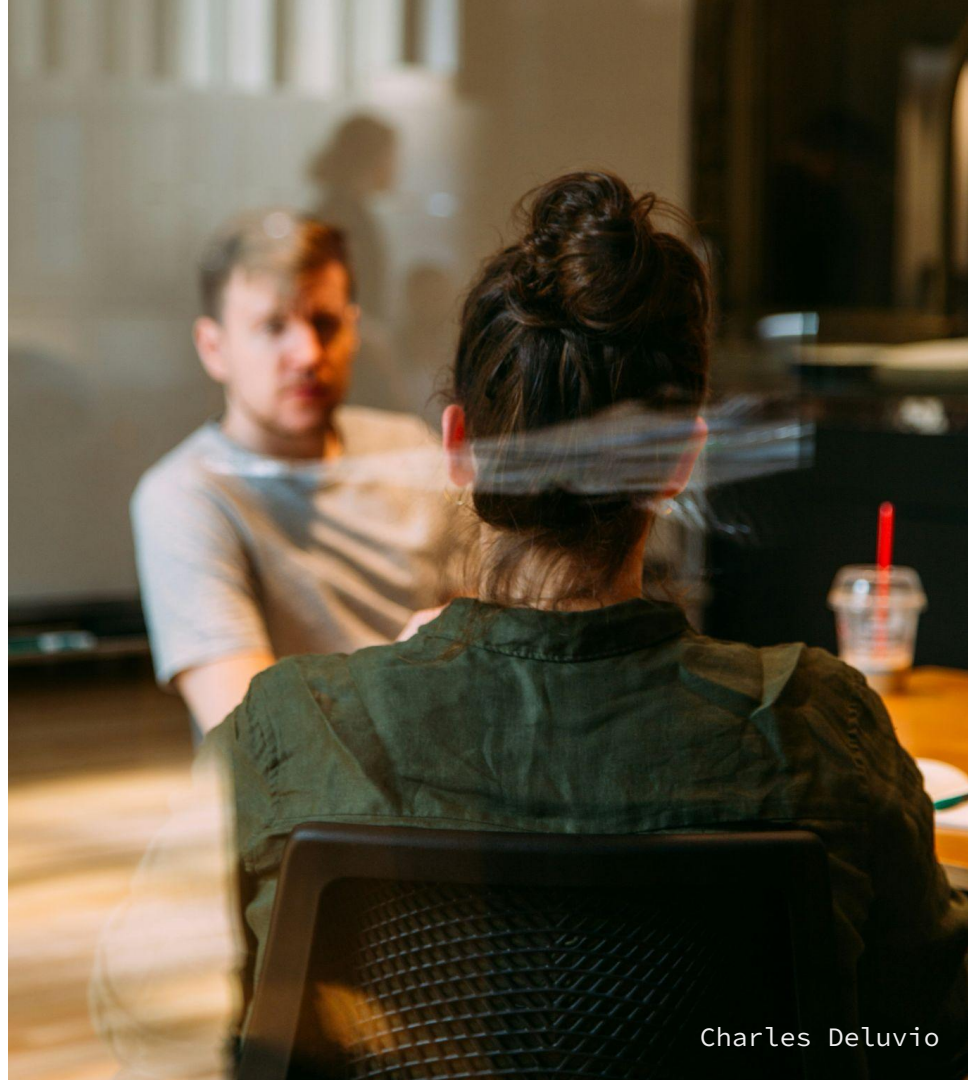


“GREAT IDEA!  
BUT...  
ARE WE BITING OFF  
MORE THAN WE CAN  
CHEW?”



YAY! 🎉

IT IS ACTIVELY USED!



HOW DO WE GET  
OTHERS TO  
CONSISTENTLY USE  
THE PRINCIPLES?





WHEN YOU GOT MORE OF A

**“Move fast with stable infra”**

THAN A

**“Move fast and break things”**





REPETITION

# RULE OF 7

Marketing principle  
from the 1930s

A potential moviegoer  
had to see a movie  
poster at least **seven**  
times before they'd  
watch the movie



# MOTIVATIONAL POSTERS???

Doesn't work for remote 🙄



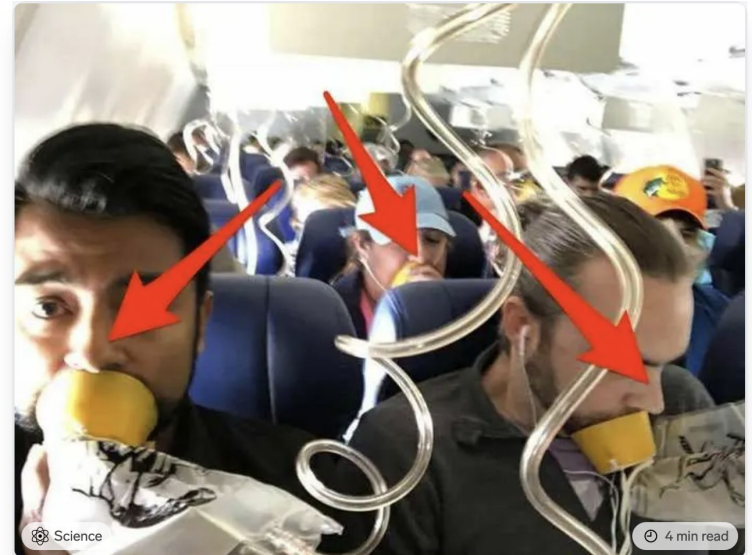
REPETITION

# REPEAT IN MEETINGS?



**'Almost everyone' in a photo of Southwest's emergency landing wore their oxygen masks 'wrong,' says a former flight attendant**

Dave Mosher • Apr 18 2018 19:27 IST



National Transportation Safety Board officials inspect the damage to an engine of Southwest Airlines Flight 1380. NTSB/AP





# WHY NOT BRING FUN INTO IT?

I organized an in-person event for  
my remote team

Some people meet in real life for  
the first time

Agenda:

9am Ice Breaker Games (*fun!*)

10am Engineering Principles (*boring*)

...





REPETITION THROUGH PLAYING GAMES

PICTIONARY

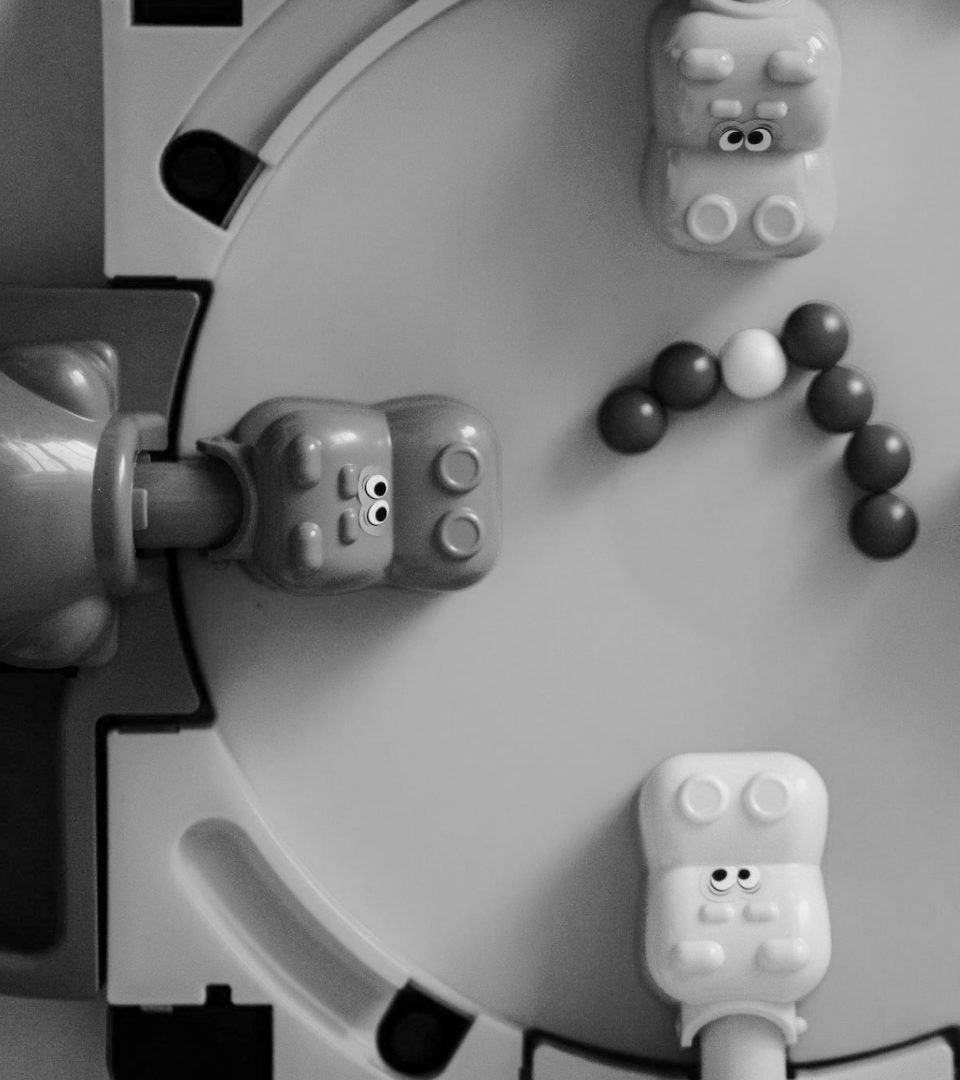




CHARADES







## TIPS & TRICKS

### **Repurpose other games**

Use existing games that are quick, interactive and simple to learn

### **Engineering Principles are new?**

Show them for a few seconds before you start the first game

### **Gets too easy?**

Add some other words or phrases that are specific to your company or engineering culture to the mix



## TIPS & TRICKS

### **If you got 8 or more people**

Split into two (or three) teams

Count points per team

Add a time limit (e.g. 60 seconds)

### **Increase the competition**

For every point a team scored,  
decrease the time limit

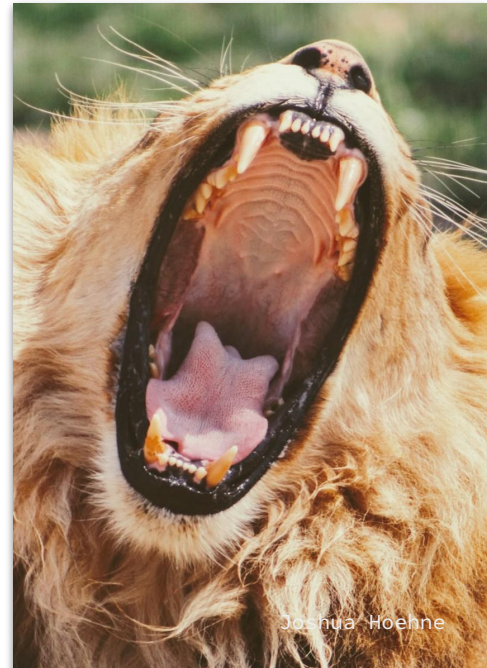


# WHICH GAMES WORK FOR REMOTE?

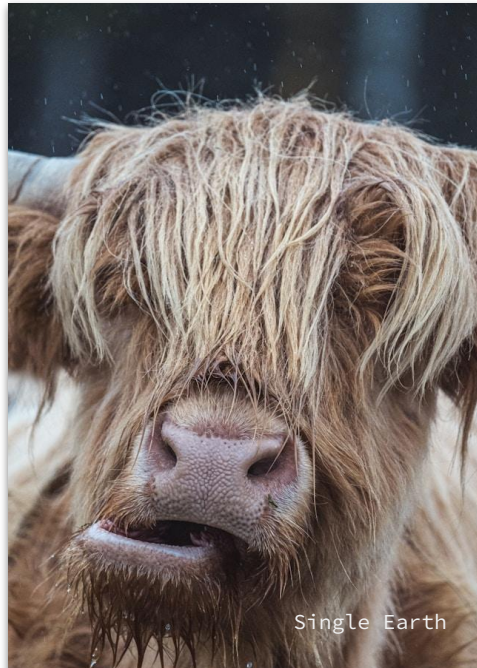




Tom Jur



Joshua Hoehne



Single Earth

## TIPS & TRICKS

### Variations of Pictionary

Drawing with a laptop is OK-ish, but these variants are more fun

### Collage

Everybody gets one Engineering Principle and creates a collage of images found online to visualize it



## TIPS & TRICKS

### Variations of Pictionary

Drawing with a laptop is OK-ish, but these variants are more fun

### Generate AI images

Everybody gets one Engineering Principle and uses AI to create a single image.

Prompt should include: “The image must not contain any text.”

# CATCHY PHRASES ARE GOOD

Repetition is better ... and boring

# GAMES MAKE REPETITION FUN

