

LDX3 • JUNE 17, 2025

effortless execution: designing processes that don't need babysitting

ANTONIA SCHEIDEL

what you'll get from this talk

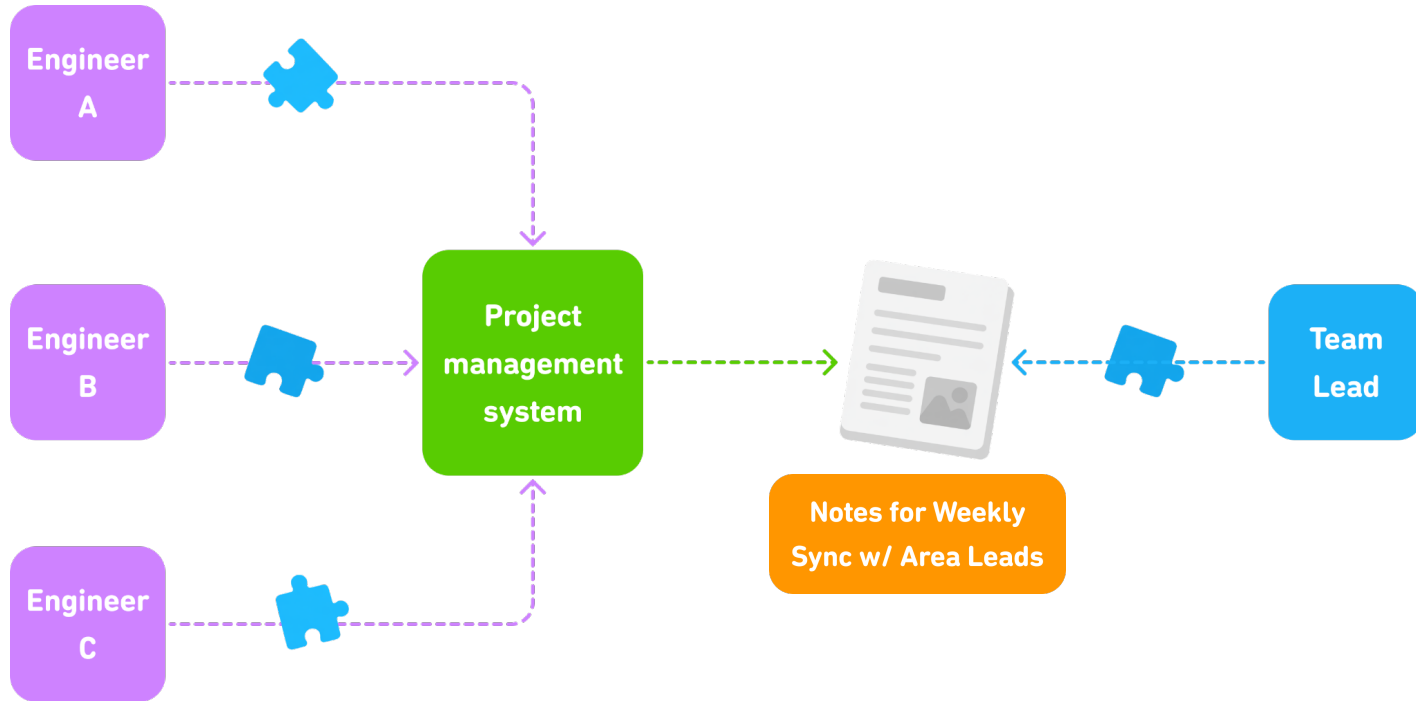
- Five elements of self-sustaining processes:
 1. minimally invasive
 2. transparent
 3. self-healing
 4. socially reinforcing
 5. worth the investment
- Which processes are worth investing in



case study

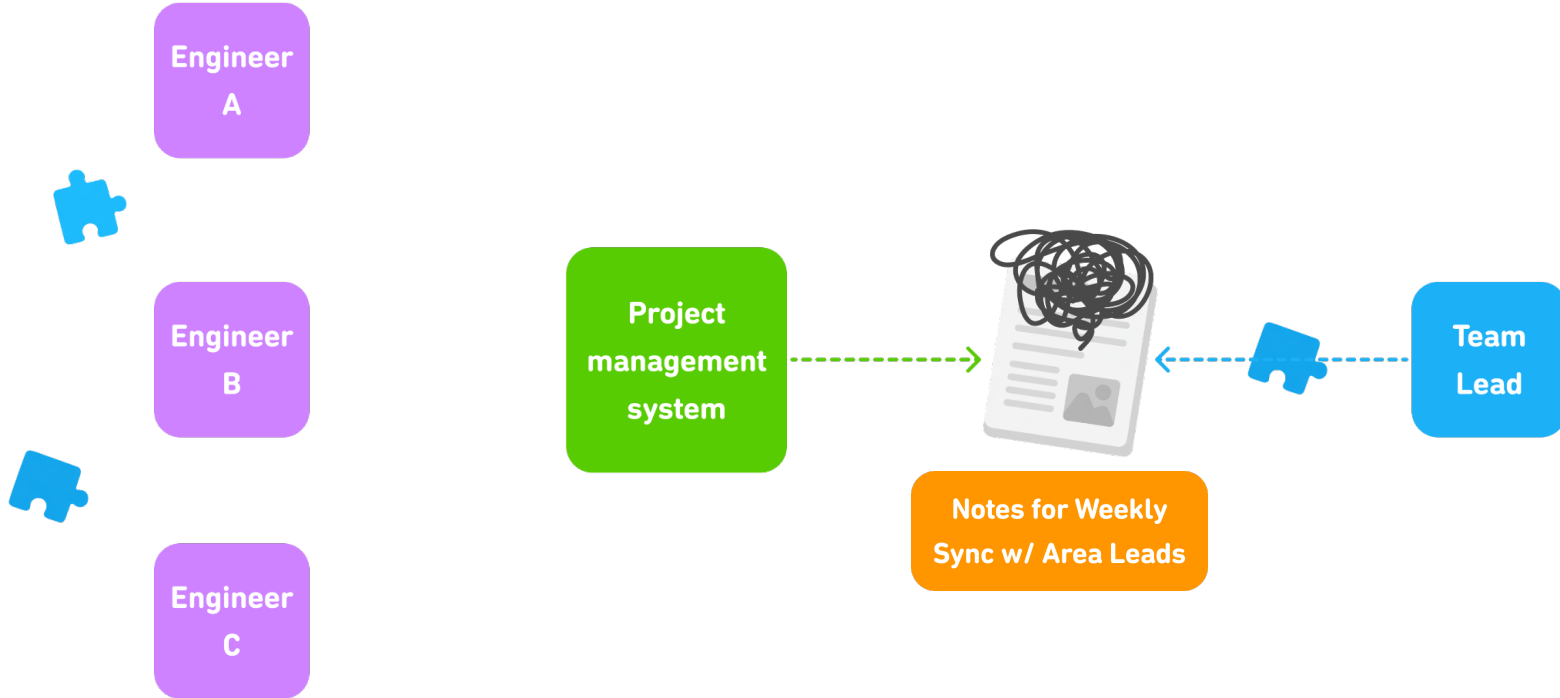


the promise



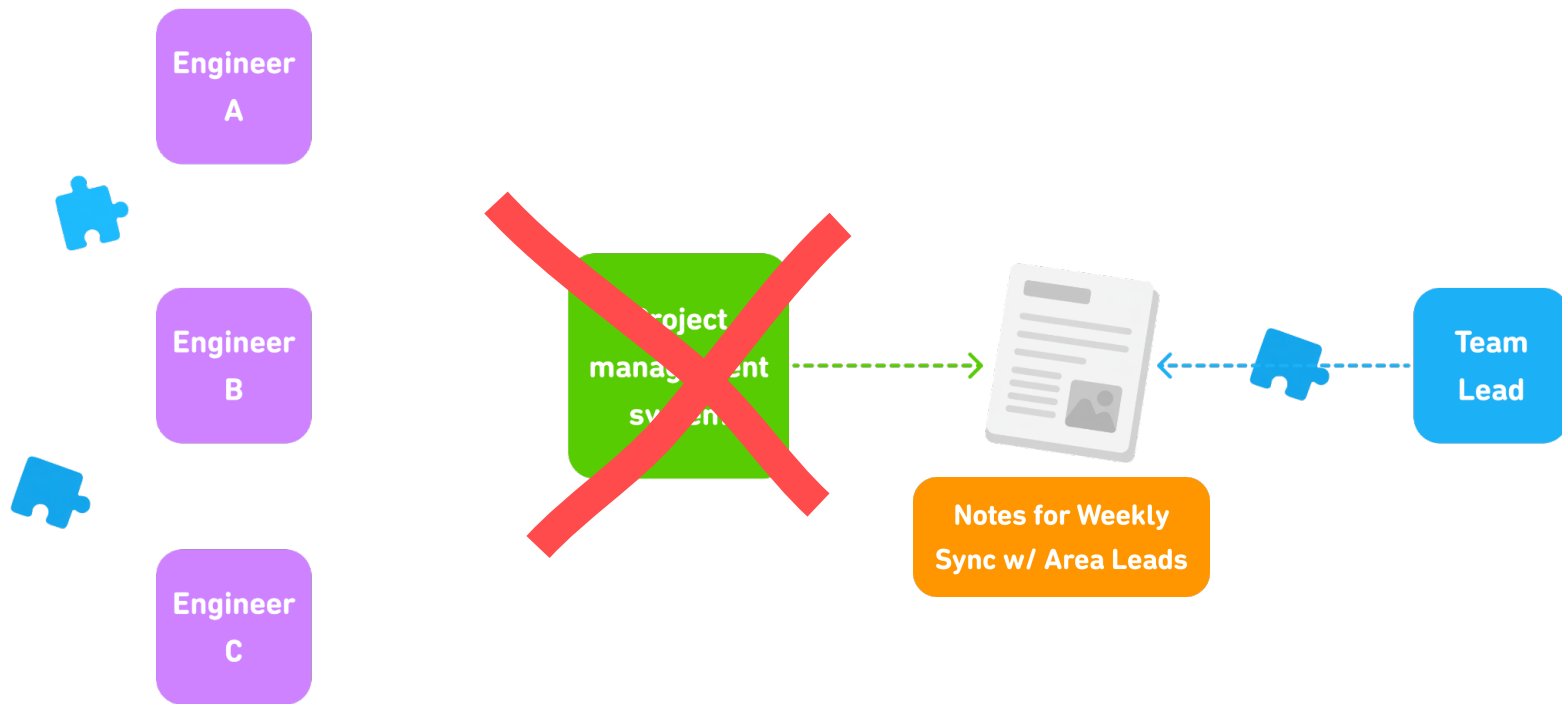


the promise is broken

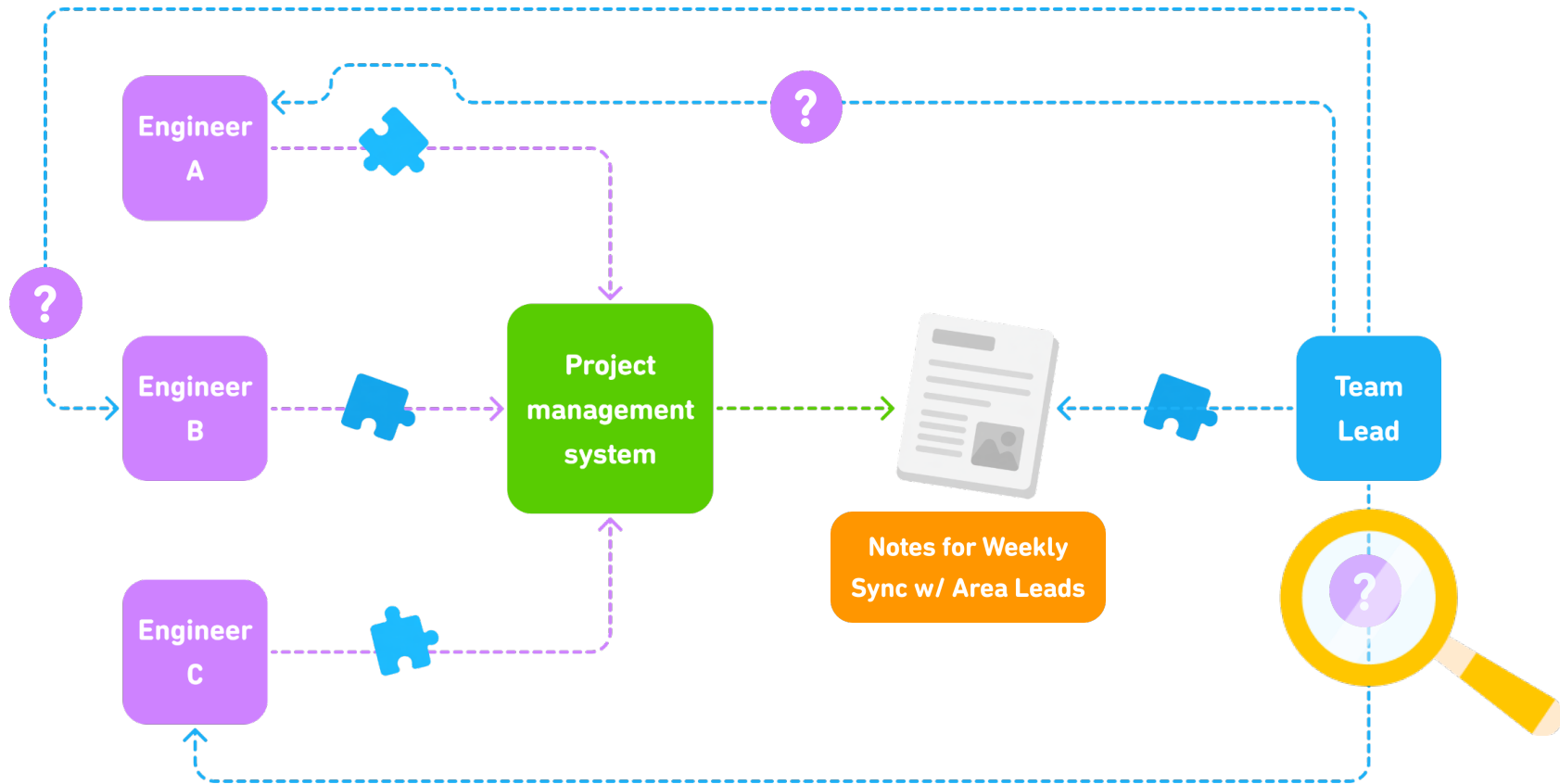




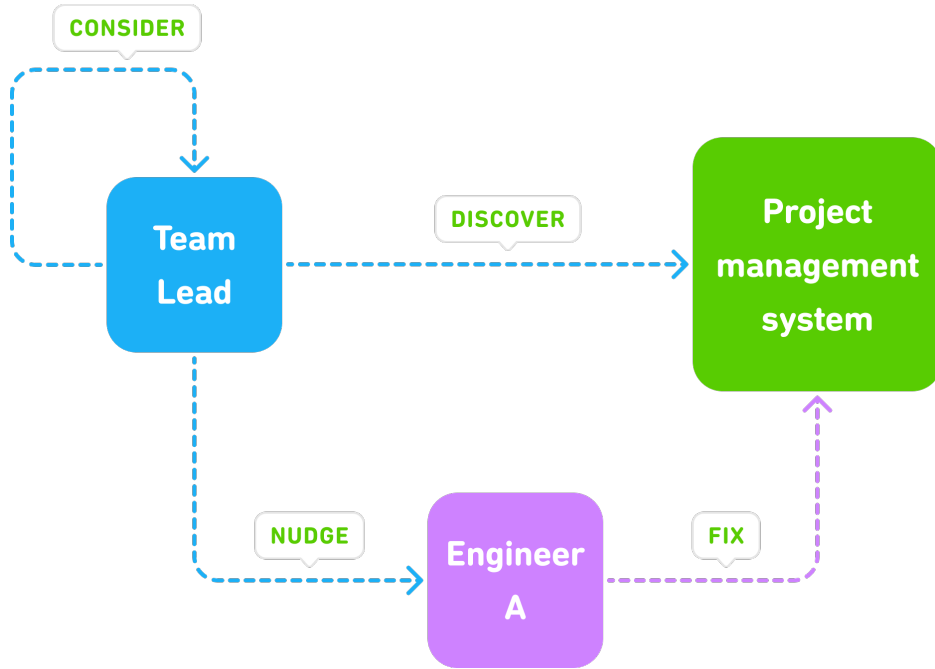
two bad options



two bad options



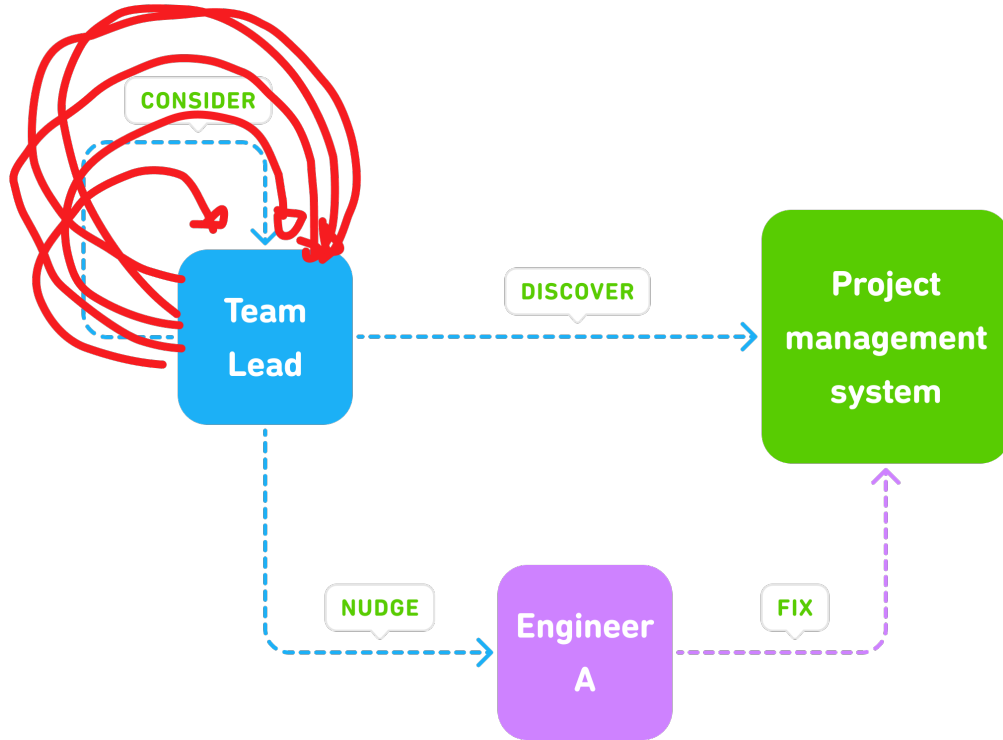
...but at what cost?



Your Bill

Discover	\$
Consider	\$
Nudge	\$
Fix	\$
<hr/>	
Total	\$

...but at what cost?



Your Bill

Discover	\$
Consider	\$
Nudge	\$
Fix	\$
Explain	\$
Nag	\$
Doubt self	\$
Feel guilty	\$

Total \$\$\$

something had to change

Antonia Sabbatical Plan

Sabbatical timeline

I am going on [sabbatical](#) (and PTO) from 2023-09-25 to 2023-12-31

My first week back is the last week before winter break. I will be out of the office for that week and will primarily use the time to catch up with people in the cycle with as much information as possible in how things went in Q4.

Primary points of contact

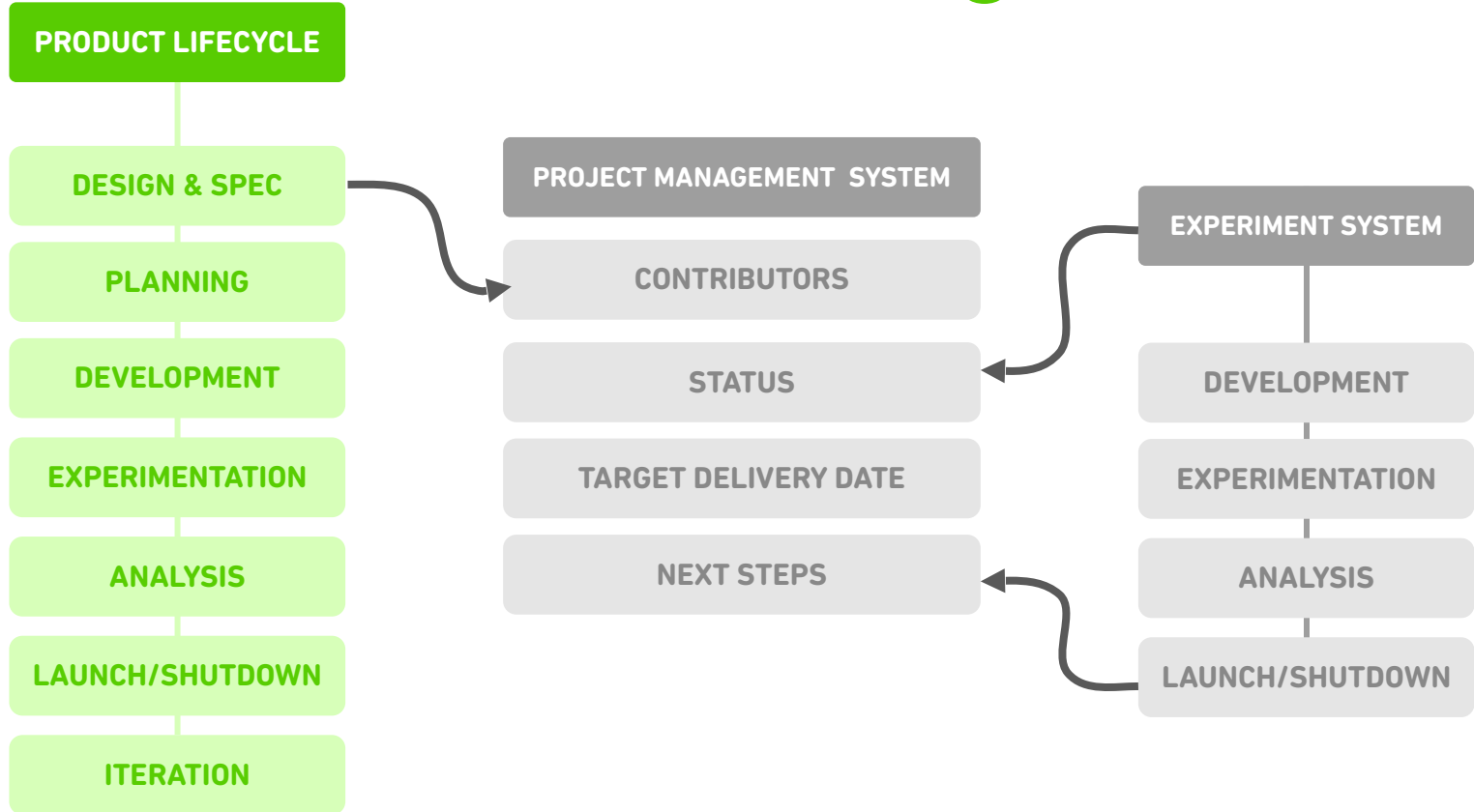


- ### Sabbatical Prep
- ☒ Outline current projects and anything else you're working on
 - ☒ Check pager duty rotation
 - ☒ Leave cheetah tertiary
 - ☒ Hand-off Growth Area
 - ☒ Hand-off Ukraine freezes
 - ☒ Hand-off one-off freeze requests
 - ☒ Hand-off eng shadowing to manager)
 - ☒ Identify who will take on what
 - ☒ Set up time for
 - ☒ Set up

taking stock



decluttering



five elements of self- sustaining processes

minimally invasive

Lean on tooling to minimize cognitive load and disruption

transparent

Make systems show their work to help the team understand cause & effect

self-healing

Borrow from coding tools to flag process violations as soon as they happen

socially reinforcing

Help the team share responsibility for the system with a touch of social pressure

worth the investment

Demonstrate the value you create with the time and energy you save

invisible work...



— engineer makes update

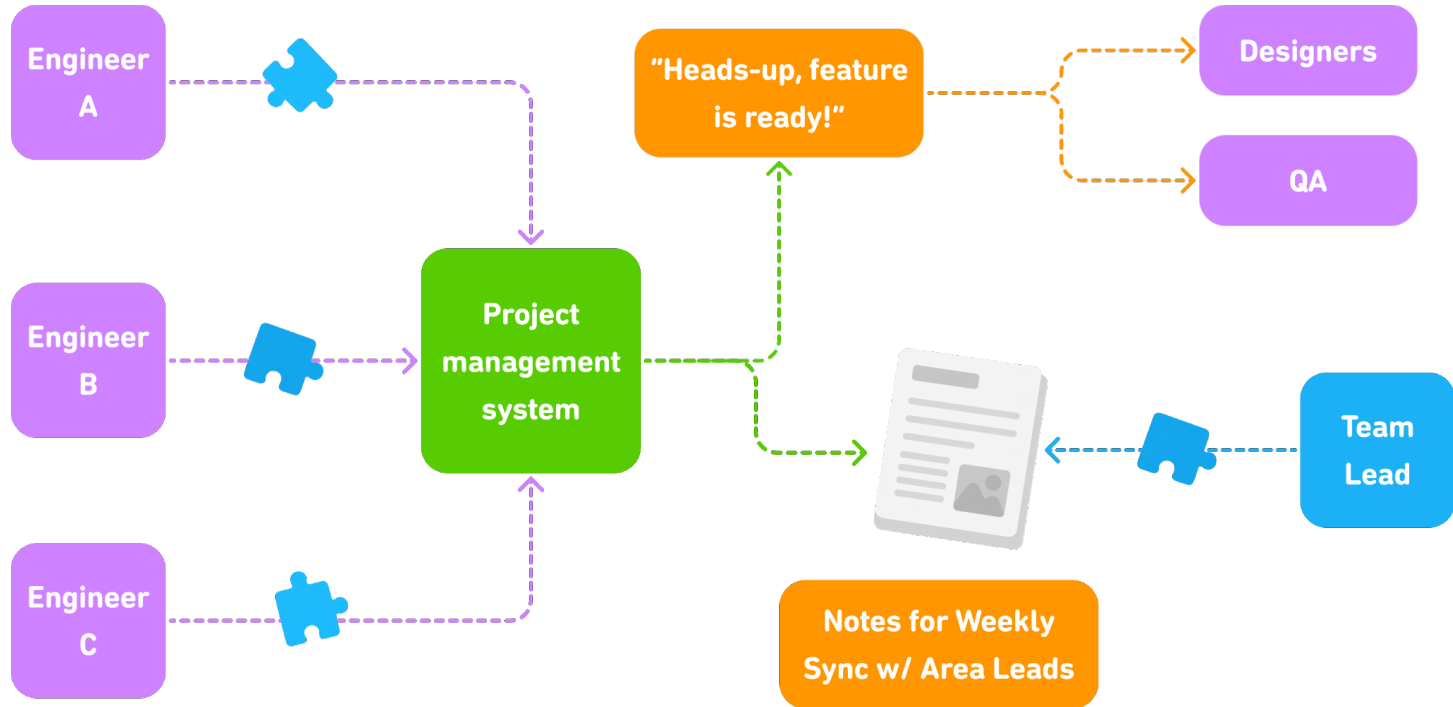
— ensure correct format

— update timelines

— supplement information

— intercept follow-up automations

...made visible



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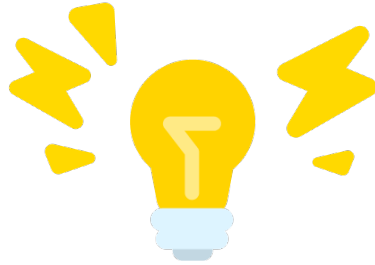
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**coding conventions don't
need (much) babysitting**

a process linter

Hi @antonia, the epic you just assigned (More urgent copy on streak repair offer on SE) will be flagged as delinquent tomorrow morning! **BAD BHVR**

Please double-check that component, product review date, initiative, etc. are set.

Thanks! 🙏



🔴 Delinquent Epic Alert! 🔴

1 epics don't have a **parent** indicating which OKR they contribute to:

* More urgent copy on streak repair offer on SE (@antonia)



Add the **no-initiative** label if the epic does not map to one of our OKRs



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how does your process show up?

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Please double-check that component, product review date, initiative, etc. are set.

Thanks! 🙏

dm
(day of)



team channel
(next day)

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show receipts

Team benefits

- velocity
- visibility
- feedback loops



Automation for Jira APP 12:43



iOS version 7.74.0 has rolled out to 1%!

Clean up: Streak Freeze Used Toast (Shut Down)

Done ▾

Your experiment ([Streak Freeze Used Toast](#)) was just Shut Down!

Created June 9, 2025 at 10:32 A

Resolved June 10, 2025 at 9:56

What's next?

- 1) Assign some story points to this task.
- 2) You may choose to [split](#) this story in case there is some work to do right now (ex: clean up the experiment to stay out of jail) and some work to tackle before



Estimation Reflection

- Original plan: 2025-04-09 → 2025-04-23 (2 weeks)
- Actual implementation: 2025-04-09 → 2025-05-07 (4 weeks)
- → Took **2 weeks longer** than planned

show receipts

Team benefits

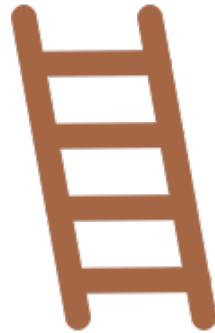
- velocity
- visibility
- feedback loops

Team lead benefits

- velocity
- feedback loops

show receipts

area lead benefits



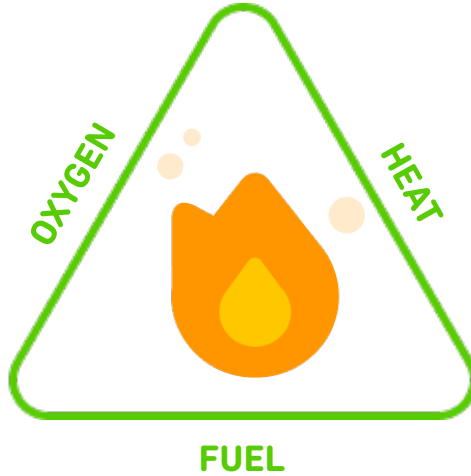
team benefits

team lead benefits

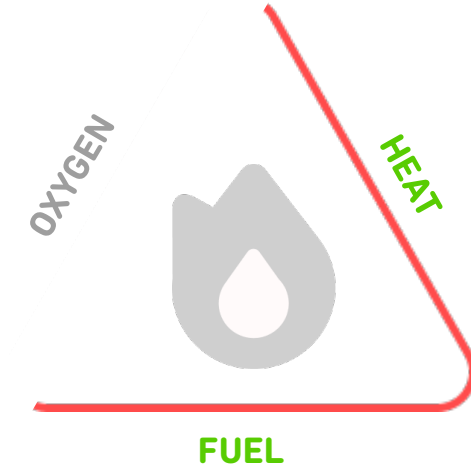


reflections

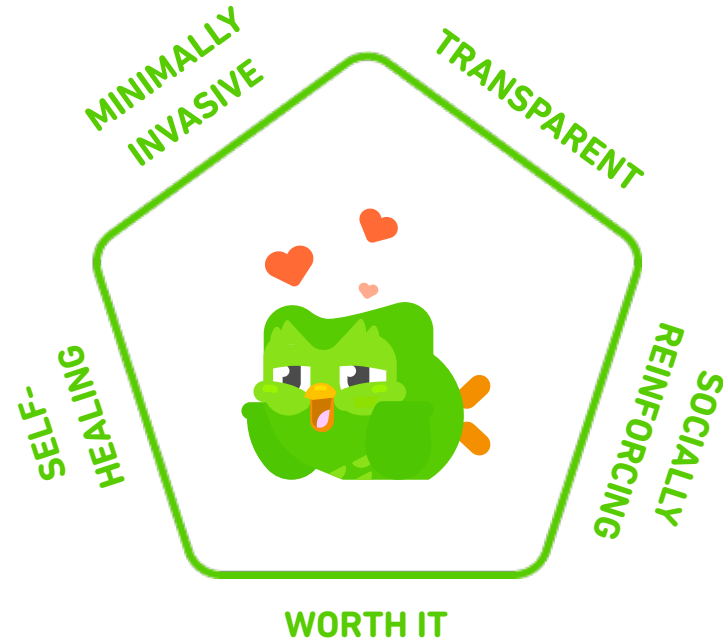
a lens for process



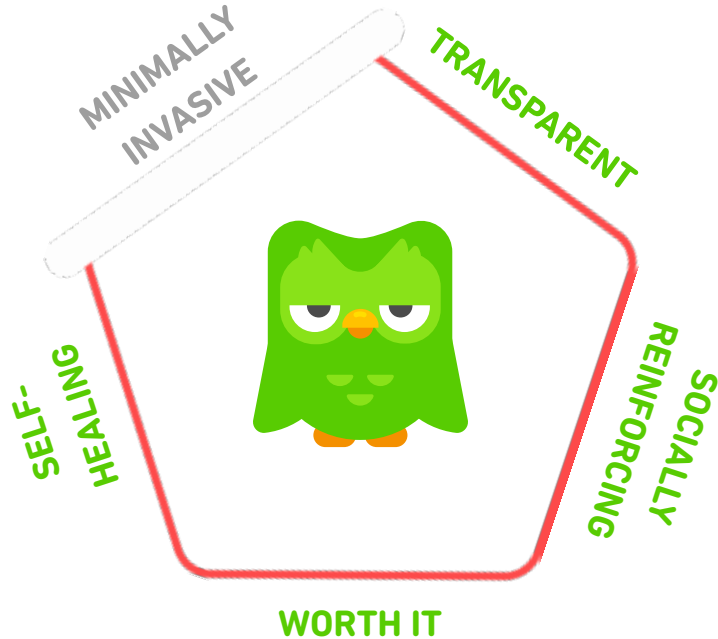
a lens for process



a lens for process



a lens for process



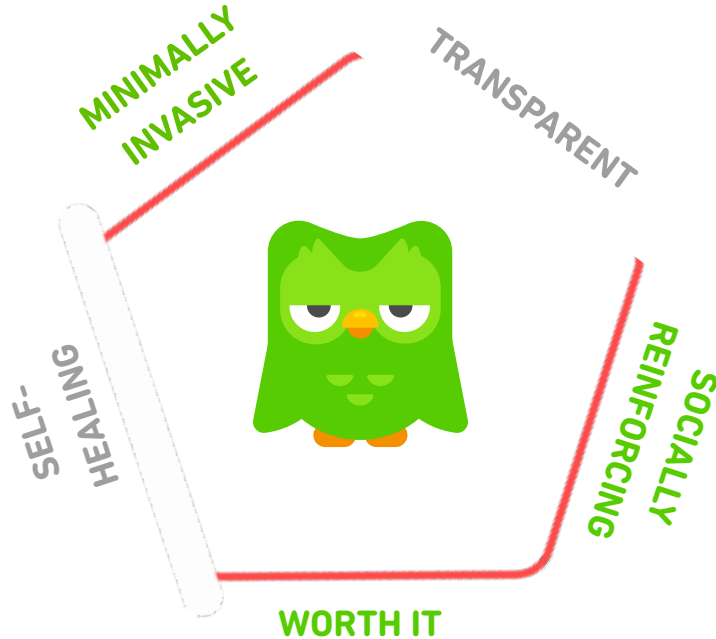
"Just too much work"

a lens for process



"Bus factor: 1"

a lens for process



"The gods are angry?"

**which processes are worth
investing in?**

**what keeps you from
investing?**

what keeps you from investing?

- "I'll spend more time automating than I would have spent doing it myself"
- "I'm not lazy"
- "I have more important work to do"

what keeps you from investing?

- "I'll spend more time automating than I have spent doing it"
- "I'm not lazy"
- "I have more important work to do"

**consider
hidden costs**

**what if you
were?**

this.

is it worth fixing?

Does it sabotage **your**
highest leverage work?

What is **your** highest leverage work?

What do **you** need to do it well?

→ Protect that resource

Are you a victim of the
IKEA effect?

= a cognitive bias in which people
place a disproportionately high
value on products they partially
created themselves

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consider the hidden costs



remember the IKEA effect

thank you!



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