

The Accidental Revolution: How Engineering Led Company-Wide AI Adoption

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Stable. Maybe *too* stable



It started with one
engineer and a wild idea

From hacky beginnings to building on standards

- 
- A vertical line with a solid white circle at the top and an open circle at the bottom, intersecting a horizontal line that spans the width of the slide.
- Early 2023
tinkering before
function calling

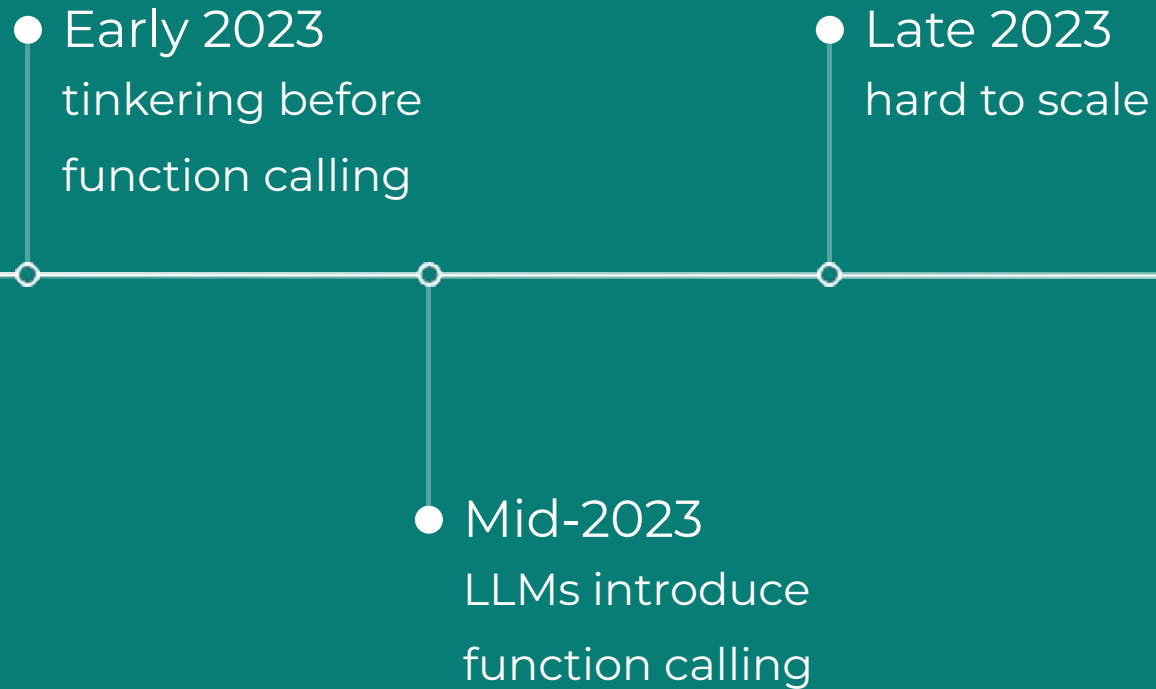
From hacky beginnings to building on standards

● Early 2023
tinkering before
function calling

The diagram features a horizontal white line on a teal background. Two points are marked on this line with small white circles. From the first point, a vertical line extends upwards to a solid white circle, which is followed by the text 'Early 2023 tinkering before function calling'. From the second point, a vertical line extends downwards to a solid white circle, which is followed by the text 'Mid-2023 LLMs introduce function calling'.

● Mid-2023
LLMs introduce
function calling

From hacky beginnings to building on standards



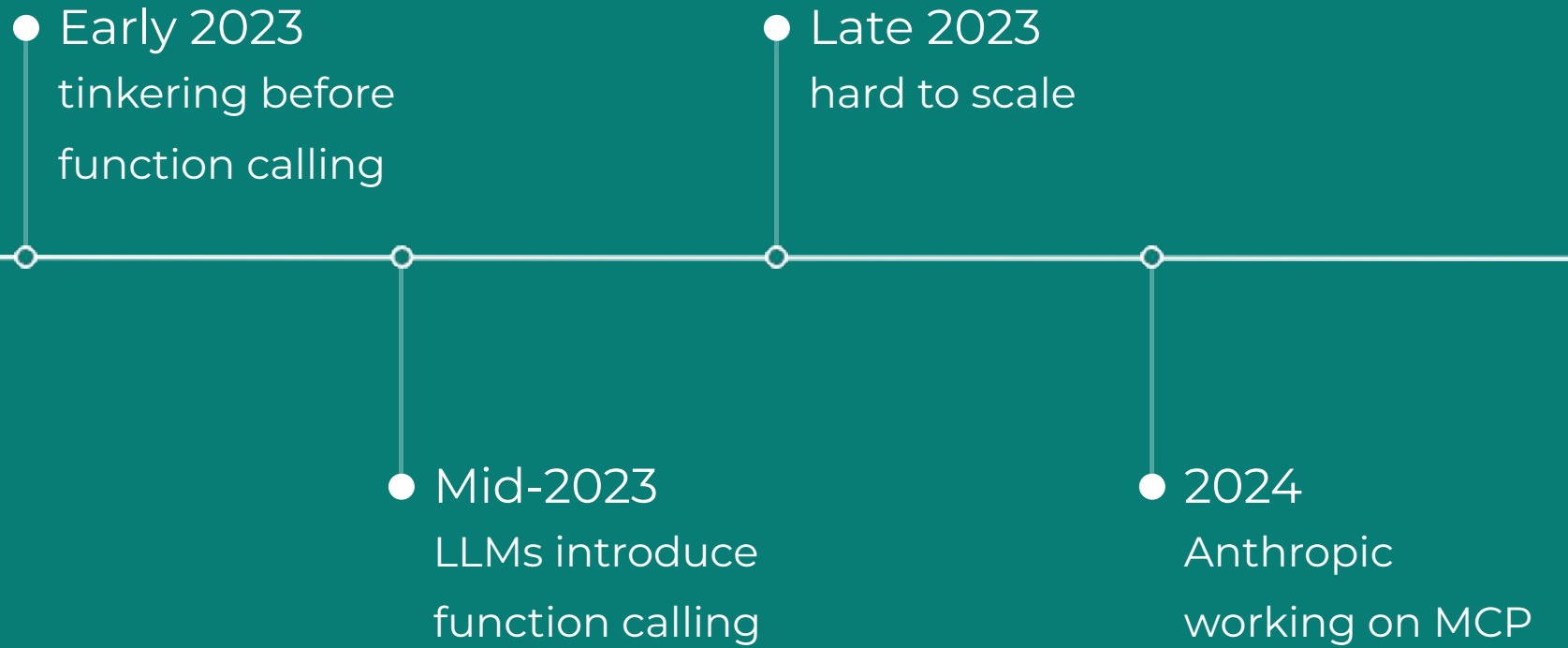
● Early 2023
tinkering before
function calling

The diagram features a horizontal timeline line with three small circles. The first circle is at the left, the second is in the middle, and the third is at the right. From the first circle, a vertical line goes up to a solid dot with the text 'Early 2023 tinkering before function calling'. From the second circle, a vertical line goes down to a solid dot with the text 'Mid-2023 LLMs introduce function calling'. From the third circle, a vertical line goes up to a solid dot with the text 'Late 2023 hard to scale'.

● Late 2023
hard to scale

● Mid-2023
LLMs introduce
function calling

From hacky beginnings to building on standards



● Early 2023
tinkering before
function calling

The diagram features a horizontal timeline line with four small circles. The first circle is at the left, with a vertical line extending upwards to a solid dot and the text 'Early 2023 tinkering before function calling'. The second circle is further right, with a vertical line extending downwards to a solid dot and the text 'Mid-2023 LLMs introduce function calling'. The third circle is further right, with a vertical line extending upwards to a solid dot and the text 'Late 2023 hard to scale'. The fourth circle is at the far right, with a vertical line extending downwards to a solid dot and the text '2024 Anthropic working on MCP'.

● Late 2023
hard to scale

● Mid-2023
LLMs introduce
function calling

● 2024
Anthropic
working on MCP

From hacky beginnings to building on standards

● Early 2023
tinkering before
function calling

The diagram features a horizontal timeline on a teal background. A white line with five circular markers runs across the middle. Vertical lines connect the first, third, and fifth markers to text blocks above the line, and the second and fourth markers to text blocks below the line.

● Late 2023
hard to scale

● Late 2024
rebuild goose as
an MCP client

● Mid-2023
LLMs introduce
function calling

● 2024
Anthropic
working on MCP

Internal Success



Internal Success

75%
engineers

SAVED 8-10+ HOURS PER WEEK

Internal Success

75%
engineers

SAVED 8-10+ HOURS PER WEEK

2x
adoption
growth

USAGE DOUBLED IN ONE MONTH

Internal Success

75%
engineers

SAVED 8-10+ HOURS PER WEEK

2x
adoption
growth

USAGE DOUBLED IN ONE MONTH

+50%
engagement
spike

INCREASE IN WEEKLY USAGE

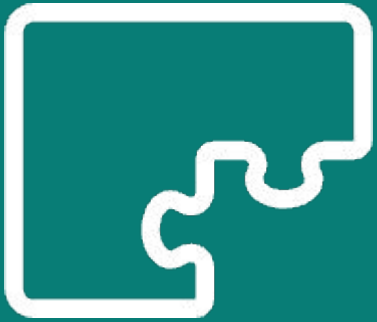
Can goose
help us too?





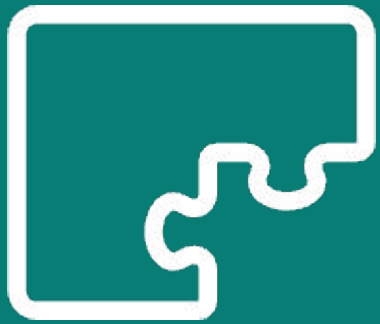
We need a
general purpose agent

Challenges for Non-Developers



missing integrations

Challenges for Non-Developers

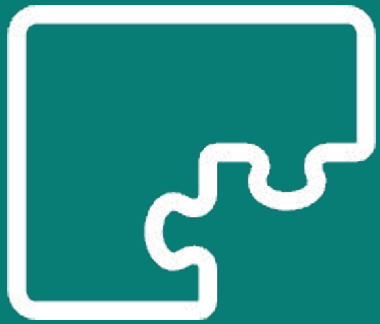


missing integrations



installation commands

Challenges for Non-Developers



missing integrations



installation commands



authentication



How do you scale across
every function?

Things we got right

before we even knew we needed to

Things we got right

before we even knew we needed to



Desktop app

Things we got right

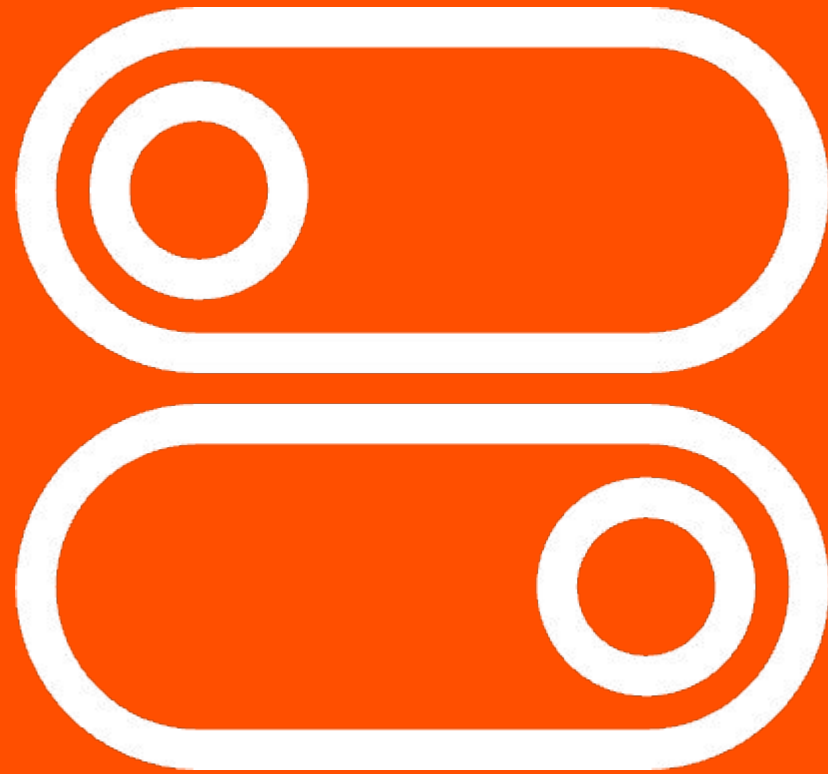
before we even knew we needed to



Desktop app



LLM agnostic



Choice with control

What we had
to change





Installing
goose

MCPs for
everyone!





Built fast.
Shared faster.

Secure by
default





Everyone became a
builder



Freedom with
guardrails

When OAuth
becomes Oh No



Auth, but make
it invisible



Support and Inspiration

Support and Inspiration



help

Support and Inspiration



help



inspire



Education & Enablement



Learning the
language of AI



Custom workshops



Empowerment
in action

How employees are using MCP

How employees are using MCP



Snowflake

query in natural language to
discover fraudulent activity

How employees are using MCP



Snowflake

query in natural language to
discover fraudulent activity



Databricks

analyze and distribute
sales leads

How employees are using MCP



Snowflake

query in natural language to
discover fraudulent activity



Databricks

analyze and distribute
sales leads



PagerDuty

detect root cause of incidents

Building for the way people work



Recipes

shareable workflow automations

Building for the way people work



Recipes

shareable workflow automations



Deployment

auto-deployment of web apps

Building for the way people work



Recipes

shareable workflow automations



Deployment

auto-deployment of web apps



Company Info

access to institutional knowledge



When Engineering leads...



Lead the way,
don't just light it.

Lesson 1



AI as freedom, not fear

Lesson 2



Community > compliance



Teach the tools

Lesson 4



Amplify success

Lesson 5



From enablement
to full adoption

Where We Are



Experimentation

explore and normalize AI usage



Adoption

scale usage through structure and consistency



Impact

drive measurable outcomes and developer productivity gains





Turning repos into
AI-native systems

Expectations



make repo AI-native



upskill your team



collaborate and share



Less toil, more creation

Repo Quest



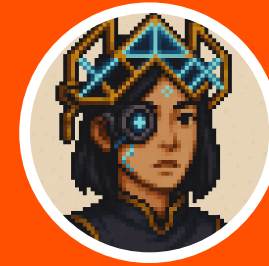
Artificer

AI helper running locally



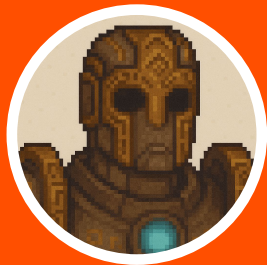
Scribe

AI-assisted PR reviews



Architect

Agents running in CI



Sentinel

AI quality gates



Pathfinder

AI visibility and control

a game that helps teams make their codebases more AI-friendly



AI-native engineering

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