

The background features a repeating pattern of small, light-colored icons representing various technology concepts: database cylinders, lightbulbs, code tags (</>), and gears.

How to lead **when you just don't** **know the tech**

By **Lorena Salamanca**

**We don't know everything
and we can't know
everything**



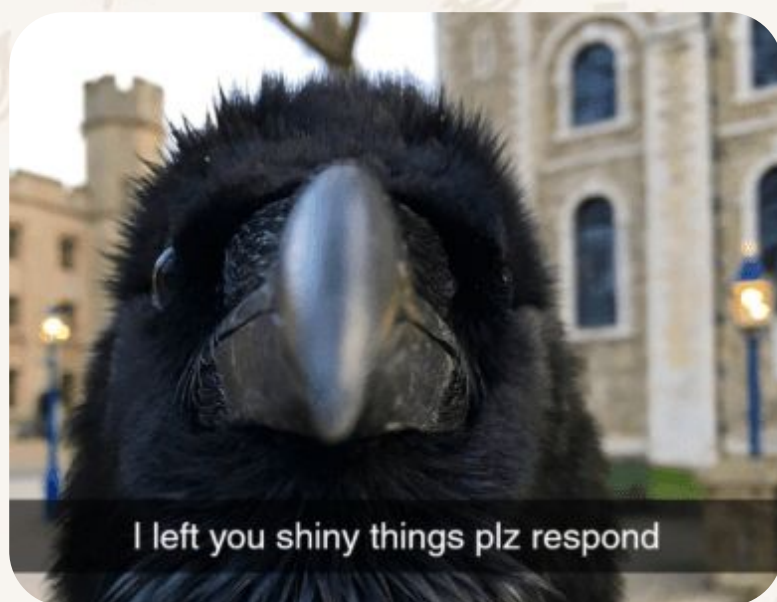
I left you shiny things plz respond



I left you shiny things plz respond

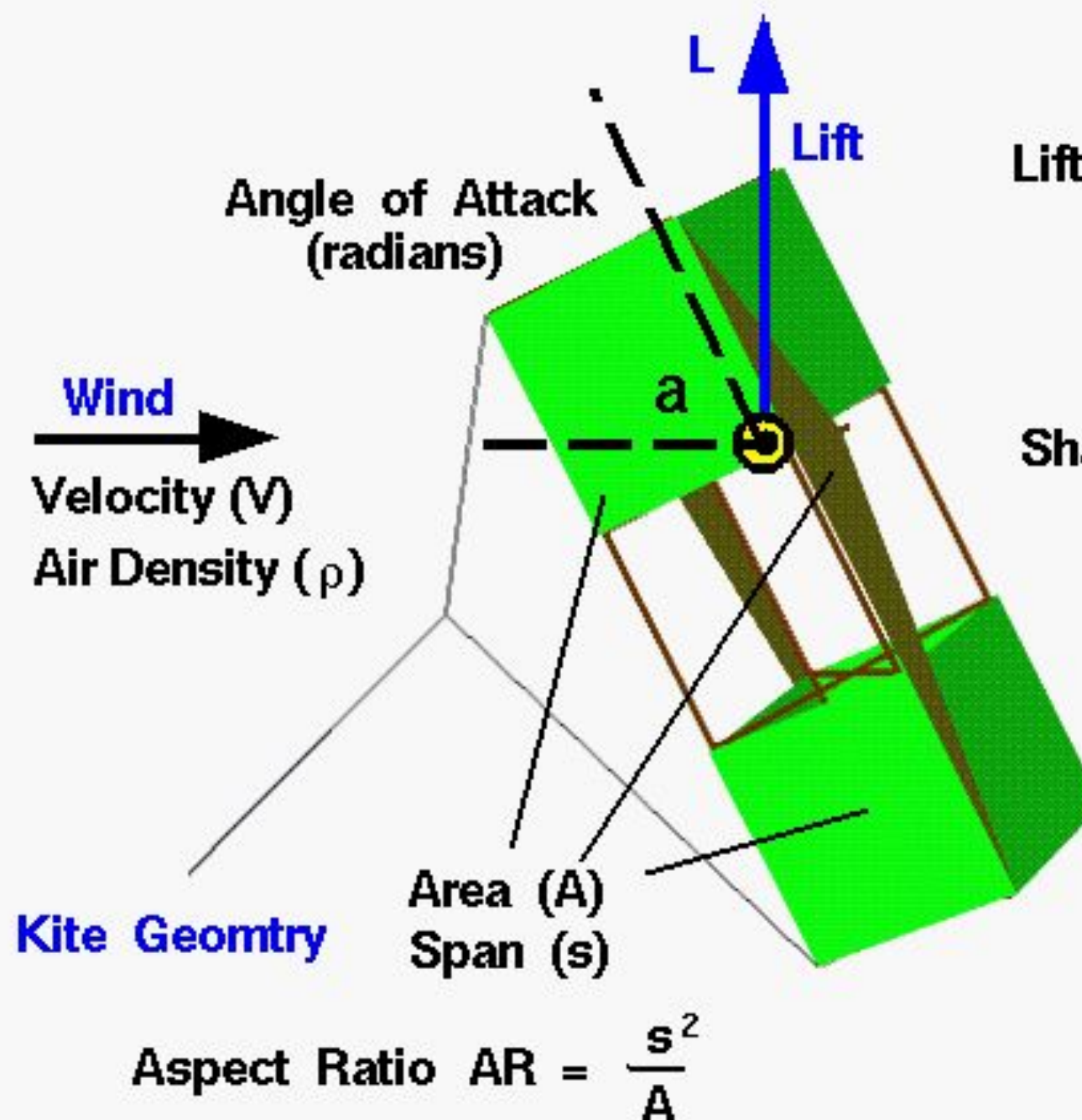


Directed by
MARGE, HOMER, AND
THAT'S SUPER.



Kite Lift Equations

Glenn
Research
Center



Lift Equation:

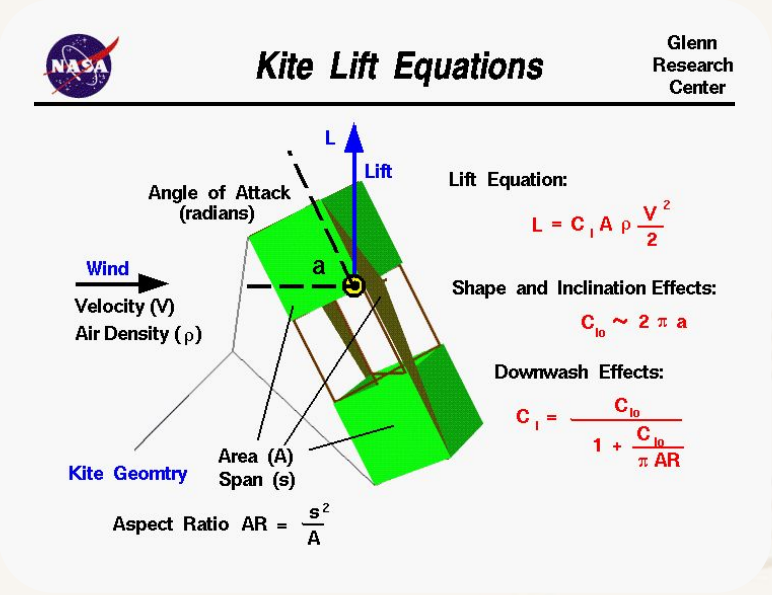
$$L = C_l A \rho \frac{V^2}{2}$$

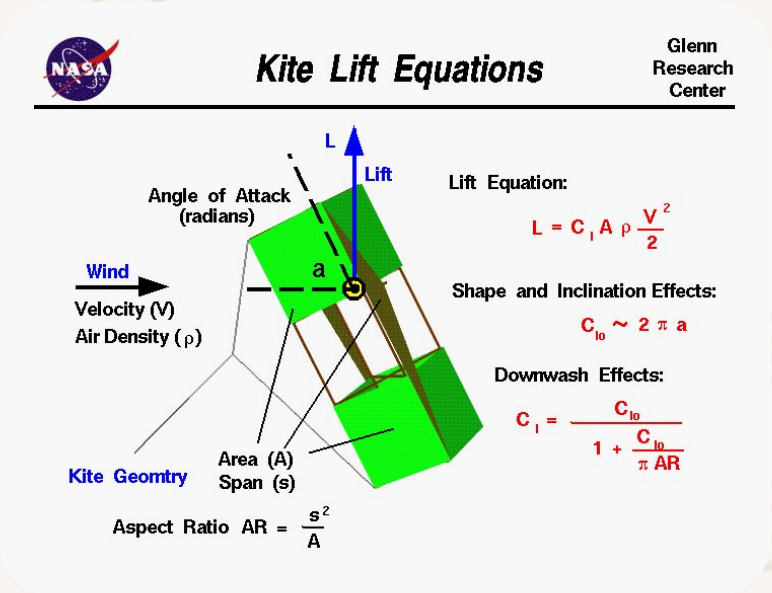
Shape and Inclination Effects:

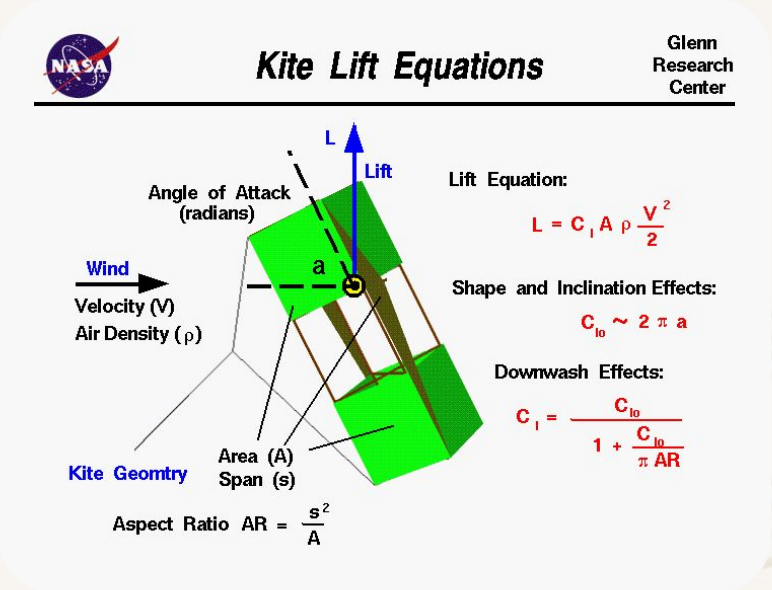
$$C_{l0} \sim 2 \pi a$$

Downwash Effects:

$$C_l = \frac{C_{l0}}{1 + \frac{C_{l0}}{\pi AR}}$$







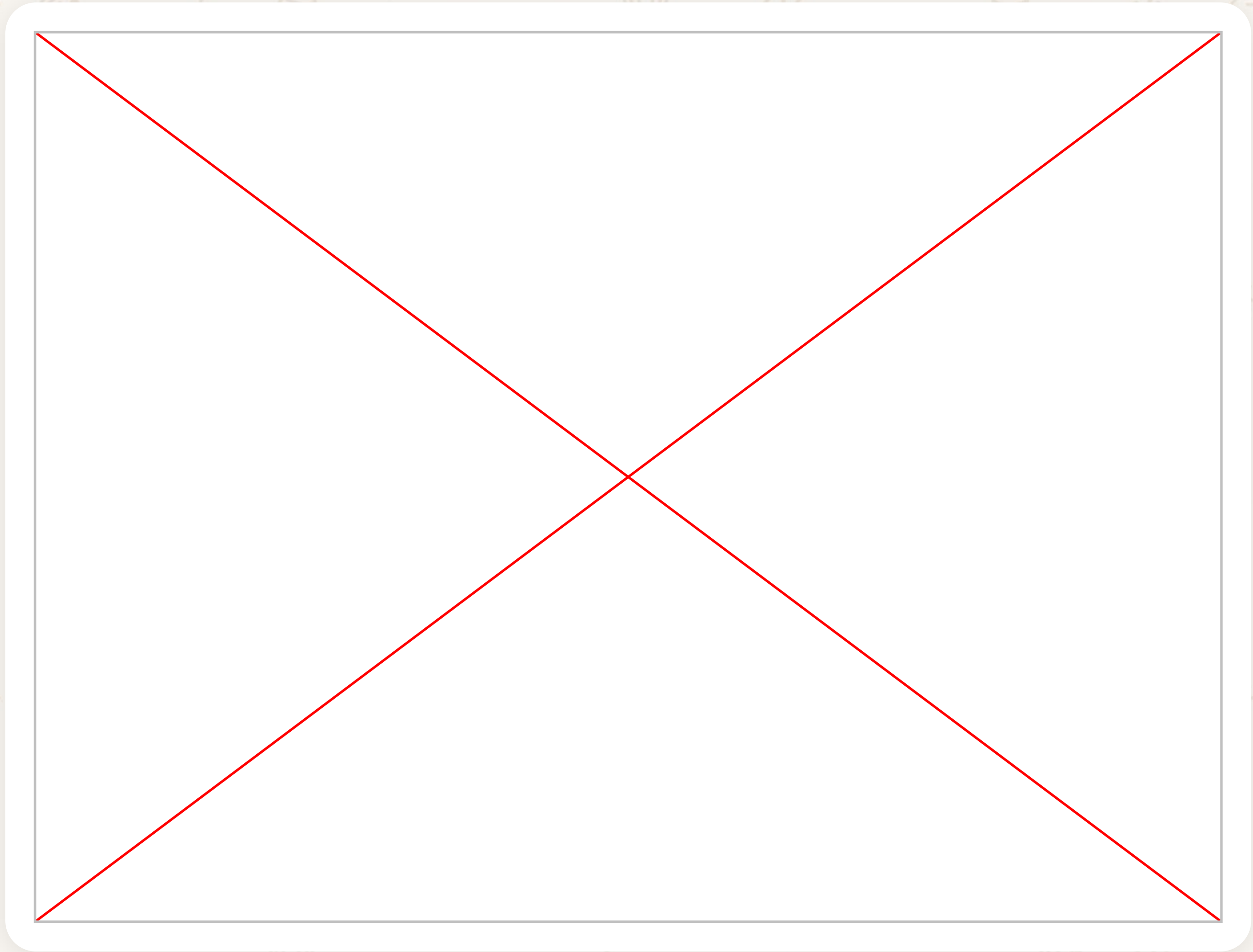
Picnic

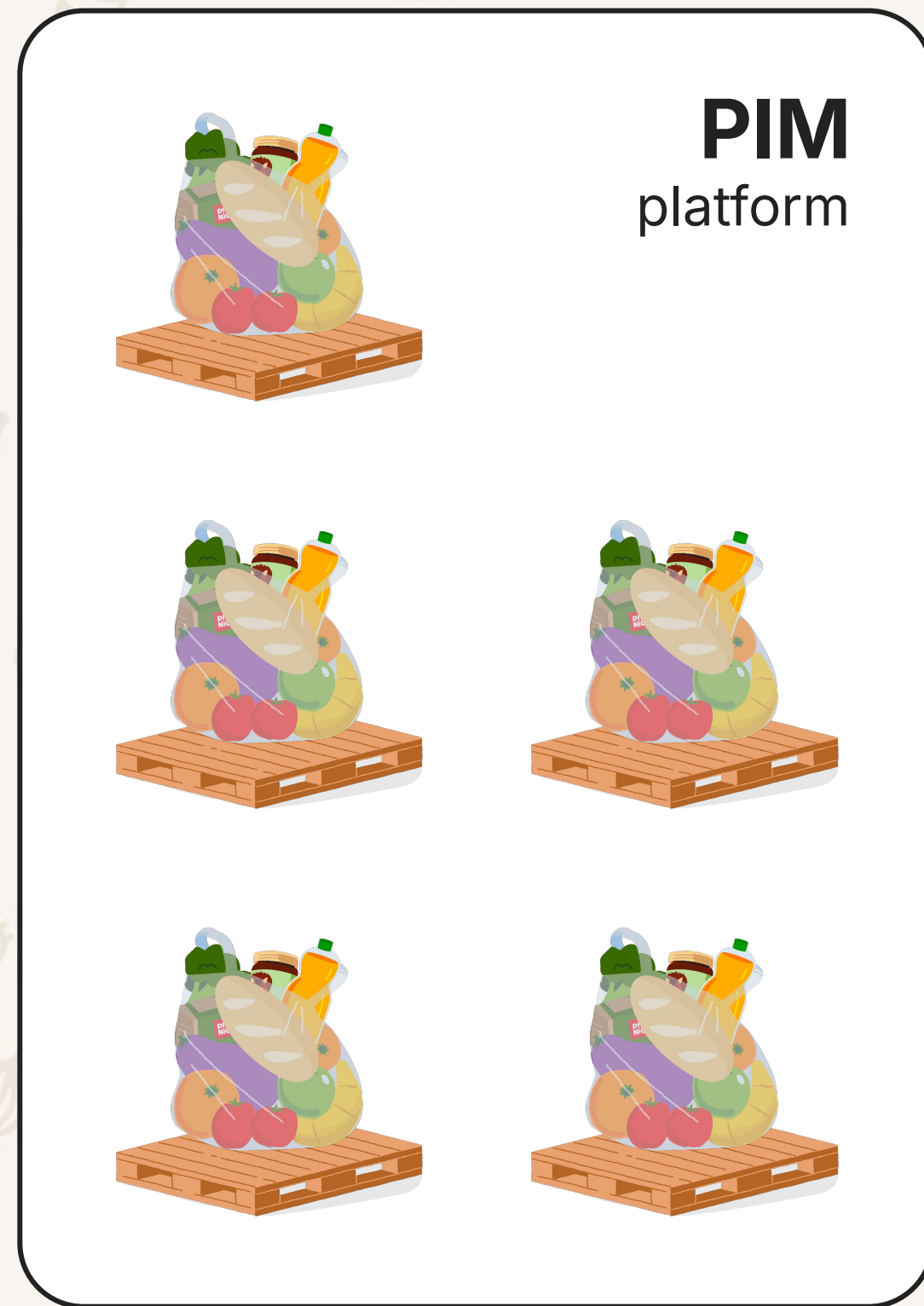


Picnic

**Storage
is not infinite**







M
I
D
D
L
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W
A
R
E

Store



Logistics

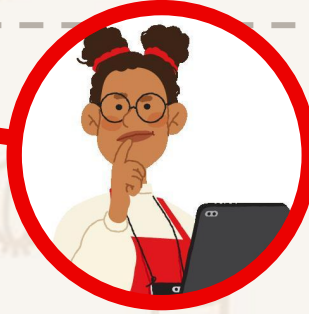


Distribution



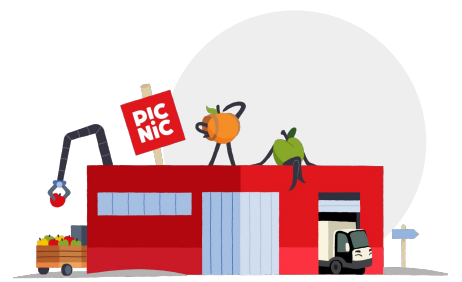
...

HOW?!



M
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Store



Logistics



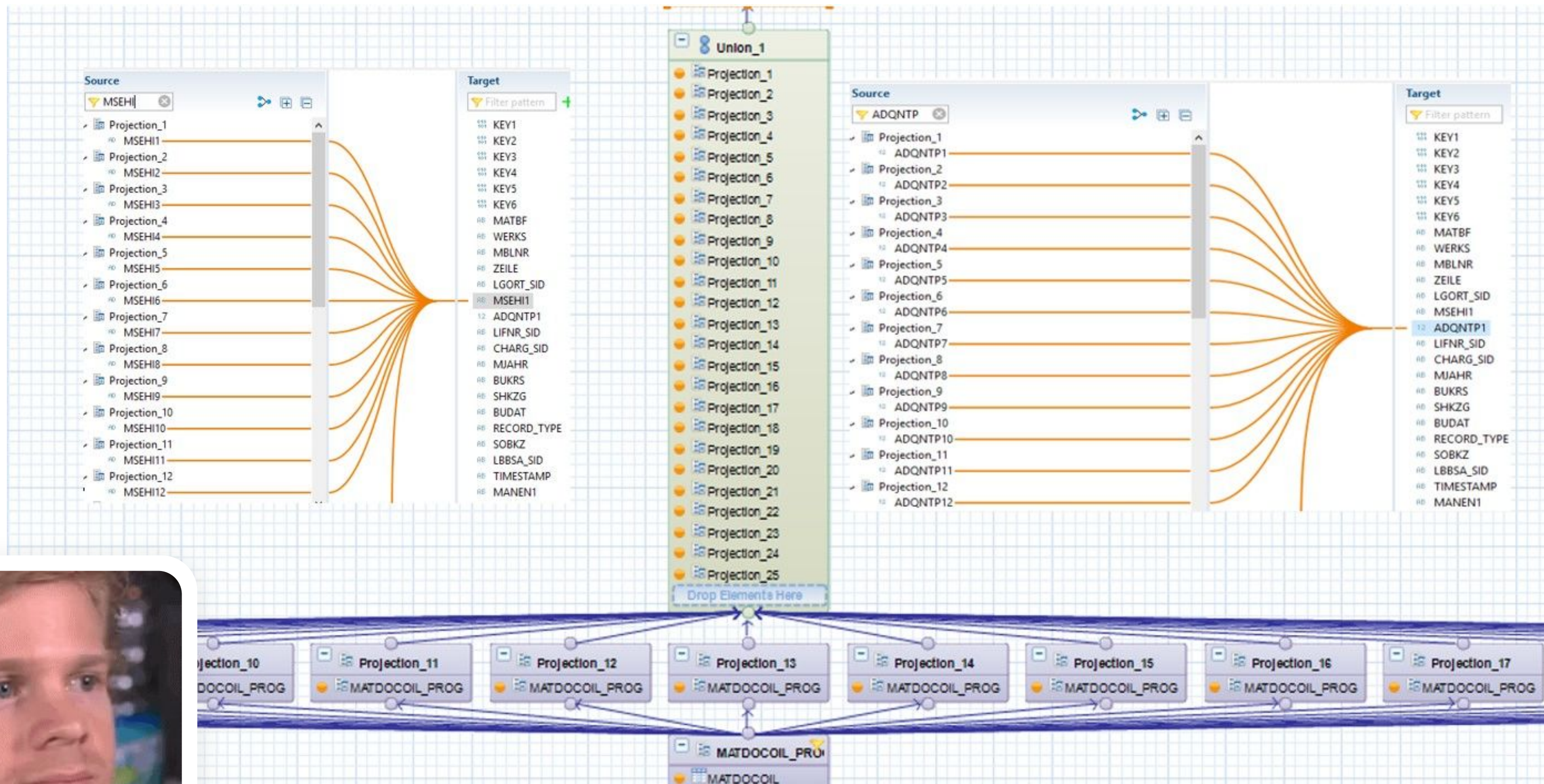
Distribution

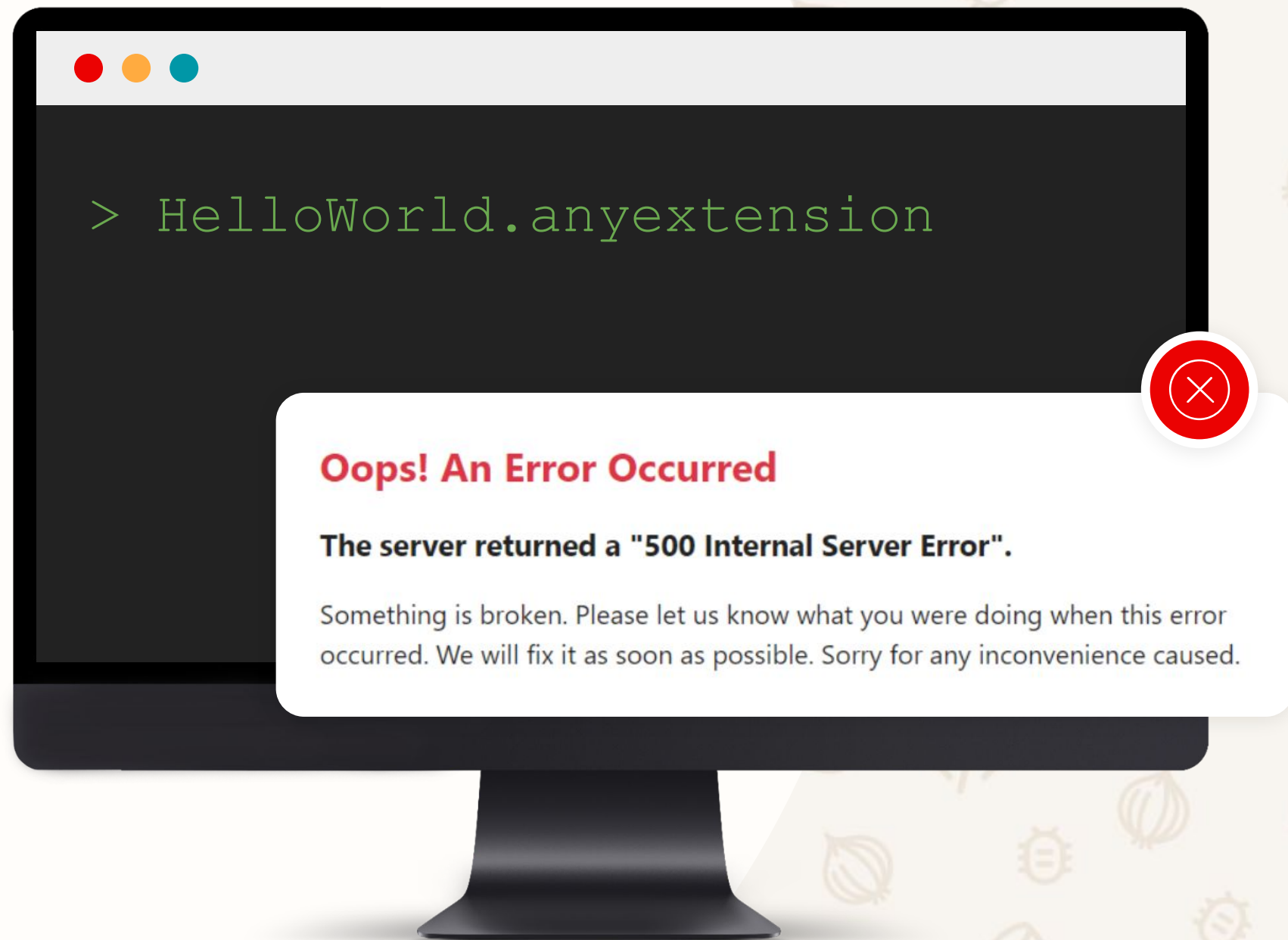


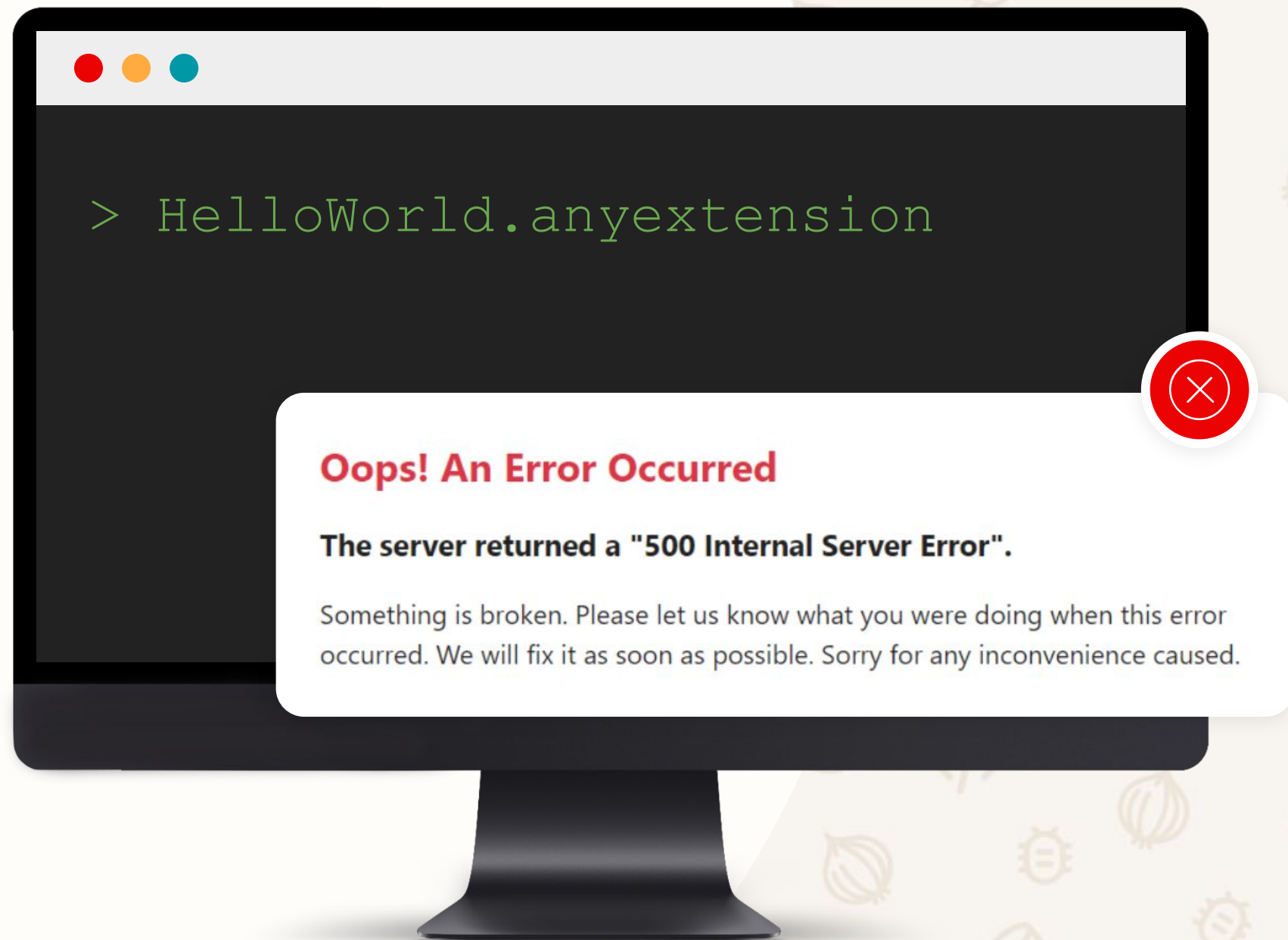
...

PIM
platform









**What can we do to lead
when (we think) we've lost
our technical superpowers?**

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our technical superpowers?**

Only one is technical!

**What can we do
to lead when
(we think)
we've lost our
technical
superpowers?**

01

Peel the onion!

02

03

PEEL THE ONION



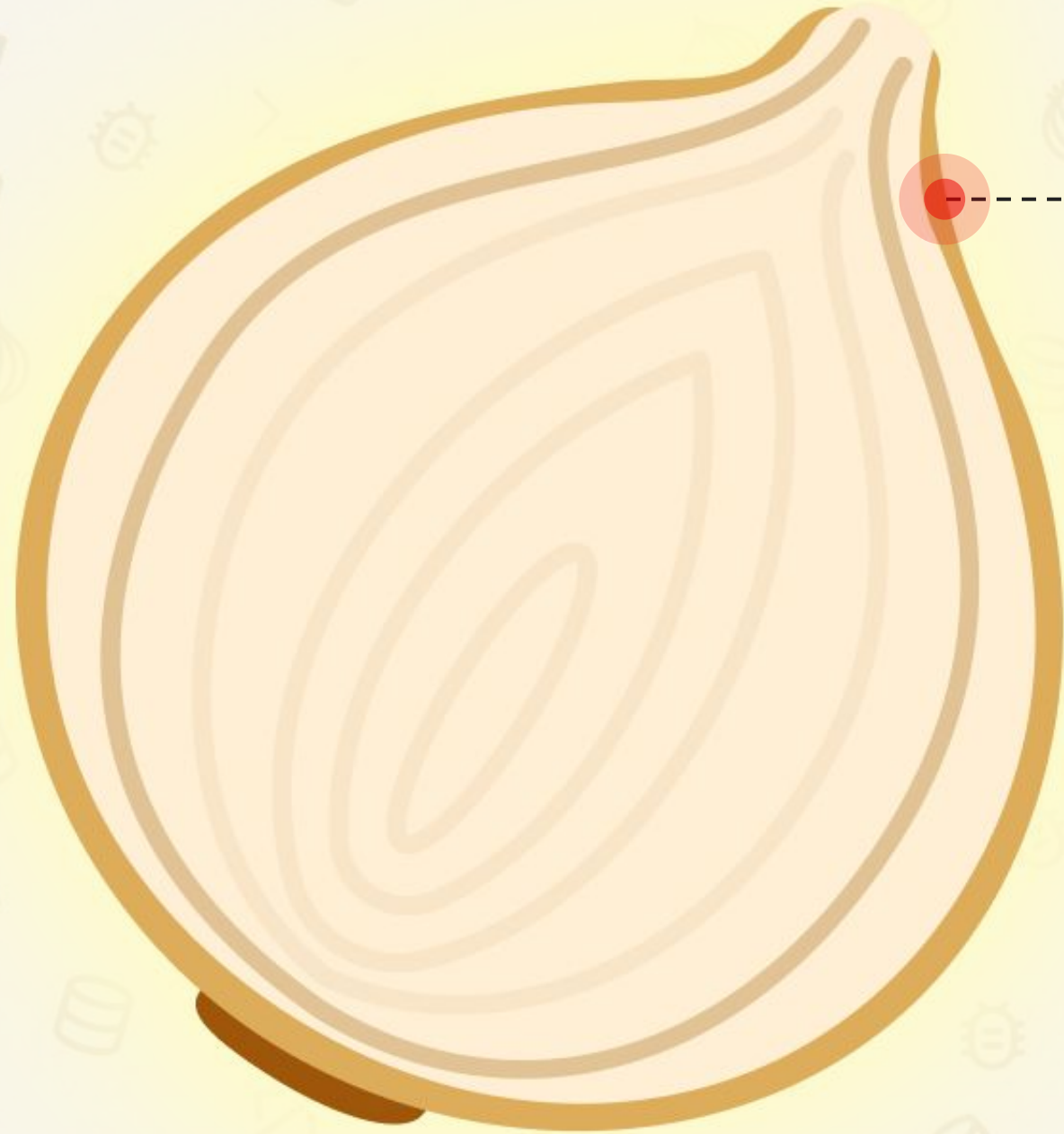
PEEL THE ONION



PEEL THE ONION

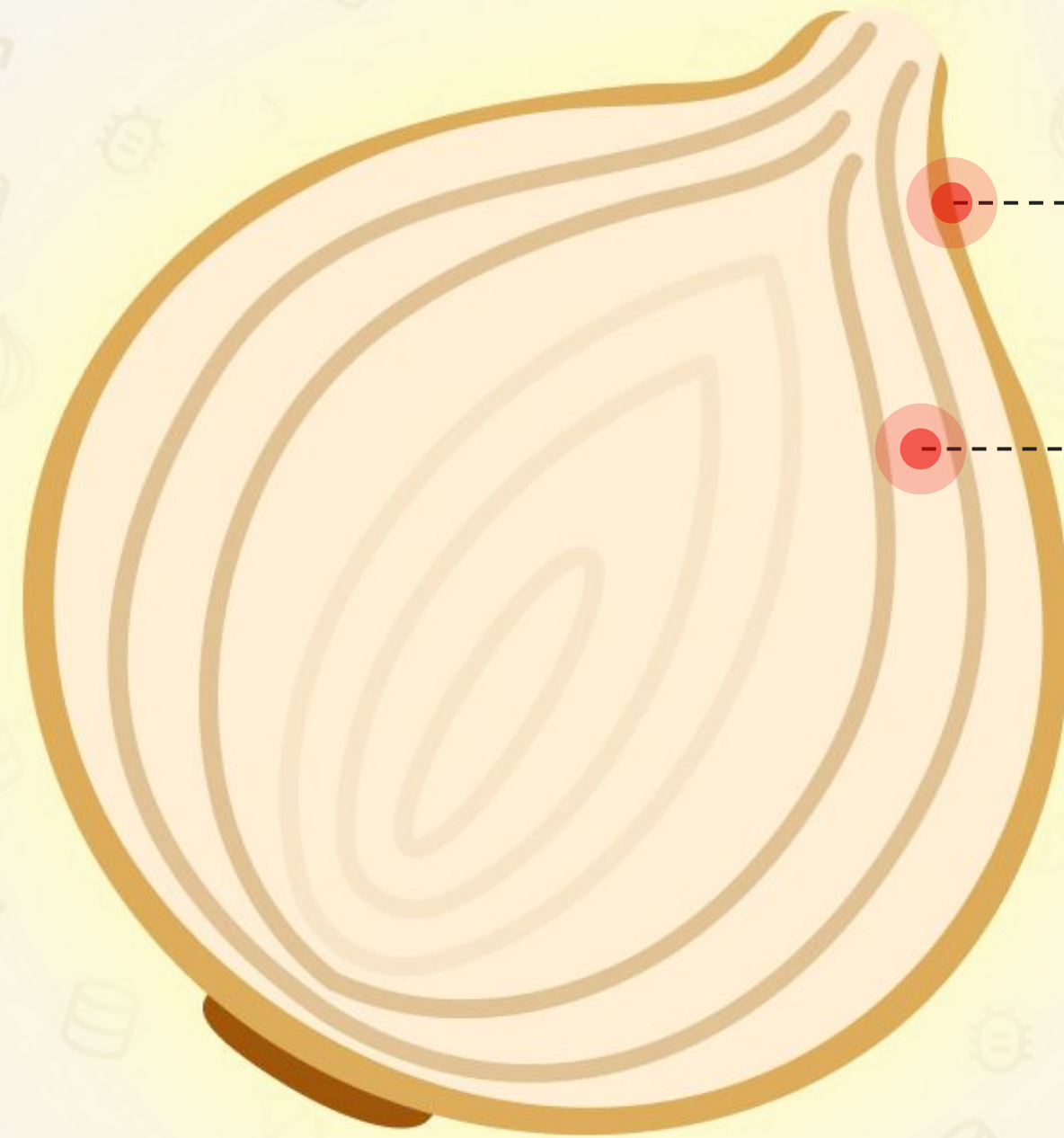


PEEL THE ONION



Integration

PEEL THE ONION

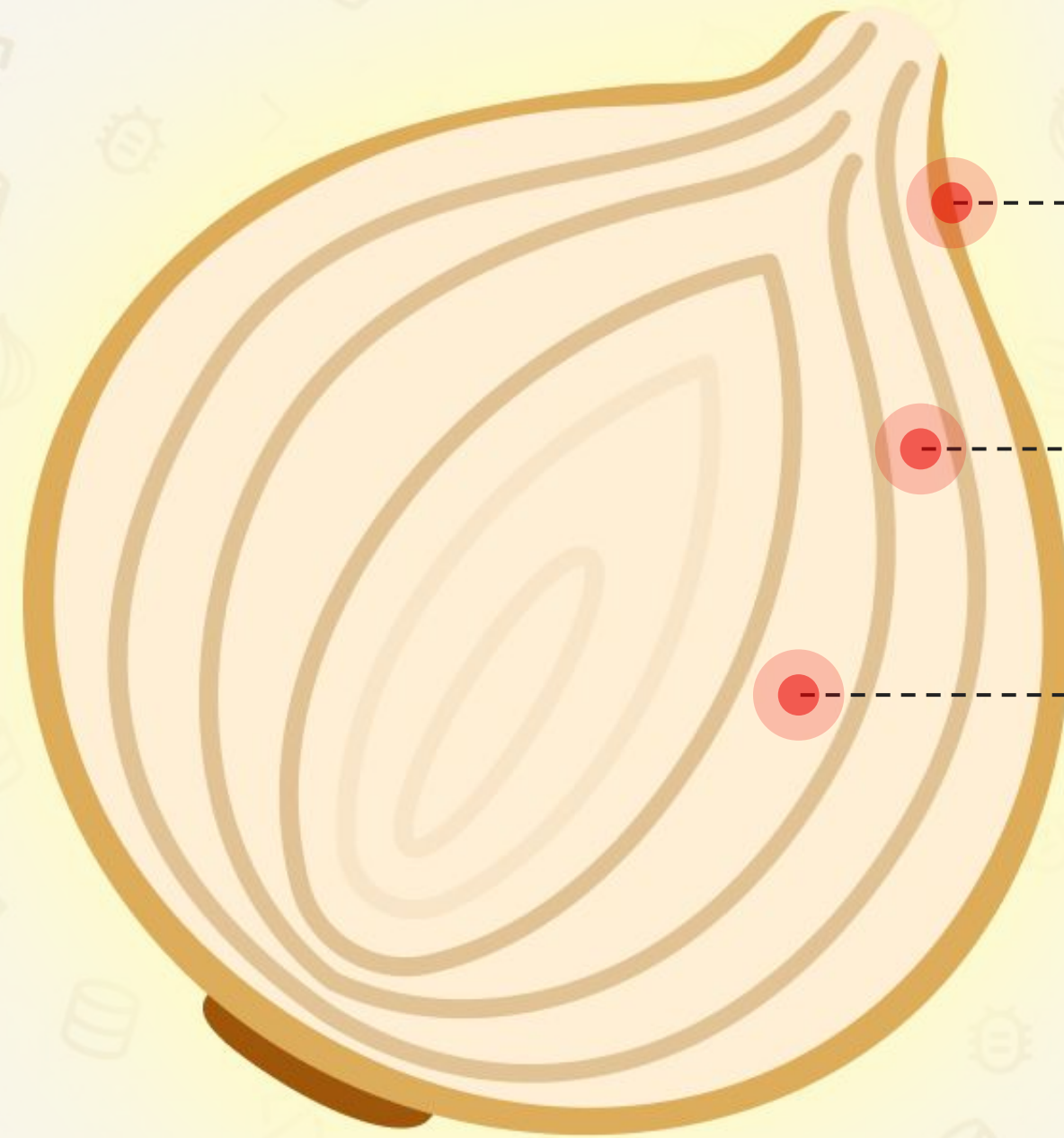


Integration



Conduit

PEEL THE ONION



Integration

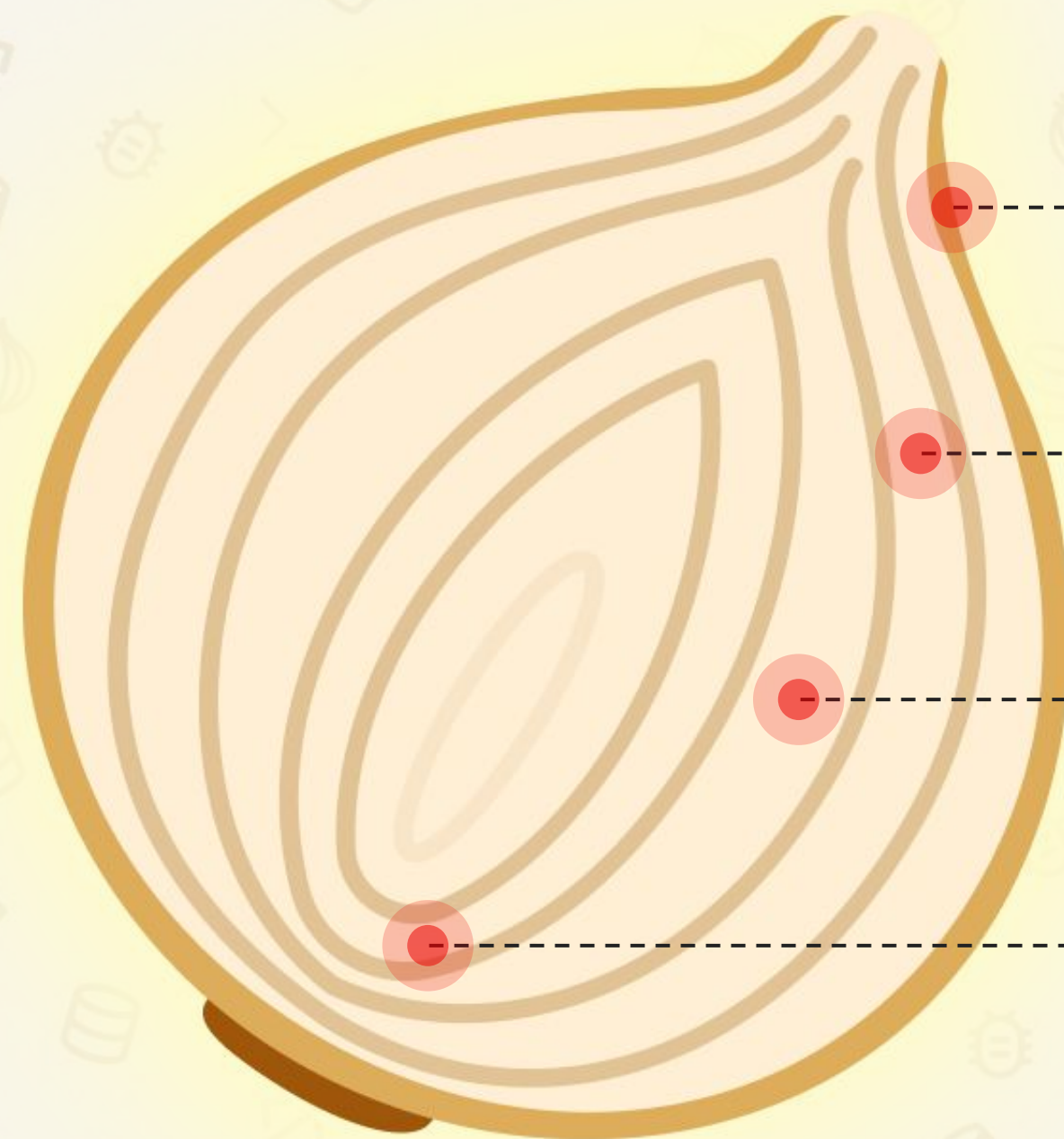


Conduit



Data model

PEEL THE ONION



Integration



Conduit

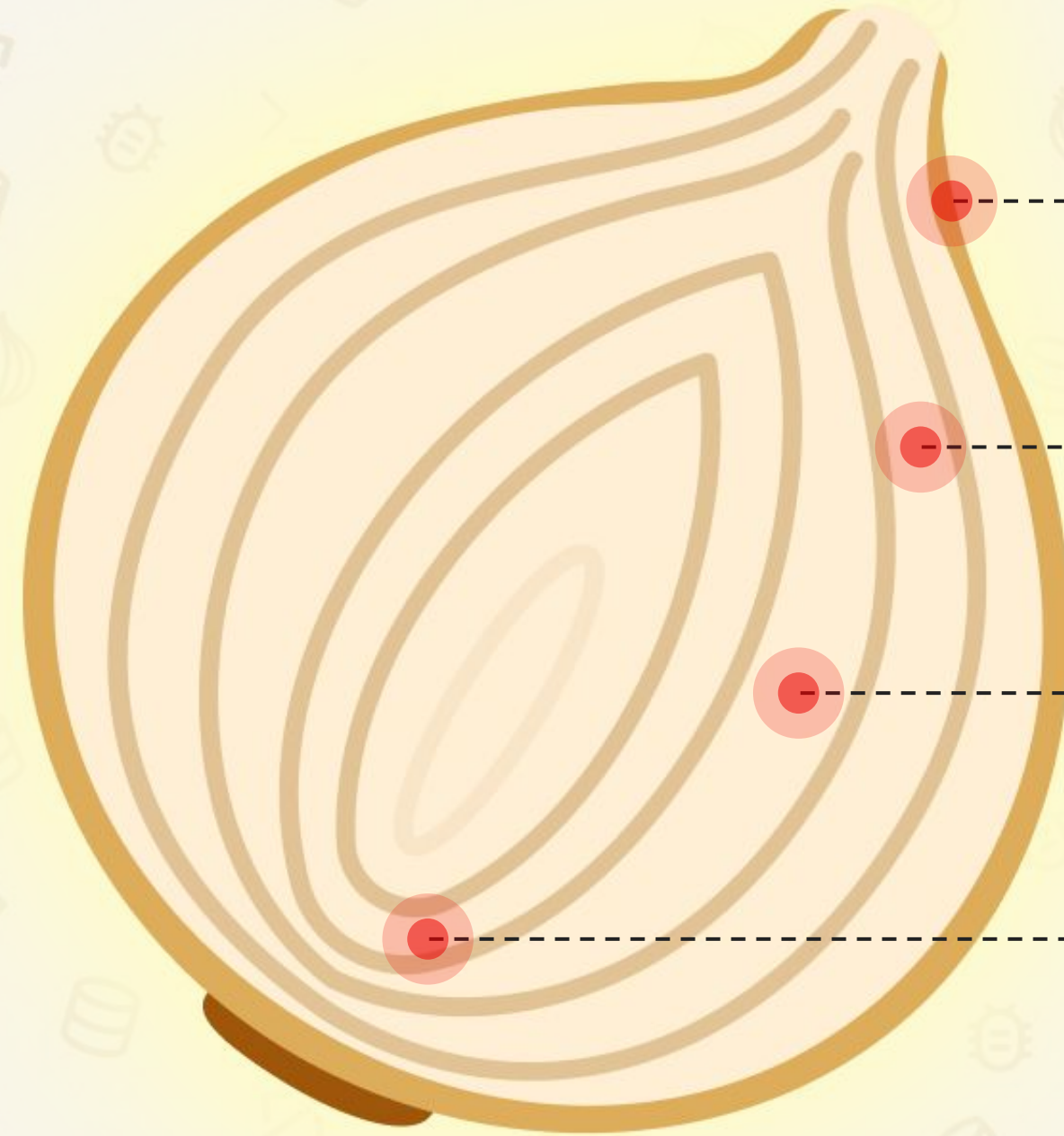


Data model



Behavior

PEEL THE ONION



Integration



Conduit



Data model



Behavior

**What can we do
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superpowers?**

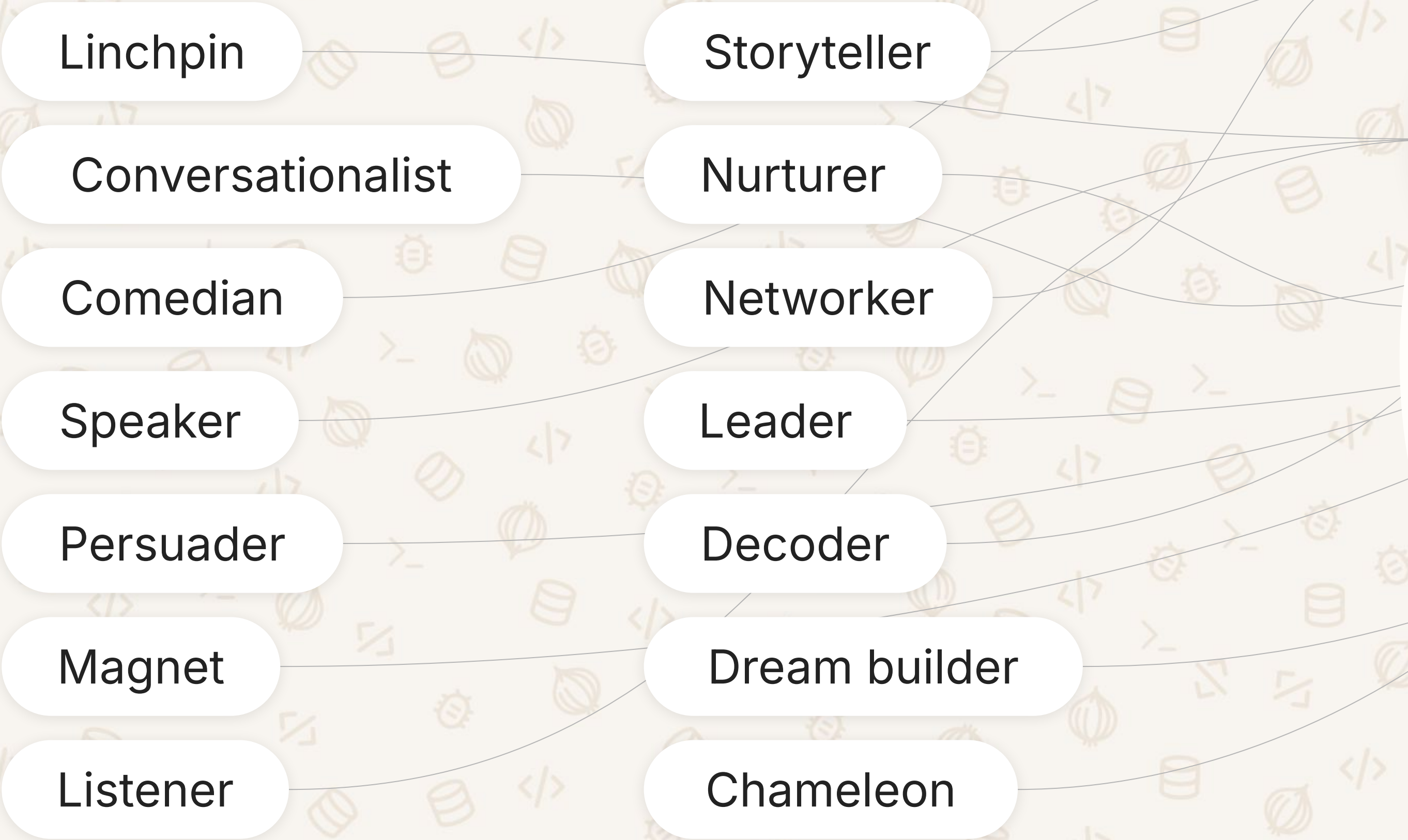
01

Peel the onion!

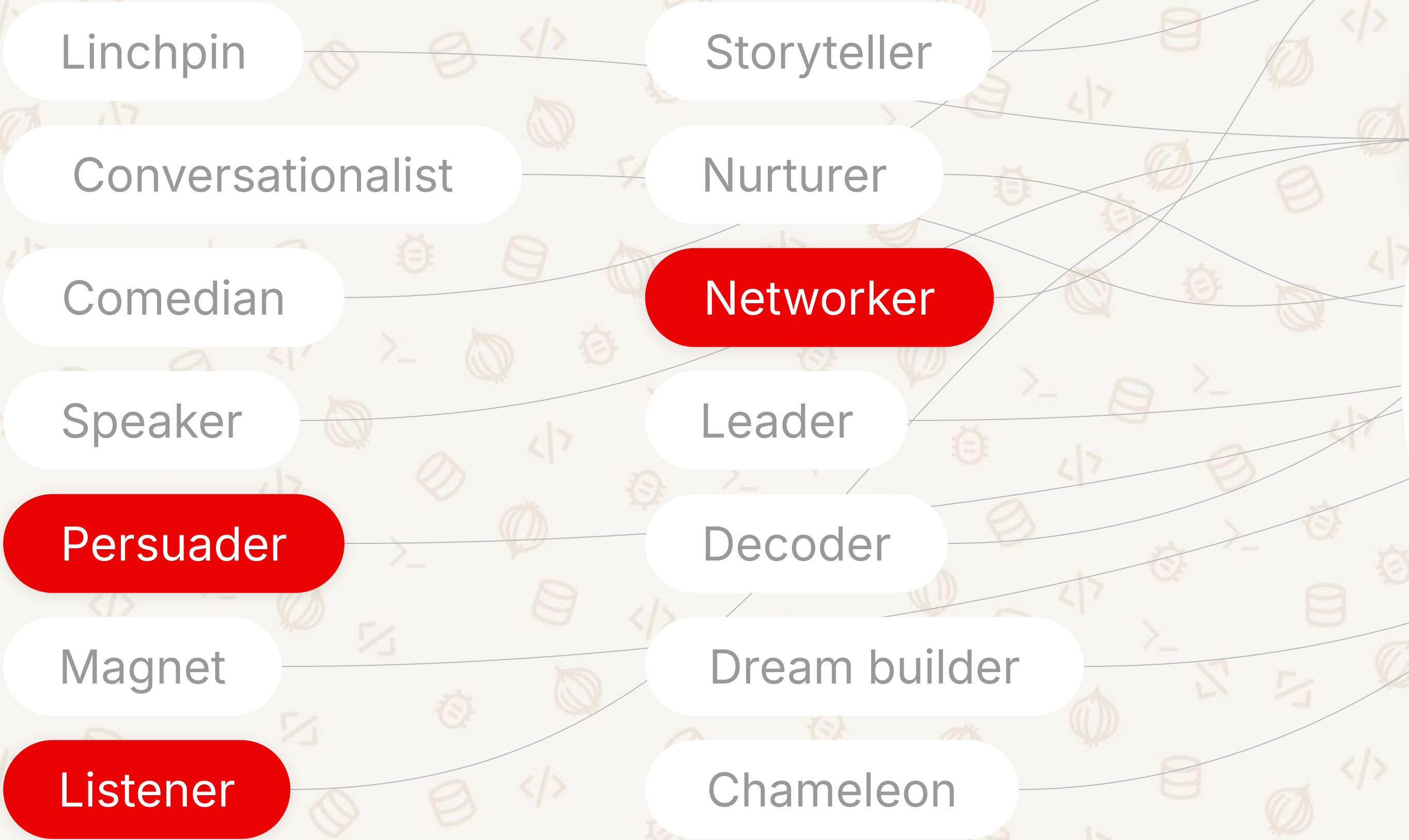
02

Social skills

03



**Vanessa
Van Edwards**



**Vanessa
Van Edwards**

Persuasion

" A well-known principle of human behavior says that when we ask someone to do us a favor, we will be more successful if we provide a reason. People simply like to have reasons for what they do. "

Robert Cialdini



PEEL THE ONION

SOCIAL SKILLS

B E C A U S E

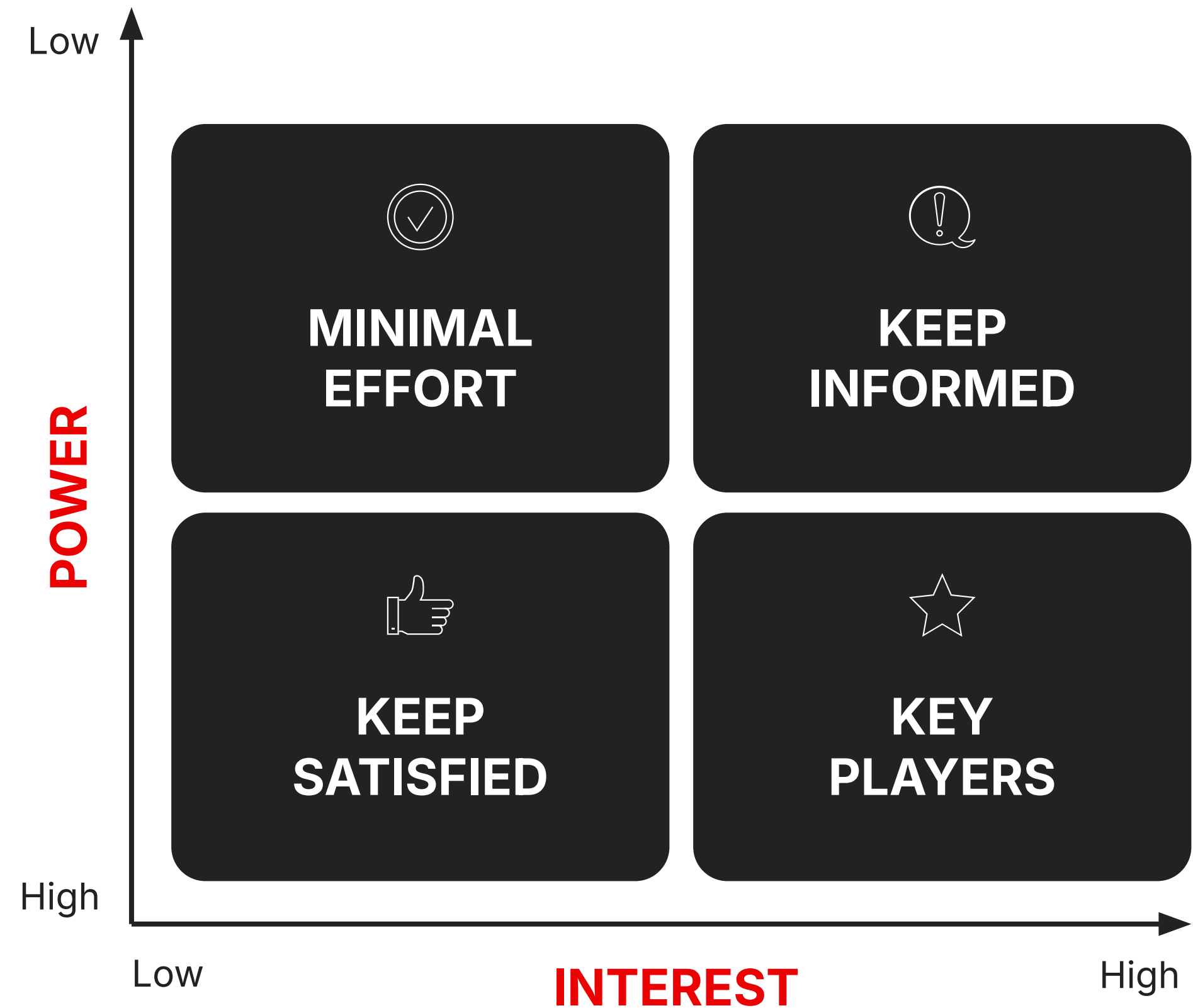
PEEL THE ONION

SOCIAL SKILLS

B E C A U S E



Mendelow's Power-Interest Matrix



PEEL THE ONION

SOCIAL SKILLS

Listening

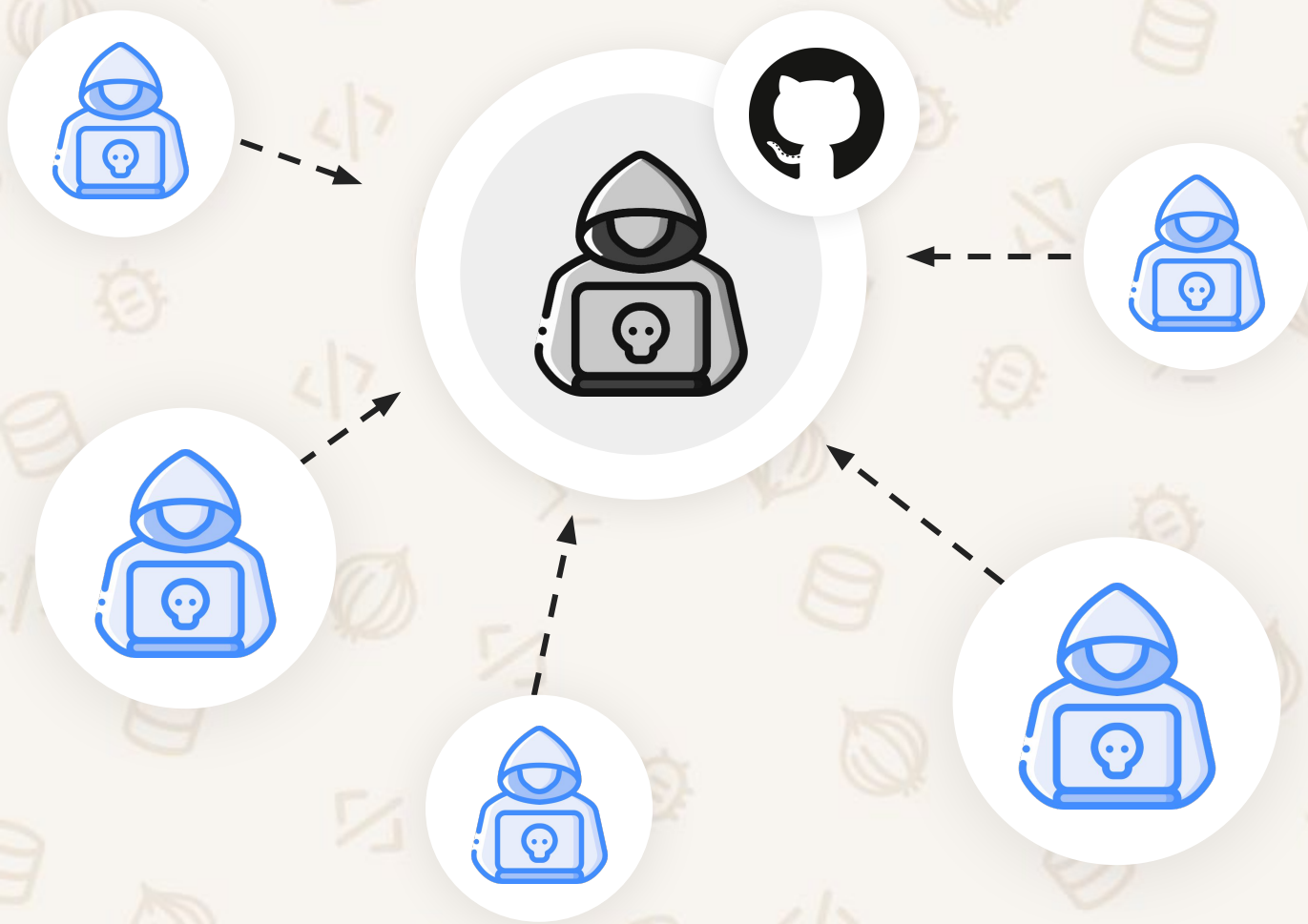
Actually, I think we shouldn't use <Xtech> because I read the documentation and it seems that for the volumes of data we'll be handling this is simply not going to scale. Also, they don't seem to have a good way to expose errors so everything just returns 200 and there's a nested object explaining the error.

PEEL THE ONION

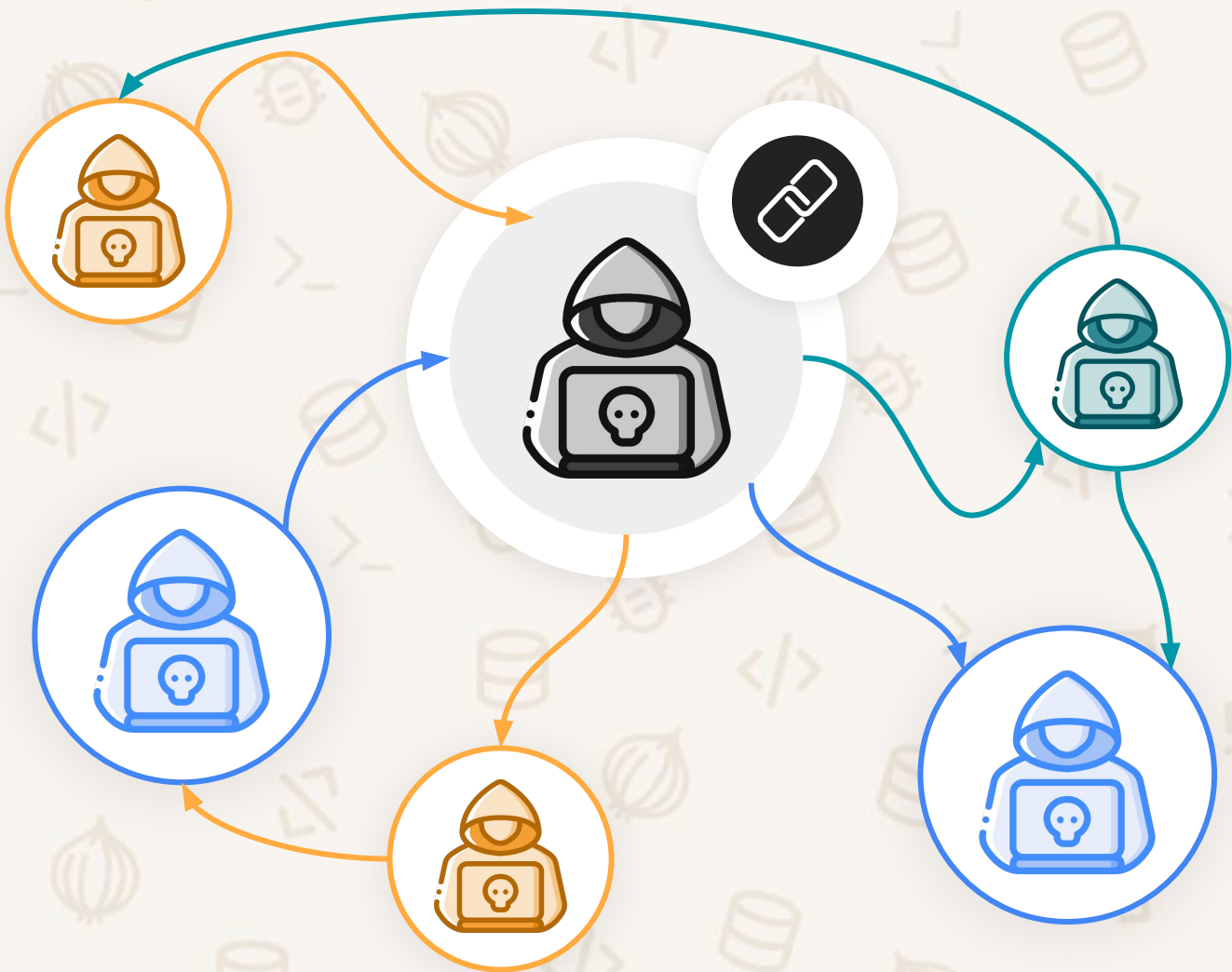
SOCIAL SKILLS

Networking

From repository



To link



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01

Peel the onion!

02

Social skills

03

Trust

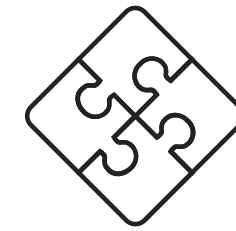
Trust makes our



**persuasion
credible**



**listening
valuable**



**connections
meaningful**

You've got this!