

RESILIENCE IN THE FACE OF FUTILITY

**HOW TO STAY POSITIVE
AND MOTIVATED AS A CHANGE AGENT**



WHO AM I?

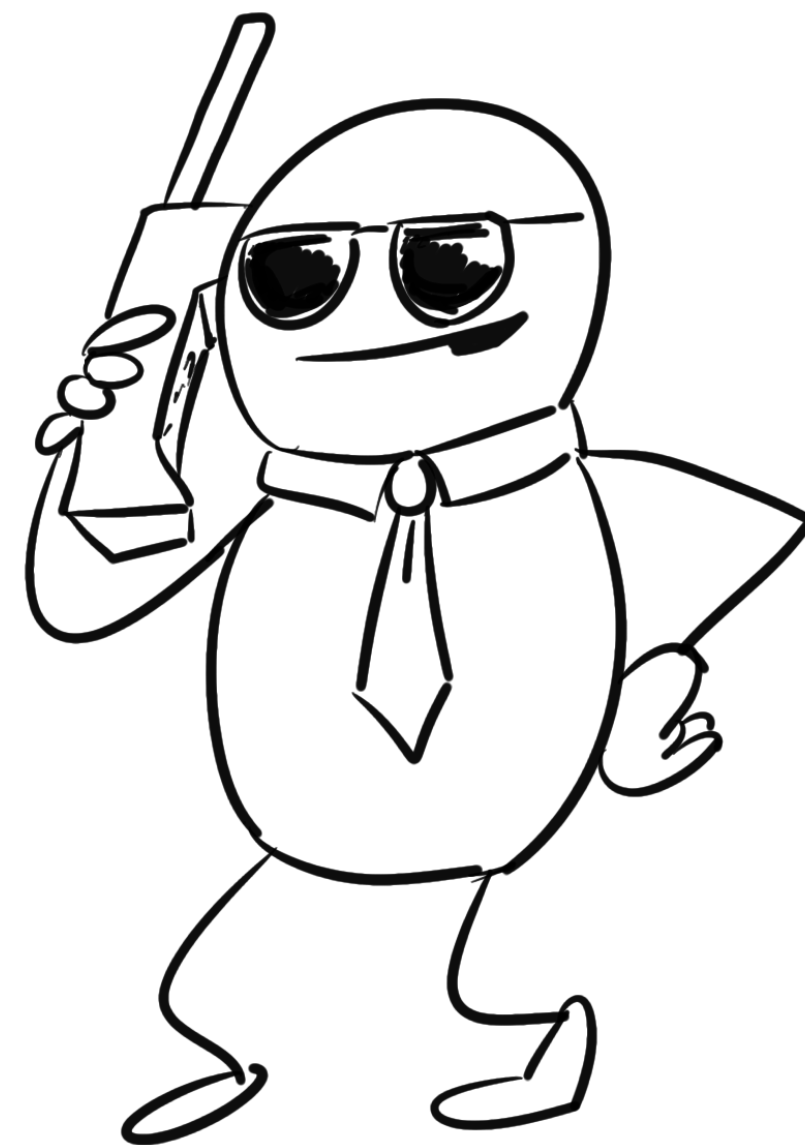
NEIL FASEN – SENIOR DIRECTOR OF PRODUCT PRACTICES BEST BUY



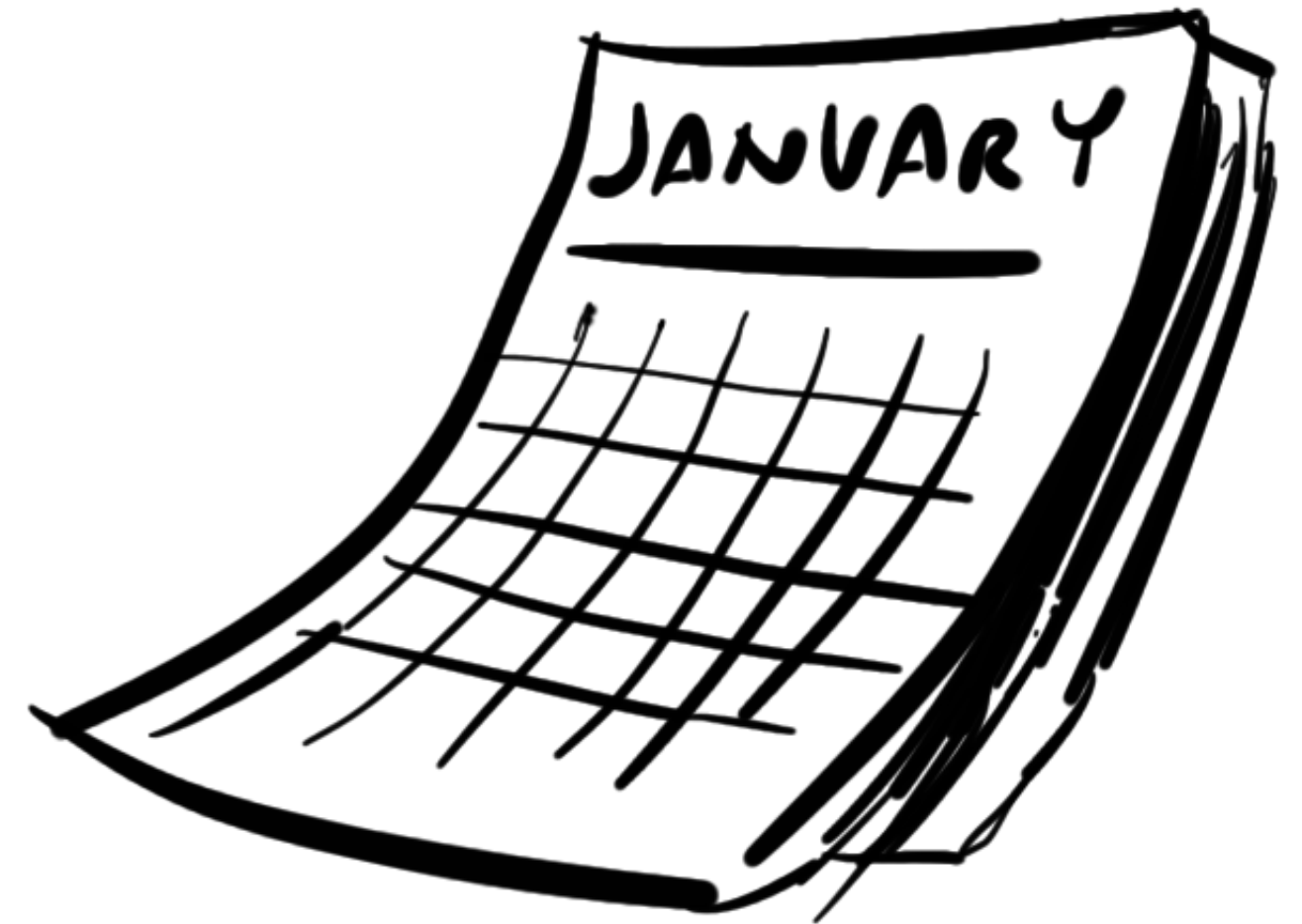
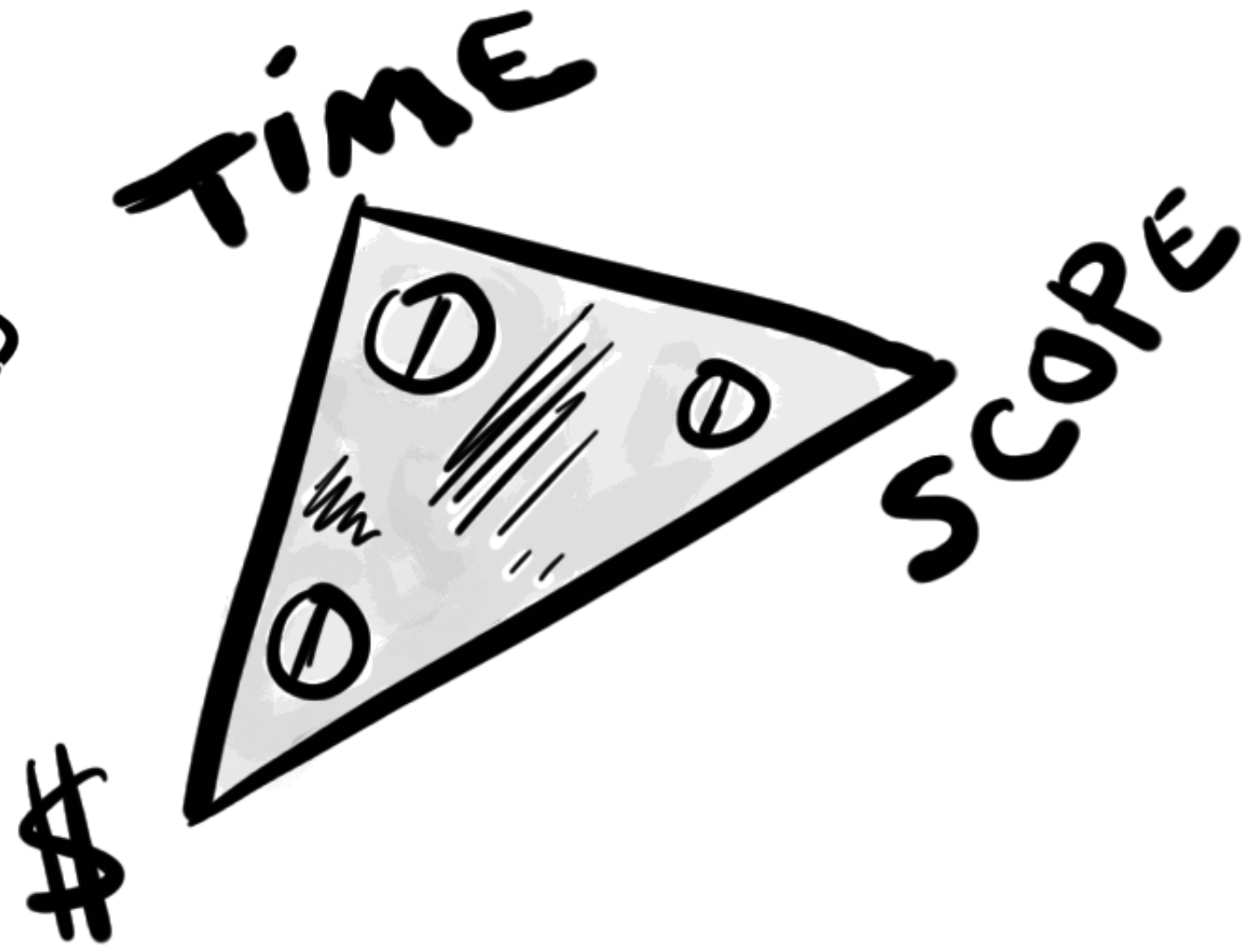
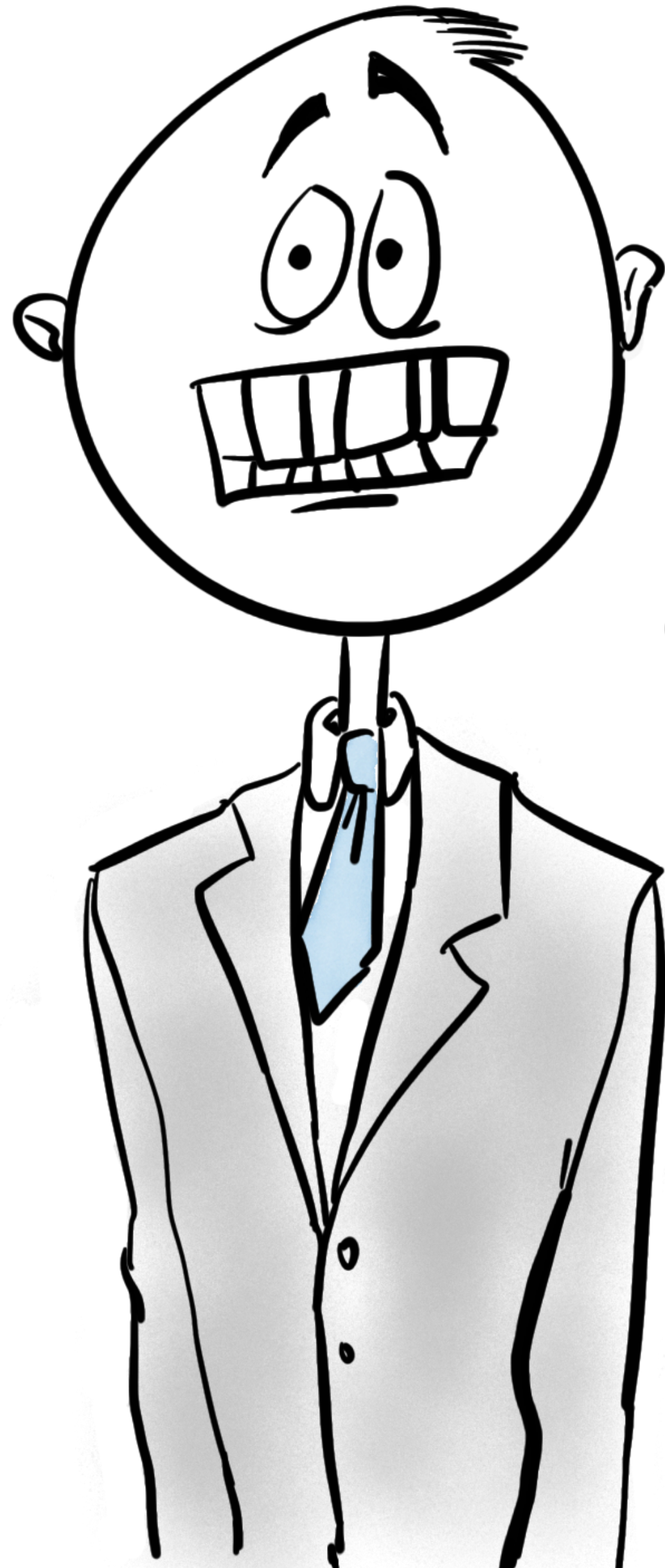
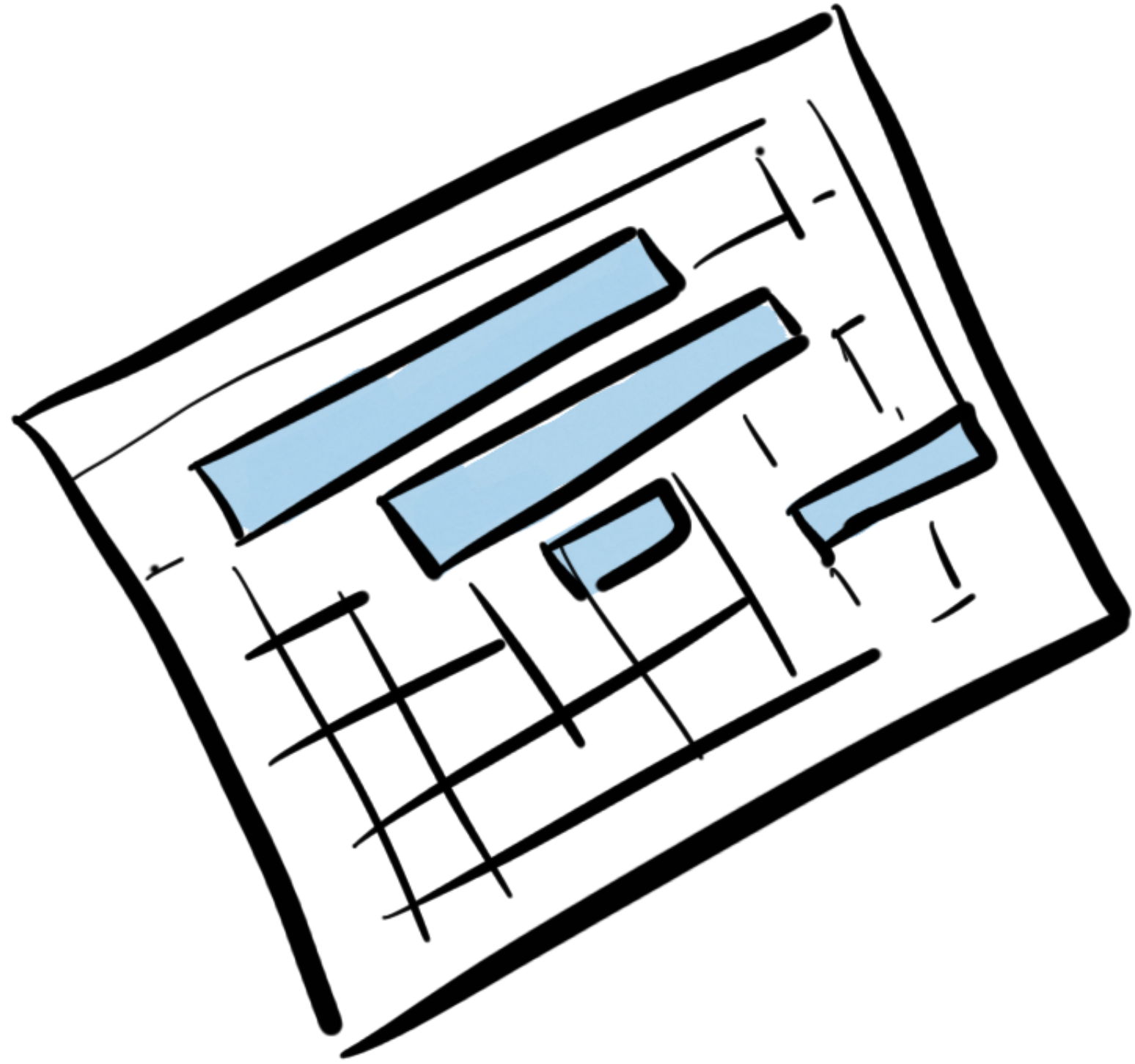
CHANGE IS

HARD

**OUR ABILITY TO ADAPT AND LEARN
HAS BEEN HUMANITY'S COMPETITIVE
ADVANTAGE THROUGHOUT HISTORY**



SURVIVAL TIPS





**The people
doing the
work, hated
their jobs.**

**The magic of
agility.**



**I WANT TO CREATE ENVIRONMENTS
WHERE PEOPLE CAN DO THEIR BEST
WORK.**

Me

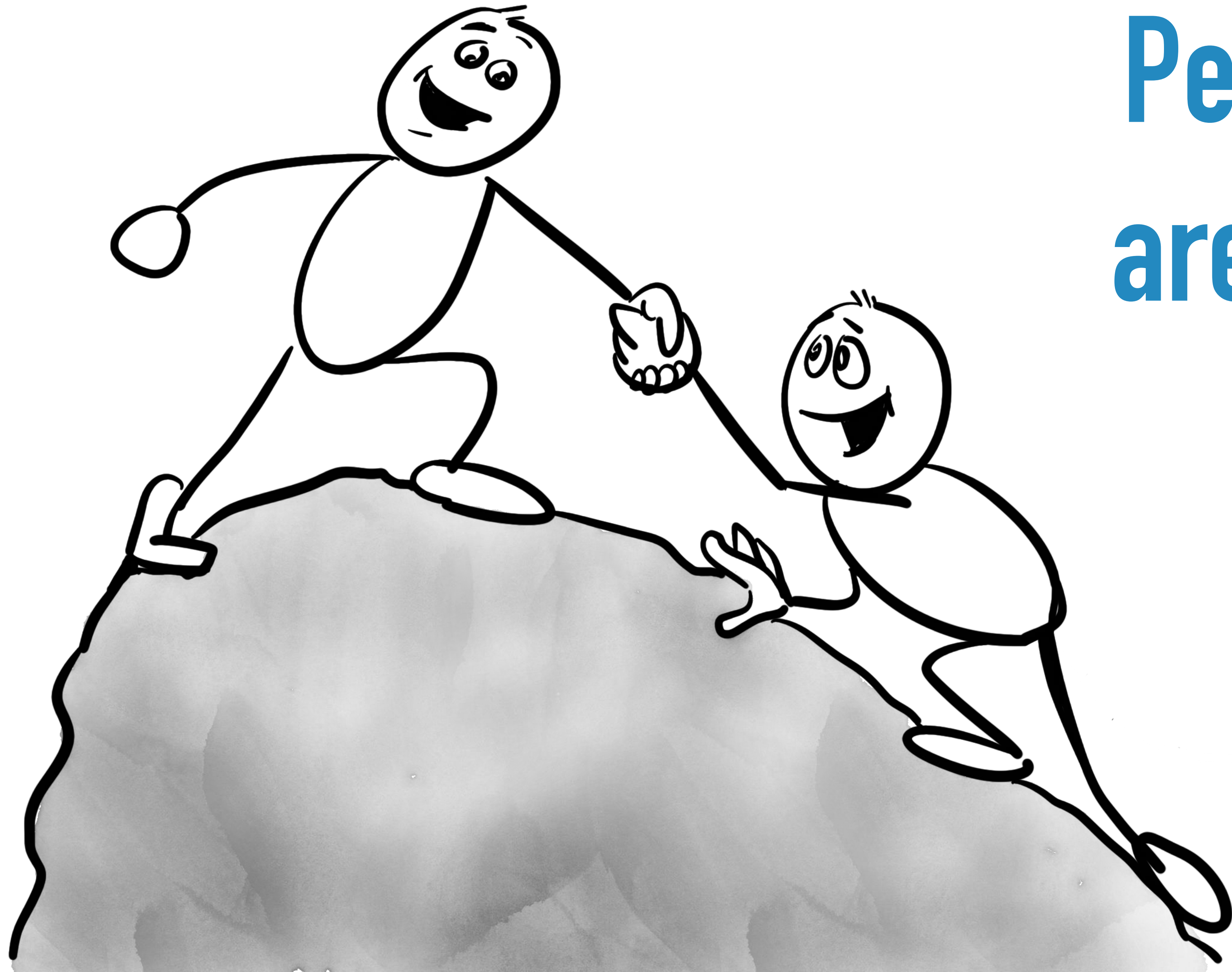
SURVIVAL TIP #1

REMEMBER WHY YOU DO THIS

**SOFTWARE IS EASY,
PEOPLE ARE HARD.**

A wise friend who might be ripping this off from someone else.

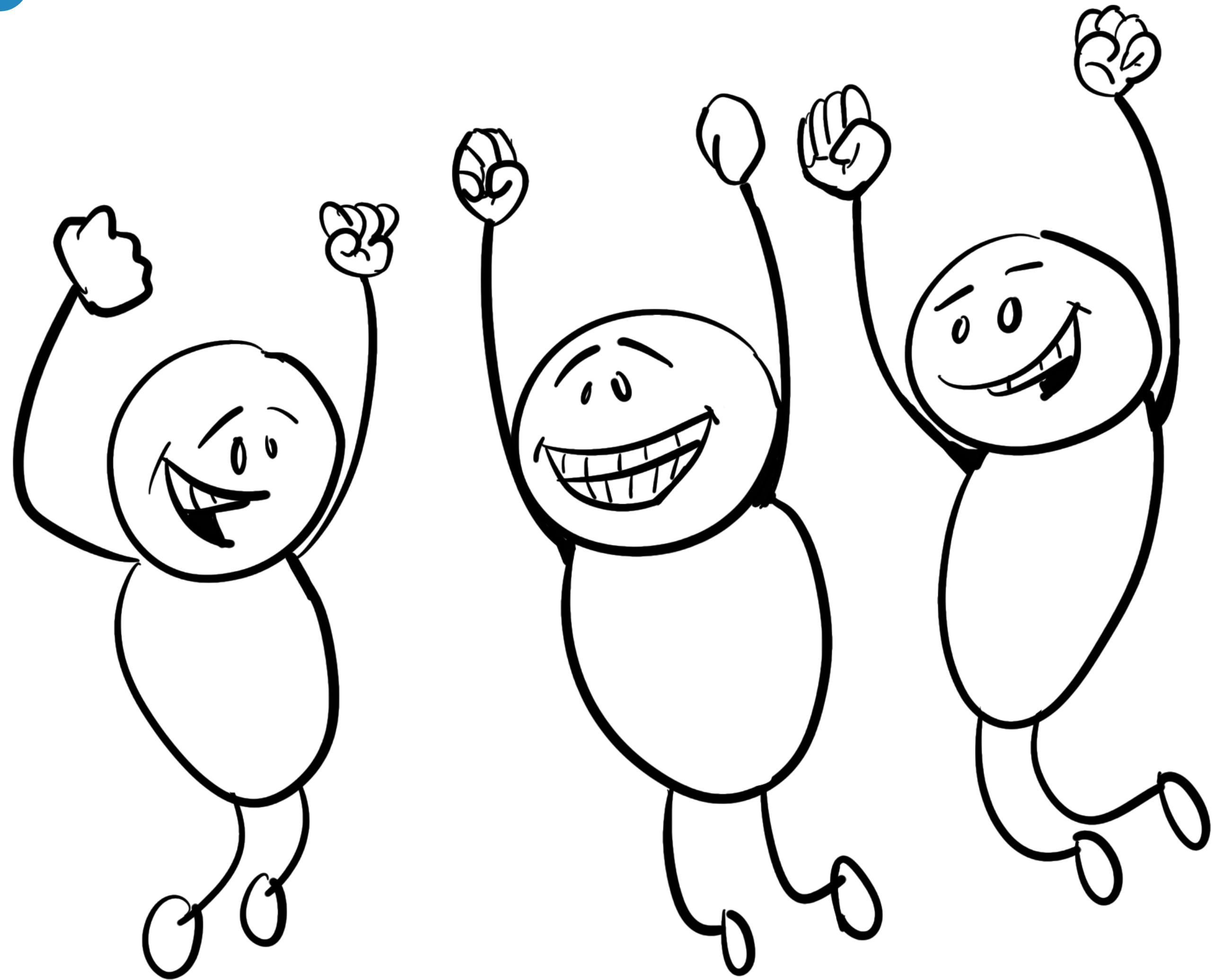




**People
are the
key!**

Find Your People

- **SHARE CHALLENGES**
- **SHARE IDEAS**
- **VENT**
- **CELEBRATE**



SURVIVAL TIP #2

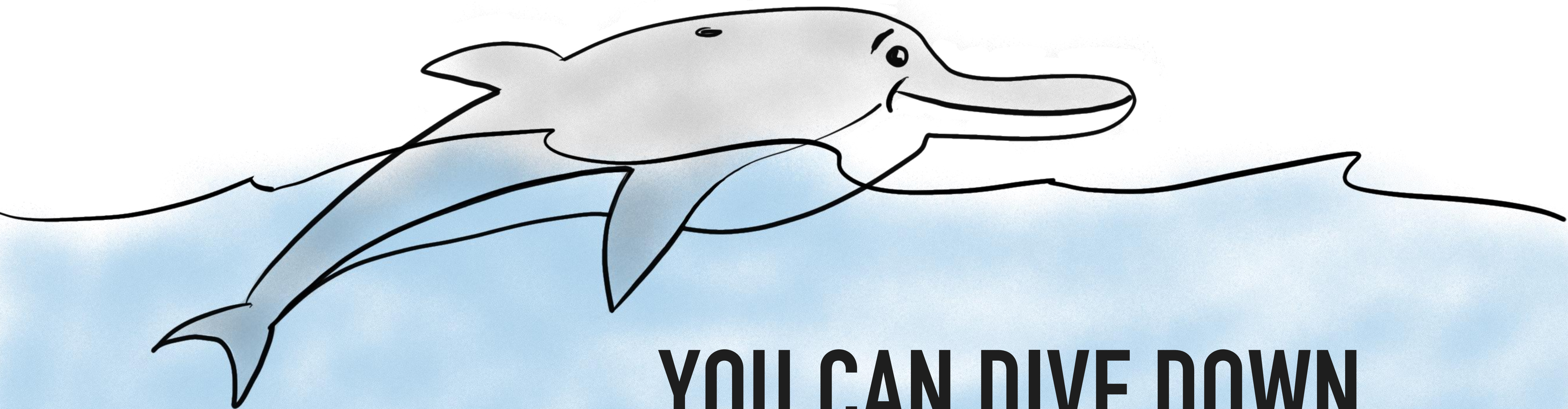
DON'T GO IT ALONE

**IF YOU'RE NOT FEELING RESISTANCE,
YOU'RE PROBABLY NOT CHANGING
ANYTHING.**

A former boss of mine

**CHANGE
REQUIRES
ENDURING
RESISTANCE**





**YOU CAN DIVE DOWN
DEEP, BUT ALWAYS
COME BACK UP FOR AIR.**

SURVIVAL TIP #3

FOLLOW THE DOLPHIN RULE

Improve the system of work

Get leaders to be cool

Change the culture

From output to outcomes

Increase predictability

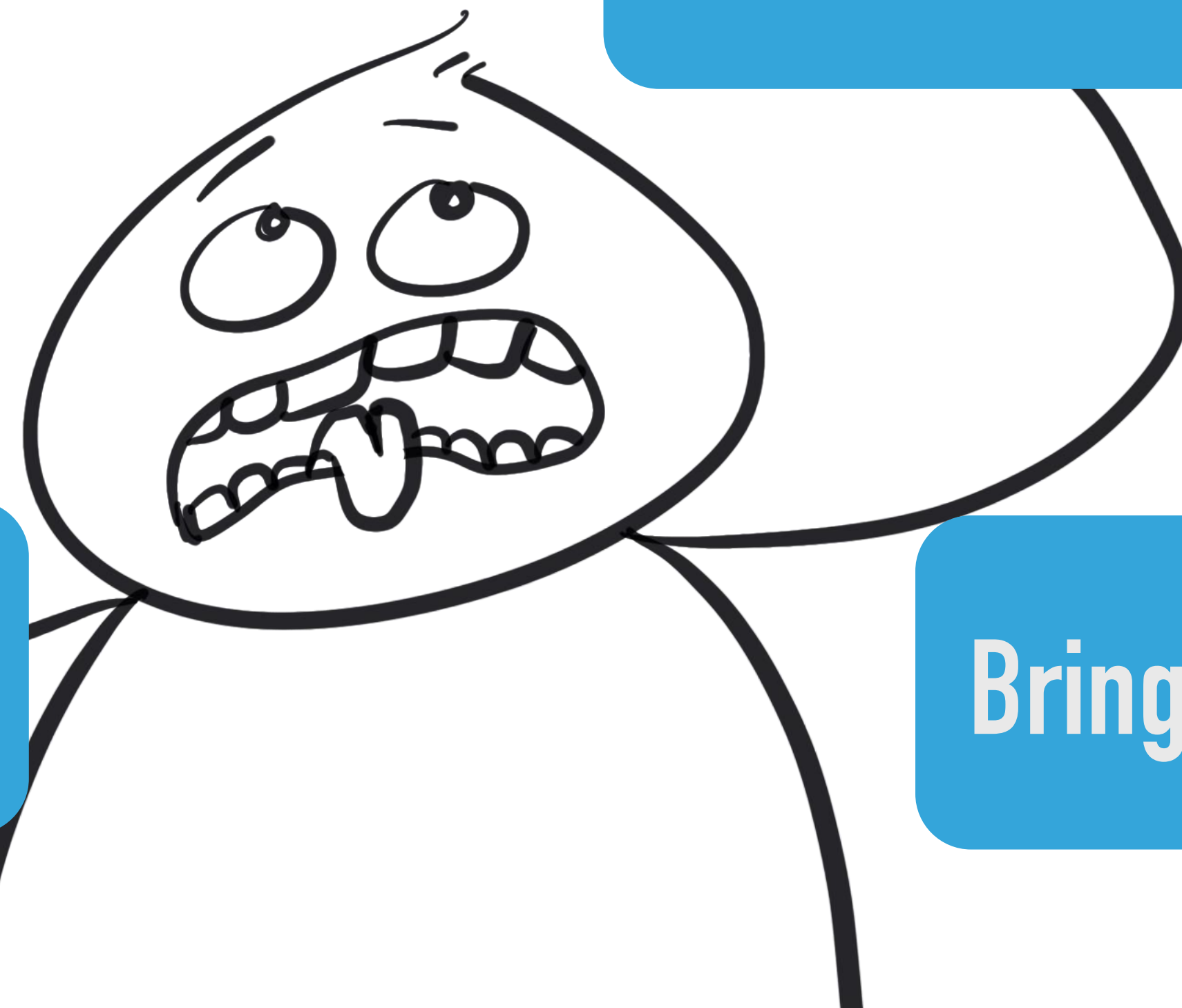
Automate the heck outta everything

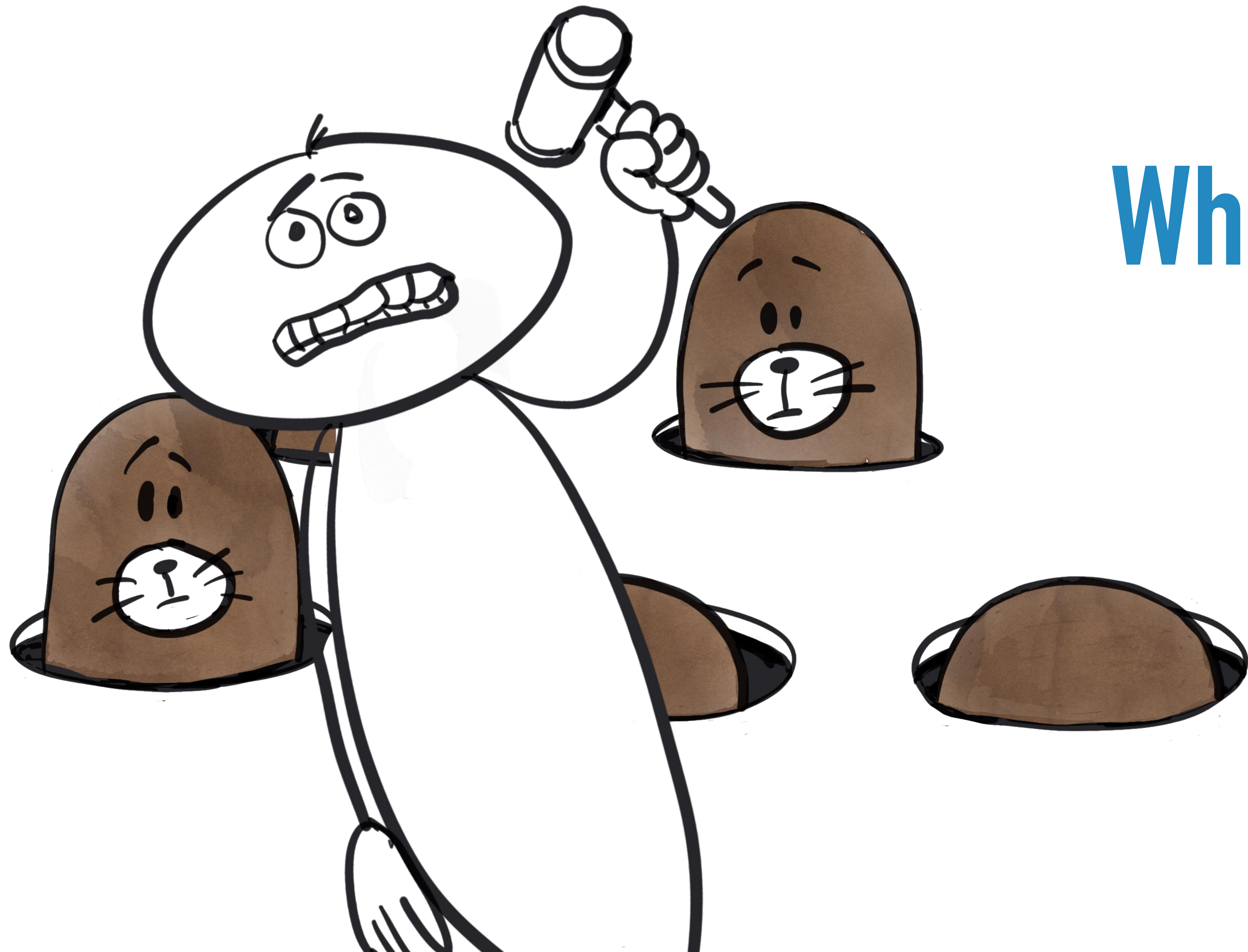
Focus on the customer

Break down silos

Adopt continuous delivery

Bring "the business" along





**Where to
start?**

FOCUS ON THE BRIGHT SPOTS

Dan or Chip Heath as referenced in their book, “Switch”

SURVIVAL TIP #4

FOCUS ON THE BRIGHT SPOTS

SURVIVAL TIPS

- ▶ Remember Why You Do This
- ▶ Don't Go It Alone
- ▶ Follow the Dolphin Rule
- ▶ Focus on the Bright Spots

THANK YOU!



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