How to Make More Impact as an Engineer?

With Tips for: Marketing, Learning, Productivity and Leadership.

Peter Gfader
@peitor

Start the conversation
When do you need to sell yourself?

When to make an impact?
“Every human interaction is an opportunity for an experiment”

- Peter Gfader
We are Super Heroes
Know the tech stuff
Smartest guy/gal on planet
Write nice code

Build elegant systems
Manage the customer
Manage projects

We
But...
It takes way too long
What the customer really needed
Customers don’t care

• Clean Code
• Angular vs Aurelia vs React vs vanillaJs
• Refactorings
• Technologies
• Your Scrum or my Kanban
• Dependencies
• Your Feelings
Customers really care

Their problems to be understood and solved
Books/Blogs I stole ideas from adapted
To Sell is Human: The Surprising Truth About Moving Others
Book, Audiobook, Podcast
SCRUM

The Art of Failing Fast In Half the Time

JEFF SUTHERLAND
Co-creator of Scrum
SCRUM
The Art of Doing Twice the Work in Half the Time
JEFF SUTHERLAND
Co-creator of Scrum
Training from the BACK of the Room!

65 Ways to Step Aside and Let Them Learn

Sharon L. Bowman

Foreword by Jay Cross
Agenda

• Principles -> Don’t & Dos
• Marketing -> Don’t & Dos

Lots of #tips
Slides with links and tips?

My favourite tip: #....
You should add: ....
Principles
Anti Patterns
Mind-Wandering

How to realize when your mind wanders?
# Meditation
# Meditation

HEADSPACE
# Doodling

Stops your mind from wandering while listening
1. What are the key elements of the plan?
   - Identify the goals
   - Break the goals into smaller tasks
   - Assign tasks to team members

2. What are the benefits of this plan?
   - Increased efficiency
   - Better resource allocation

3. What are the potential risks?
   - Delays in delivery
   - Changes in market conditions

4. How will the plan be communicated to stakeholders?
   - Regular updates
   - Monthly progress reports

5. Who is responsible for monitoring the progress of the plan?
   - Project manager
   - Team leaders

6. What are the next steps?
   - Implement the plan
   - Evaluate progress
   - Adjust the plan as necessary
Mind-Wandering

Realize when their mind wanders
# Observe
During TV or talks
When topic is not interesting
# Engage them → Question
# Engage them → Toy
# Engage them

→ Break, Energizer
Don’t keep many balls in the air
Don’t keep many balls in the air

Your brain is not for storing things
False sense of control = keep things in your head
Focus
# Mind sweep
# Mind sweep

Let's do it
1 minute
Create a list with things
Things from your mind
# Mind sweep

Before leaving the office

- Test plan
  - Review board & attend
  - Standup
  - Decide what to test

- Code review
  - Schedule more often
  - Decide if Standup

- Backlog & Test cases
  - Continue grooming
  - Next sprint & ready

- Board
  - Improve Discipline
  - Estimate
  - Task

- Standup
  - Skype
  - Webcam

- Stichetto Time Box
Sales

Everyone is in sales today

The activity “sales” is crucial for every job
Anti Patterns
The Sales ABC
The Sales ABC
Always Be Closing
Don’t

ABC -> Always Be Closing

Pressure influences your Behaviour
I’m judged on monthly sales. I have to get the product out of the door quickly.
I just so happen to have the perfect car for you on my lot right now.
Don‘t

Don‘t tell others what to do

„You must“
→ „You should“
→ „We should“
→ Lead by example

Can you do what you preach??
Spoiler
Spoiler

It’s never about you.
From
Always
Be
Closing

To
Attunement
Buoyancy
Clarity
Attunement
Attunement

- Increase your power by reducing it
- Use your head as much as your heart
- Mimic strategically
Attunement

• Connect
• Understand
  o Powerful Questions
• „We are the same“
• „We are in the same boat“
Skip the small talk
Skip the small talk
Use #bigTalk

https://youtu.be/WDbxqM4Oy1Y?t=9m53s
http://www.makebigtalk.com/
Buyoancy

• How to deal with rejection?
Define very detailed the **negative outcome**

- Paper with 3 columns
  - 1. Negative bad outcomes (negative things that could happen)
  - 2. What can I do to minimize the likelihood of these things happening
  - 3. Actions to re-achieve the status quo

- Rate the single outcomes.
<table>
<thead>
<tr>
<th>NEGATIVE BAD OUTCOMES</th>
<th>WHAT CAN I DO TO MINIMIZE LIKELIHOOD OF THESE THINGS</th>
<th>ACTIONS TO RE-ACHIEVE THE STATUS QUO</th>
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<td>- People proved off because nothing went</td>
<td>Feedback from real leaders, ensure feedback is</td>
<td>Check board meeting, discuss detailed action plan</td>
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<td>- People didn't know what was happening</td>
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<td>- I/we made promises that didn't happen</td>
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<td>- We said we would share more information</td>
<td>Increase trust, inform</td>
<td>Trust in team and lead with insight</td>
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<td>- We had a plan, but it didn't work out</td>
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#Anti Goals & Working backwards

How does your worst day look like?
#Anti Goals & Working backwards

- A packed calendar full of long meetings
- Dealing with people we don’t like or trust
- Having to be at the office
- Travel and stay in hotels

Example
#Anti Goals & Working backwards

- A packed calendar full of long meetings
- Dealing with people we don’t like or trust
- Owing people things / not being in control
- Having to be at the office
- Travel and stay in hotels

Never schedule an in-person meeting when it can otherwise be accomplished via email or phone (or not at all)

No more than 2 hours of scheduled time per day

Work from a cafe across from a beautiful park where we can come and go as we please with nobody to bother you

Video conference or pay for people to come visit you
# Personal Retrospectives

Example:

*What mistakes did I make and how can I learn from them?*
# Personal Retrospectives

More questions:

1. Personal Retrospectives
   http://personalretro.tumblr.com/random

2. Systemische Fragen
Anchor positive feedback

Pull up in hard times...

My #kudo to @peitor #personalRetro via kudobox.co

THANK YOU!

@peitor: Thanks for your #personalRetro questions. Such a powerful way to take just a few minutes to step back and reflect.
Clarity
Clarity

• Split “signal” from “noise” in all this data
  o Make sense of all that information
• Ask powerful questions. Clarify the problem

Remember: Its not about you
# Clarify with 2 questions

1. “On a scale of 1 to 10, how was X?”
2. “What can I do to be a 10?”

Perfection Game from the Core Protocols
# Collect good questions

- Evernote, Onenote, notepad, email, GDocs,..
#Pitch

- the One-word-pitch
- the Question pitch
- the Rhyming pitch
- the Subject Line pitch
- the Twitter pitch
- the Pixar pitch
„Pixar“ Pitch Template

Once upon a time ____________________________.
Every day, ____________________________.
One day ____________________________.
Because of that, ____________________________.
Because of that, ____________________________.
Until finally, ____________________________.
„Pixar“ Pitch Template

Once upon a time, 
   Every day, ___
One day __________
Because of that, ___
Because of that, ____
Until finally, _______

there was the RH Bob
grey
Bob was wearing his suit and walking into the office

Bob was married and Bob had a robot friend called “Aida”.

Bob found suddenly nice to help other people.
Bob made friend with Aida.

Bob had more free time, started a new hobby.
Bob married linda and Aida was at their wedding.
#Pitch

• Collect other people’s pitches

• Use a visual
#Pitch

• Answer 3 questions:
  o What do you want them to know?
  o What do you want them to feel?
  o What do you want them to do?
# Experiment with

2. PowerPoint Karaoke
3. Impro Theater
# Make others look good

Hear offers and say “Yes and”

Make your partner look good, it helps both of you
What are you going to remember to do from this talk?
Emotions
"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou
# Storytelling

Know How by metaphor

Improvisational Theater
Story Time
8 Persuasive Words

1. «New»
2. «Free»
3. «Because»
4. «You»
5. «Now»
6. «Imagine»
7. «Limited»
8. «Instantly»

https://sumo.com/stories/persuasive-words
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**Note:** This table lists a variety of adjectives and associated negative or neutral terms to describe different emotional states. The adjectives are categorized by their intensity level: Strong, Medium, and Soft. Each category contains words that are typically associated with positive, neutral, and negative sentiments, respectively.
„Interessant“
„Spannend“
„Speziell“
atemberaubend, faszinierend, fesselnd, phänomenal, exciting, gigantisch, ansprechend, aufschlussreich, bereichernd, erhellend, faszinierend, aufschlussreich, aussichtsreich, beeindruckend, vielversprechend, fruchtbar, göttlich, hinreißend, höchst anregend, lehrreich, Neugier erweckend, packend, phantastisch, prima, wissenswert, überraschend, wunderbar
# Collect & Experiment
A good engineer learns from his mistakes,
A good engineer learns from his mistakes, a great engineer makes mistakes 1 time,
A good engineer learns from his mistakes, a great engineer makes mistakes 1 time, an awesome engineer learns from others mistakes.
„You don’t have time to make all mistakes by yourself“
# Via Negativa

Adding to Your Life By Removing
# Via Negativa

New Year's resolution for next year
What are you stopping to do?
Nichts neues starten --> Was stoppst du dieses Jahr?
We are Super Heroes
We are Super Heroes
Thank you!
What do you start tomorrow?
Recap

# Meditate (use Headspace)
# Observe others (Talkshow TV)
# Engage with questions
# Engage using objects
# Sweep your Mind
# Collect good stuff
# Experiment with body language
# Do big talk, not small talk
# Negative Visualization
# Use http://personalretro.tumblr.com/

# Use Anti Goals & Working backwards
# Exercise pitches every day
# Play with pitch formats
# Use the Pixar Pitch
# Join Improvisational Theater
# Use Story Telling
# Find better words
# Use the 8 persuasive words
# Via Negativa
# Reflect on your behaviour
# Use followupthen.io 1day@fut.io

@peitor
Your Todo List

- Systemische Fragen https://clevermemo.com/blog/systemische-fragen/
- Write It Down! https://blog.nrwl.io/write-it-down-55086ca4f2ee
- Avoid focus stealing traps https://blog.evernote.com/blog/2017/08/08/avoid-focus-stealing-traps
- Core Protocols https://liveingreatness.com/core-protocols/
- Intro Story Lemi Orhan https://de.slideshare.net/lemiorhan
- Getting Results the Agile Way http://www.30daysofgettingresults.com/
- Other ways to say http://www.teachthought.com/literacy/600-other-ways-to-say-common-things-improving-student-vocabulary/
Images

- ME Tshirt [https://ih1.redbubble.net/image.5345086.5750/ra,unisex_tshirt,x2200,f89f2b:1617e563f0,front-c,392,146,750,1000-bg,f8f8f8.lite-1.jpg](https://ih1.redbubble.net/image.5345086.5750/ra,unisex_tshirt,x2200,f89f2b:1617e563f0,front-c,392,146,750,1000-bg,f8f8f8.lite-1.jpg)
- Car Dealer [https://www.youtube.com/watch?v=ZoTTzFzUdmw](https://www.youtube.com/watch?v=ZoTTzFzUdmw)
- Unsubscribe Bug [http://blog.userfocus.co.uk/do-you-want-to-unsubscribe-click-no/](http://blog.userfocus.co.uk/do-you-want-to-unsubscribe-click-no/)
- Funny images [http://youhadonejob.org/](http://youhadonejob.org/)
- Info overload [https://thenextweb.com/insider/2015/05/03/why-does-email-get-such-a-bad-rep-for-information-overload/#.tnw_E2SaZej](https://thenextweb.com/insider/2015/05/03/why-does-email-get-such-a-bad-rep-for-information-overload/#.tnw_E2SaZej)
- Sales Board [http://www.ahutton.com/msteel/other-nonhospital.htm](http://www.ahutton.com/msteel/other-nonhospital.htm)
- [https://gratisography.com/](https://gratisography.com/)
Thank You!

https://twitter.com/peitor

https://www.linkedin.com/in/petergfader/

peter@beyond-agility.com

https://beyond-agility.com