

Please evaluate
my talk via the
mobile app!

Lean Under Pressure

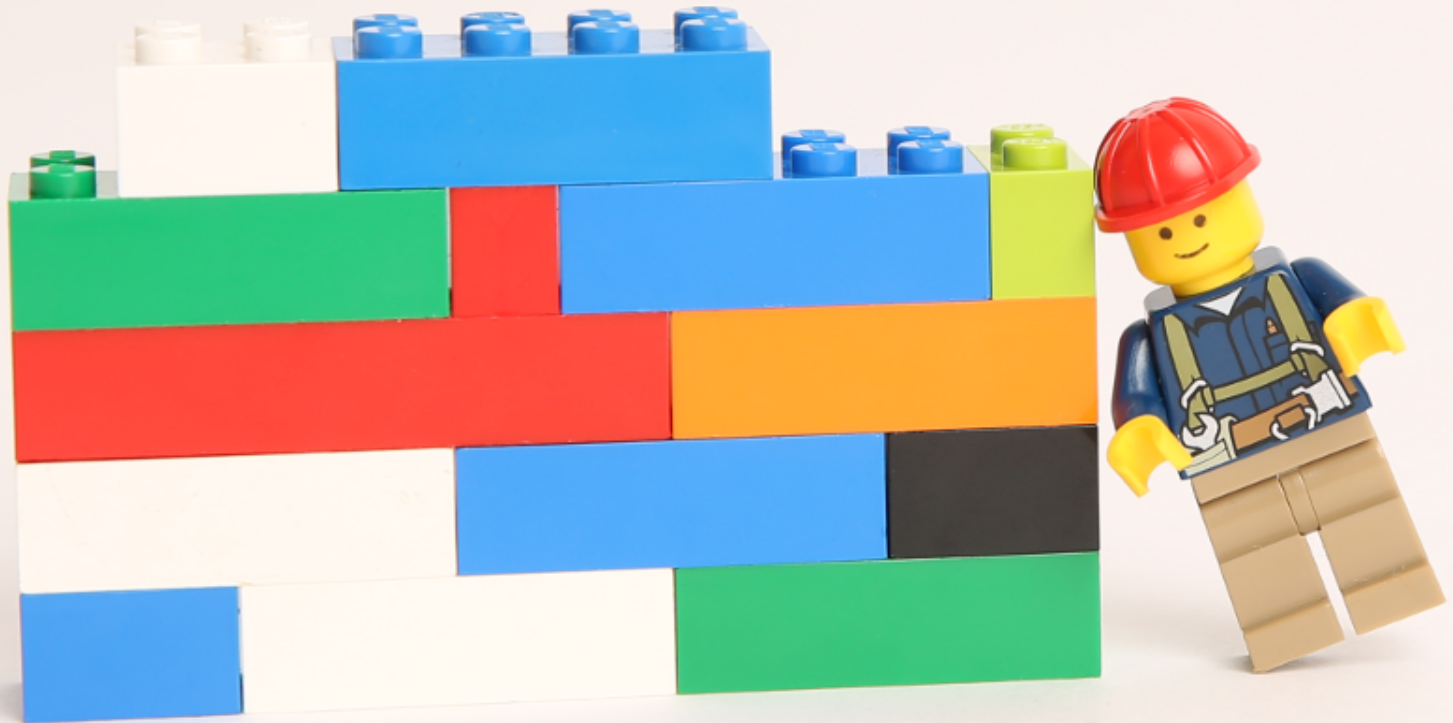


lean |lēn|

(extract)

Adjective

- efficient and with no waste

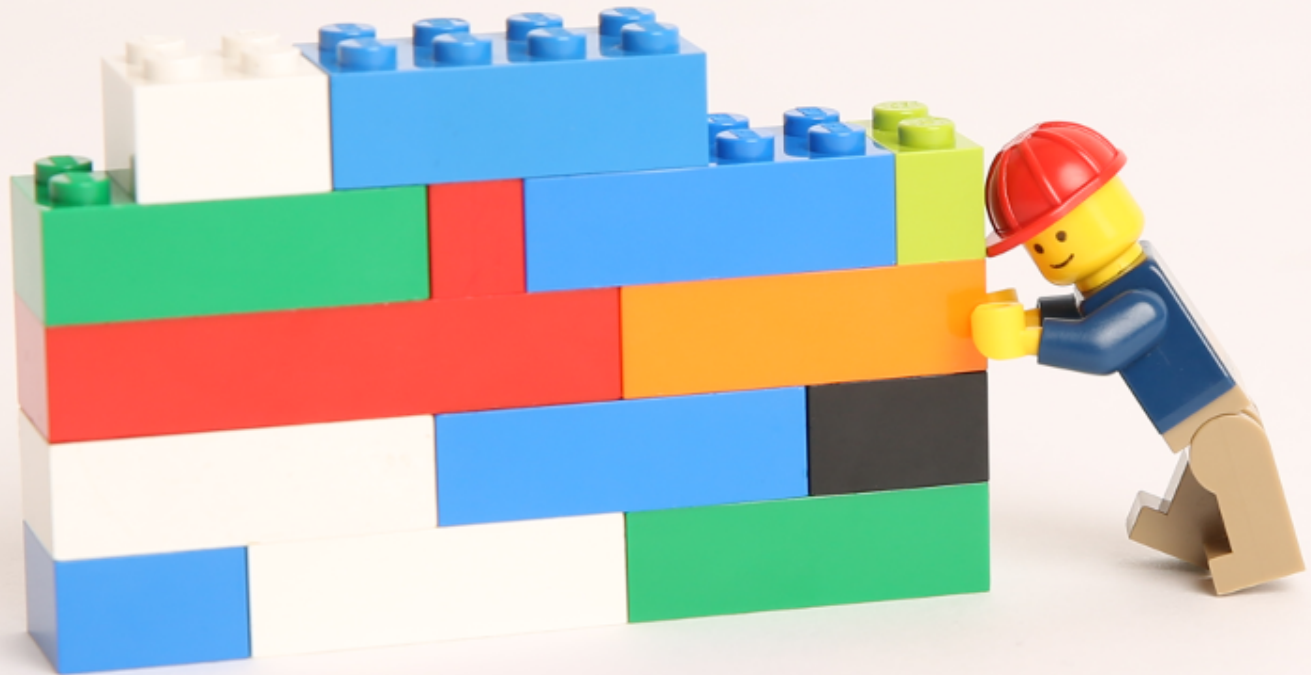


pressure | 'preʃHər |

(extract)

Noun

- the use of persuasion, influence, or intimidation to make someone do something



Attempting to be efficient and with no waste in the presence of persuasion, influence and intimidation.



File your employee's P45 online at www.hmrc.gov.uk

Use capital letters when completing this form

1 Employer PAYE reference

Office number Reference number

 /

2 Employee's National Insurance number

3 Title - enter MR, MRS, MISS, MS or other title

MR

Surname or family name

FORD

First or given name(s)

GLEN

5 Student Loan deductions

Enter 'Y' if Student Loan deduction

6 Tax Code at leaving date

If week 1 or



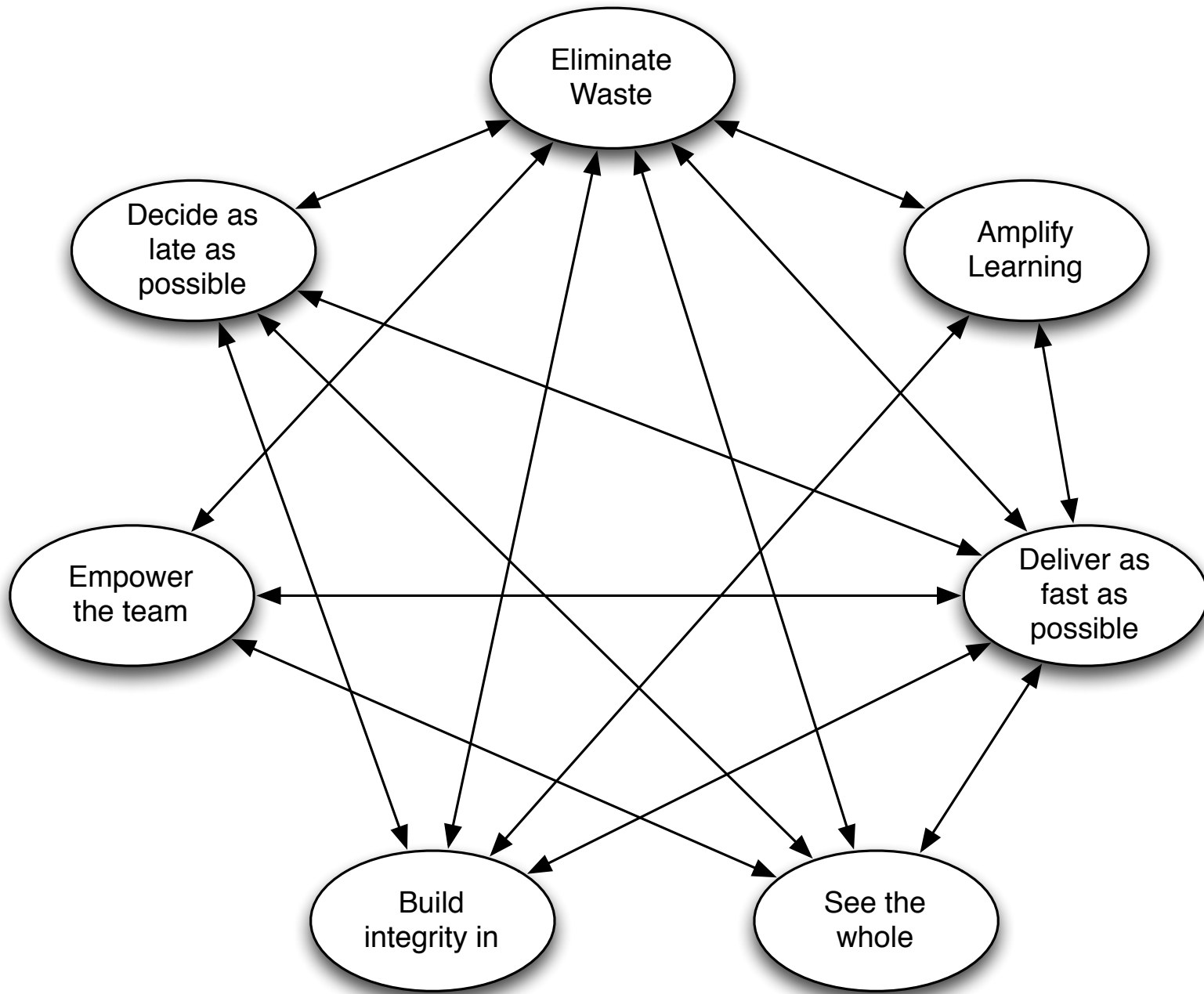
Lean in software terms

- Eliminate Waste
- Amplify Learning
- Decide as late as possible
- Deliver as fast as possible
- Empower the team
- Build integrity in
- See the whole

(Wikipedia)



Tensions within Lean



Tensions within a Startup

What you think you need...



vs what you can get away with



Tension or Pressure?

A story...

Note, names/faces may have been changed

Events maybe somewhat simplified from reality

Two Founders



One idea



Form a small group
Set about proving that idea



Prototype done!

Show it to the people with money.



Investment!



Bigger problem requires more hands

Hiring brings its own challenges



Deliver as quickly as possible

Divide and conquer



Inconsistencies creep in



Slim down



The unattainable goal



Failure



Demoralised



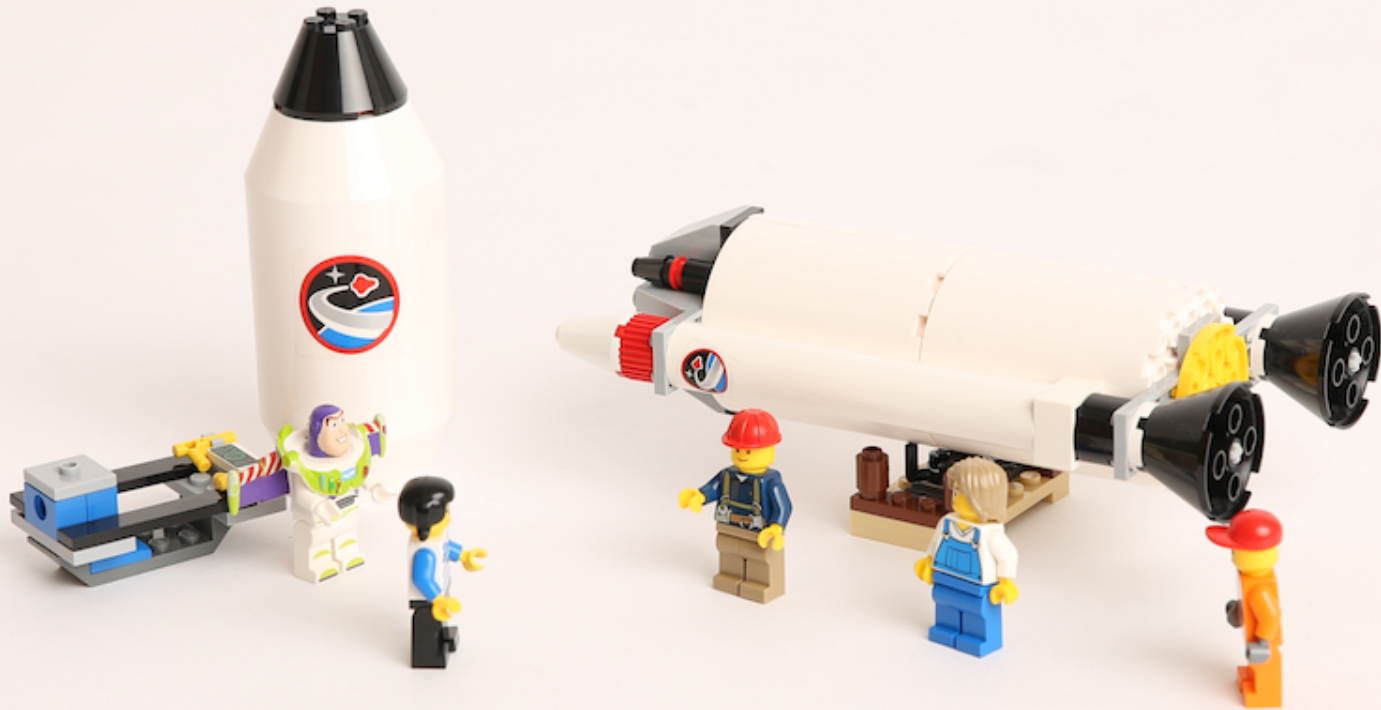
More grass roots



More learning



Cross functional teams



Urgency, not panic



Talking more meaningfully



Pressure on the Tensions

About us:
zeebox

second screen



social network



Nearly 3 years old
London, New York and Sydney
Around 120 staff worldwide
Over 5 million downloads
Deals with some of the biggest
broadcasters in our markets



Things that helped us



Product teams
Bringing diversity together
People will surprise you



Iterating through learning
Not incrementing through habit



You build it, you run it
Encourages delivering small
improvements



Understanding operational costs

And being open with them



User testing

Both existing features and prototypes



Visible with tests and their results
and take guidance on where
to go next



Garden architecture

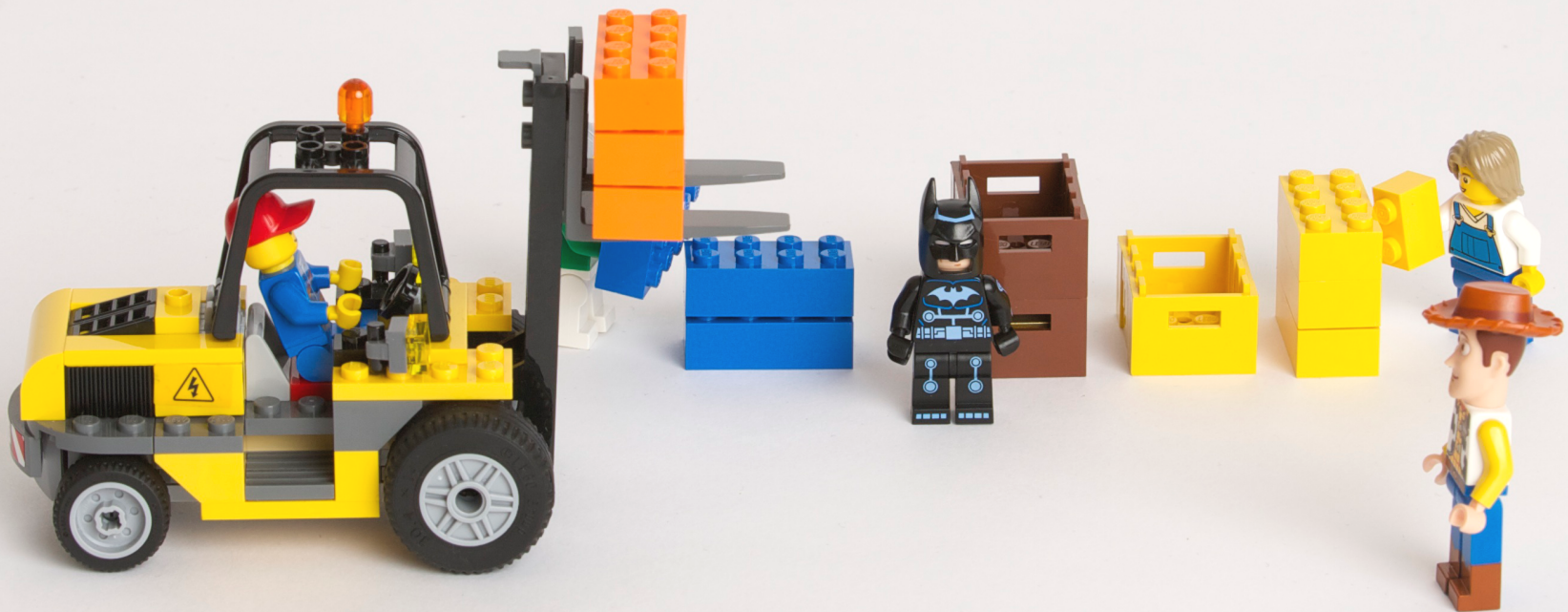
Grow organically

Accept the need to prune and shape



The real challenges

predictability



vs a chaordic system





management

versus leadership



Theory?



Don't be disheartened.

Learn and adapt.

Enjoy the journey, as it never ends.



Thank you.

Glen Ford
Chief Architect
zeebox

@glen_ford



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