Setting yourself up for failure

CULTIVATING A CULTURE WHERE FAILURE IS CELEBRATED

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I'm a failure.

- Long-time software engineer
- Business owner
- Senior Developer Advocate at AWS
- I ☒ MN Tech!

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Failure is not in my vocabulary.

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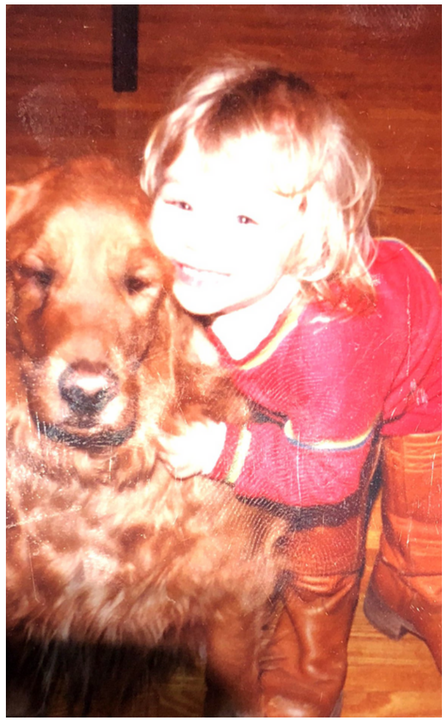

Failing since childhood

What is failure?

fail·ure | **feyl-yer** (noun)

: lack of success

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"I have not failed.
I've just found
10,000 ways that
won't work."

— Thomas Edison

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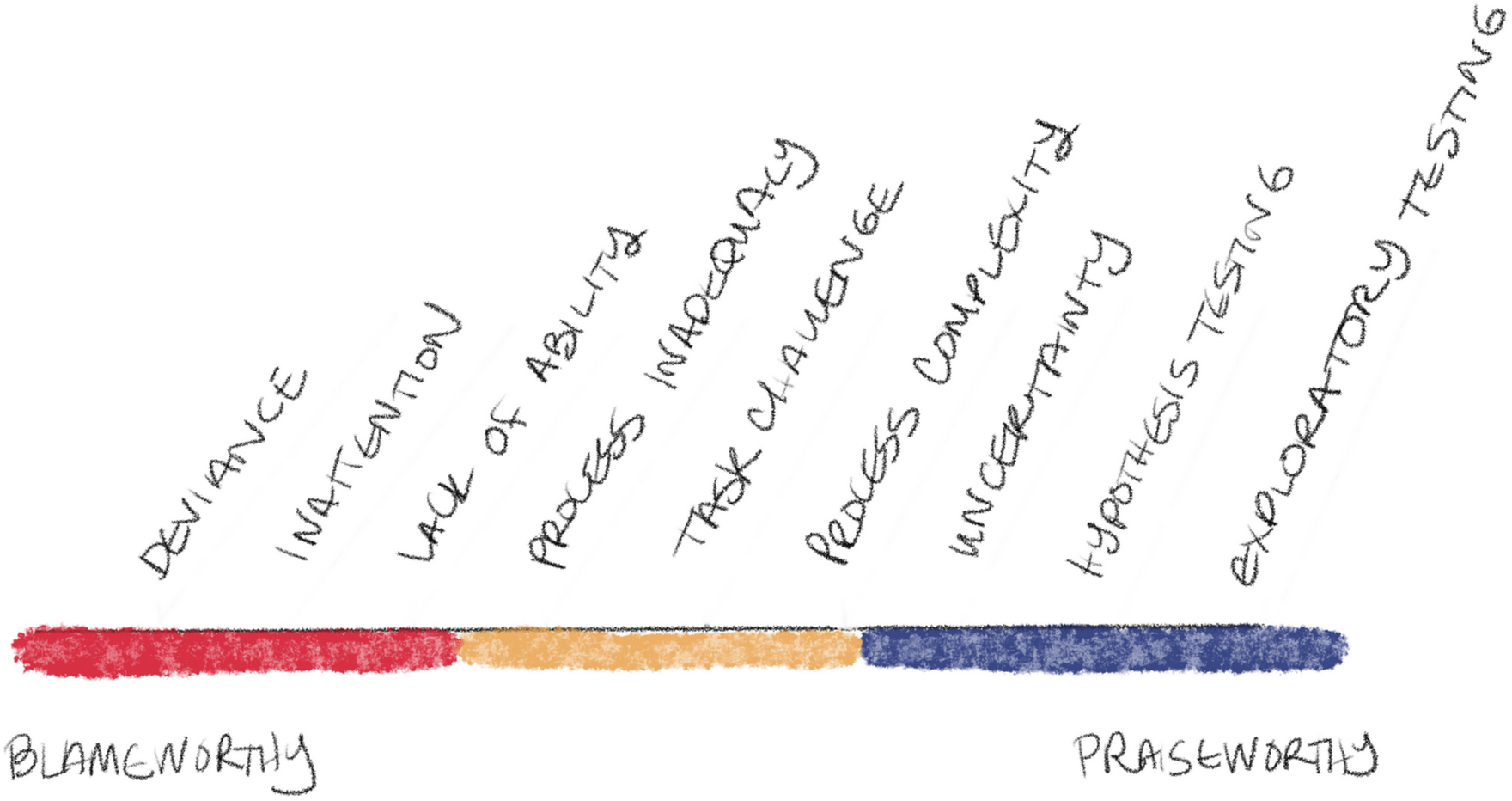
Failure is a spectrum.



AMY C. EDMONDSON - STRATEGIES FOR LEARNING FROM FAILURE - HTTPS://HBR.ORG/2011/04/STRATEGIES-FOR-LEARNING-FROM-FAILURE

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IN CHAT

Share your failures.

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JENNA'S BUSINESS PRICE LIST----------

SERVICE	PRICE
MOWING - SMALL YARD	$10.00
MOWING - LARGE YARD	$20.00
RAKING LEAVES	$2.00 PER PLASTIC SAC
PET GROOMING - WASH	$2.00 DOG
PET SITTING	$3.00 PER DAY PER ANIMAL
BABY-SITTING	$3.00 PER HOUR
GOLF CADDIE	$10.00 AND UP
BOAT CLEANUP	$4.00 HOUR
LAKE SHORE CLEANING	$4.00 PER HOUR
GARDENING	$3.00 PER HOUR
STACKING FIREWOOD	$5.00 PER HOUR
CAR WASH	$3.00 CAR 5.00 TRUCK
PAINTING	$5.00-$10.00 HOUR

JENNA PEDERSON----[redacted]

[redacted]

BABY-SITTING

JENNA PEDERSON

AGE 13

[redacted]

2 MONTHS AND UP

RATES: $3.00 PER HOUR

AVAILABLE-JUNE 11-JULY 2 WEEKDAYS-

9 AM-1 AM

JULY 6-AUGUST 12 WEEKDAYS

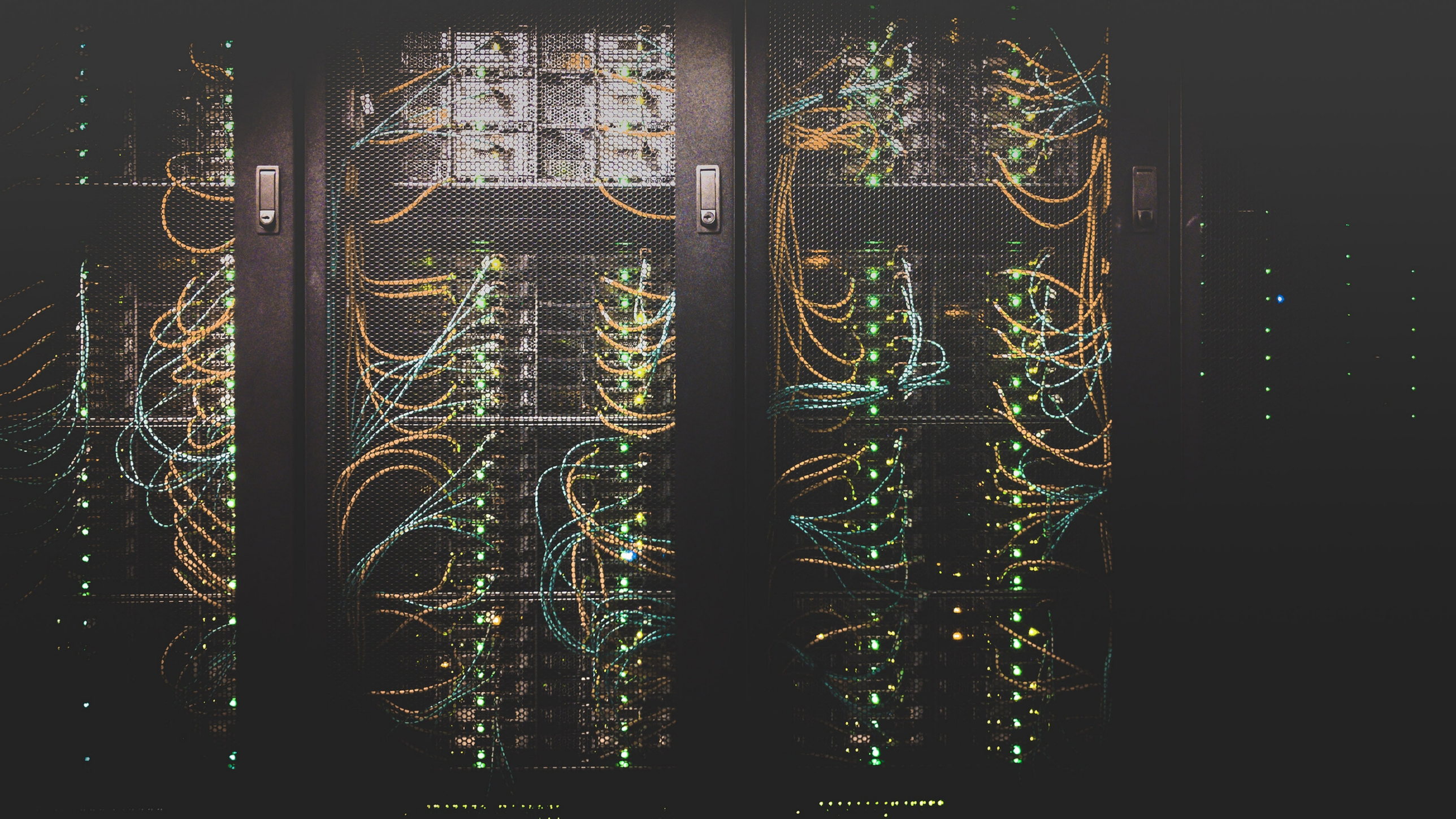
MON, TUES, WED, THURS-6PM-1AM.

FRI-9AM-6PM

!NO WEEKENDS!

UNLESS CALLED AT LEAST ONE WEEK

IN ADVANCE.



1978
1978
UNION PACIFIC

Runscope
200 OK
200 OK
Runscope
Gobelins

LeadPages

What is culture?

cul·ture | kuhl-cher (noun)

: the set of shared values, goals, attitudes, and practices that characterizes a group

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Failure is emotionally charged.

Amazon Leadership Principles

- ✓ Customer Obsession
- ✓ Ownership
- ✓ Invent and Simplify
- ✓ Are Right, A Lot
- ✓ Learn and Be Curious
- ✓ Hire and Develop the Best
- ✓ Insist on the Highest Standards
- ✓ Think Big
- ✓ Bias for Action
- ✓ Frugality
- ✓ Earn Trust
- ✓ Deep Dive
- ✓ Have Backbone; Disagree and Commit
- ✓ Deliver Results

HTTPS://WWW.AMAZON.JOBS/EN/PRINCIPLES

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AMAZON LEADERSHIP PRINCIPLES

Customer Obsession

Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

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AMAZON LEADERSHIP PRINCIPLES

Invent and Simplify

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by “not invented here." As we do new things, we accept that we may be misunderstood for long periods of time.

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AMAZON LEADERSHIP PRINCIPLES

Learn and Be Curious

Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.

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AMAZON LEADERSHIP PRINCIPLES

Have Backbone; Disagree and Commit

Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

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AMAZON LEADERSHIP PRINCIPLES

Bias for Action

Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking.

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What is psychological safety?

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What is psychological safety?

When a team feels safe to engage in learning behaviors like asking for help, admitting errors, disagreeing, and trying something new without fear of negative consequences like embarrassment or punishment.

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IN CHAT

What makes you feel psychologically safe at work?

Etsy

Three-Armed Sweater Award

HTTPS://TWITTER.COM/RYNCHANTRESS/STATUS/806576489798004737

NASA

Lean Forward; Fail Smart Award

HTTPS://TWITTER.COM/NASAPEOPLE/STATUS/562970088681521152

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How do you learn from failure?

- **Discovery**

  Finding errors early and sharing them.

確認検査最終
HTTPS://WWW.AUTOGUIDE.COM/AUTO-NEWS/2016/01/TOYOTA-PRODUCTION-JAPAN-MAY-STOP-NEXT-MONTH-DUE-TO-STEEL-SHORTAGE.HTML

Adnon Cords

How do you learn from failure?

- **Discovery**

  Finding errors early and sharing them.

- **Analysis**

  Diving deep to find the root cause.

Correction of Errors (COE)

Mechanism to learn from mistakes

- What happened?
- What data do you have to support your analysis?
- What was the impact on the customers?
- What are the contributing factors?
- What did you learn and how will you prevent it from happening again in the future?

HTTPS://WWW.YOUTUBE.COM/WATCH?V=YQIRLI2ZPXU

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How do you learn from failure?

- **Discovery**

  Finding errors early and sharing them.

- **Analysis**

  Diving deep to find the root cause.

- **Experimentation**

  Proactive and strategic experimentation.

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Working Backwards Process

Use it to get clarity, not to document what you've already decided to do.

- Who is the customer?
- What is the customer problem or opportunity?
- What is the most important customer benefit?
- How do you know what the customers need or want?
- What does customer experience look like?

HTTPS://WWW.ALLTHINGSDISTRIBUTED.COM/2006/11/WORKING_BACKWARDS.HTML

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What can you do?

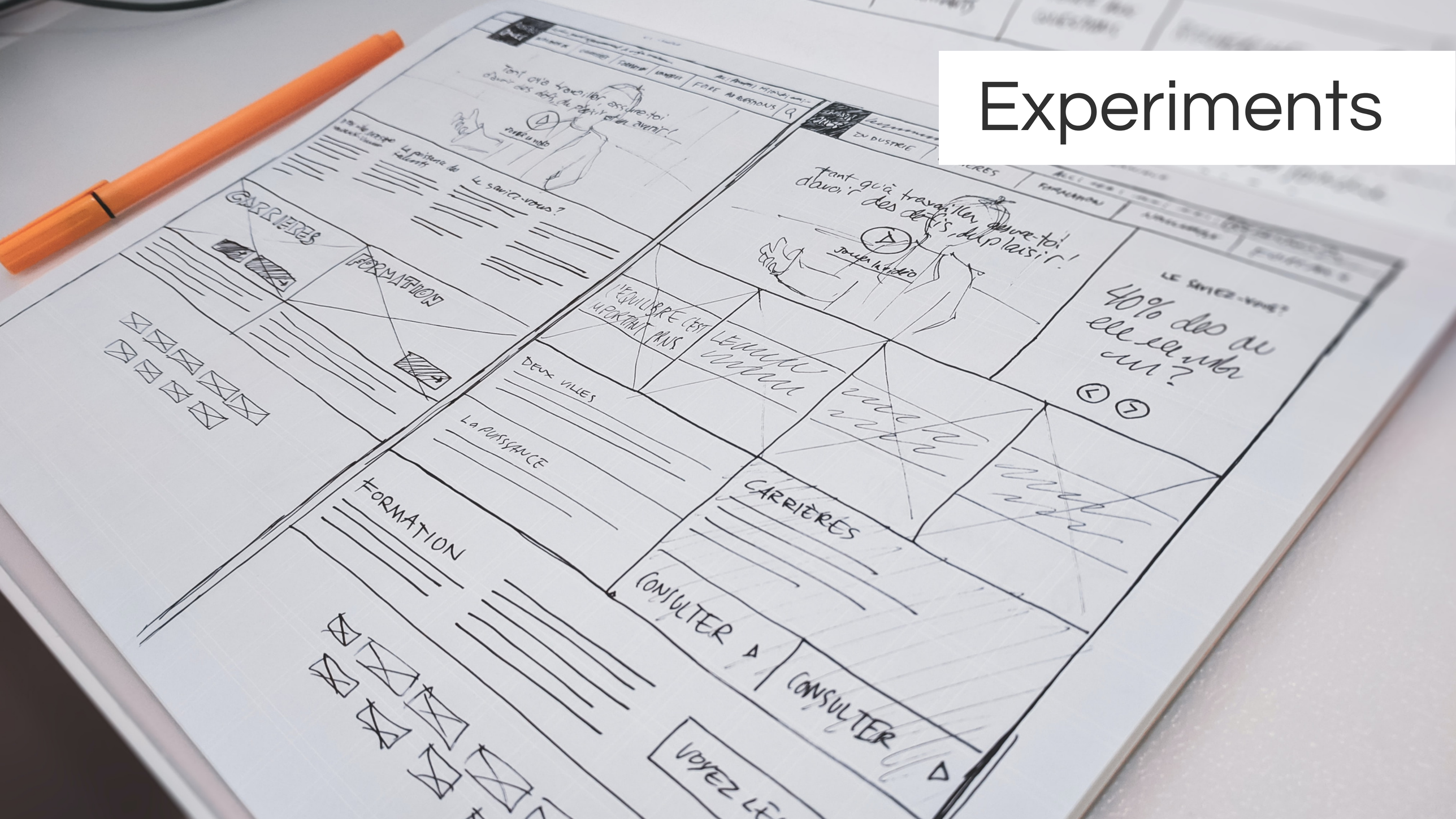
Culture change is hard. But don't let that stop you!

Psychological Safety

Blameless Postmortems

Celebrate Failures

Experiments



Jenna Pederson (she/her)
@jennapederson

D0: Jumping on the bandwagon! Started #100DaysOfCloud today. Goals:

📚 Pass the #AWS Cloud Developer Associate exam
🏊 Dive deep into serverless, AWS Amplify, and AWS developer tools
👯 Meet a bunch of ya'll doing the same

Join me!

9:31 AM · Jul 6, 2020 · Twitter Web App

Learn in Public

Share Your Mistakes

WRAPPING UP

Accept failure as part of the process.

How we handle it and how we learn from it is what moves us forward.

Thank you!

Jenna Pederson
Senior Developer Advocate at AWS
@jennapederson