

# How To Survive & Thrive In A Big Company

[@cote](#) | 22 June 2015 | [cote.io](#)

#DevovxPL



Slides: <http://cote.io/BigCo/>

Hello, I'm @cote, your BigCo nihilist pal



@cote Who I think I am.

Who I really I am.



@cote



OPEN PANTRY

Garment Coffee Tea Organic Foods Vitamins

Open Pantry

184

8-8:30am  
EXCEPT SUNDAY  
8:30am-10pm  
EXCEPT SUNDAY

Open Pantry

CAUTION  
SLOW DOWN

HE-5000  
M-3  
25DF-064

DON'T LITTER

sanitation



25DF-064

KDEP  
2847  
350/175

M.3



20

40

60

80

100



BUSINESS SUCCESS

**Disclaimer: PIVOTAL IS F'ING AWESOME!**



(\* Free stuff & more propaganda at <http://cote.io/pivotal>)  
(\*\* We're hiring!)

# Mentors are nice, champions are better



\* This is the image that made start loving corporate clip-art. I saw it everywhere in the 2000's. It's called "Woman standing with coworkers in server room (selective focus)"

# Bring your own tools





A stylized illustration of a business meeting. In the foreground, a black silhouette of a man in a suit and tie stands with his hands on his hips. Behind him, a red silhouette of a woman is visible, with a red circle representing her head. The background is filled with various gears in shades of gray, blue, and orange. A large, bold black banner with white text is centered across the image.

Assign homework to filter vampires

# Homework tricks

- “Which slide(s) do you want?” vs. the whole deck
- “Tell me how you want me to introduce you/the idea.”
- “Can you schedule a meeting to get me up to speed?”
- “Can you write a brief write-up on what’s happened so far?”
- “Tell me some ideas of how I could help you?”
- “What’s the budget, when is it due, and who’s assigned to it?”

# Asking questions leads to homework for you



# Dangerously time-consuming ideas

- “What’s wrong with these people?”
- “That’s not how I’d do it. What I’d do is...”
- “That’s not how [Amazon|Google|Facebook|\$UNICORN] does it.”
- “Have you read [recent/random business book/blog/HBR article]?”
  - “This is classic innovator’s dilemma!”
  - “Who moved my blue ocean?”



To innovate, hide



**Extract all your comp to avoid ripping yourself off**

Always have an “ask” ready to go





**Coté**  
@cote

Current status (to quote @cathcam): "I used to be good at my job. Now I'm just good at PowerPoint."

RETWEETS

2

LIKES

3



4:52 PM - 23 May 2012



@cote



Coding Like a Unicorn with Pivotal

Search in Presentation

Home Insert Design Transitions Animations Slide Show Review View

Paste Cut Copy Format New Slide Layout Reset Section

FreightSans Pro 28 A A

B I U abc X<sup>2</sup> X<sub>2</sub> AV Aa A

Convert to SmartArt Picture Shapes Text Box Arrange Quick Styles Shape Fill Shape Outline

▼ Default Section (2)

1 2

▼ The Need to Change (7)

3 4 5 6 7 8 9

▼ The Tools to Change (18)

10 11 12 13 14 15 20 21 22 23 24 25

▼ Transforming (12)

28 29 30 31 32 33 38 39

Don't miss more of me!!!

"Better ways of developing software or, coding like a unicorn,"

Tomorrow at 11:30 in Room 2!

# The goal is to make a decision

- “Status” meetings and “education” are nice, but not important
- Find who’s in charge, and put decisions in front of them
- Know your competition and competing ideas
- The biggest competition is the *status quo*

# A corporate presentation is a document printed in landscape

## Thriving with transient advantage is held back by an IT gap

Companies must look to IT more than ever for new innovations for how they run sustain existing revenues and create new growth. The tumultuous business climate is illustrated by [a recent study](#) that found that since 2000, 52% of the F500 are no longer on the list. It's harder and harder for companies to rely on their competitive advantages to stay in a leadership position. This is [the era of transient advantage](#) as described by Prof. Rita McGrath:

If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated.

One of the way companies can innovate more is to rely more and more on custom written software to run their internal operations and also be the "store front" for their business, whether in B2B or B2C. While the idea of IT helping run the business is not new, new technologies and practices like cloud native and DevOps are giving organizations the ability to continually improve their custom written software, doing so very cheaply and on rapid, often daily, release cycles. Along with the rise in mobile, this has helped create companies like AirBnB, Uber, and Tesla that are using this new approach to IT to fiercely compete with slower moving incumbents.

It's little wonder, then, that [Gartner is predicting](#) that by 2020, 75 percent of application purchases supporting digital business will be "build," not "buy." Companies need to create and run more custom written software to stay competitive. However, IT is not ready for these demands: [another study](#) found that just a third of businesses think IT is a key enabler for business innovation:



## It's harder to make money because traditional advantages are less defensible

Since 2000, 52% of the F500 are no longer on the list

"If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated."

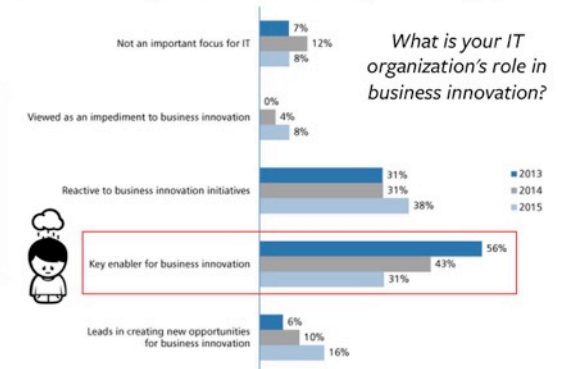
- Prof. Rita McGrath, ["Transient Advantage," HBR, June 2013](#)

<sup>3</sup> Sources: ["Transient Advantage,"](#) above; F500 figure from [2014 Constellation Research Summary](#), R. "Ray" Wang, Feb. 2014.

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## Thriving with transient advantage is held back by an IT gap

75% of application purchases supporting digital business will be built not bought by 2020

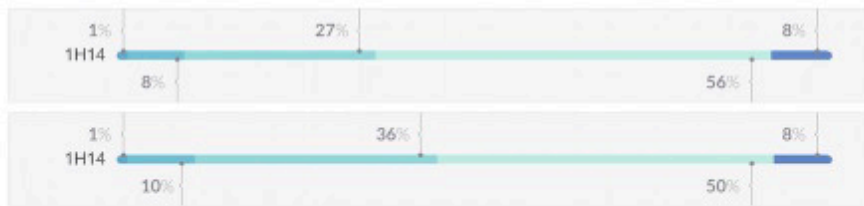


<sup>6</sup> Source: [Gartner press release, Aug 2015](#); [Cutter Consortium, July 2015](#). For similar government sector findings see ["The Agile Advantage," MeritTalk/Accenture, May 2015](#)

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# Slides titles that state your conclusion perform better

ACROSS EUROPE, MORE BANKERS ARE BECOMING OPTIMISTIC ABOUT THEIR MARKET'S ECONOMIC RECOVERY...  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ornare elementum sapien. Ut eget hendrerit.\*

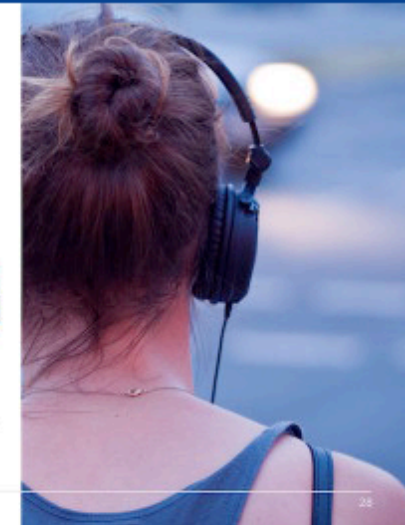
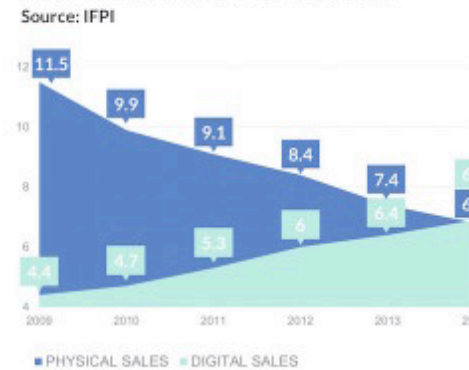


**COMMENTS**

Donec hendrerit elit sit amet justo vulputate, ut luctus dolor sollicitudin. Cum sociis natoque penatibus et magnis dis urient montes, nascetur ridiculus mus pellentesque hendrerit euismod mauris, sed dictum justo blandit sit amet sislitamet sagittarcuvitae.

27

DIGITAL MUSIC SALES HAVE SURPASSED PHYSICAL SALES  
 Source: IFPI



28

THERE ARE MULTIPLE FACTORS CURRENTLY LIMITING THE DISCOVERY AND APPROVAL OF NEW MEDICINES  
 R&D challenges



29

...ALTHOUGH IN THE UK STRONG ECONOMIC GROWTH MEANS BANKERS EXPECT TO BE ABLE TO RELEASE PROVISIONS  
 Over the next six months, what do you expect your bank's total provisions against loan losses to do?

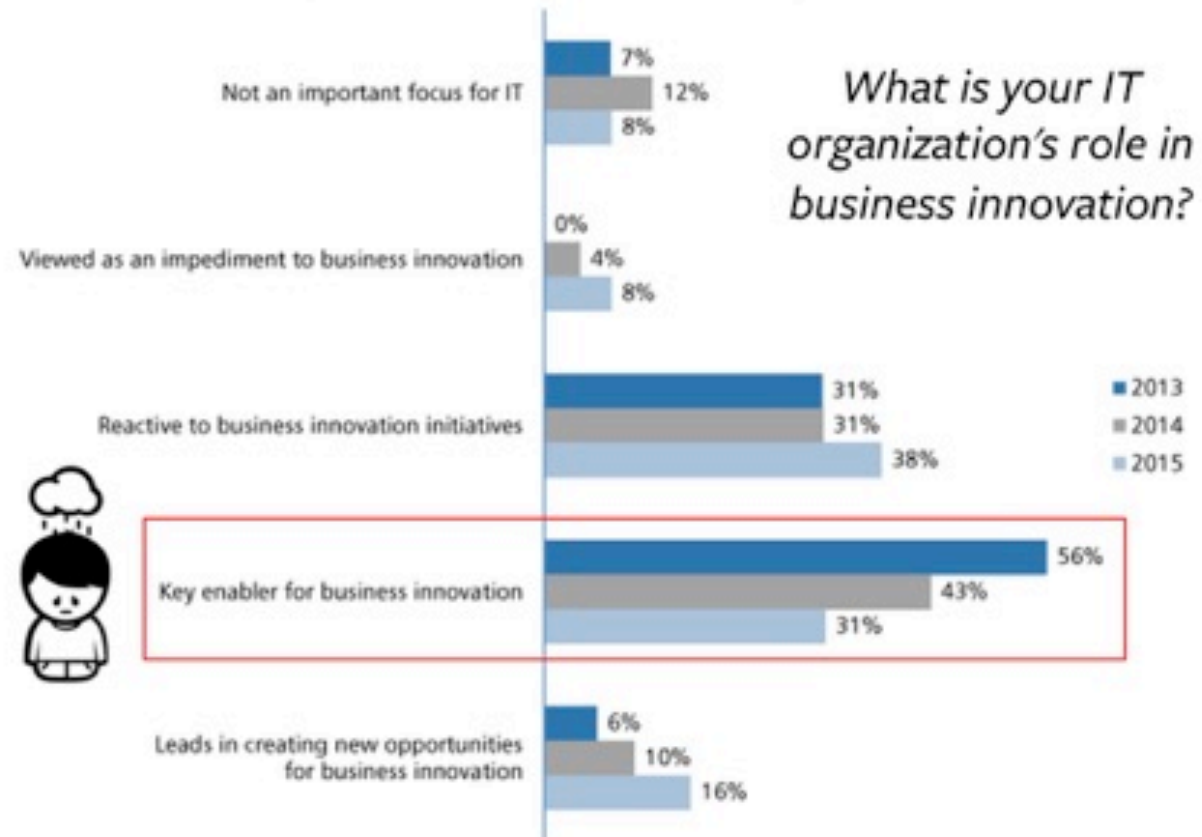


30

# Slide content matches title

## Thriving with transient advantage is held back by an IT gap

75% of application purchases supporting digital business will be built not bought by 2020



Source: [Gartner press release, Aug 2015](#); [Cutter Consortium, July 2015](#). For similar government sector findings see ["The Agile Advantage," MeriTalk/Accenture, May 2015](#)

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Assume you'll never get past slide 1



# Your behavior in the meeting

- Don't get overly excited in either direction
- You'll know more details than the execs, but don't be cocky
- People will derail you to test you, be cool and stick to the plan
- Don't make shit up, just say "I don't know" and get back to them
- Speak with them like humans, equals even
- But, be polite and don't keep insisting you're right once a decision is made

Relax: work as little as possible





A beagle dog is running in a grassy field. The dog is brown, white, and black. It is running towards the camera. In the background, there are two hay bales and a line of trees.

**Hang in there!**

Well I saw this old dog was chasing  
this rabbit

I saw a dog was chasing this rabbit

I saw a dog was chasing this rabbit

It was Sunday about noon

I said to the rabbit "you gonna make it"

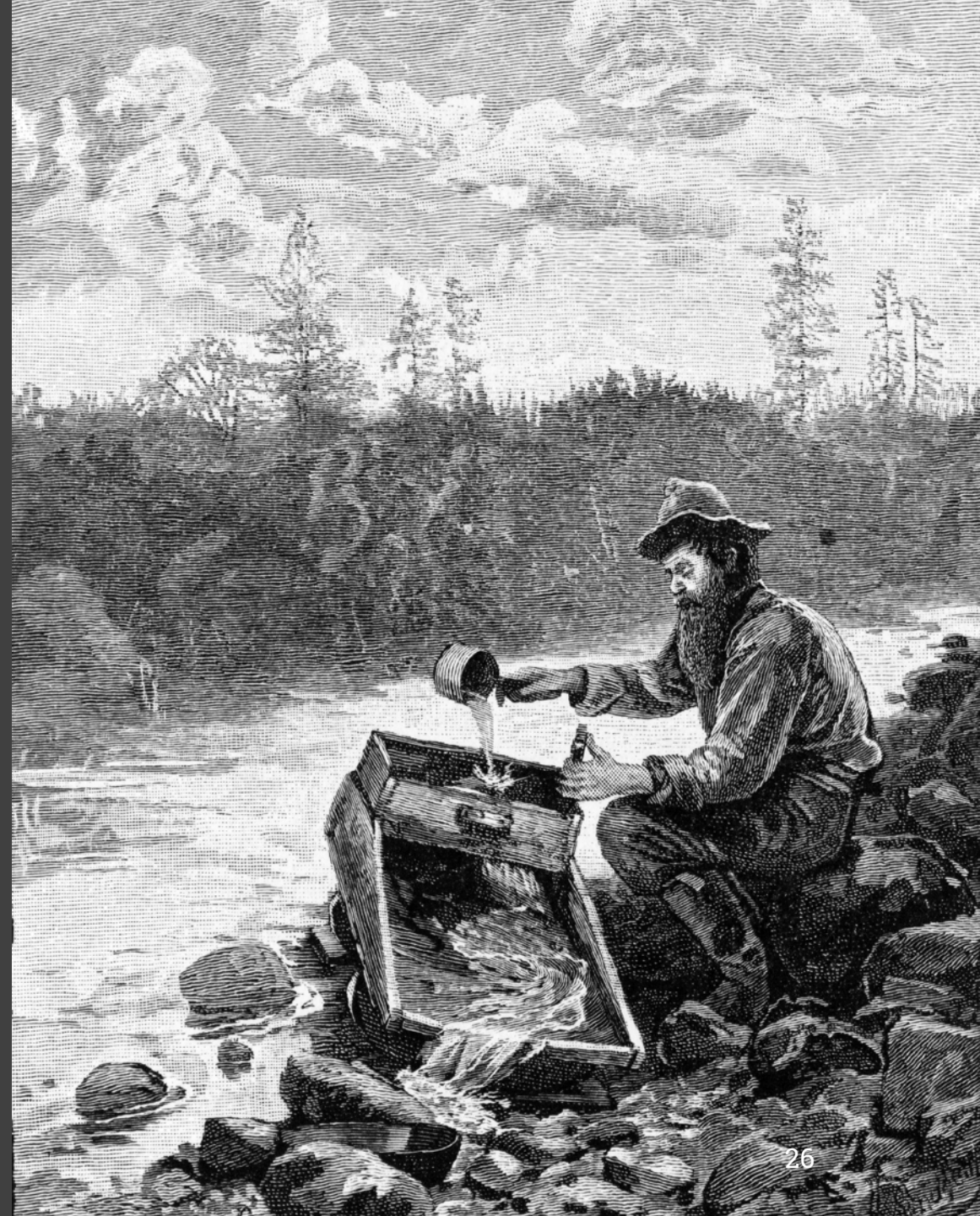
I said to the rabbit "Are you gonna  
make it?"

I said to the rabbit "you gonna make it"

The rabbit said "Well I got to!"

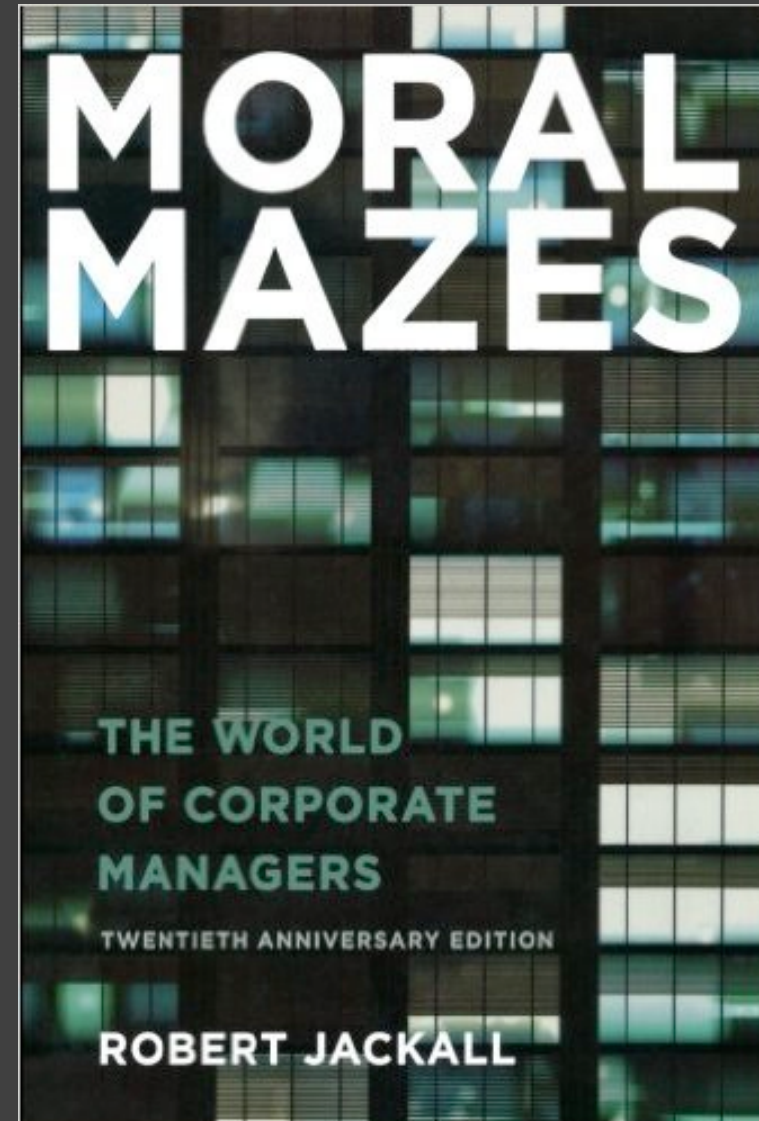
# The Quit Sluice

1. You have a much better job offer
2. The “business” does not care to change – or need to!
3. You’ve talked with your manager multiple times
4. You can’t find a different job in the company
5. You are unhappy, it effects you IRL
6. You have a new job offer



# More...

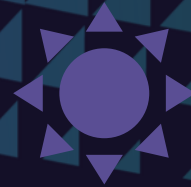
- “War Stories from the God Pod: Strategies for killing high stakes Executive presentations” - [Matt Baker's tips](#)
- Me: “7 + 5 BigCo Anti-patterns: white collars doing it wrong,” [me from April 2016](#)
- Weekly therapy at [SoftwareDefinedTalk.com](#)



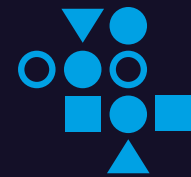
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Thanks!

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