

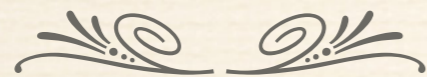
Four Messages That Work



Alan Willett

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You have the
need for speed.

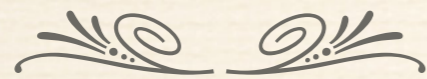


We have the jet
fuel you need.



The real need is for *Speed To Value* to Your Customers.

You have the right to
make commitments
you can keep *and beat!*



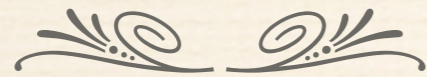
Exceptional teams achieve
this.

You can have these teams!



Be Absolutely Clear that businesses run on commitments!

There are laws
that underly
physics.



*There are laws that
underly high technology
development.*

Newton's Laws

1st Law: An object in motion will remain in motion unless acted upon by an outside force.
An object at rest will remain at rest unless acted upon by an outside force.



2nd Law: $F=ma$
Force = Mass x Acceleration



3rd Law: For every action, there is an equal and opposite reaction.



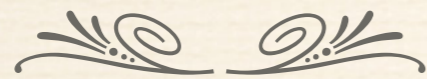
Reducing Cost Of Quality Increases Productivity

A Component with inferior quality Impacts the Whole System.

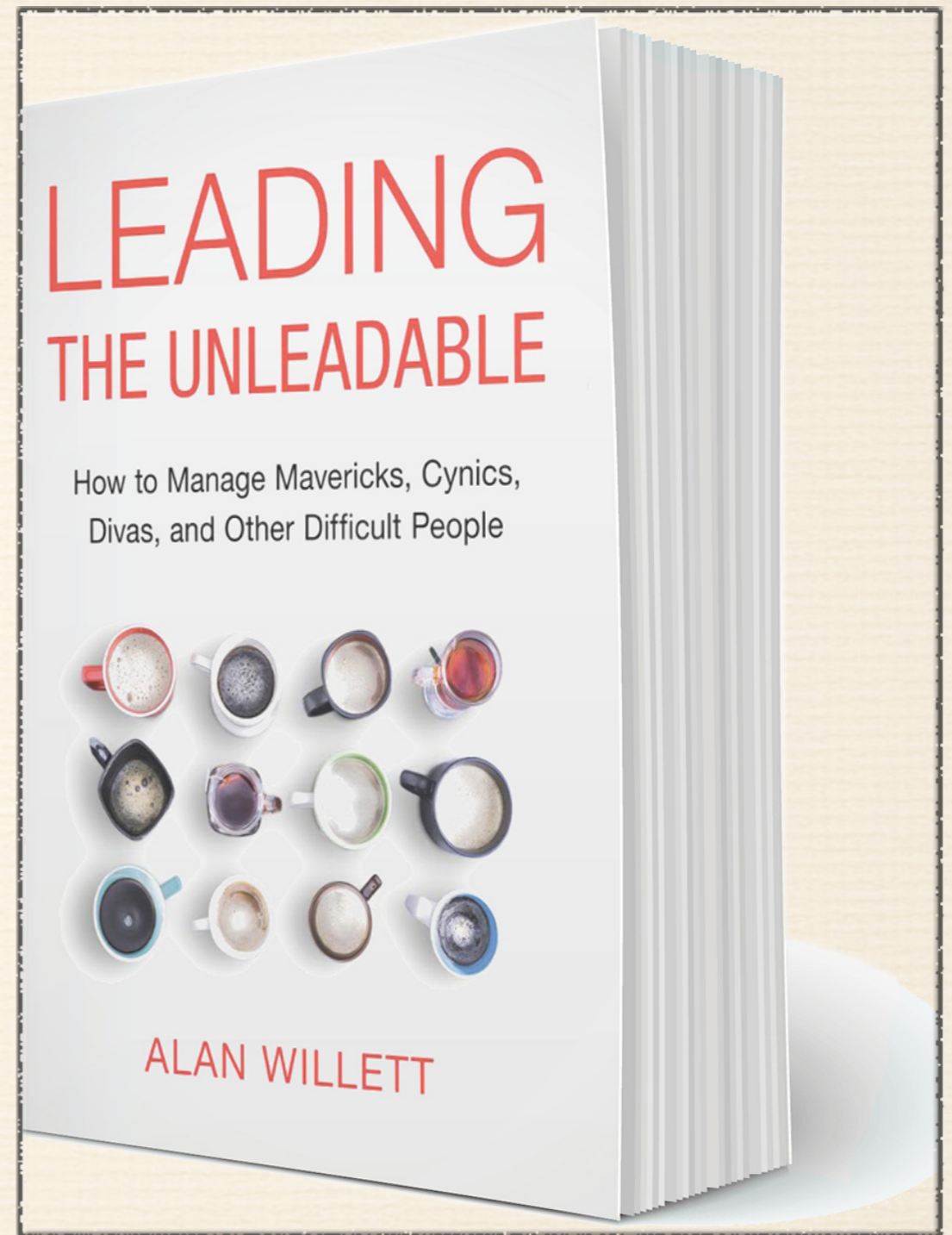
- Great Designs Produce Smaller Code, Higher Quality, and Faster Speed To Value.
- Software Rusts. Technical debt lowers productivity and often prevents opportunities.
- Many Smaller Estimates Rule. When estimating in parts, the total error will be less than the sum of the part errors.

All Methodologies (Agile, SCRUM, XP, TSP, Etc) are bound by these laws

You Do Need The Mavericks, Cynics and Divas



You do need to
lead them.



The "unleadable" all brings gift. The key is unwrapping them!