The Influential Engineer
Persuasion Patterns
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Reflecting On “The Influential Engineer”
6 PRINCIPLES OF INFLUENCE

- Reciprocity
- Scarcity
- Consensus
- Consistency
- Authority
- Being Liked
Deeper Dive Into Practical Examples

- Case Study: New Tech Stack
- Case Study: Architecture Overhaul
- Case Study: Continuous Delivery Transformation
- Case Study: Agile Transition
AGENDA

- Opening Thoughts
- Refining Your Idea
- Case Studies
- Closing Thoughts
- Summary of Patterns
How Well Do You Understand Your Idea?
Can You Explain Your Idea Succinctly?
ELEVATOR PITCH

- Describe the idea in one sentence
- What problem are you trying to solve
- What is the desired outcome, the goal?
Why Is This Important
How Well Do You Understand Your Audience?
“Why Should I Care”
Pattern
THREE QUESTIONS

▸ What is this thing?
▸ What does it do?
▸ Why should I care?
Don’t Over-Explain
Can You Leverage A Catalyst?
Wake Up Call
Pattern
How Well Do You Understand The Downsides Of Your Idea?
Embrace Skepticism
We Can Learn A Lot From The Naysayers
Choose The Right Skeptics
Think About What You Need To Make Change Happen
WHAT DO YOU NEED?

- Help
- Feedback
- Advice
- Resources
- Advocacy
- Referrals/Introductions
Case Study: New Tech Stack
Refining The Idea
Proof Of Concept
Who Do You Need To Convince?
Brown Bag Session
Buy Lunch!
BROWN BAG SESSION GOALS

▸ Learn Problems
▸ Propose Solutions
▸ Listen
▸ Get Commitments
“Why Should I Care”
Pattern
DEMONSTRATION
TRUMPS
EXPLANATION

Neal Ford
The Whip Pattern
Conference Pattern
RIDING THE COATTAILS OF CHANGE

Rider Pattern
Skunkworks Pattern
Skunkworks Pattern

Warning!
Case Study: Architecture Overhaul
Review Pattern
Sanctioned Effort Pattern
Wake Up Call Pattern
Case Study: Continuous Delivery

- Build
- Test
- Deploy
- Release
Short Term Goal
Long Term Vision
Iteration Pattern
ITERATION PATTERN

- Take time for retrospectives
- Adapt/Pivot
- Iterate
- Learn/Refine
Eliminate Obstacles
Visibility Pattern
Sanctioned Effort Pattern
Expect Resistance!
SKEPTICS

- *Listen*
- Take time to understand their objections
- Ask “What would you suggest”
- Be open
Fmo Pattern
Feel, Felt, Found Pattern
Case Study: Agile Transition
Brown Bag Session
Approaching Management:
Private Audience
Pattern
Deliver an elevator pitch

Tailor this to your audience
- What does this mean to them?
- How will it benefit them
- What are their specific concerns

Stick to the broad strokes

Goal - Build Trust
Trial Run Pattern
SECTION V

Closing Thoughts/Review
Avoid Analysis-Paralysis
Eliminate Obstacles
Understand Your Vision
Pick Your Battles
Don’t Seek Credit
IT IS AMAZING WHAT YOU CAN ACCOMPLISH IF YOU DO NOT CARE WHO GETS THE CREDIT.

Harry S Truman
DON'T SEEK CREDIT

- You don’t need external validation for what you know is a good idea
- Ideas are dime-a-dozen, success is valuable
- Over time, management will see your success
- Additional viewpoints can improve an idea
- Take this as an opportunity to put someone else in the spotlight
Know Yourself
KNOW YOURSELF

- What are your strengths?
- Where do you fit in to the team?
- Where will you struggle?
Summary Of Patterns
Elevator Pitch
Why Should I Care
Visibility
Review
Proof Of Concept
Sanctioned Effort
Tell A Story
Scarcity
Wake-Up Call
Trust
Consensus
Brown Bag
Whip Pattern
Private Audience
Trial Run
Skunkworks
Rider
Conference
Feel, Felt, Found
Iteration
Discussion
Thank you

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