These are slides.

Which means they’re the visual accompaniment to an actual talk. They contain a fraction of the information I actually talked about, so scrolling through them can really only tell you what the screen behind me looked like. The good news is that Etsy recorded the talk, so check this out.

In the meantime, here are some words and phrases.

Coda Hale
6/28 @ Brooklyn, NY
THE OTHER SIDE OF SOFTWARE ARCHITECTURE!
THE OTHER SIDE OF SOFTWARE ARCHITECTURE!
Why the way people work affects the way software works.
Why the way software works affects the way people work.
Microsoft

yammer

The enterprise social network.

www.yammer.com
STARTUP
LIFE!
Step 1: The Crazy Vision
“Let’s fix the way people collaborate at work!”
“Let’s introduce rhizomatic actor networks into pathologically hierarchical corporations!”
Step 2:
The Product
“Let’s build an enterprise micro-blogging platform!”
“Let’s build an enterprise social intranet!”
“Let’s build an enterprise social network!”
Step 3: Profit!
NOPE!
You don’t build the product.
The company builds the product.
You build the company.
I’m not a business man;
I’m a business, man.
CONWAY'S LAW!
“Organizations which design systems are constrained to produce designs which are copies of the communication structures of these organizations.”
HOMOMORPHISM!
You can only fit so much crap in your head or work in your day.
GET SOMEONE ELSE TO DO IT!
HIVE MIND!
HIVE MIND!

VS

PEN PALS!
BALL OF MUD!
VS
PATTERNSAURUS!
GOD OBJECT!

IS

STARTUP MARTYR!
DEAD CODE!

IS

MILTON!
LAVA FLOW!
IS
RE-ORG RELIGION!
ORGANIZATION!
ARCHITECTURE!
STRUCTURATION!
CYCLICAL DEPENDENCIES!
GIVE UP ON UNIDIRECTIONAL CONTROL!
USE
ITERATIVE
PROCESSES!
OK
NOW
WHAT?
SUSTAINABLE VALUE MACHINES!
NO CHEATING!
PACE YOURSELF!
OK
NOW
GO!
CENTRALIZE VISION!
DECENTRALIZE EXECUTION!
CENTRALIZED VISION!
HOW TO MAKE DECISIONS IN A GROUP!
Step 1:
Get in a room.
Step 2:
Say something.
“Ok, so I called this meeting to clarify some of the ideas we’ve had for the new retro-encabulator.”
“We shouldn’t work on the retro-encabulator; we need to revamp the reciprocating dingle arm.”
“Yeah, well fuck you.”
YEP!
YOU’RE IN A MEETING!
\[ U(t) = U(0) \times \frac{K \left( \frac{t}{p} + 1 \right) - 1}{K - 1} \]
MEETINGS!
FARMVILLE FOR KNOWLEDGE WORKERS!
\[ K = I \times C \]
INVOLVE FEWER PEOPLE!
BE ON THE SAME PAGE!
MAKE BETTER DECISIONS!
THE CODEBASE!
OR
THE COMPANY!
THE FEATURE WHISPERER!
RENTIER SYSTEMS!
PARKINSON’S LAW!
SUNK COST FALLACY!
OWN THE COMPANY! NOT THE CODE!
YES, THERE ARE RISKS!
DECENTRALIZED EXECUTION!
SCALING HORIZONTALLY!

NOW FOR PEOPLE!
ADD PERSON!
SHIP MORE!
AMDAHL’S LAW!
\[
\frac{1}{(1-P) + \frac{1}{x}}
\]
FREE YOUR NERDS!
WHAT IS THE OTHER SIDE OF SOFTWARE ARCHITECTURE?
CENTRALIZE VISION!
DECENTRALIZE EXECUTION!
BUILD A COMPANY!
BUILD A (HAPPY) COMPANY!
THANKS!