

# Half-Baked

Lessons in **adoption** and **persuasion**

[bit.ly/adoption-cvcc19](https://bit.ly/adoption-cvcc19)

# Hello!

I'm **Fred Turkington**

@z3ugma



**TEN FORWARD**  
CONSULTING



ensodata

# Shout out **nouns** and **adjectives**

decent

purple

Reddit

leaf

unlucky

poetry

northern

obvious

Group into **teams** of **5**

Pick **two** words

# Brainstorm

Invent a new **product** or **service**  
10 minutes: prepare a pitch  
1 minute: pitch

5





# Adoption

Shadow your users  
Workflows, not features  
Tell a story  
Find a champion



Open File

File Name: FDAUTO.BAT

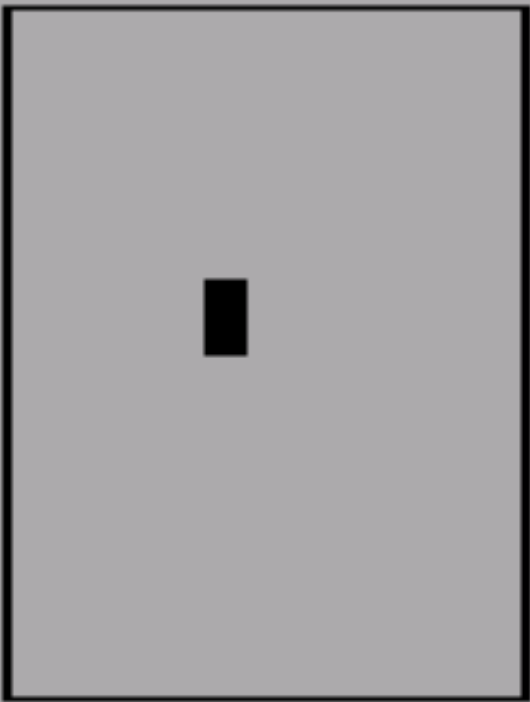
A:\

Files:

Directories:

Drives:

- APPEND.EXE
- ATTRIB.COM
- CHOICE.EXE
- CTMOUSE.COM
- DELTREE.COM
- EDIT.EXE
- EMM386.EXE
- FDAUTO.BAT**



OK

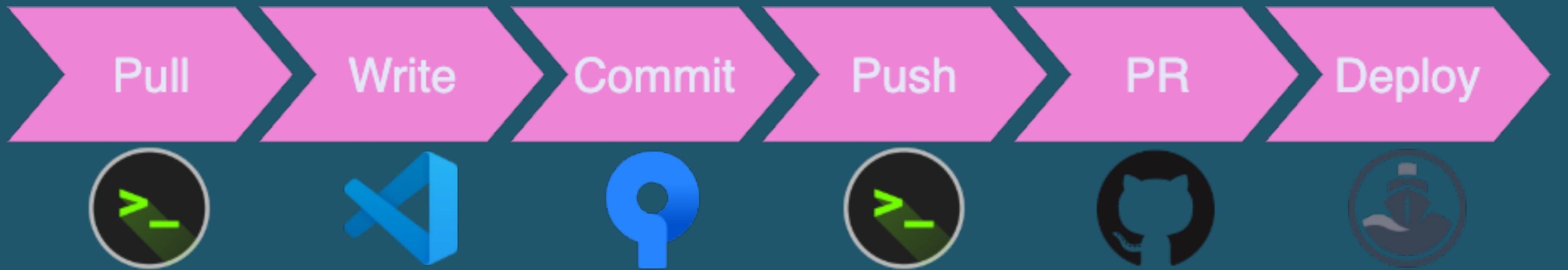
Cancel

Help

Developers must  
shadow end-users

at least

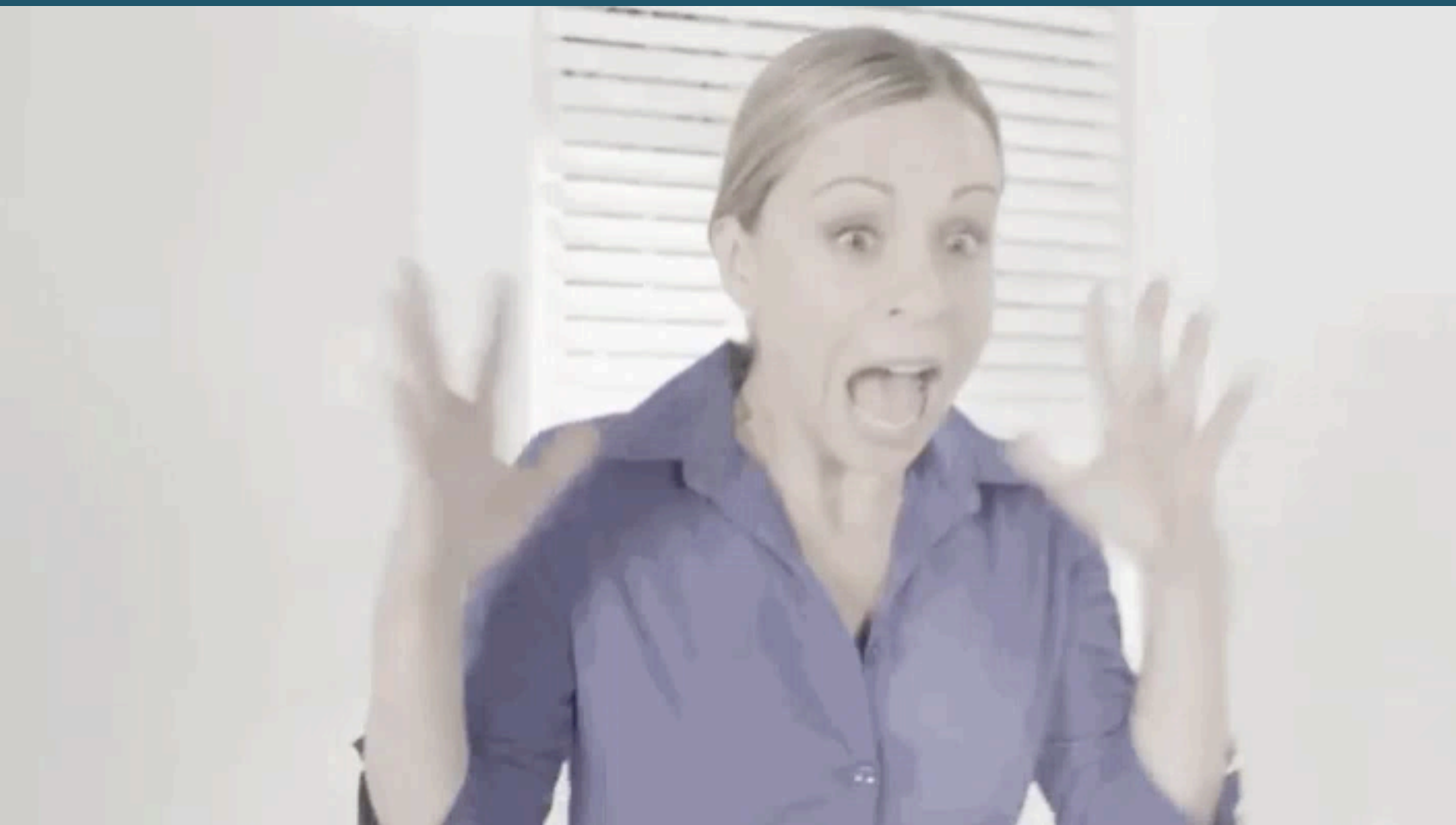
2 days / year



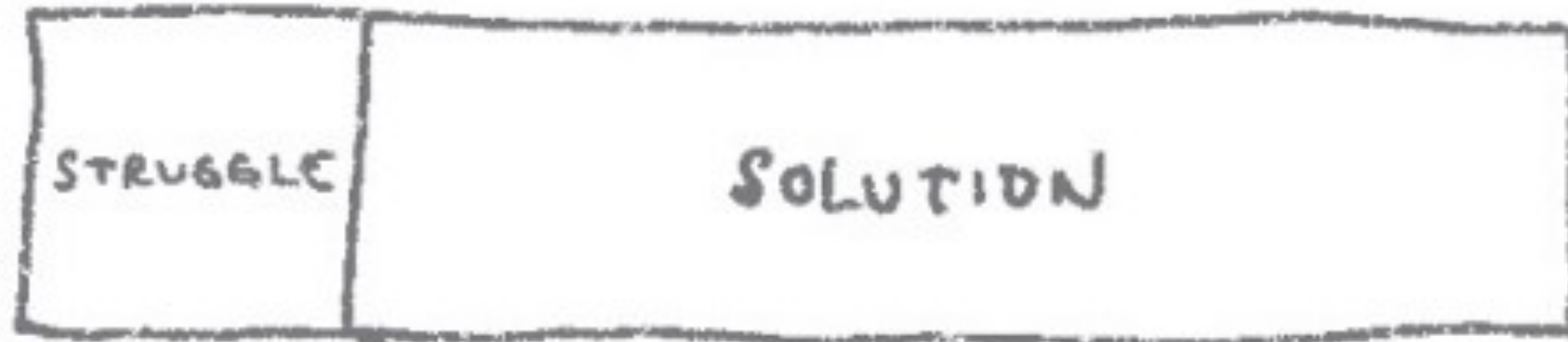


When you want to build a ship, do not begin by gathering wood, cutting boards, and distributing work, but rather awaken within men the desire for the vast and endless sea.

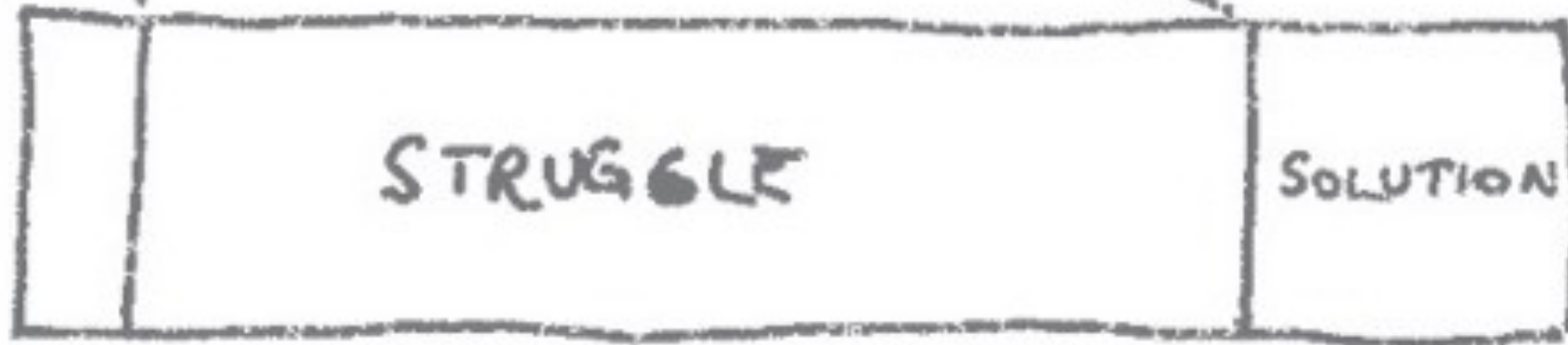




WEAK  
STORY



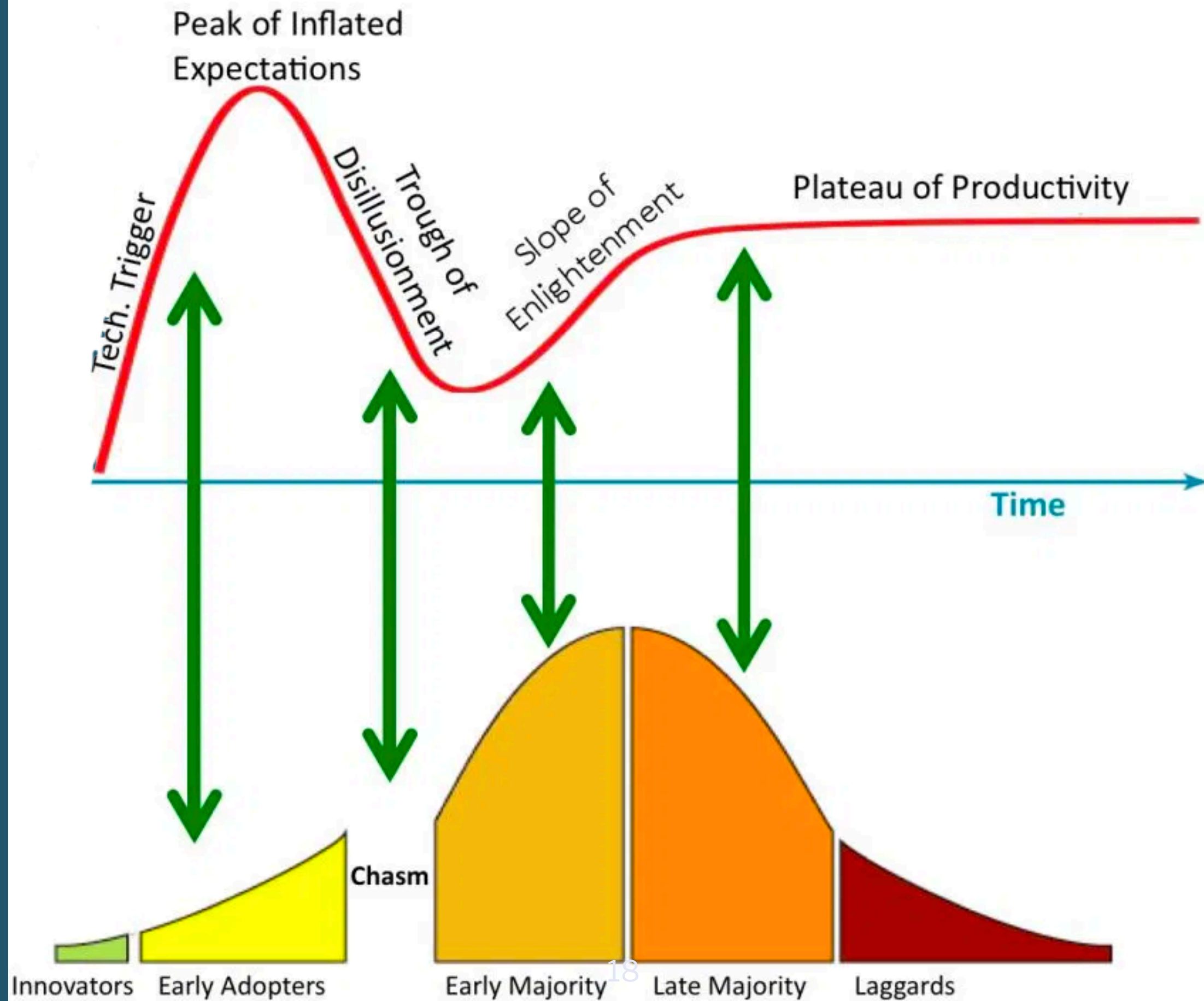
STRONG  
STORY



↑  
SETUP



# Find a champion



Shadow your users  
Workflows, not features  
Tell stories  
Find a champion

Thanks!

# Questions?

Also please give feedback at  
[spkr8.com/s/188023](https://spkr8.com/s/188023)