

Don't try

Dec, 2017

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Hello!

You might know me from:

- Pivotal, Dell M&A
- RedMonk, 451 Research
- Software Defined Talk,
Pivotal Conversations
- *The Register*



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5 ≠ 20

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HENRY CHARLES BUKOWSKI JR.

HANK

"DON'T TRY"

1920



1994

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Things to try at, a selection

- Rocket science
- Family
- Cooking meat properly
- Known unknowns
- Unknown unknowns
- Career, probably
- Drinking laws
- Happiness vs. healthiness
- Other people



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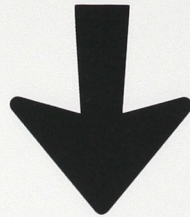
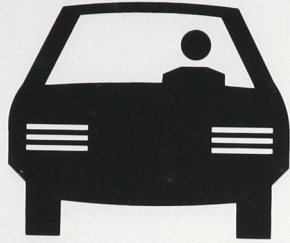
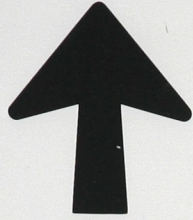


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2014 in the US:

- 253,000,000 car trips
- 6,034,000 crashes (2%)
- 30,056 fatalities (0.01%)

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**DRIVE
ON LEFT**



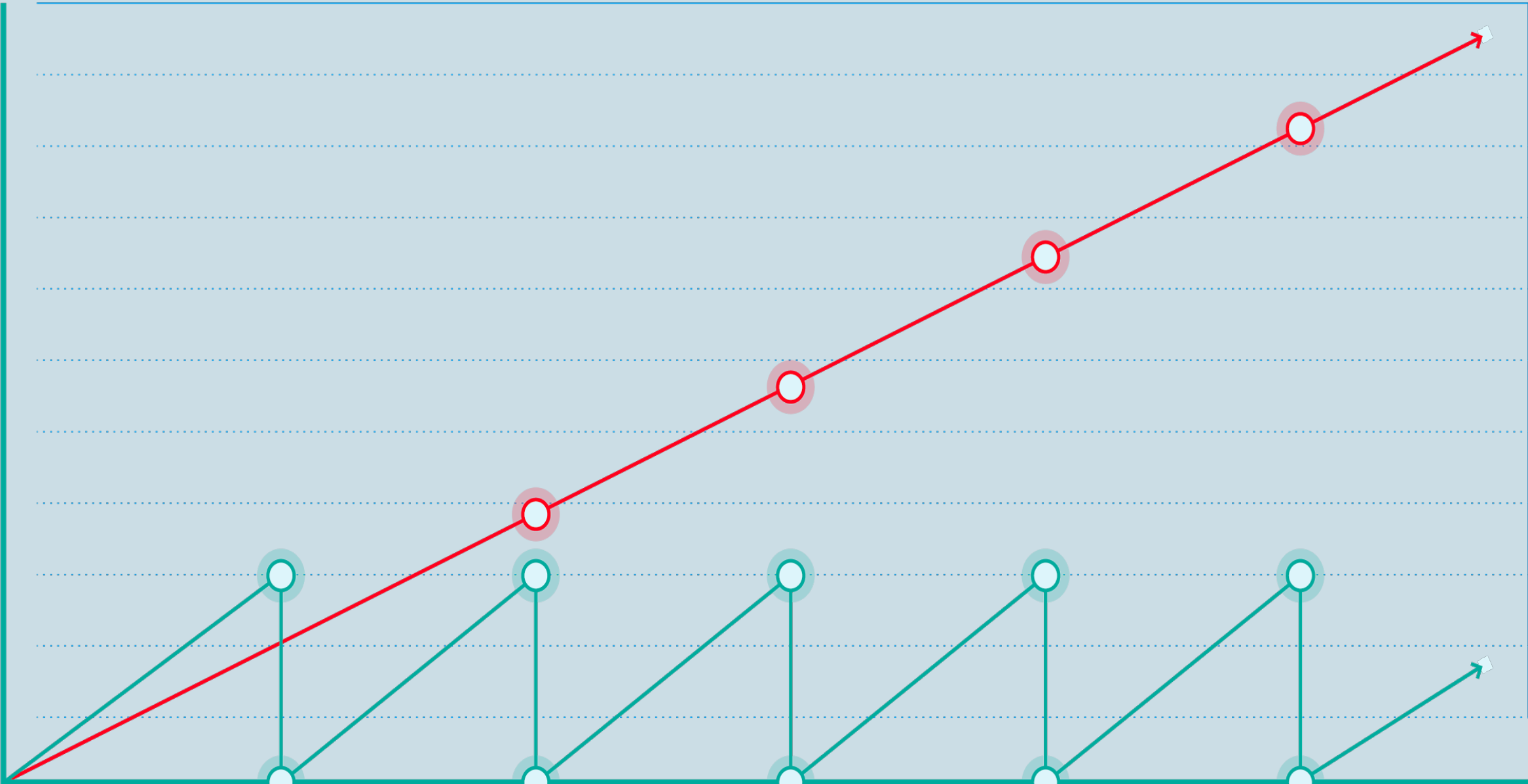
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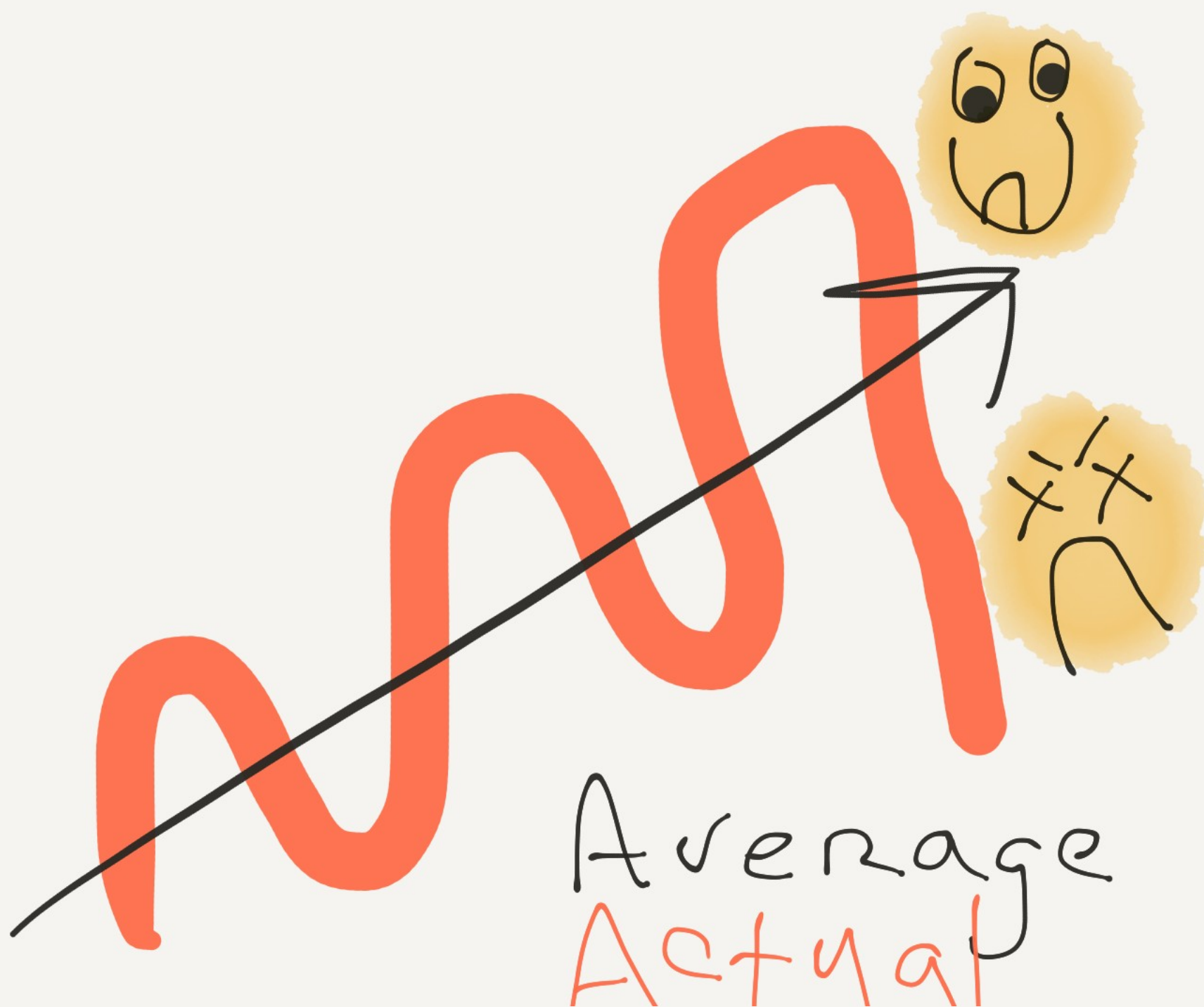


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Risk – Unvalidated effort



Time



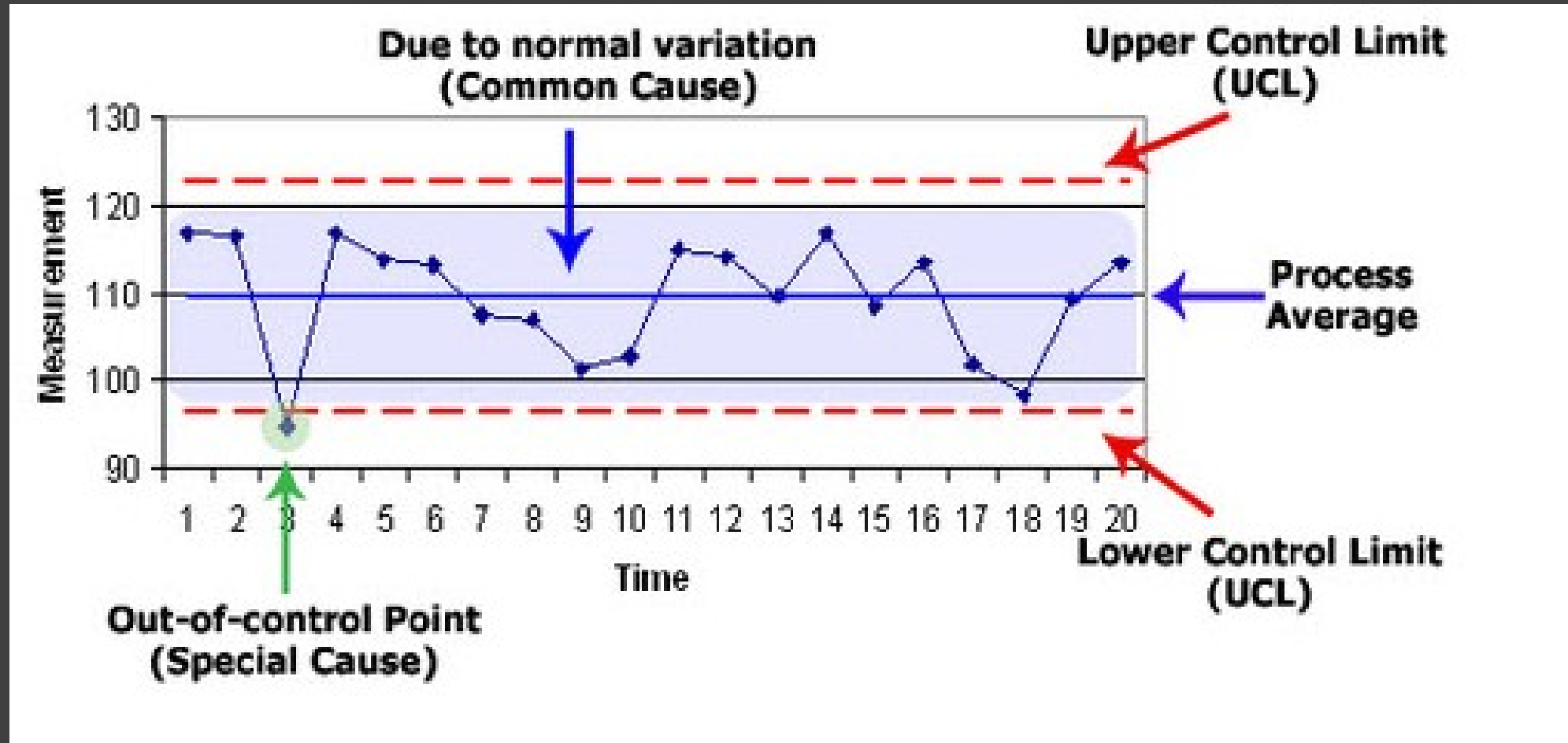
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Don't overachieve

Users build on the reality of what you offer, rather than what you say you'll supply, particularly for infrastructure services. **If your service's actual performance is much better than its stated SLO, users will come to rely on its current performance.** You can **avoid over-dependence by deliberately taking the system offline occasionally**..., throttling some requests, or designing the system so that it isn't faster under light loads.

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Science, or “sandbagging”?



Sources: [“Misunderstanding Variation is the Root of all Evil.”](#) John Willis, April, 2017 (probably taken from somewhere else).

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Wow. She's got "great" ideas. I'll tell her about 120% time in 5, 4, 3, 2, ...

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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?”

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Thanks!

- Here's some cute animals.
- Check out the DevOps & Pipelines track
- My talk is at 11:30am
- ENAGE WITH MY BRAND!



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