

# How To Survive & Thrive In A Big Company

[@cote](#) | 04 May 2017 | [cote.io](#)





@cote

OPEN PANTRY

Garment Coffee Tea Organic Foods Vitamins

Open Pantry

184

8-8:30am  
EXCEPT SUNDAY  
8:30am-10pm  
EXCEPT SUNDAY

Open Pantry



sanitation

CAUTION  
SLOW DOWN

HE-5000

25DF-064

M.3

DON'T  
LITTER



25DF-064

KDEP  
2847  
350/155

M.3

**Disclaimer: PIVOTAL IS F'ING AWESOME!**



(\* Come visit our booth for all the great propaganda!)  
(\*\* We're hiring!)

@cote

# Mentors are nice, champions are better



\* This is the image that made start loving corporate clip-art. I saw it everywhere in the 2000's. It's called "Woman standing with coworkers in server room (selective focus)"

The image features a central black silhouette of a man in a suit and tie, standing with his hands on his hips. To his left is a stylized red figure with a red circular head. The background is filled with various gears in shades of gray, blue, and orange. A large black horizontal bar with white text is positioned across the middle of the image.

Assign homework to filter vampires

# Asking questions leads to homework for you





To innovate, hide



**Extract all your comp to avoid ripping yourself off**

Relax: work as little as possible

HENRY CHARLES BUKOWSKI JR.

HANK

"DON'T TRY"

1920



1994



**Coté**  
@cote

Current status (to quote @cathcam): "I used to be good at my job. Now I'm just good at PowerPoint."

RETWEETS

2

LIKES

3



4:52 PM - 23 May 2012



@cote

# A corporate presentation is a document printed in landscape

## Thriving with transient advantage is held back by an IT gap

Companies must look to IT more than ever for new innovations for how they run sustain existing revenues and create new growth. The tumultuous business climate is illustrated by [a recent study](#) that found that since 2000, 52% of the F500 are no longer on the list. It's harder and harder for companies to rely on their competitive advantages to stay in a leadership position. This is [the era of transient advantage](#) as described by Prof. Rita McGrath:

If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated.

One of the way companies can innovate more is to rely more and more on custom written software to run their internal operations and also be the "store front" for their business, whether in B2B or B2C. While the idea of IT helping run the business is not new, new technologies and practices like cloud native and DevOps are giving organizations the ability to continually improve their custom written software, doing so very cheaply and on rapid, often daily, release cycles. Along with the rise in mobile, this has helped create companies like Airbnb, Uber, and Tesla that are using this new approach to IT to fiercely compete with slower moving incumbents.

It's little wonder, then, that [Gartner is predicting](#) that by 2020, 75 percent of application purchases supporting digital business will be "build," not "buy." Companies need to create and run more custom written software to stay competitive. However, IT is not ready for these demands: [another study](#) found that just a third of businesses think IT is a key enabler for business innovation:



## It's harder to make money because traditional advantages are less defensible

Since 2000, 52% of the F500 are no longer on the list

"If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated."

- Prof. Rita McGrath, *"Transient Advantage," HBR, June 2013*

<sup>3</sup> Sources: *"Transient Advantage,"* above; F500 figure from *2014 Constellation Research Summary*, R. "Ray" Wang, Feb. 2014.

Pivotal

## Thriving with transient advantage is held back by an IT gap

75% of application purchases supporting digital business will be built not bought by 2020

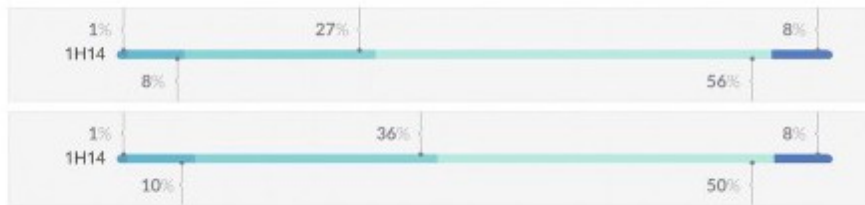


<sup>6</sup> Source: *Gartner press release, Aug 2015; Cutter Consortium, July 2015*. For similar government sector findings see *"The Agile Advantage," MeritTalk/Accenture, May 2015*

Pivotal

# Slides titles that state your conclusion perform better

ACROSS EUROPE, MORE BANKERS ARE BECOMING OPTIMISTIC ABOUT THEIR MARKET'S ECONOMIC RECOVERY...  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ornare elementum sapien. Ut eget hendrerit.\*



**COMMENTS**

Donec hendrerit elit sit amet justo vulputate, ut luctus dolor sollicitudin. Cum sociis natoque penatibus et magnis dis urient montes, nascetur ridiculus mus pellentesque hendrerit euismod mauris, sed dictum justo blandit sit amet sislitamet sagittarcuvitae.

DIGITAL MUSIC SALES HAVE SURPASSED PHYSICAL SALES  
 Source: IFPI



THERE ARE MULTIPLE FACTORS CURRENTLY LIMITING THE DISCOVERY AND APPROVAL OF NEW MEDICINES  
 R&D challenges



...ALTHOUGH IN THE UK STRONG ECONOMIC GROWTH MEANS BANKERS EXPECT TO BE ABLE TO RELEASE PROVISIONS  
 Over the next six months, what do you expect your bank's total provisions against loan losses to do?



# Slide content supports the title

## Thriving with transient advantage is held back by an IT gap

75% of application purchases supporting digital business will be built not bought by 2020



6 Source: [Gartner press release, Aug 2015](#); [Cutter Consortium, July 2015](#). For similar government sector findings see ["The Agile Advantage," MeriTalk/Accenture, May 2015](#)

Assume you'll never get past slide 1



Always have an “ask” ready to go



A beagle dog is running towards the camera in a lush green field. In the background, there are several round hay bales and a line of trees. The text 'Hang in there!' is overlaid on the top left of the image.

Hang in there!

I said to the rabbit "you gonna make it"

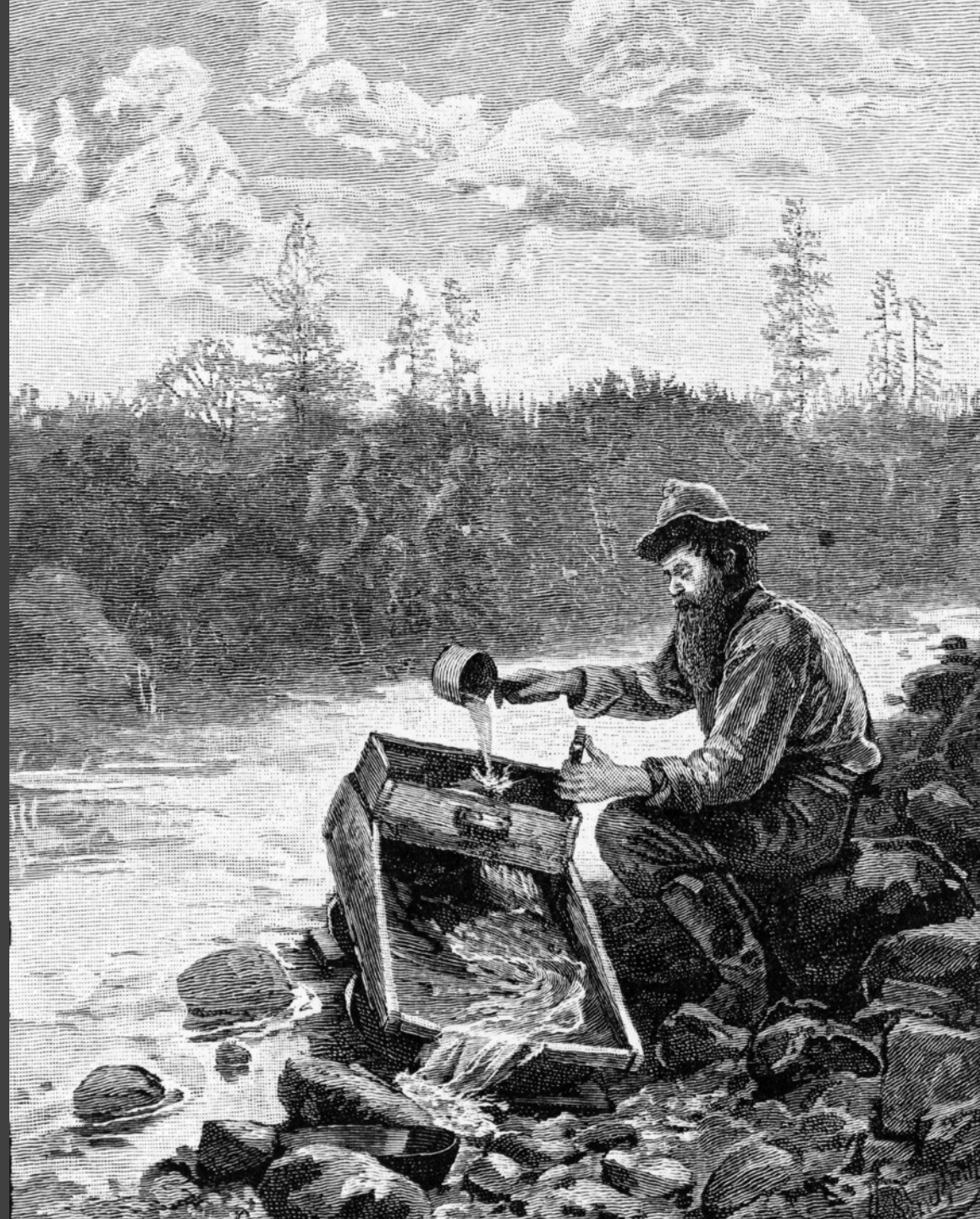
I said to the rabbit "Are you gonna make it?"

I said to the rabbit "you gonna make it"

The rabbit said "Well I got to!"

# The Quit Sluice

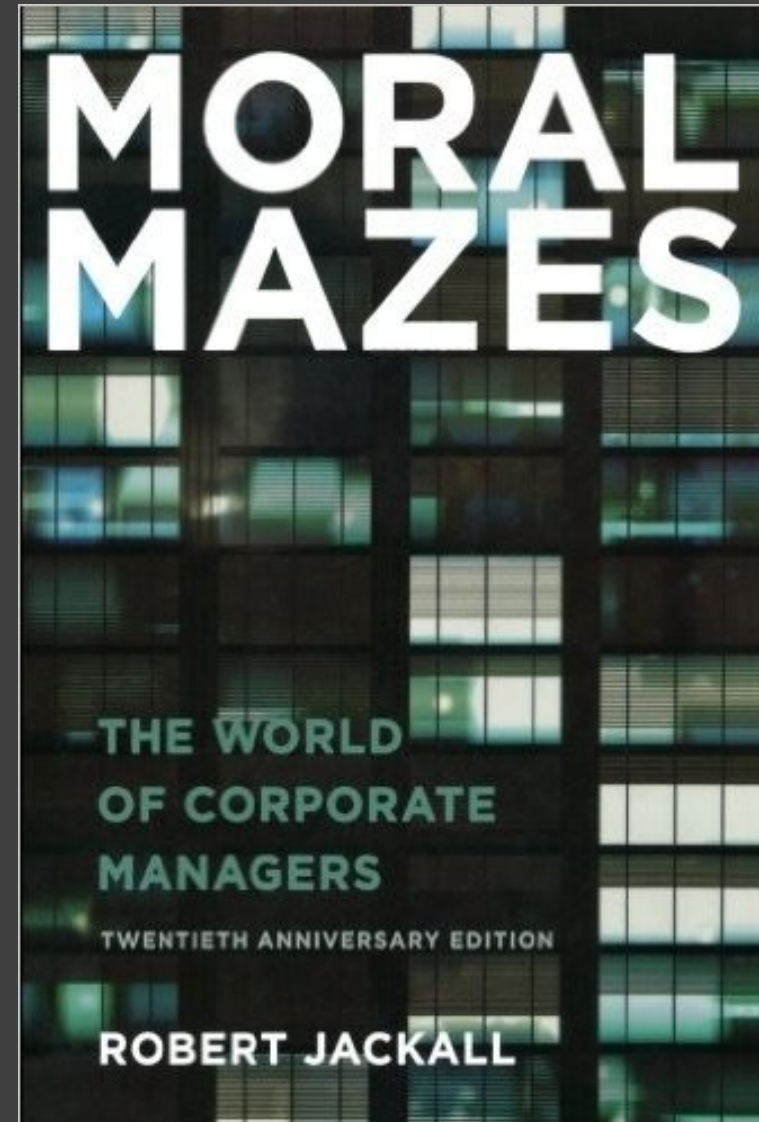
1. You have a much better job offer
2. The “business” does not care to change – or need to!
3. You’ve talked with your manager multiple times
4. You can’t find a different job in the company
5. You are unhappy, it effects you IRL
6. You have a new job offer



# More...

- “War Stories from the God Pod: Strategies for killing high stakes Executive presentations” - [Matt Baker's tips](#)
- Me: “7 + 5 BigCo Anti-patterns: white collars doing it wrong,” [me from April 2016](#)

• Weekly therapy at  
@cote SoftwareDefinedTalk.com





Thanks!

Slides: <https://cote.io/bigco/>

[@cote](#) | [cote.io](https://cote.io)