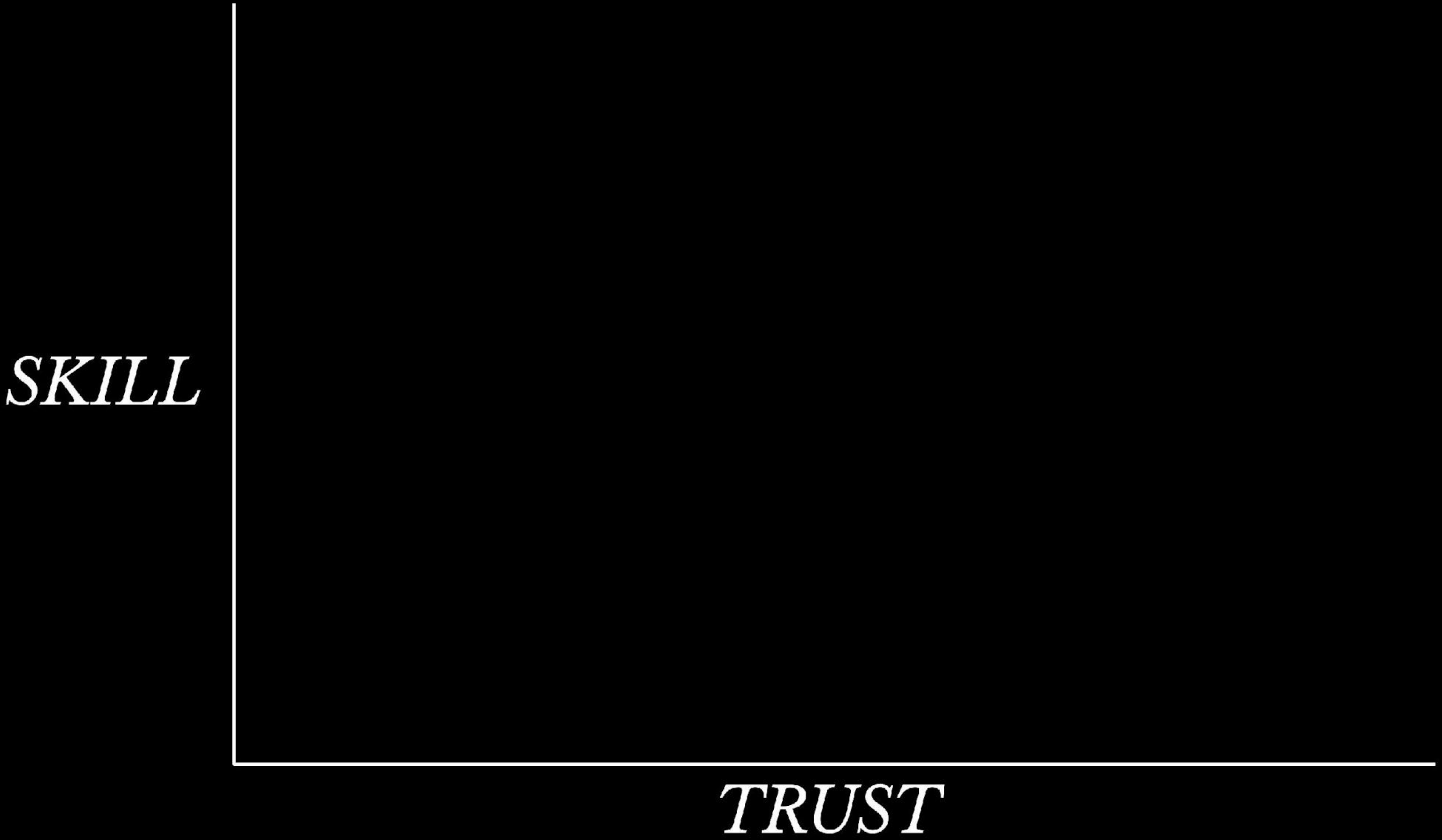
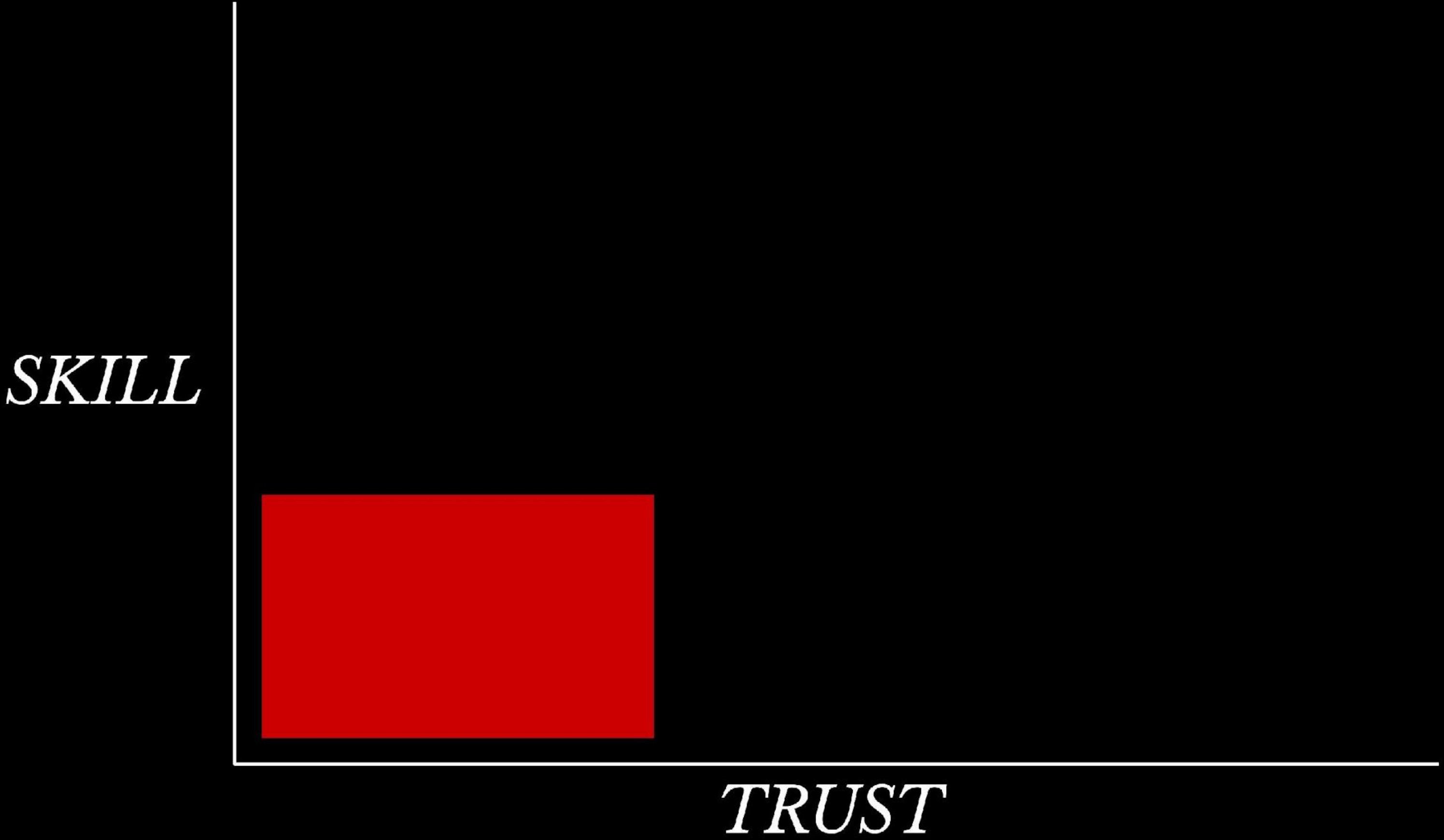
THRIVING

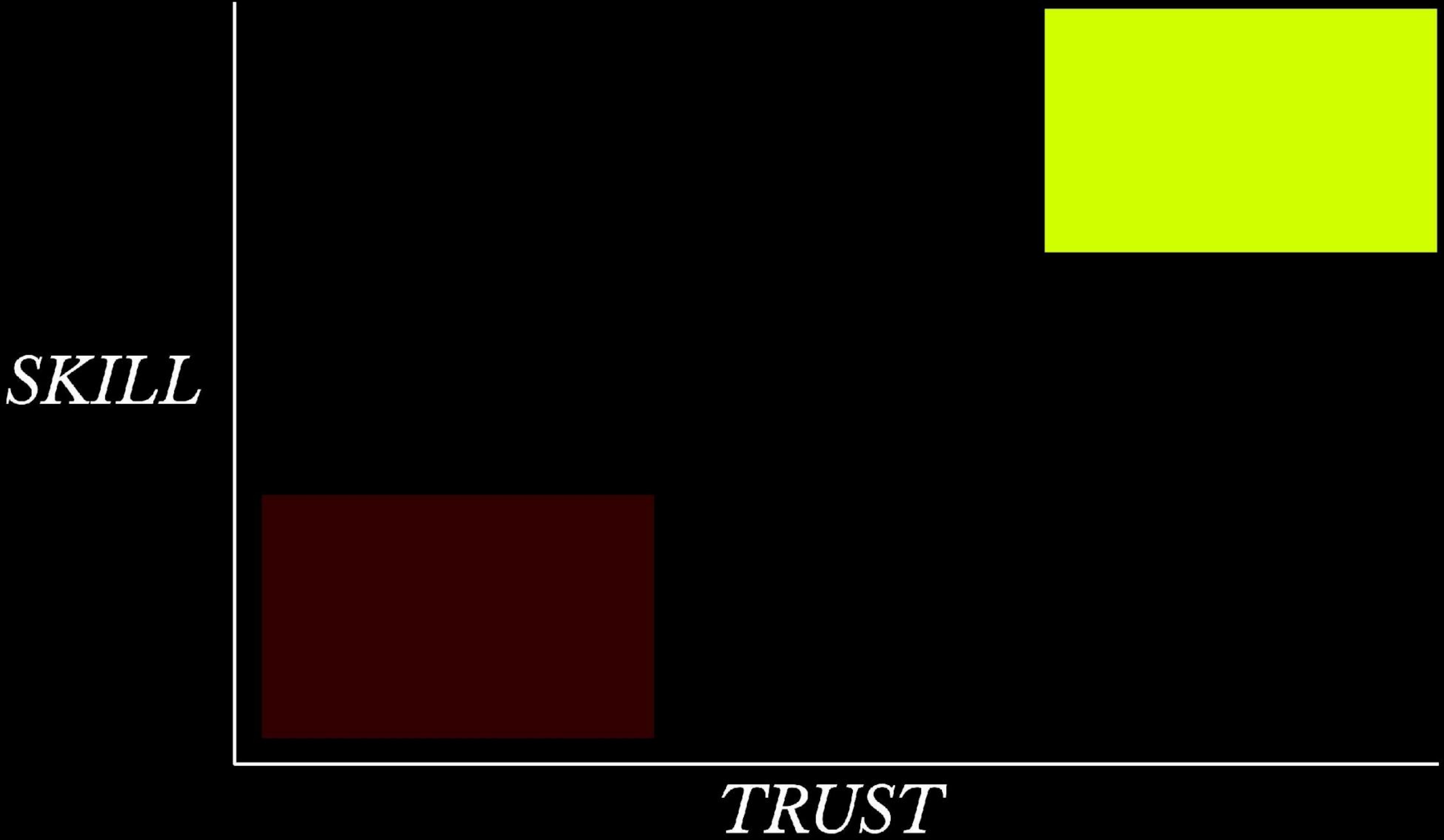
AS AN INDIVIDUAL CONTRIBUTOR

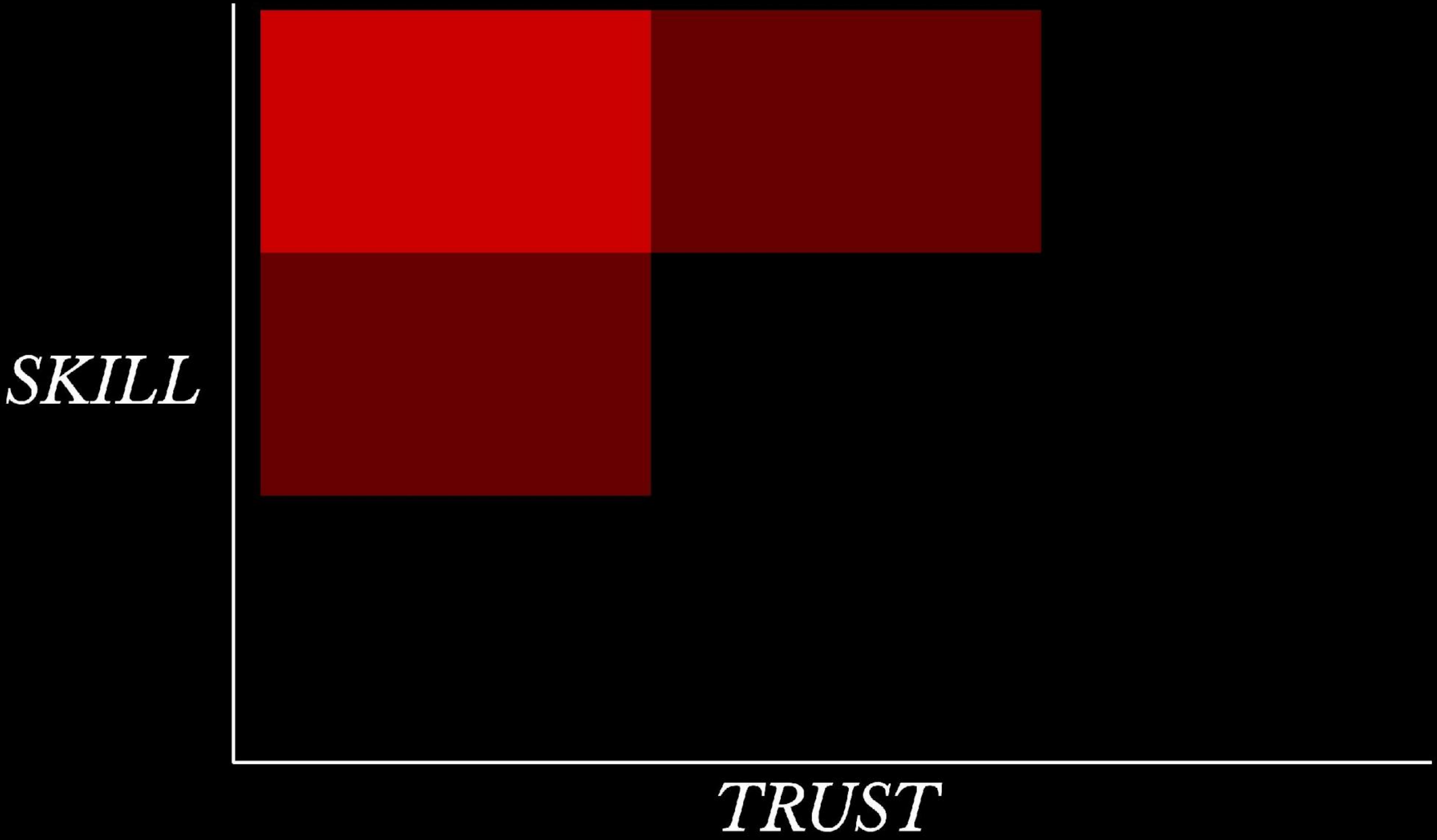
PREFACE

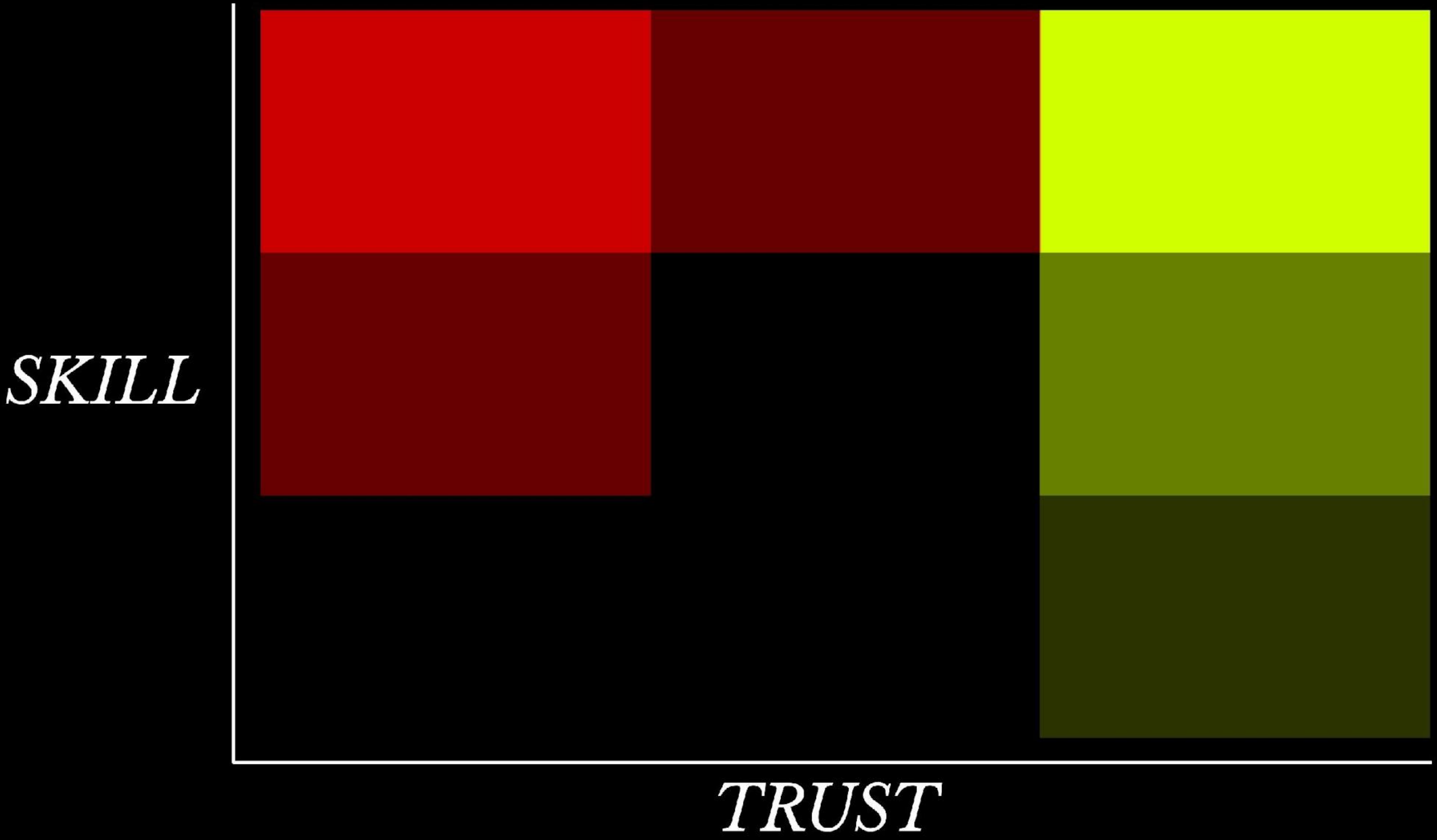
SKILL + TRUST

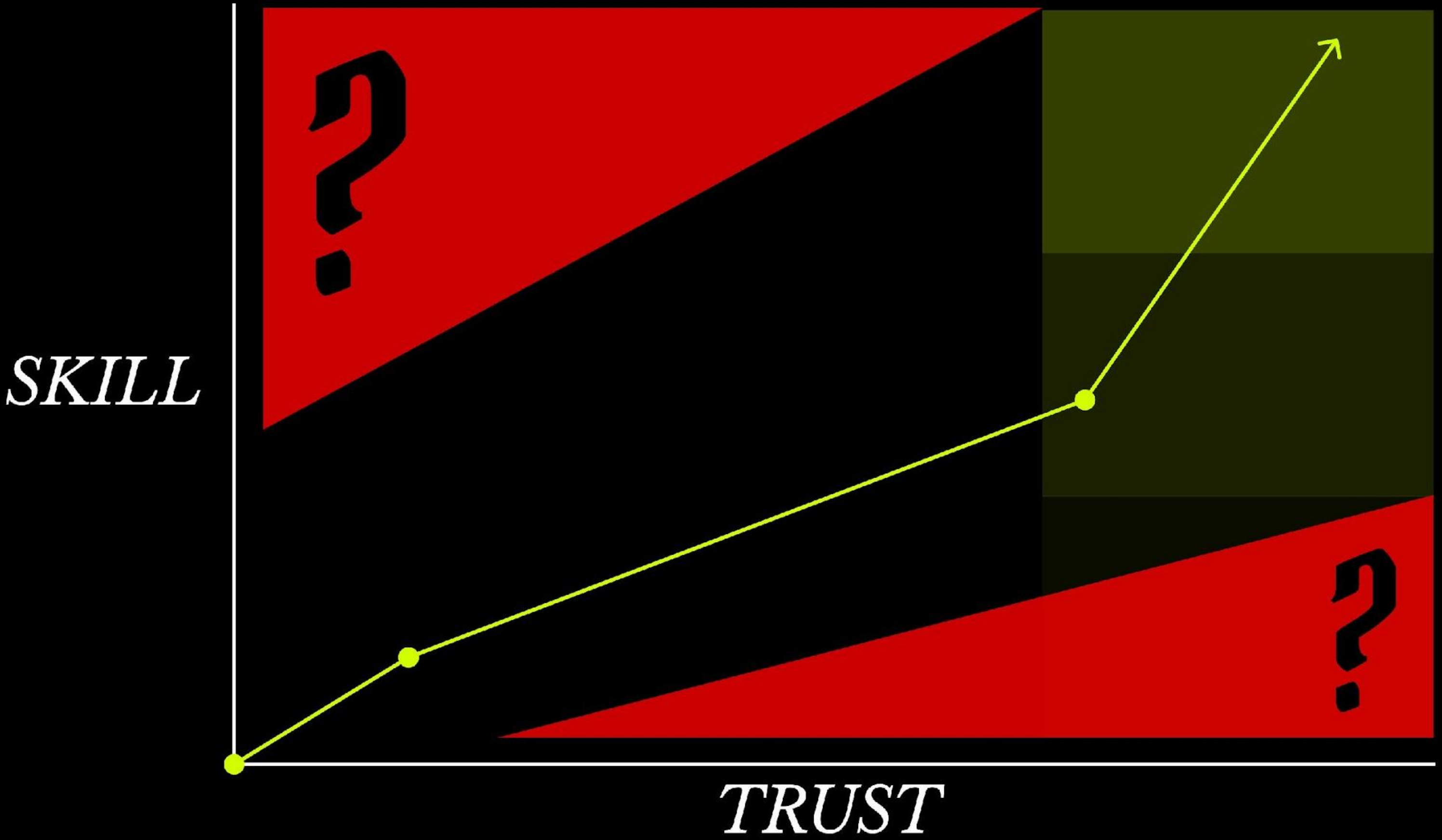

SKILL
TRUST

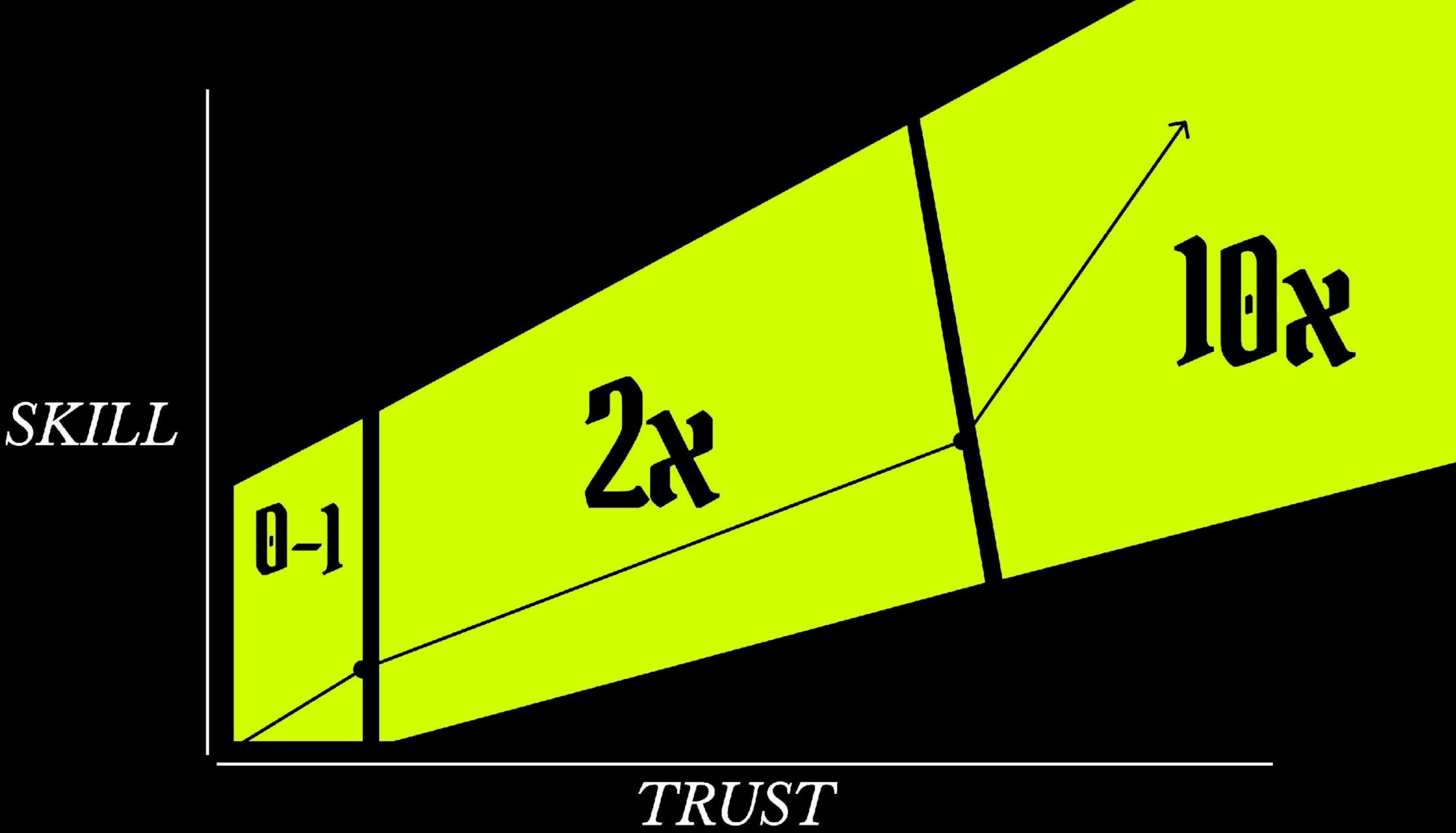

SKILL
TRUST

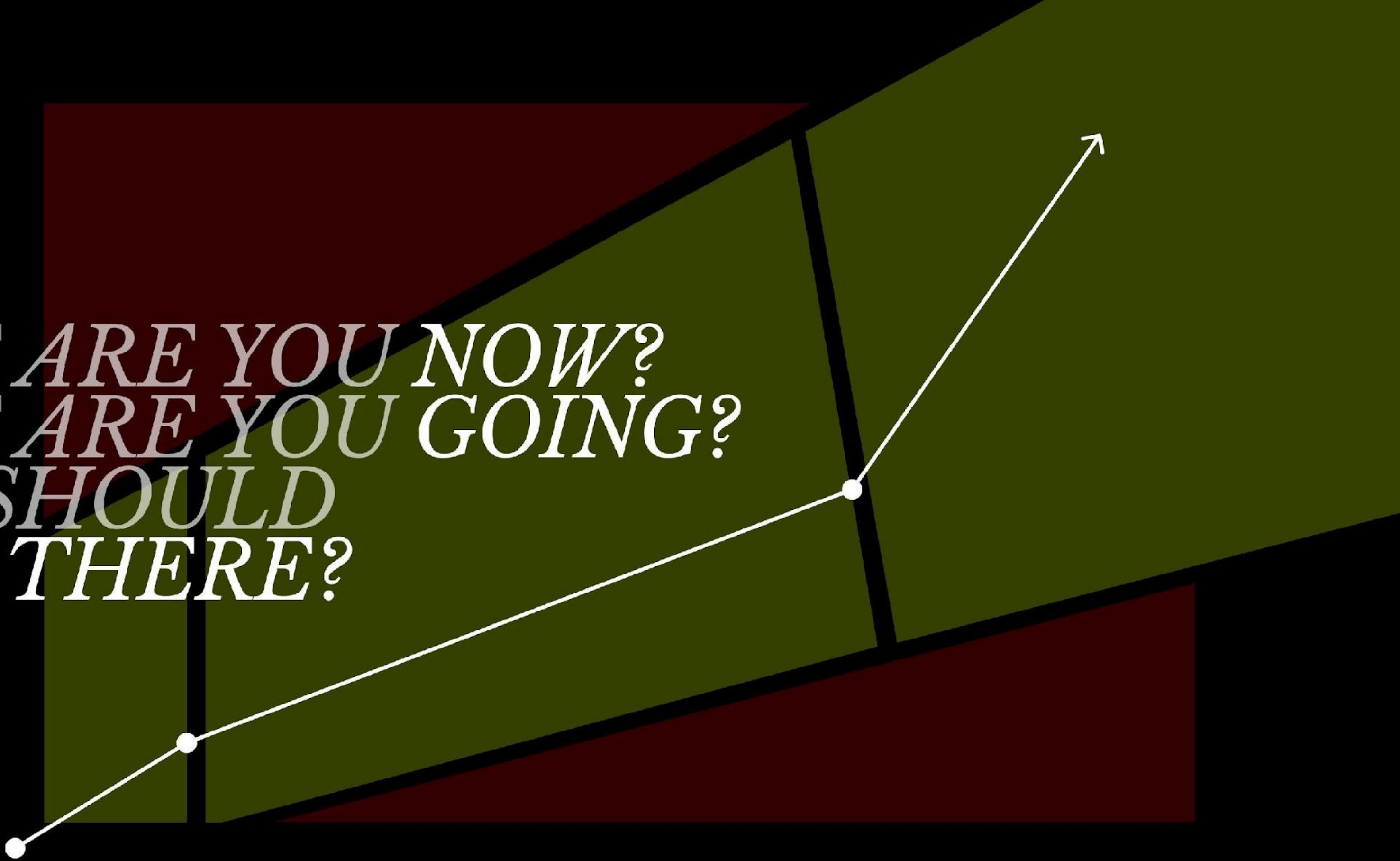

SKILL
TRUST


SKILL
TRUST

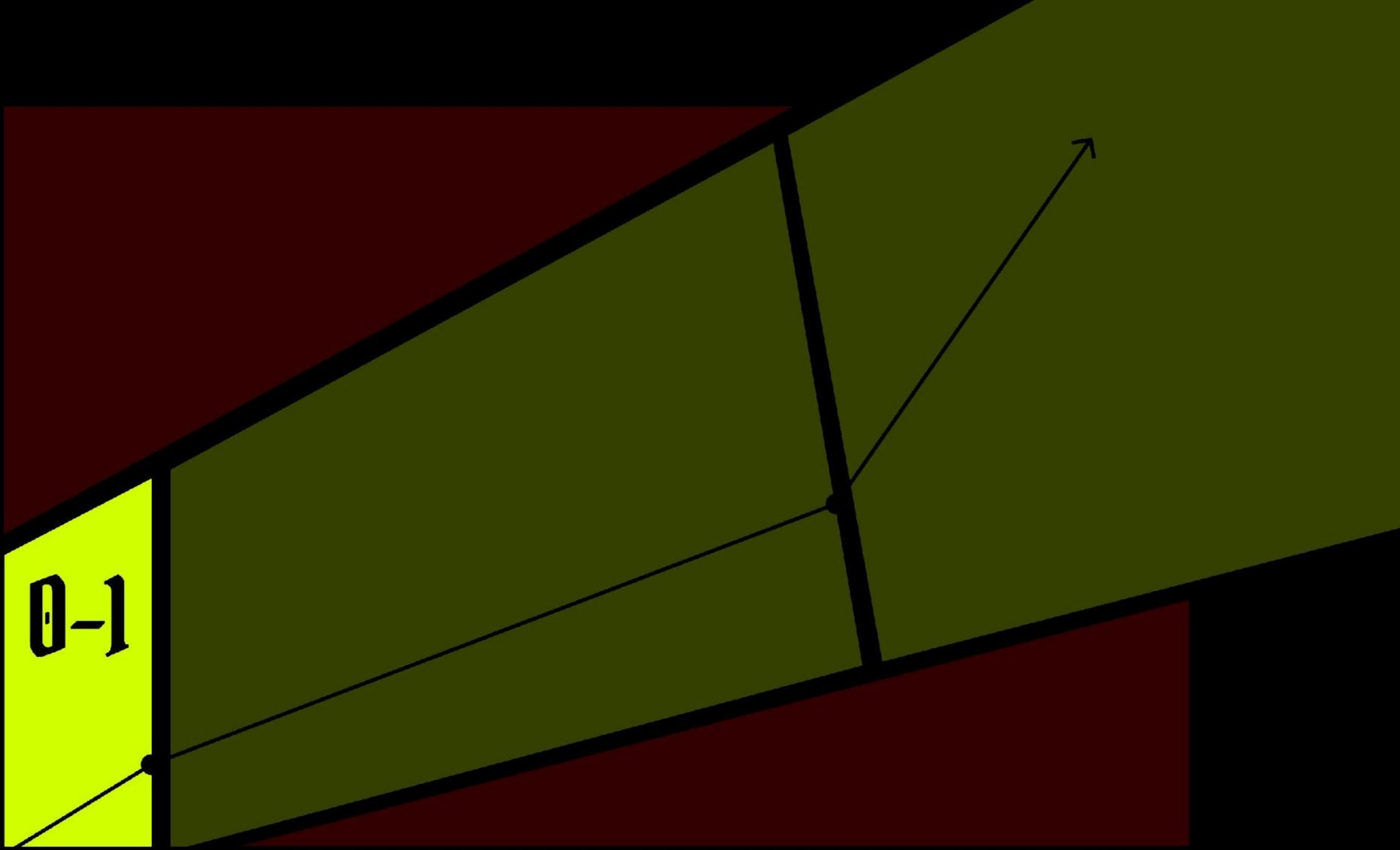

SKILL
TRUST


?
SKILL
?
TRUST

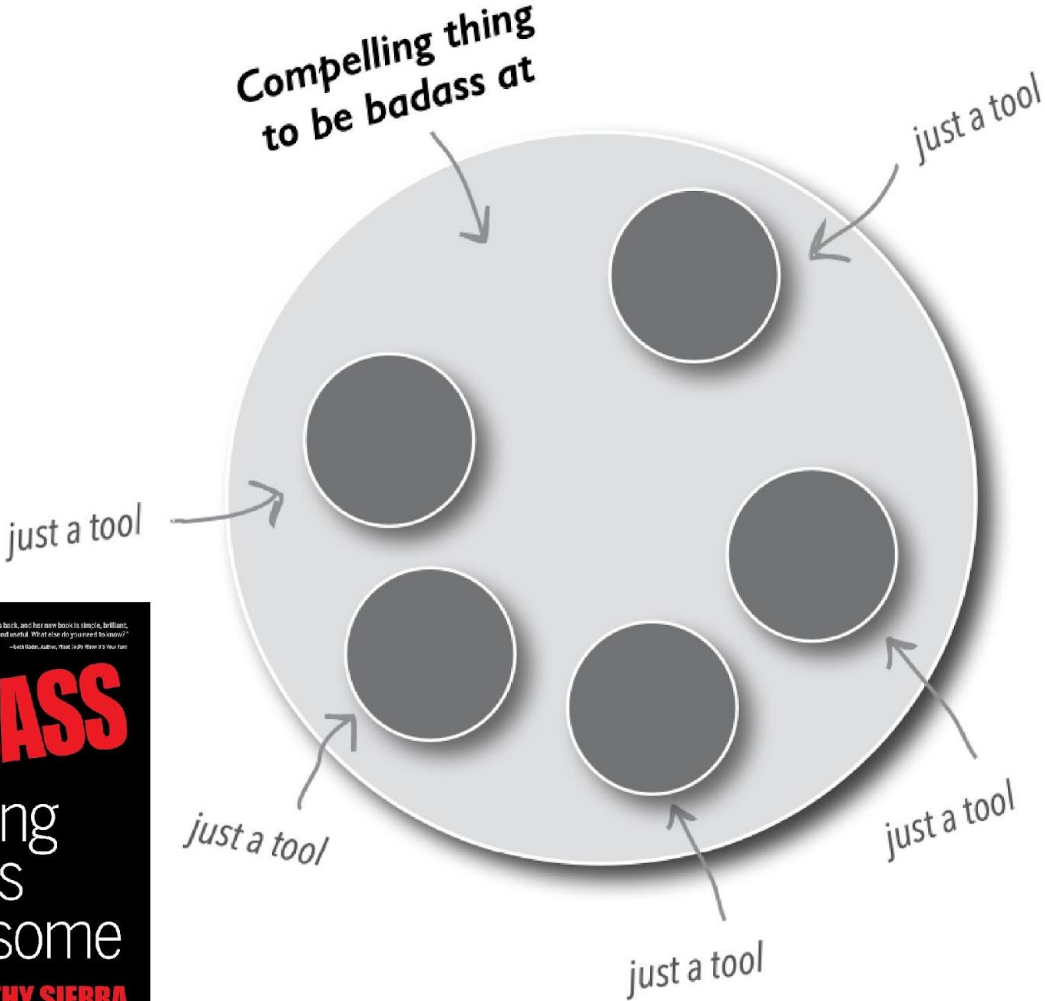

SKILL
0-1
2x
10x
TRUST

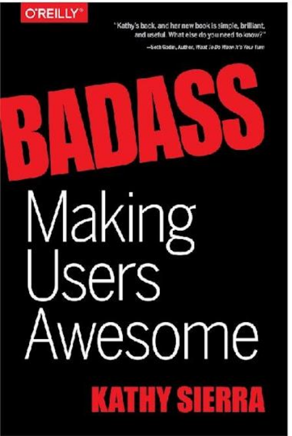


WHERE ARE YOU NOW?
WHERE ARE YOU GOING?
WHEN SHOULD
YOU BE THERE?



0-1


Compelling thing to be badass at
just a tool
just a tool
just a tool
just a tool
just a tool


O'REILLY

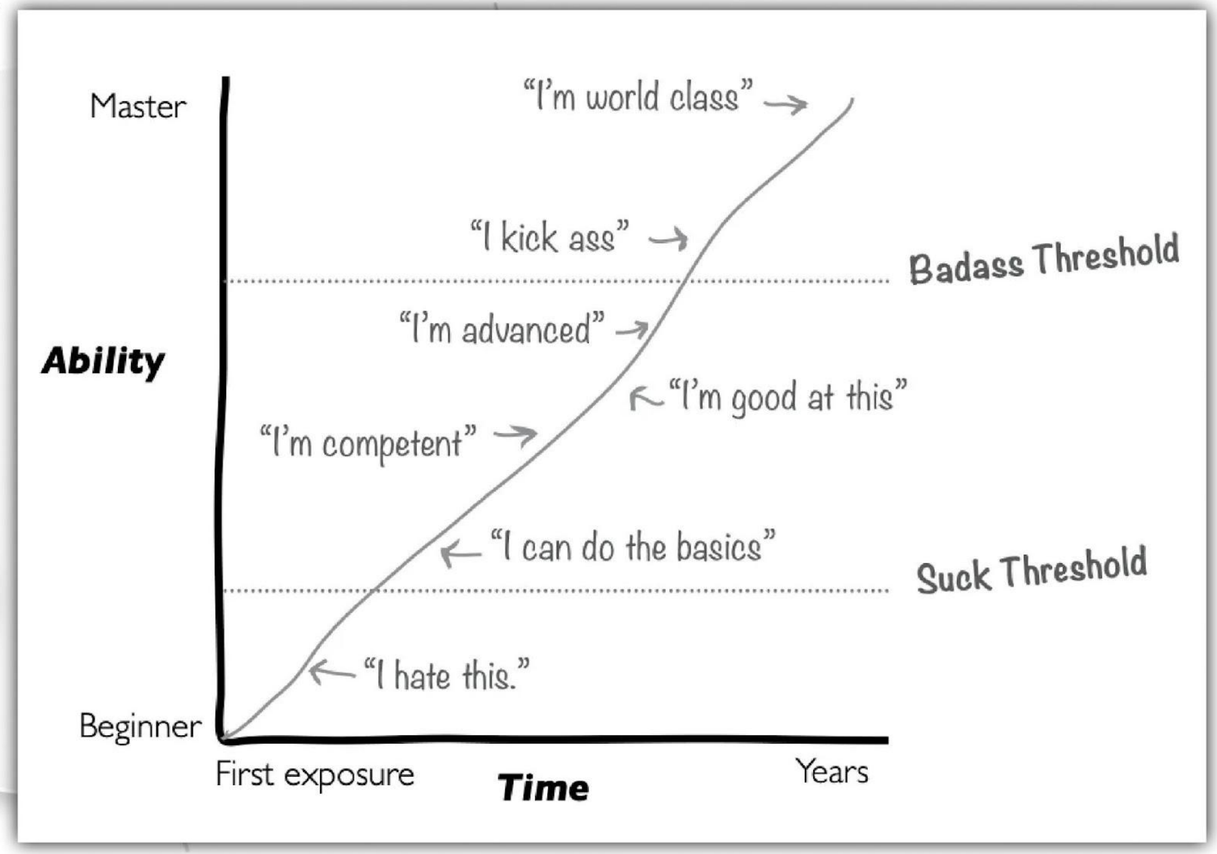
"Kathy's back, and her new book is simple, brilliant, and useful. What else do you need to know?"

—Seth Godin, Author, *What To Do When It's Your Turn*

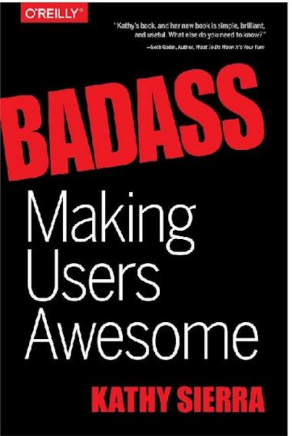
BADASS
Making Users Awesome

KATHY SIERRA

Compelling thing to be badass at
just a tool
just a tool



just a tool



O'REILLY®

"Kathy's back, and her new book is simple, brilliant, and useful. What else do you need to know?"

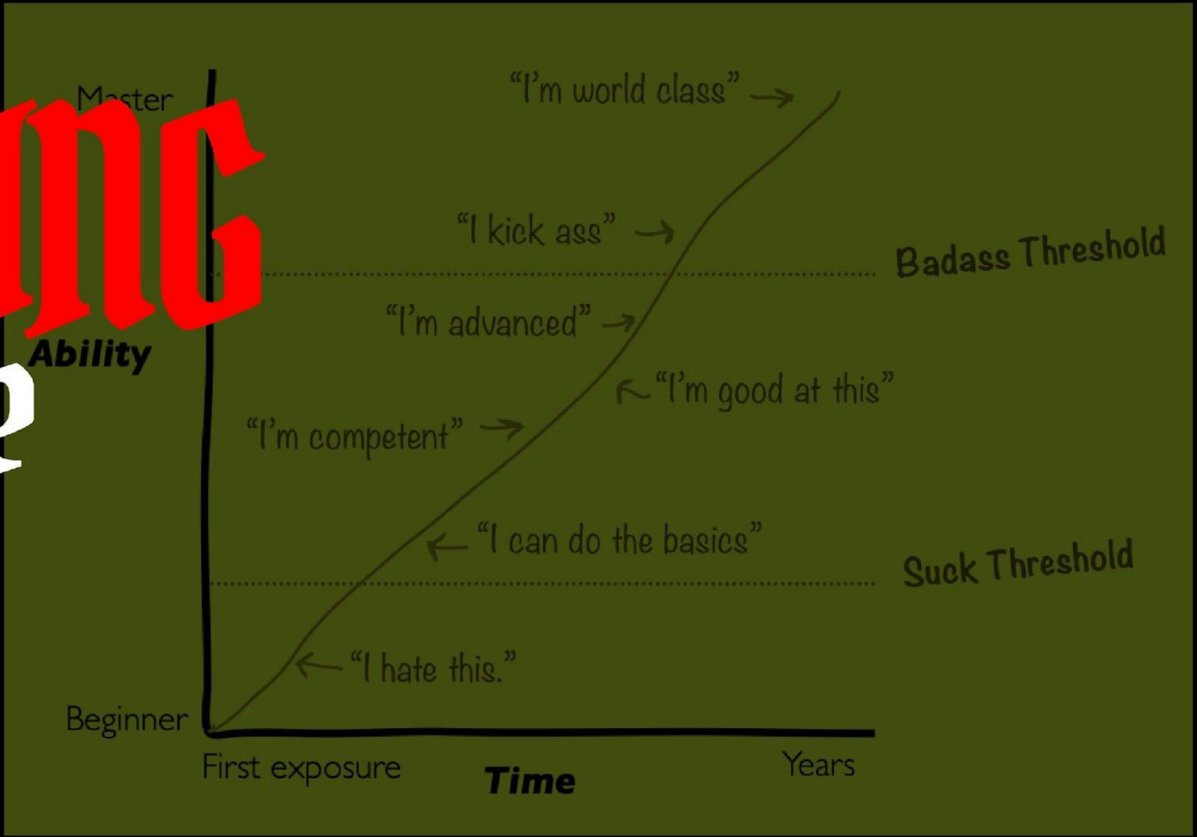
—Seth Godin, Author, *What To Do When It's Your Turn*

BADASS

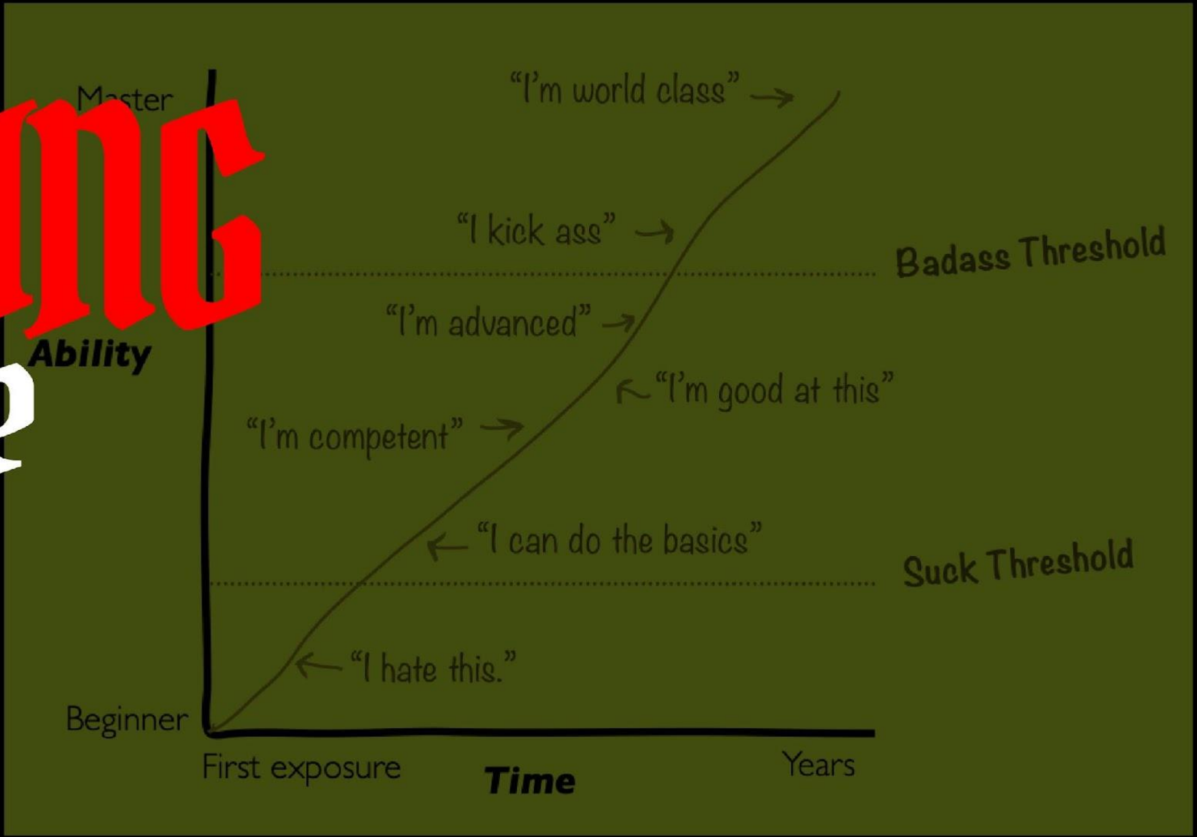
Making Users Awesome

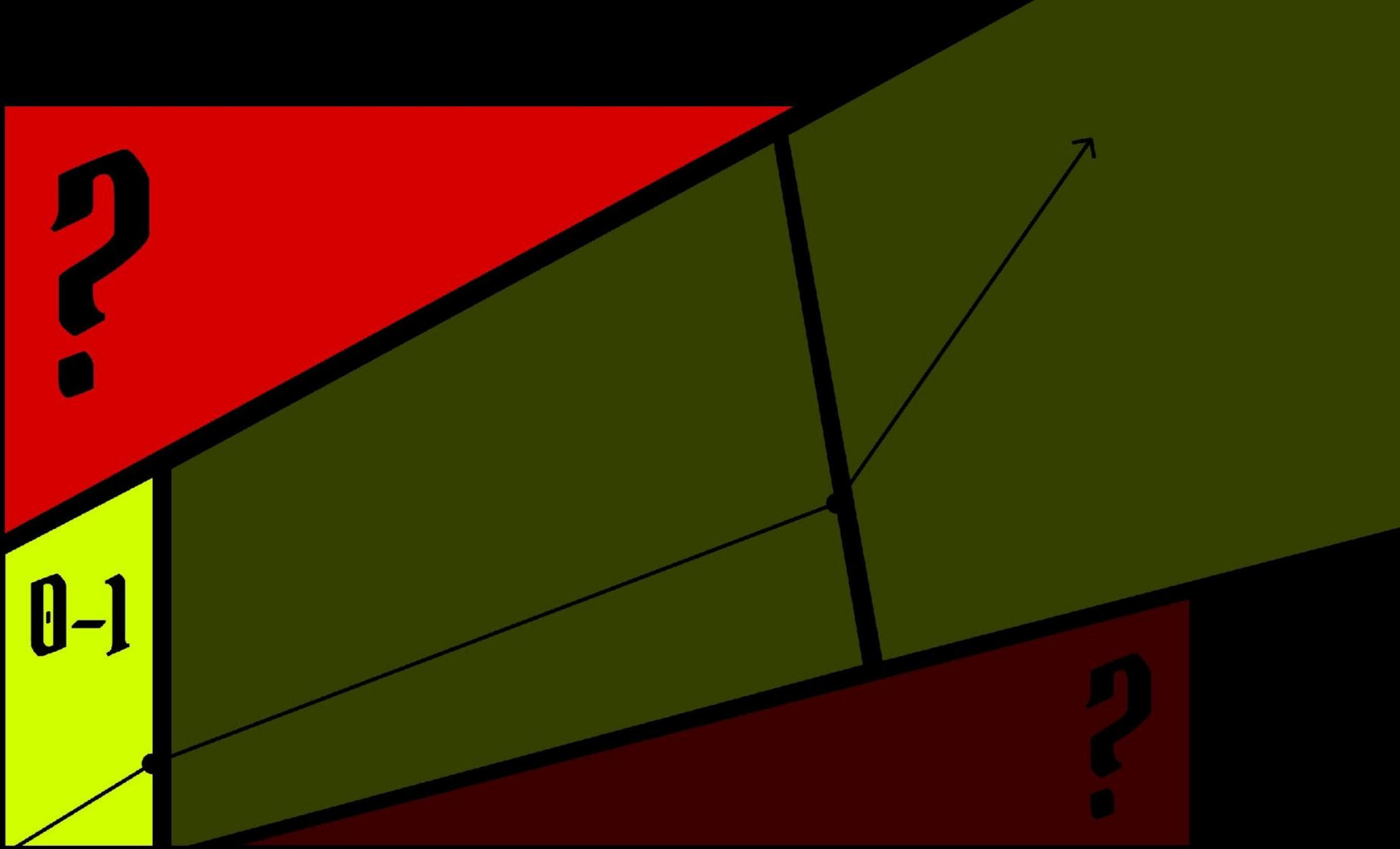
KATHY SIERRA

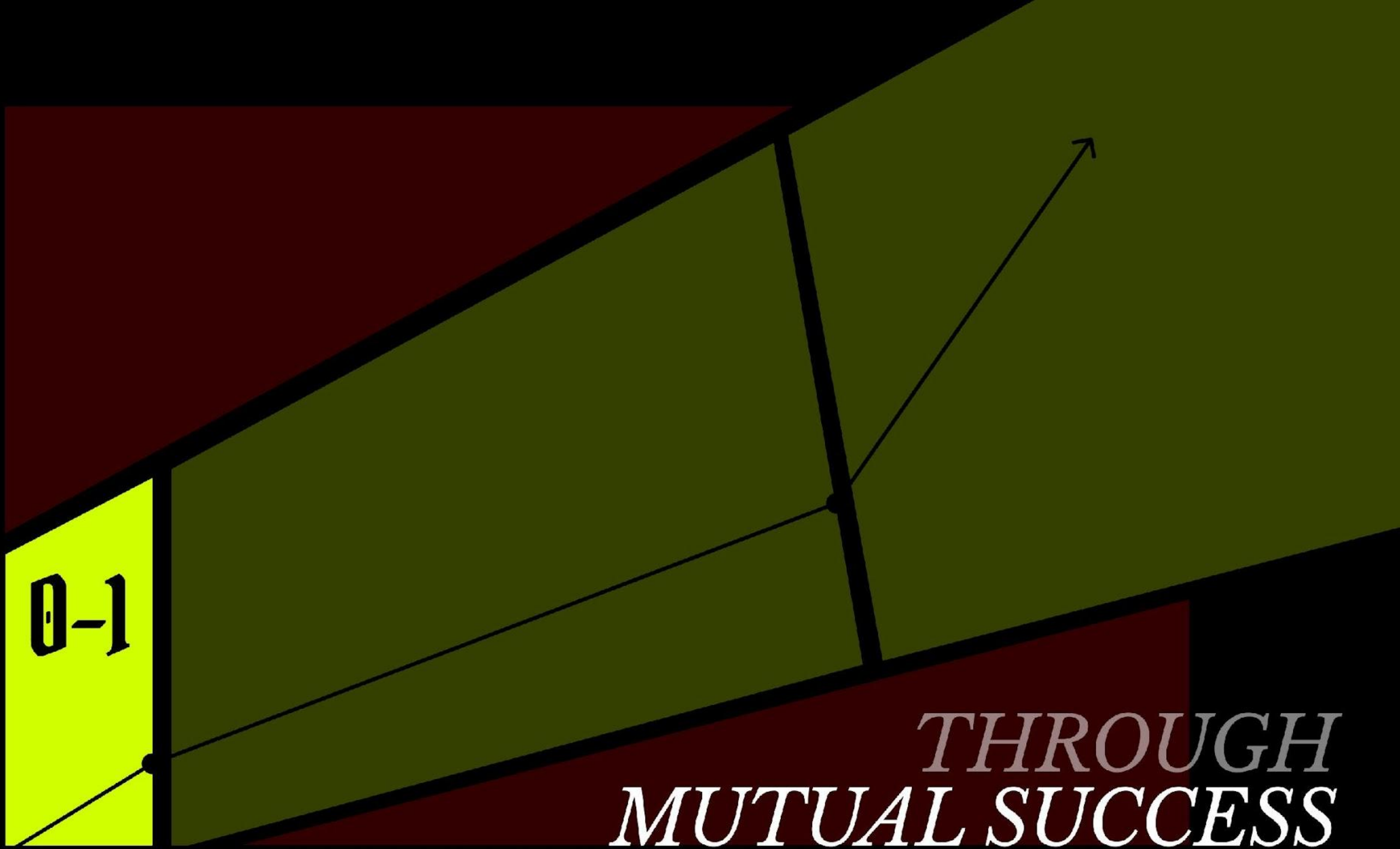
CREATING awesome products



CREATING awesome ~~products~~ users



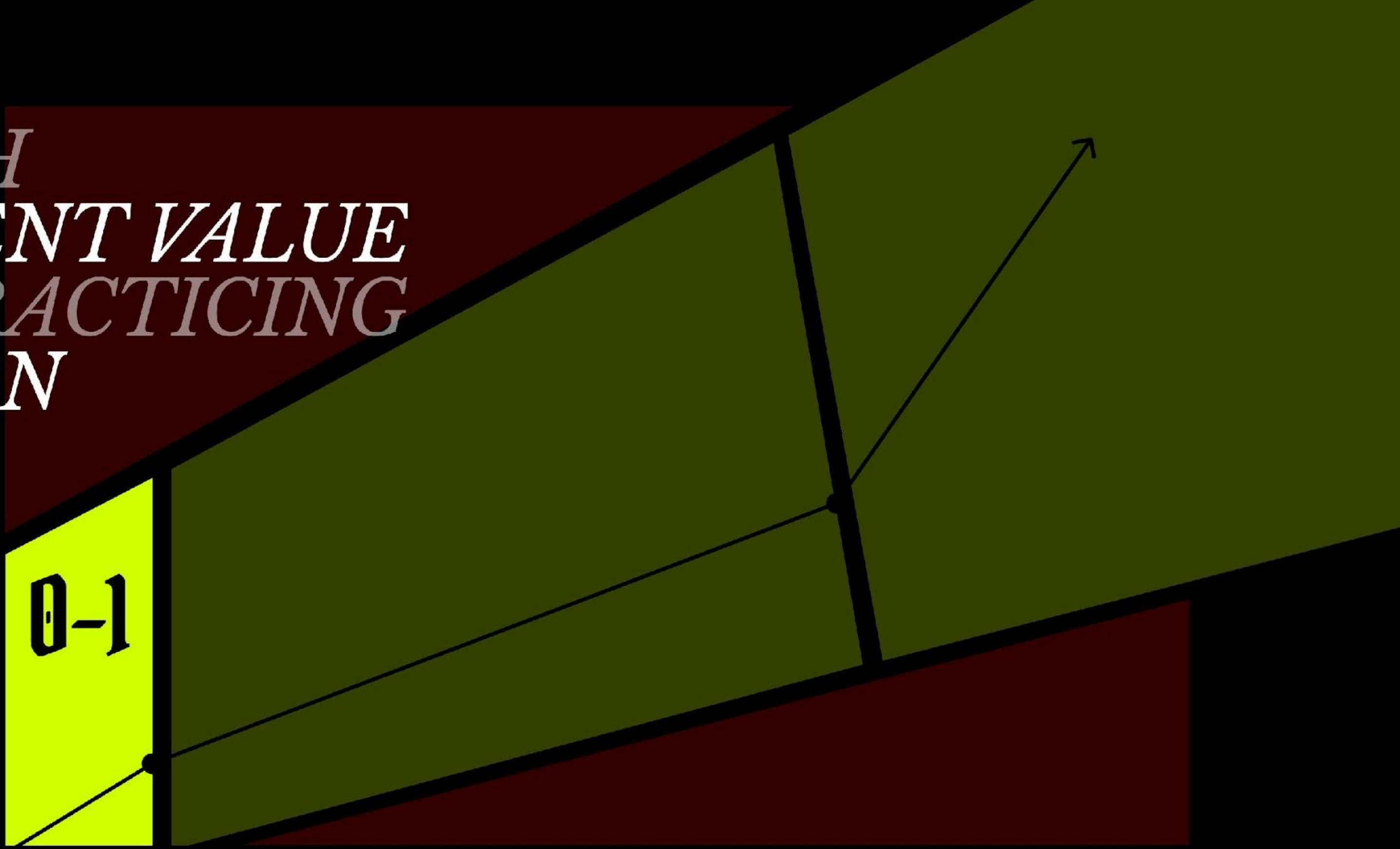

?
0-1
?



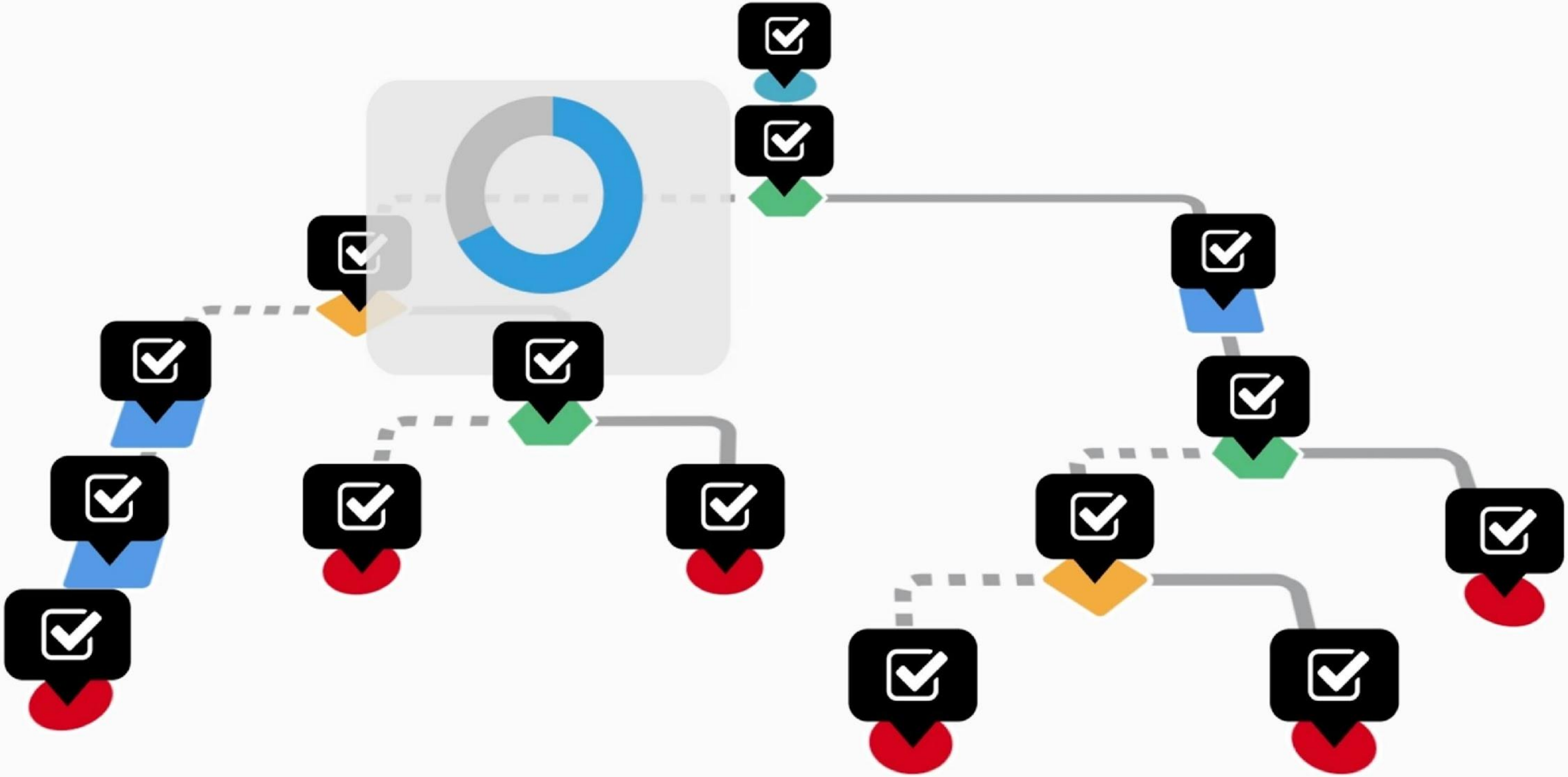
BUILD TRUST →

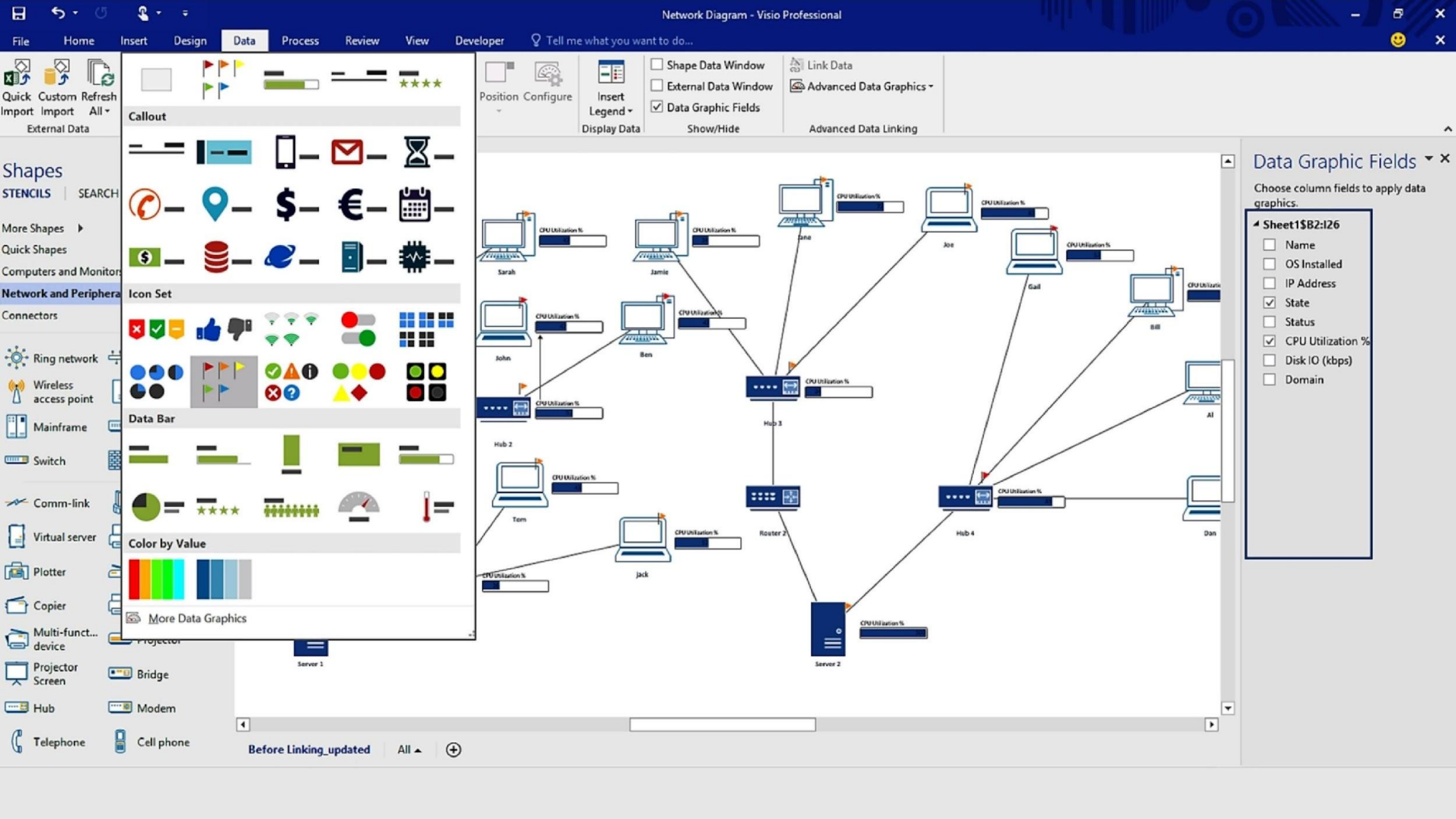
THROUGH MUTUAL SUCCESS WITH INCREASINGLY DIVERSE AUDIENCES

THROUGH CONSISTENT VALUE WHILE PRACTICING ITERATION



GROW SKILLS



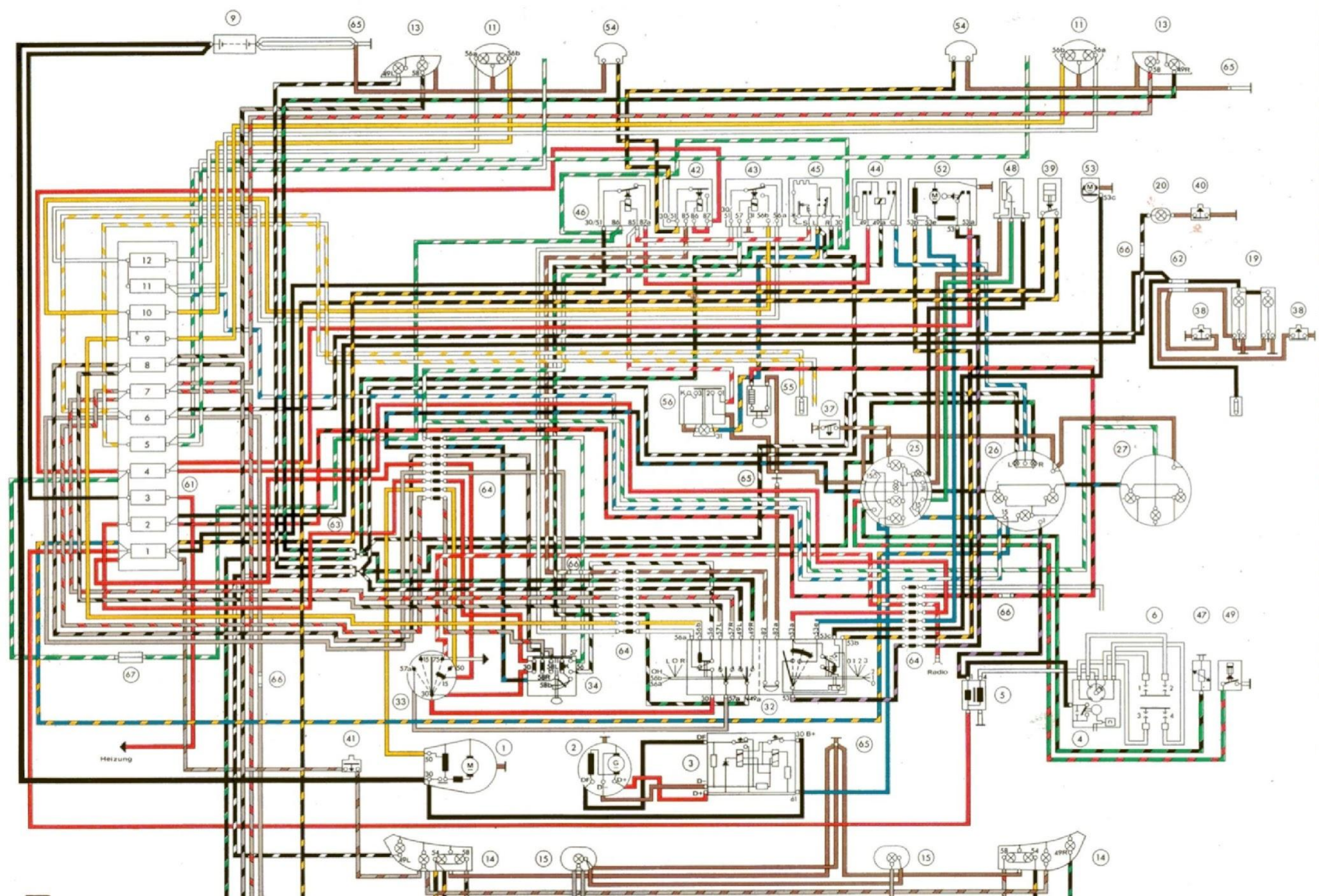

Network Diagram - Visio Professional
File
Home
Insert
Design
Data
Process
Review
View
Developer
Tell me what you want to do...
Quick Import
Custom Import
Refresh All
External Data
Callout
Icon Set
Data Bar
Color by Value
More Data Graphics
Position
Configure
Insert Legend
Display Data
Show/Hide
Link Data
Advanced Data Graphics
Advanced Data Linking
Shapes
STENCILS
SEARCH
More Shapes
Quick Shapes
Computers and Monitors
Network and Periphera
Connectors
Ring network
Wireless access point
Mainframe
Switch
Comm-link
Virtual server
Plotter
Copier
Multi-funct... device
Projector Screen
Projector
Bridge
Hub
Modem
Telephone
Cell phone
CPU Utilization %
Sarah
Jamie
Jane
Joe
Gail
Bill
John
Ben
Hub 2
Hub 3
Al
Tom
Jack
Router 2
Hub 4
Dan
Server 1
Server 2
Before Linking_updated
All

☐ Shape Data Window
☐ External Data Window
☑ Data Graphic Fields

Data Graphic Fields

Choose column fields to apply data graphics.

Sheet1$B2:I26
- ☐ Name
- ☐ OS Installed
- ☐ IP Address
- ☑ State
- ☐ Status
- ☑ CPU Utilization %
- ☐ Disk IO (kbps)
- ☐ Domain

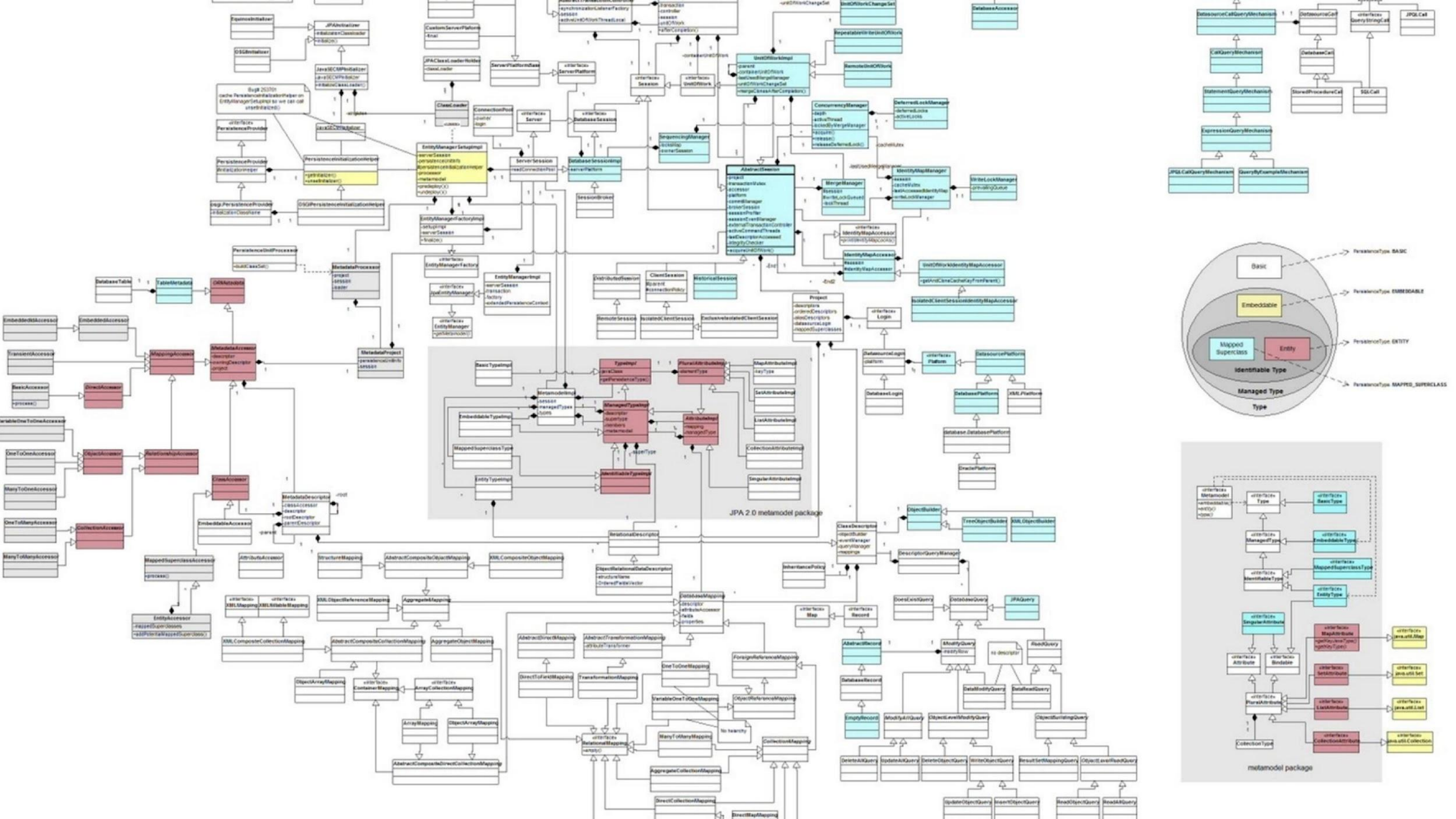


Wiring Diagram Type

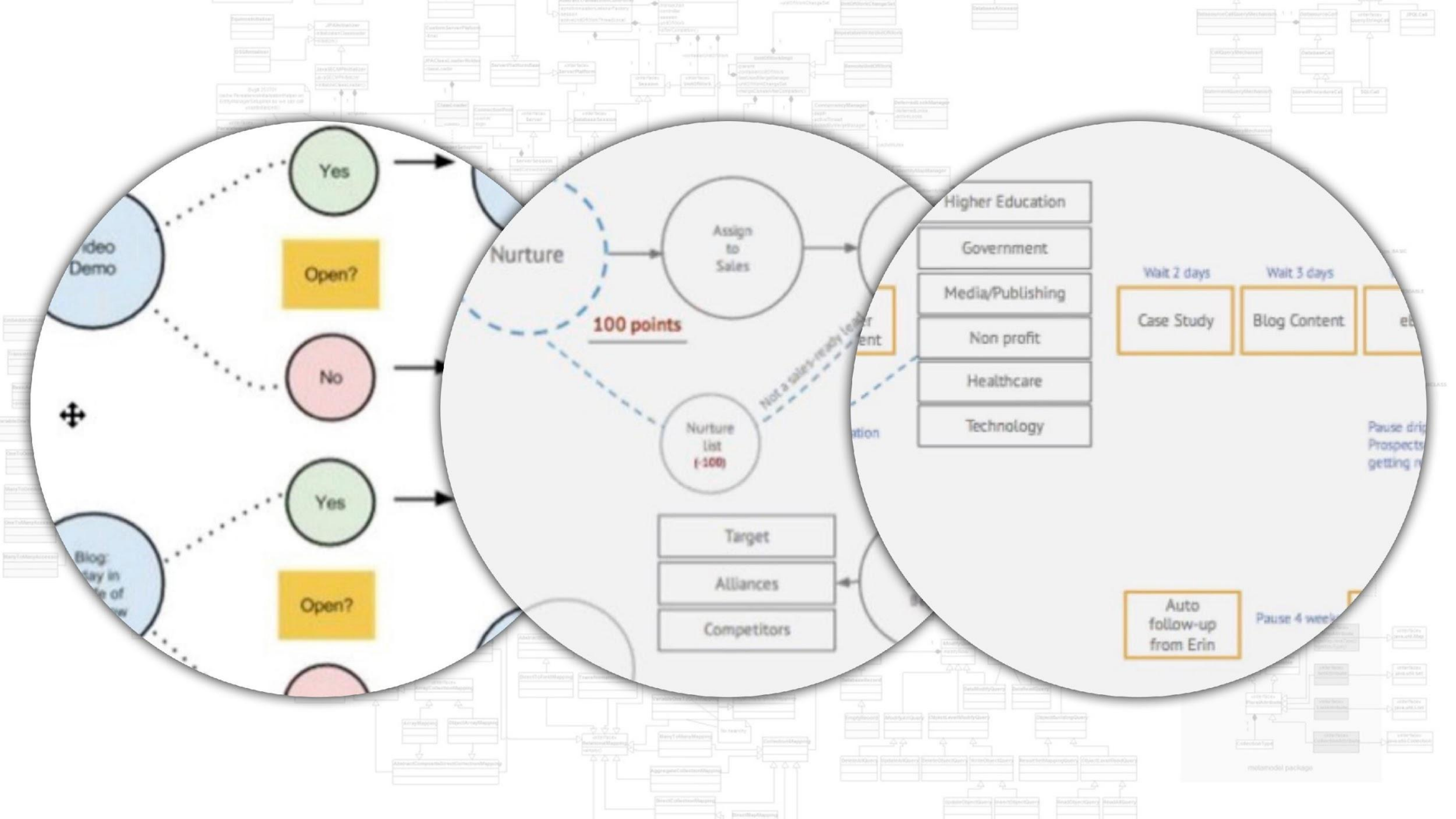
① starter
② generator
③ regulator
④ distributor
⑤ ignition coil
⑥ spark plugs
⑨ battery
⑪ headlight
⑬ parking and turn signal light
⑭ tail, stop, turn signal and back-up light
⑮ license plate light
⑲ interior light
⑳ luggage compartment light
㉕ large combination instrument
㉖ transistorized tachometer
㉗ speedometer
㉜ combined switch for turn signal, low beam, headlight signal, wiper, washer and horn button
㉝ ignition switch
㉞ main light switch
㊲ hand brake indicator light switch
㊳ door contact switch
㊴ stop light switch
㊵ luggage compartment light switch
㊶ back-up light switch
㊷ horn relay
㊸ by-pass relay for high beam signal
㊹ turn signal flasher
㊺ warning signal flasher
㊻ warning signal relay
㊼ oil temperature sending unit
㊽ fuel tank sending unit
㊾ oil pressure sending unit
(52) wiper motor
(53) washer pump
(54) horn
(55) cigarette lighter
(56) warning signal switch
(61) fuse box
(62) two-pole plug connector
(63) cable distribution block
(64) eight-way disconnect
(65) ground
(66) single-pole plug connector
(67) warning signal fuse with holder

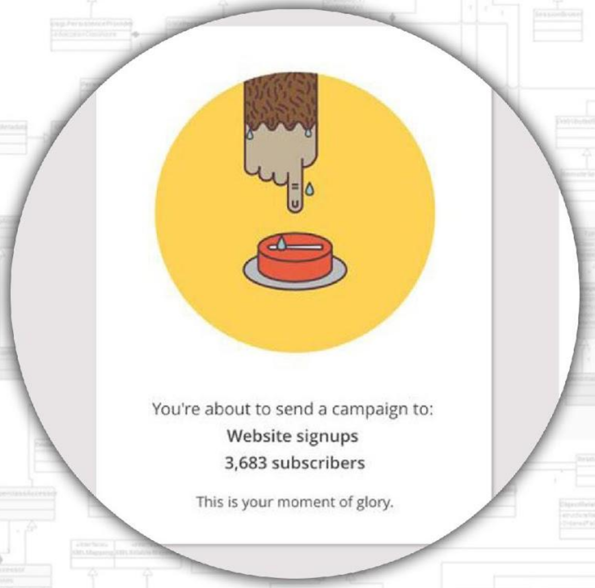
Fuses

1 stop, turn signal and back-up light
2 interior light, cigarette lighter
3 supplementary heater (option)
4 wiper and washer
5 fog lamps (option)
6 license plate and luggage compartment
7 parking light, right
8 parking light, left
9 low beam, right



EquinoxInitializer
JPAInitializer
OSGiInitializer
JavaSECMPInitializer
CustomServerPlatform
JPAClassLoaderHolder
ServerPlatformBase
«interface» ServerPlatform
«interface» Session
«interface» UnitOfWork
UnitOfWorkImpl
UnitOfWorkChangeSet
RepeatableWriteUnitOfWork
RemoteUnitOfWork
DatabaseAccessor
Bug# 253701 cache PersistenceInitializationHelper on EntityManagerSetupImpl so we can call unsetInitialized()
ClassLoader
ConnectionPool
«interface» Server
«interface» DatabaseSession
ConcurrencyManager
DeferredLockManager
SequencingManager
«interface» PersistenceProvider
PersistenceProvider
PersistenceInitializationHelper
EntityManagerSetupImpl
ServerSession
DatabaseSessionImpl
AbstractSession
MergeManager
IdentityMapManager
WriteLockManager
osgi.PersistenceProvider
OSGiPersistenceInitializationHelper
SessionBroker
EntityManagerFactoryImpl
«interface» IdentityMapAccessor
IdentityMapAccessor
UnitOfWorkIdentityMapAccessor
IsolatedClientSessionIdentityMapAccessor
PersistenceUnitProcessor
MetadataProcessor
«interface» EntityManagerFactory
EntityManagerImpl
«interface» JpaEntityManager
«interface» EntityManager
DistributedSession
ClientSession
HistoricalSession
RemoteSession
IsolatedClientSession
ExclusiveIsolatedClientSession
Project
«interface» Login
DatabaseTable
TableMetadata
ORMetadata
EmbeddedIdAccessor
EmbeddedAccessor
TransientAccessor
MappingAccessor
MetadataAccessor
MetadataProject
BasicAccessor
DirectAccessor
VariableOneToOneAccessor
OneToOneAccessor
ObjectAccessor
RelationshipAccessor
ManyToOneAccessor
ClassAccessor
MetadataDescriptor
OneToManyAccessor
CollectionAccessor
EmbeddableAccessor
ManyToManyAccessor
MappedSuperclassAccessor
AttributeAccessor
EntityAccessor
BasicTypeImpl
MetamodelImpl
TypeImpl
PluralAttributeImpl
MapAttributeImpl
SetAttributeImpl
ListAttributeImpl
CollectionAttributeImpl
SingularAttributeImpl
EmbeddableTypeImpl
ManagedTypeImpl
AttributeImpl
MappedSuperclassType
EntityTypeImpl
IdentifiableTypeImpl
JPA 2.0 metamodel package
DatasourceLogin
«interface» Platform
DatasourcePlatform
DatabaseLogin
DatabasePlatform
XMLPlatform
database.DatabasePlatform
OraclePlatform
ObjectBuilder
TreeObjectBuilder
XMLObjectBuilder
ClassDescriptor
RelationalDescriptor
ObjectRelationalDataDescriptor
DescriptorQueryManager
InheritancePolicy
StructureMapping
AbstractCompositeObjectMapping
XMLCompositeObjectMapping
«interface» XMLMapping
«interface» XMLNillableMapping
XMLObjectReferenceMapping
AggregateMapping
DatabaseMapping
XMLCompositeCollectionMapping
AbstractCompositeCollectionMapping
AggregateObjectMapping
ObjectArrayMapping
«interface» ContainerMapping
«interface» ArrayCollectionMapping
ArrayMapping
ObjectArrayMapping
AbstractCompositeDirectCollectionMapping
AbstractDirectMapping
AbstractTransformationMapping
DirectToFieldMapping
TransformationMapping
OneToOneMapping
ForeignReferenceMapping
VariableOneToOneMapping
ObjectReferenceMapping
No hierarchy
«interface» RelationalMapping
ManyToManyMapping
CollectionMapping
AggregateCollectionMapping
DirectCollectionMapping
DirectMapMapping
«interface» Map
«interface» Record
AbstractRecord
DatabaseRecord
EmptyRecord
DoesExistQuery
DatabaseQuery
JPAQuery
ModifyQuery
no descriptor
ReadQuery
DataModifyQuery
DataReadQuery
ModifyAllQuery
ObjectLevelModifyQuery
ObjectBuildingQuery
DeleteAllQuery
UpdateAllQuery
DeleteObjectQuery
WriteObjectQuery
ResultSetMappingQuery
ObjectLevelReadQuery
UpdateObjectQuery
InsertObjectQuery
ReadObjectQuery
ReadAllQuery
DatasourceCallQueryMechanism
DatasourceCall
«interface» QueryStringCall
JPQLCall
CallQueryMechanism
DatabaseCall
StatementQueryMechanism
StoredProcedureCall
SQLCall
ExpressionQueryMechanism
JPQLCallQueryMechanism
QueryByExampleMechanism
Basic
Embeddable
Mapped Superclass
Entity
Identifiable Type
Managed Type
Type
PersistenceType BASIC
PersistenceType EMBEDDABLE
PersistenceType ENTITY
PersistenceType MAPPED_SUPERCLASS
«interface» Metamodel
«interface» Type
«interface» BasicType
«interface» ManagedType
«interface» EmbeddableType
«interface» IdentifiableType
«interface» MappedSuperclassType
«interface» EntityType
«interface» SingularAttribute
«interface» MapAttribute
«interface» java.util.Map
«interface» Attribute
«interface» Bindable
«interface» SetAttribute
«interface» java.util.Set
«interface» PluralAttribute
«interface» ListAttribute
«interface» java.util.List
CollectionType
«interface» CollectionAttribute
«interface» java.util.Collection
metamodel package


Yes
ideo
Demo
Open?
No
Yes
Blog:
day in
le of
w
Open?
Nurture
Assign
to
Sales
100 points
Nurture
list
(-100)
Not a sales-ready lead
ation
Target
Alliances
Competitors
Higher Education
Government
Media/Publishing
Non profit
Healthcare
Technology
Wait 2 days
Wait 3 days
Case Study
Blog Content
Pause dri
Prospects
getting
Auto
follow-up
from Erin
Pause 4 week

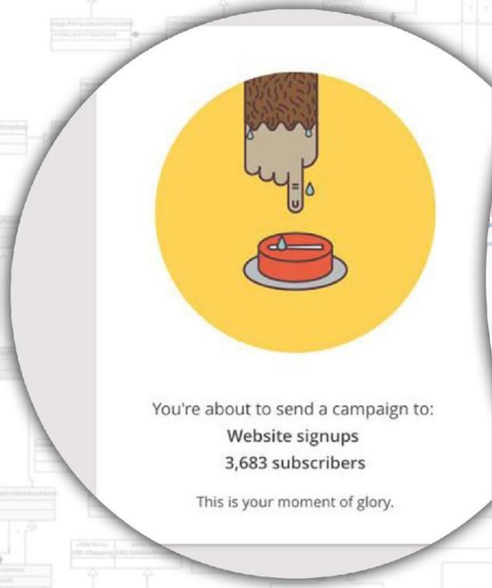


You're about to send a campaign to:

Website signups

3,683 subscribers

This is your moment of glory.



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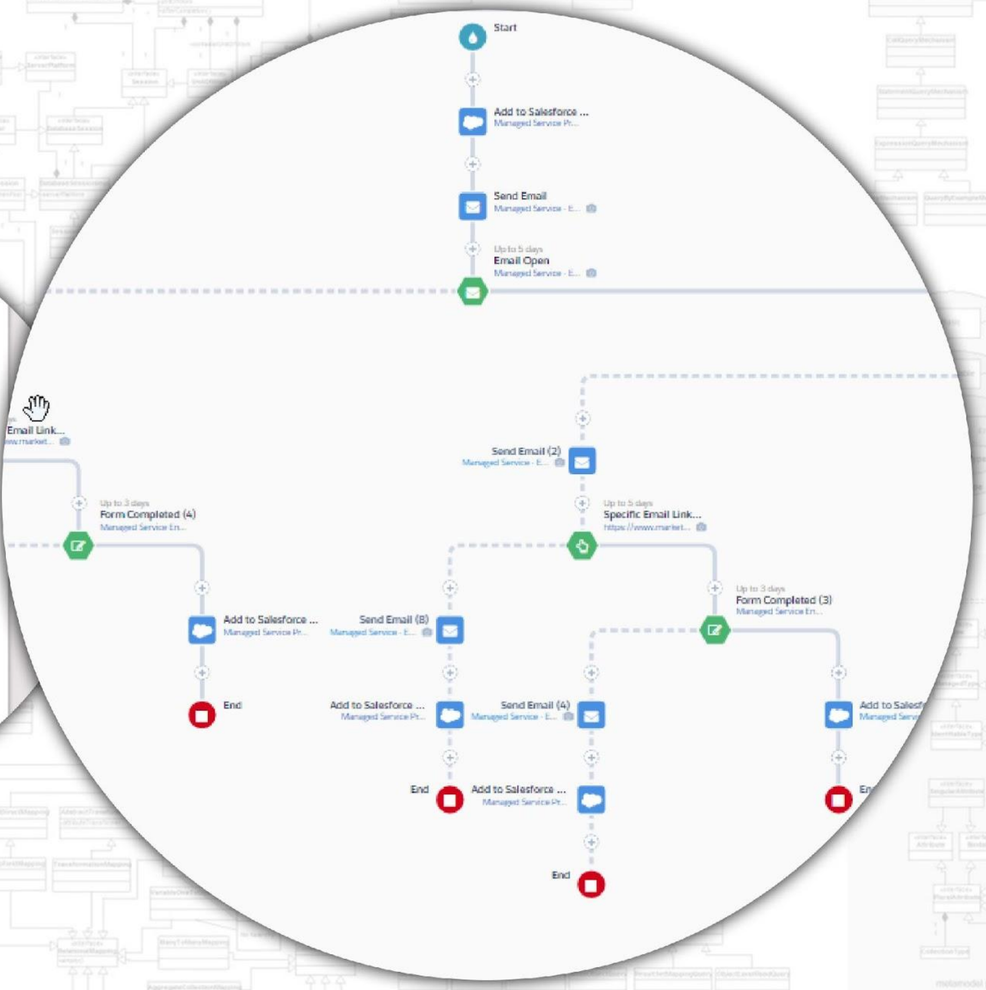
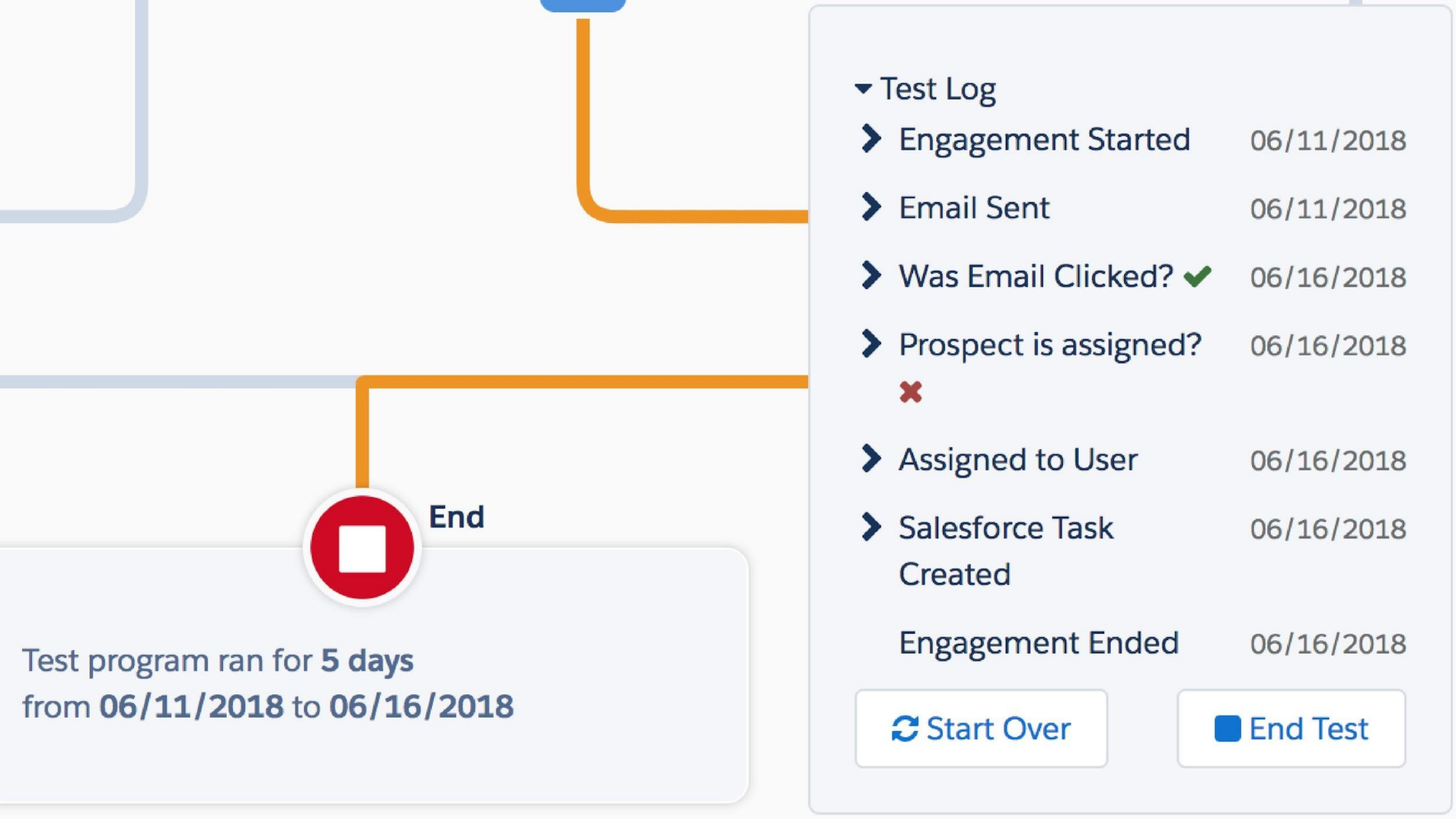

Start
Add to Salesforce ...
Managed Service Pr...
Send Email
Managed Service - E...
Up to 5 days
Email Open
Managed Service - E...
Email Link...
Send Email (2)
Managed Service - E...
Up to 3 days
Form Completed (4)
Managed Service En...
Up to 5 days
Specific Email Link...
https://www.market...
Up to 3 days
Form Completed (3)
Managed Service En...
Add to Salesforce ...
Managed Service Pr...
Send Email (8)
Managed Service - E...
End
Add to Salesforce ...
Managed Service Pr...
Send Email (4)
Managed Service - E...
End
Add to Salesforce ...
Managed Service Pr...
End

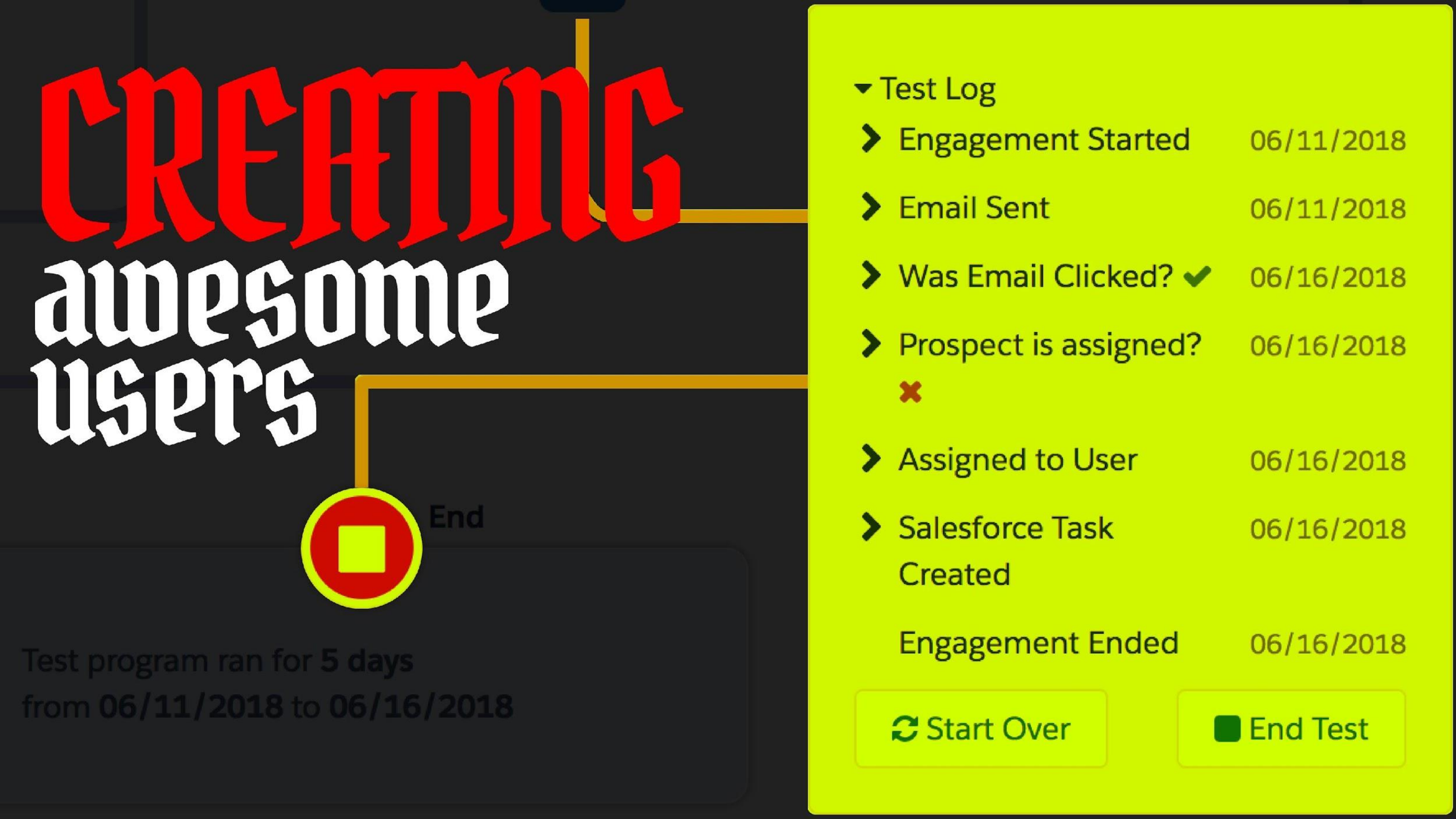


Test program ran for **5 days** from **06/11/2018** to **06/16/2018**

Test Log

Engagement Started	06/11/2018
Email Sent	06/11/2018
Was Email Clicked? ✓	06/16/2018
Prospect is assigned? ✗	06/16/2018
Assigned to User	06/16/2018
Salesforce Task Created	06/16/2018
Engagement Ended	06/16/2018

CREATING awesome users



Test Log

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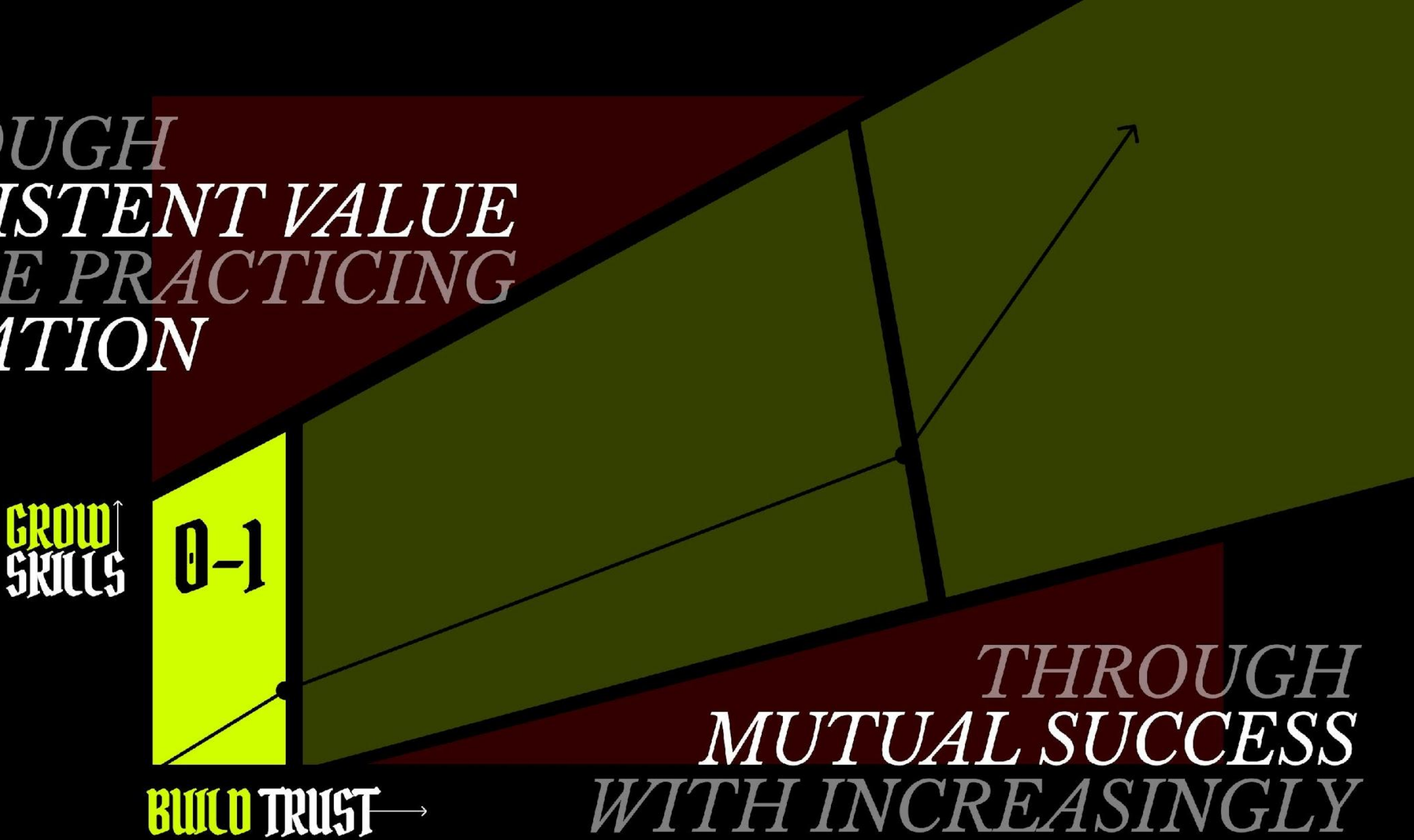
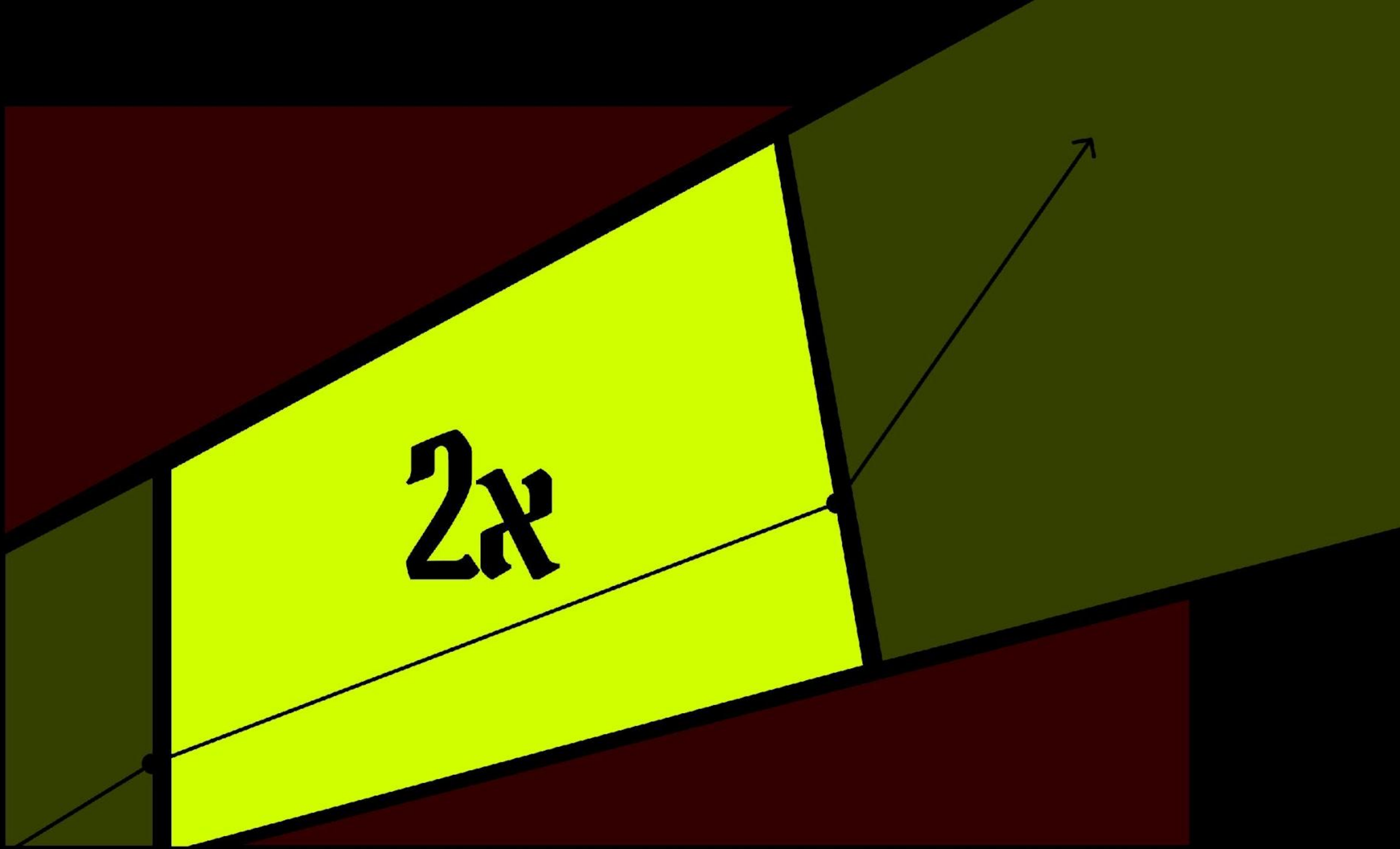
Email Sent	06/11/2018
Was Email Clicked? ✓	06/16/2018
Prospect is assigned? ✖	06/16/2018
Assigned to User	06/16/2018
Salesforce Task Created	06/16/2018
Engagement Ended	06/16/2018

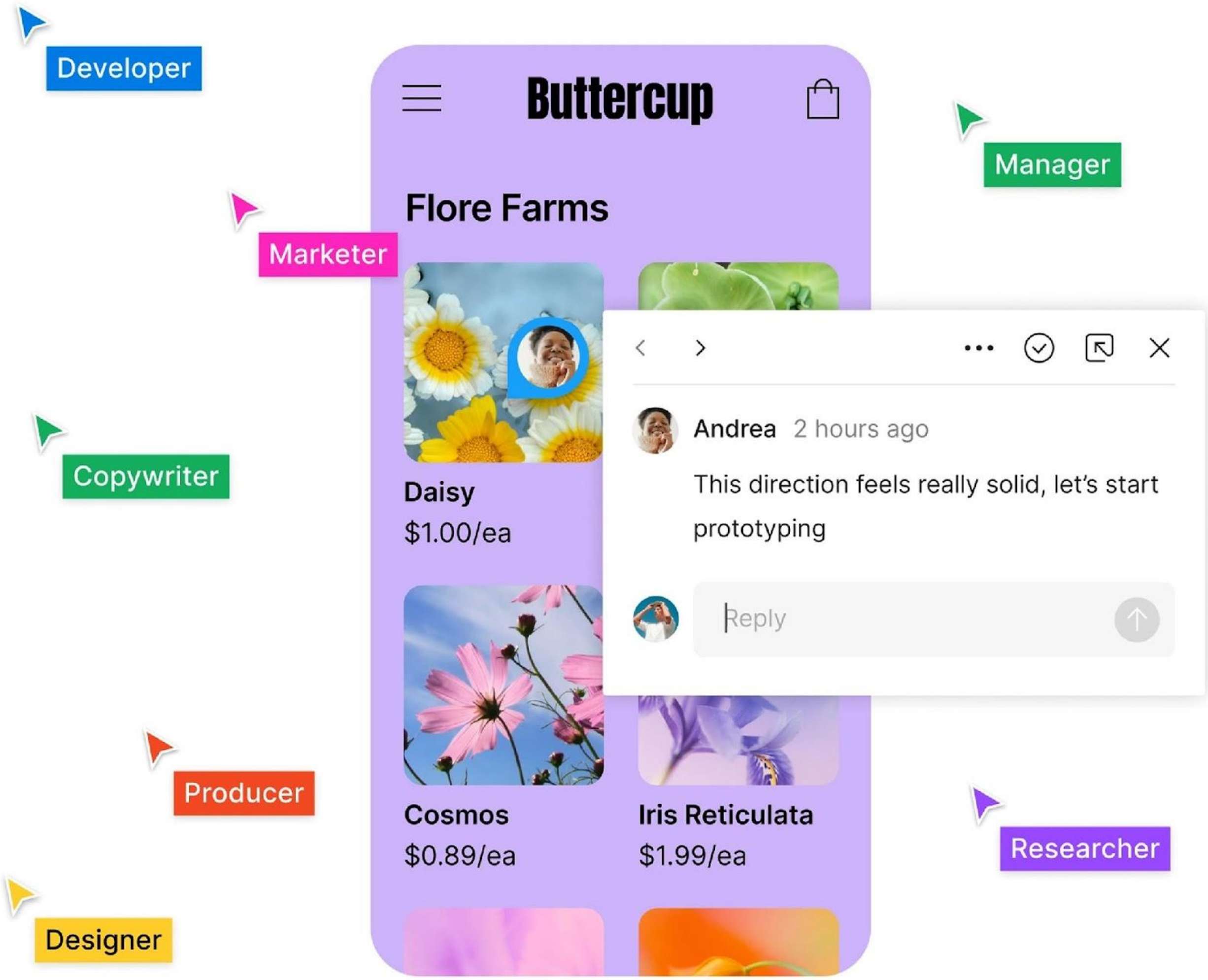
Test program ran for **5 days** from **06/11/2018** to **06/16/2018**

THROUGH
CONSISTENT VALUE
WHILE PRACTICING
ITERATION


GROW ↑
SKILLS
0-1
BUILD TRUST →

THROUGH
MUTUAL SUCCESS
WITH INCREASINGLY
DIVERSE AUDIENCES

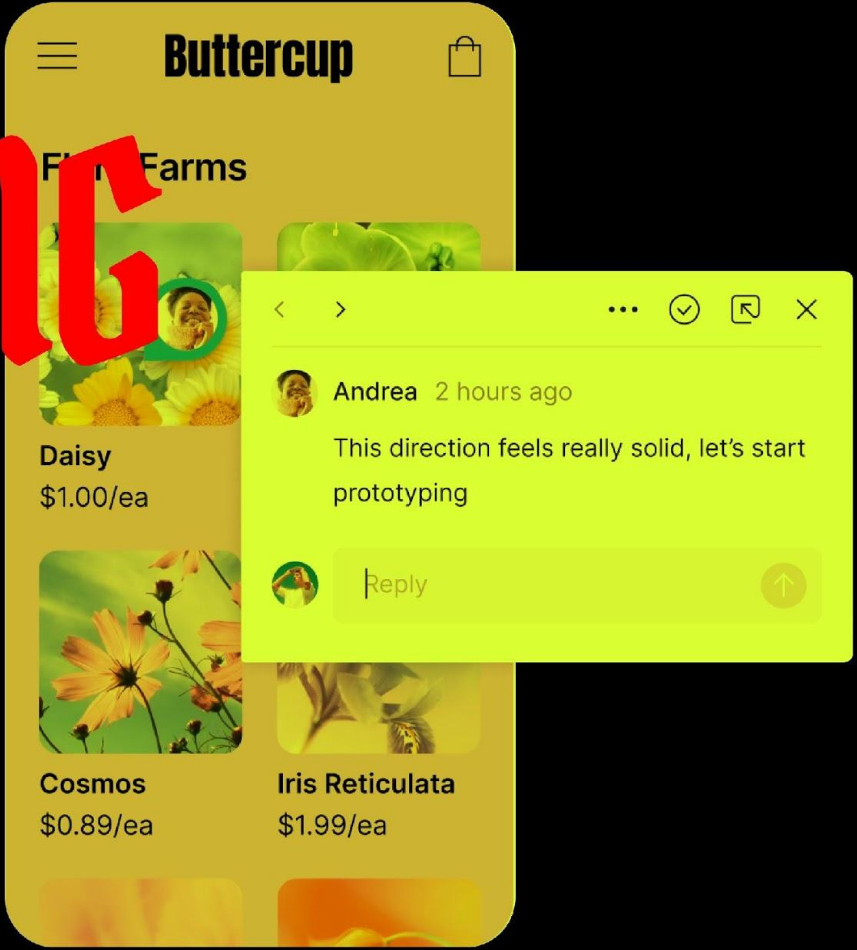

2x


Developer
Marketer
Copywriter
Producer
Designer
Manager
Researcher
Buttercup
Flore Farms
Daisy
$1.00/ea
Cosmos
$0.89/ea
Iris Reticulata
$1.99/ea
Reply

Andrea 2 hours ago

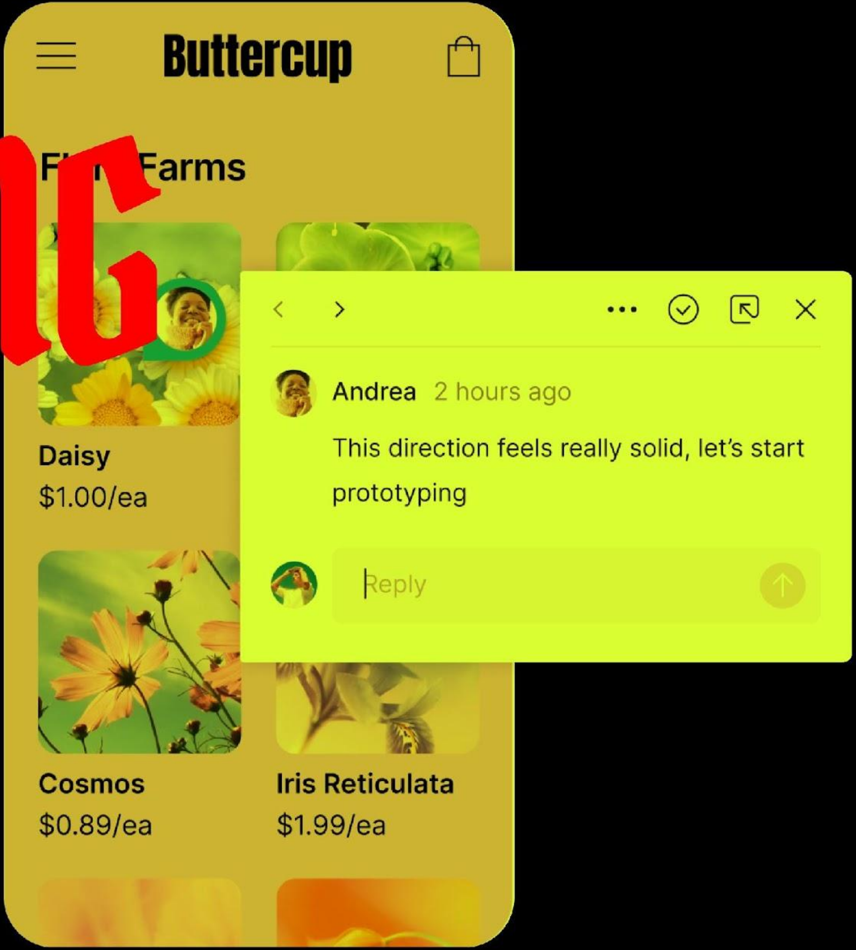
This direction feels really solid, let's start prototyping

CRAFTING thoughtful designs


Buttercup
Farms
Daisy
$1.00/ea
Cosmos
$0.89/ea
Iris Reticulata
$1.99/ea
Andrea
2 hours ago
Reply

This direction feels really solid, let's start prototyping

CRAFTING
thoughtful ~~designs~~ designers


Buttercup
F Farms
Daisy
$1.00/ea
Cosmos
$0.89/ea
Iris Reticulata
$1.99/ea
Reply

Andrea 2 hours ago

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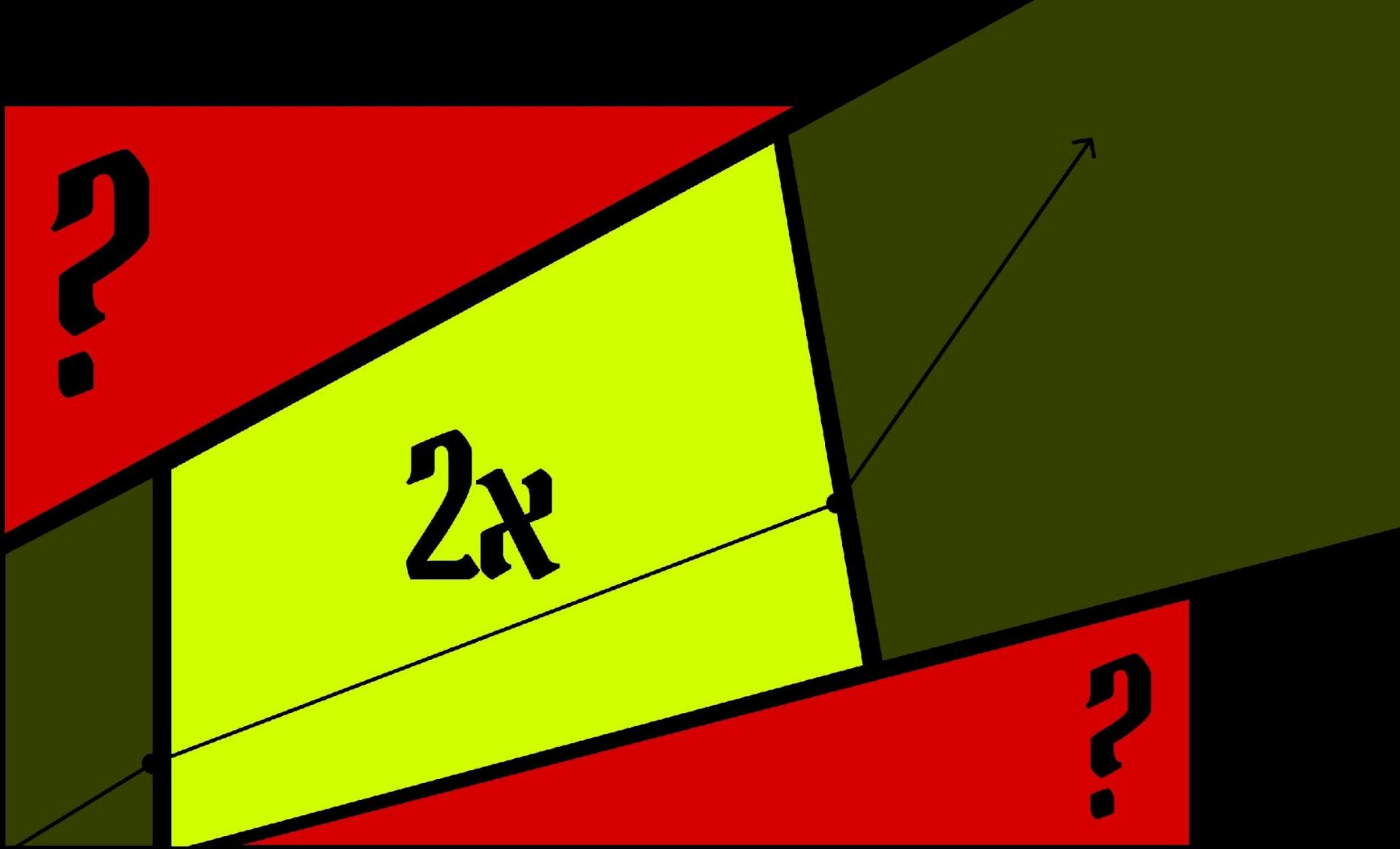
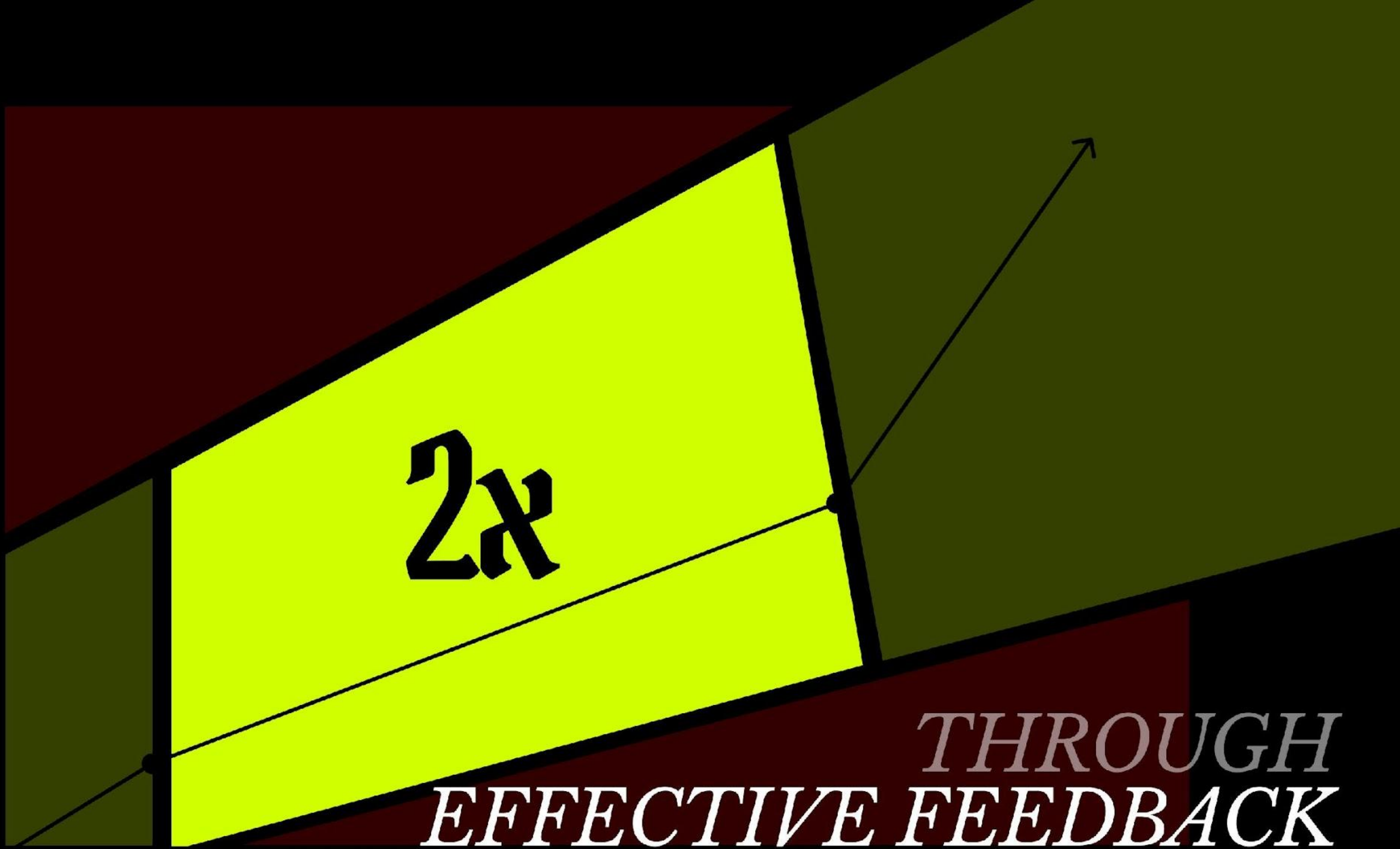
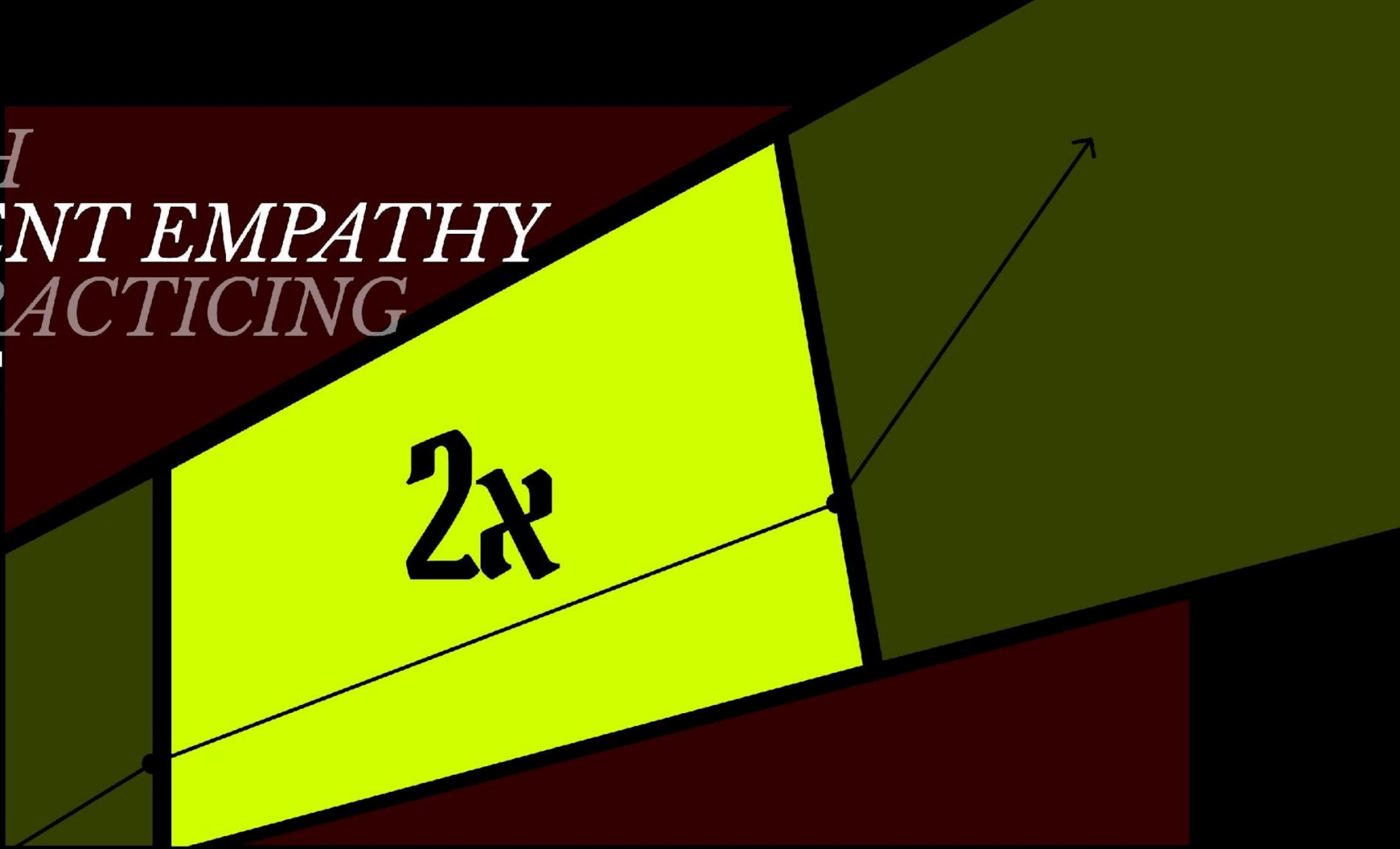

?
2x
?



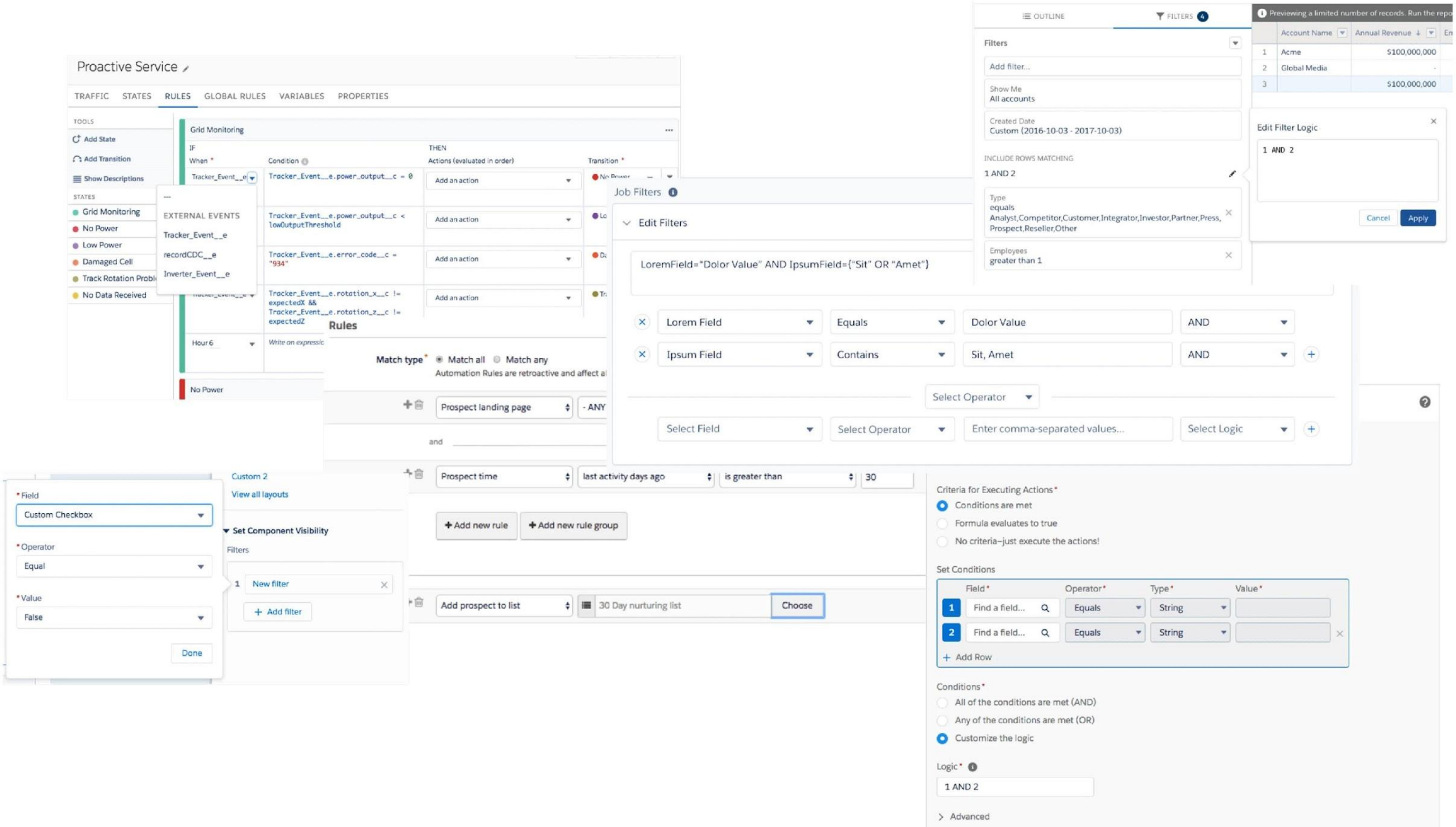
THROUGH EFFECTIVE FEEDBACK IN INCREASINGLY DIVERSE CONTEXTS

BUILD TRUST →

THROUGH CONSISTENT EMPATHY WHILE PRACTICING CRITIQUE



GROW SKILLS



Proactive Service
TRAFFIC
STATES
RULES
GLOBAL RULES
VARIABLES
PROPERTIES
TOOLS
Add State
Add Transition
Show Descriptions
STATES
Grid Monitoring
No Power
Low Power
Damaged Cell
Track Rotation Probl
No Data Received
Grid Monitoring
IF
When
Condition
THEN
Actions (evaluated in order)
Transition
EXTERNAL EVENTS
Tracker_Event__e
recordCDC__e
Inverter_Event__e
Add an action
Hour 6
Write on expressic
No Power
Rules
Match type
Match all
Match any
Add new rule
Add new rule group
Choose
Field
Operator
Value
Done
Custom 2
View all layouts
Set Component Visibility
Filters
Add filter
Job Filters
Edit Filters
Select Operator
Select Field
Enter comma-separated values...
Select Logic
OUTLINE
FILTERS 4
Filters
Add filter...
INCLUDE ROWS MATCHING
Edit Filter Logic
Cancel
Apply
Previewing a limited number of records. Run the repo
Criteria for Executing Actions
Set Conditions
Find a field...
Add Row
Conditions
Logic
Advanced

Tracker_Event__e.power_output__c = 0

Tracker_Event__e.power_output__c < lowOutputThreshold

Tracker_Event__e.error_code__c = "934"

Tracker_Event__e.rotation_x__c != expectedX && Tracker_Event__e.rotation_z__c != expectedZ

Automation Rules are retroactive and affect al

Prospect landing page - ANY

and

Prospect time | last activity days ago | is greater than | 30

Add prospect to list | 30 Day nurturing list

Field: Custom Checkbox

Operator: Equal

Value: False

1 New filter

LoremField="Dolor Value" AND IpsumField=("Sit" OR "Amet")

Field	Operator	Value	Logic
Lorem Field	Equals	Dolor Value	AND
Ipsum Field	Contains	Sit, Amet	AND

Show Me: All accounts

Created Date: Custom (2016-10-03 - 2017-10-03)

1 AND 2

Type: equals Analyst,Competitor,Customer,Integrator,Investor,Partner,Press,Prospect,Reseller,Other

Employees: greater than 1

	Account Name	Annual Revenue
1	Acme	$100,000,000
2	Global Media	-
3		$100,000,000

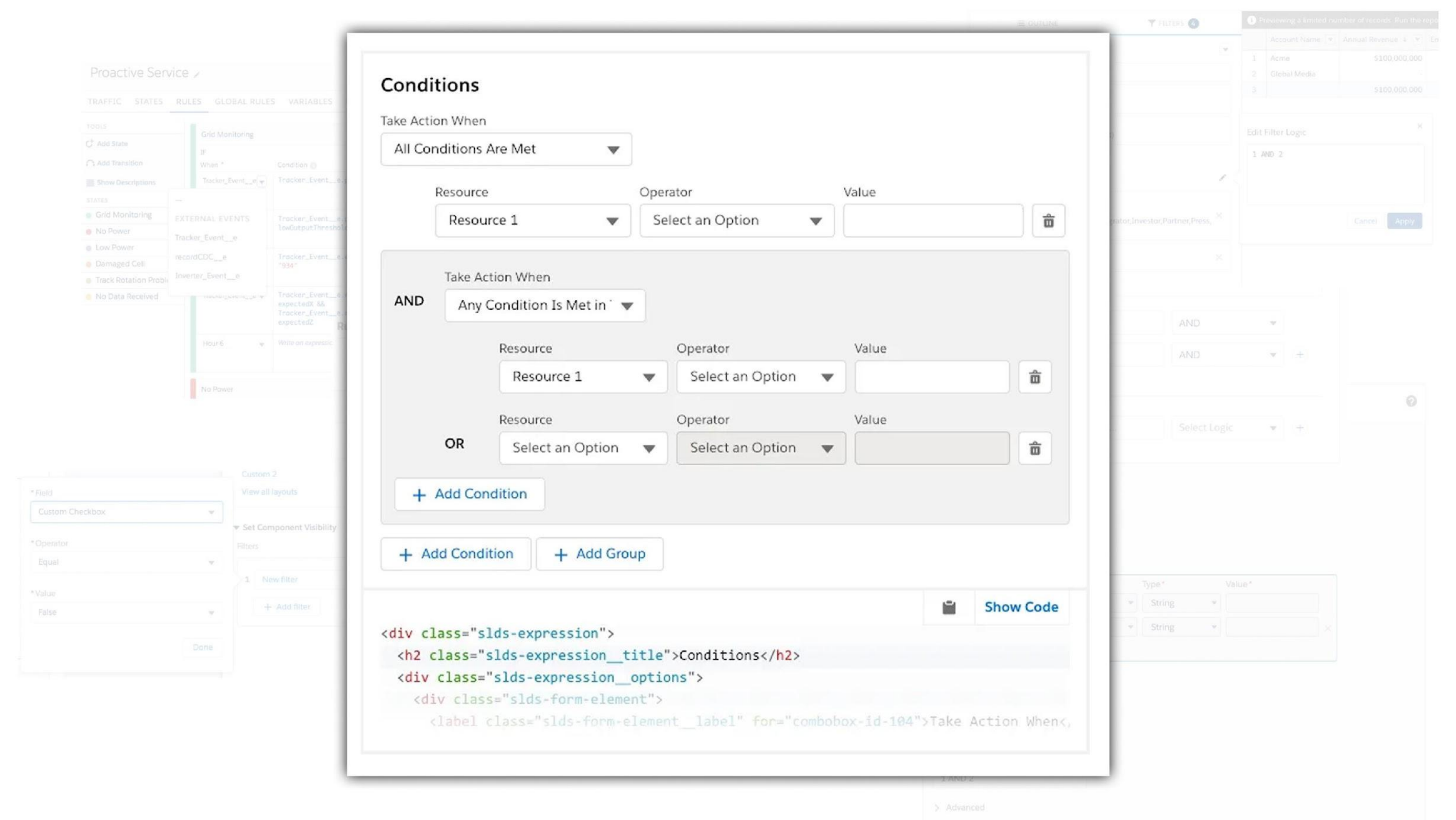
Edit Filter Logic: 1 AND 2

- ● Conditions are met
- ○ Formula evaluates to true
- ○ No criteria–just execute the actions!

	Field	Operator	Type	Value
1	Find a field...	Equals	String	
2	Find a field...	Equals	String	

- ○ All of the conditions are met (AND)
- ○ Any of the conditions are met (OR)
- ● Customize the logic

Logic: 1 AND 2



Conditions

Take Action When: All Conditions Are Met

Resource: Resource 1 | Operator: Select an Option | Value:

AND

Take Action When: Any Condition Is Met in '

Resource: Resource 1 | Operator: Select an Option | Value:

OR Resource: Select an Option | Operator: Select an Option | Value:

+ Add Condition
+ Add Condition
+ Add Group
Show Code

```
<div class="slds-expression">
  <h2 class="slds-expression__title">Conditions</h2>
  <div class="slds-expression__options">
    <div class="slds-form-element">
      <label class="slds-form-element__label" for="combobox-id-104">Take Action When<
```

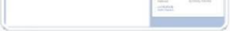
2

3

4

5

6



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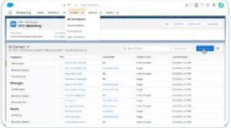

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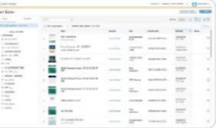
Content Builder > Email Editor

16



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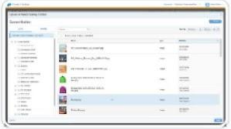

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Content Builder > SMS Editor

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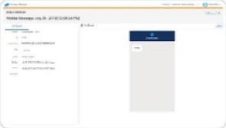

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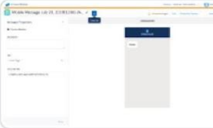

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Content Builder > Mobile In-app Editor

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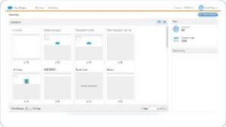
Cloud Pages



42

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DX Builder

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Pardot Email Builder (current)

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51

Email Template Builder

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Page Designer (PD)

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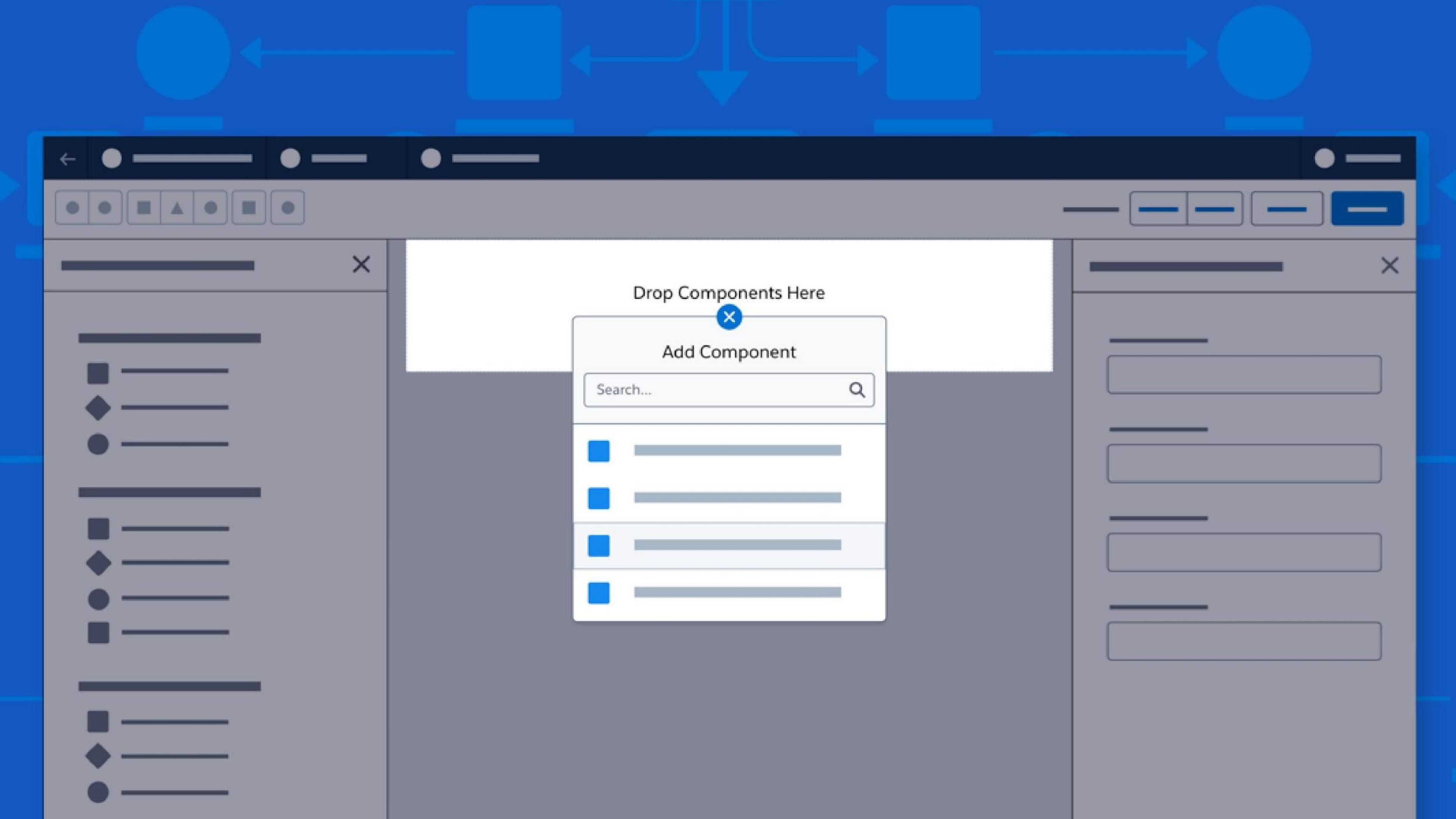
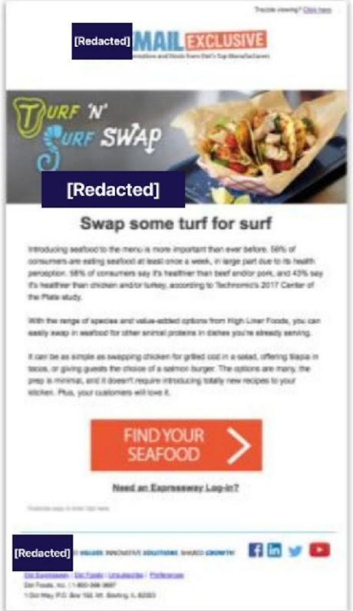

Drop Components Here
Add Component
Search...



Trouble viewing? Click here

[Redacted] MAIL EXCLUSIVE

[Redacted]

Swap some turf for surf

Introducing seafood to the menu is more important than ever before. 56% of consumers are eating seafood at least once a week, in large part due to its health perception. 58% of consumers say it's healthier than beef and/or pork, and 43% say it's healthier than chicken and/or turkey, according to Technomic's 2017 Center of the Plate study.

With the range of species and value-added options from High Liner Foods, you can easily swap in seafood for other animal proteins in dishes you're already serving.

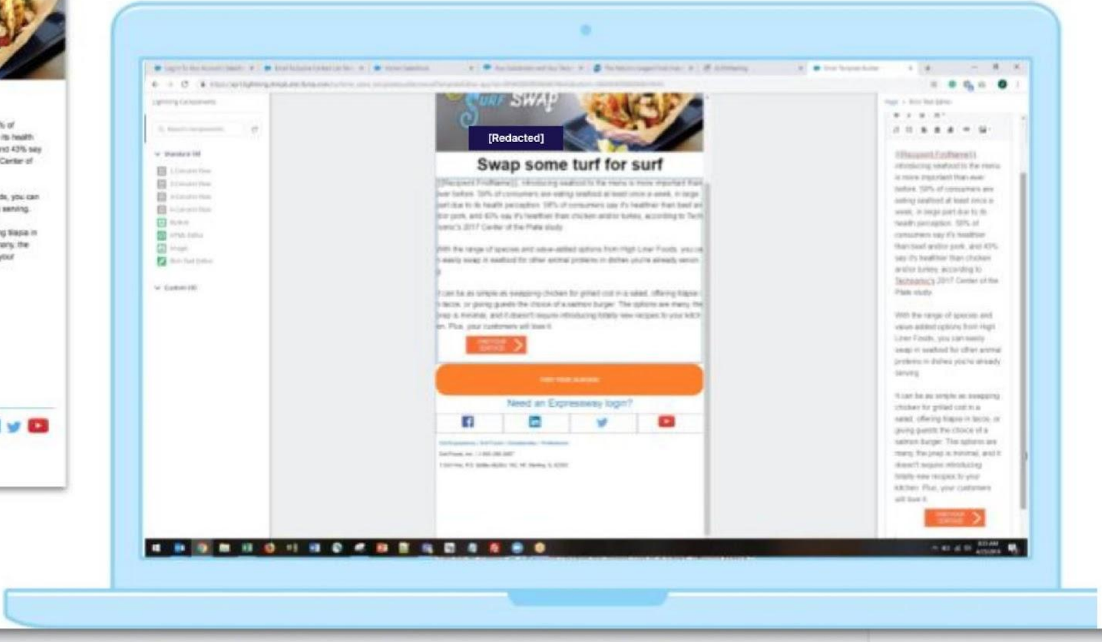
It can be as simple as swapping chicken for grilled cod in a salad, offering tilapia in tacos, or giving guests the choice of a salmon burger. The options are many, the prep is minimal, and it doesn't require introducing totally new recipes to your kitchen. Plus, your customers will love it.

Need an Expressway Log-in?

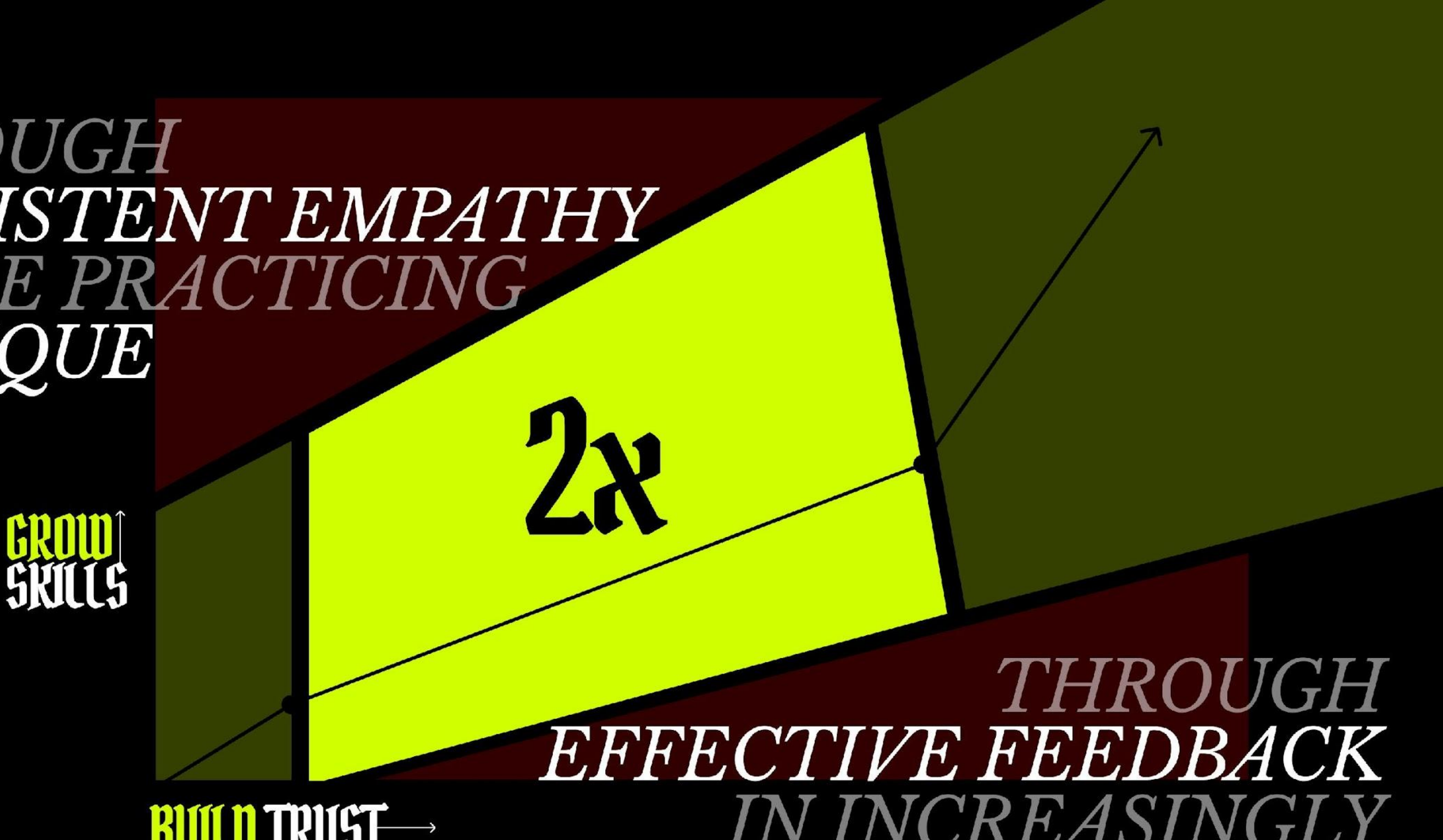
[Redacted]

EXERCISE: RECREATE A REAL EMAIL

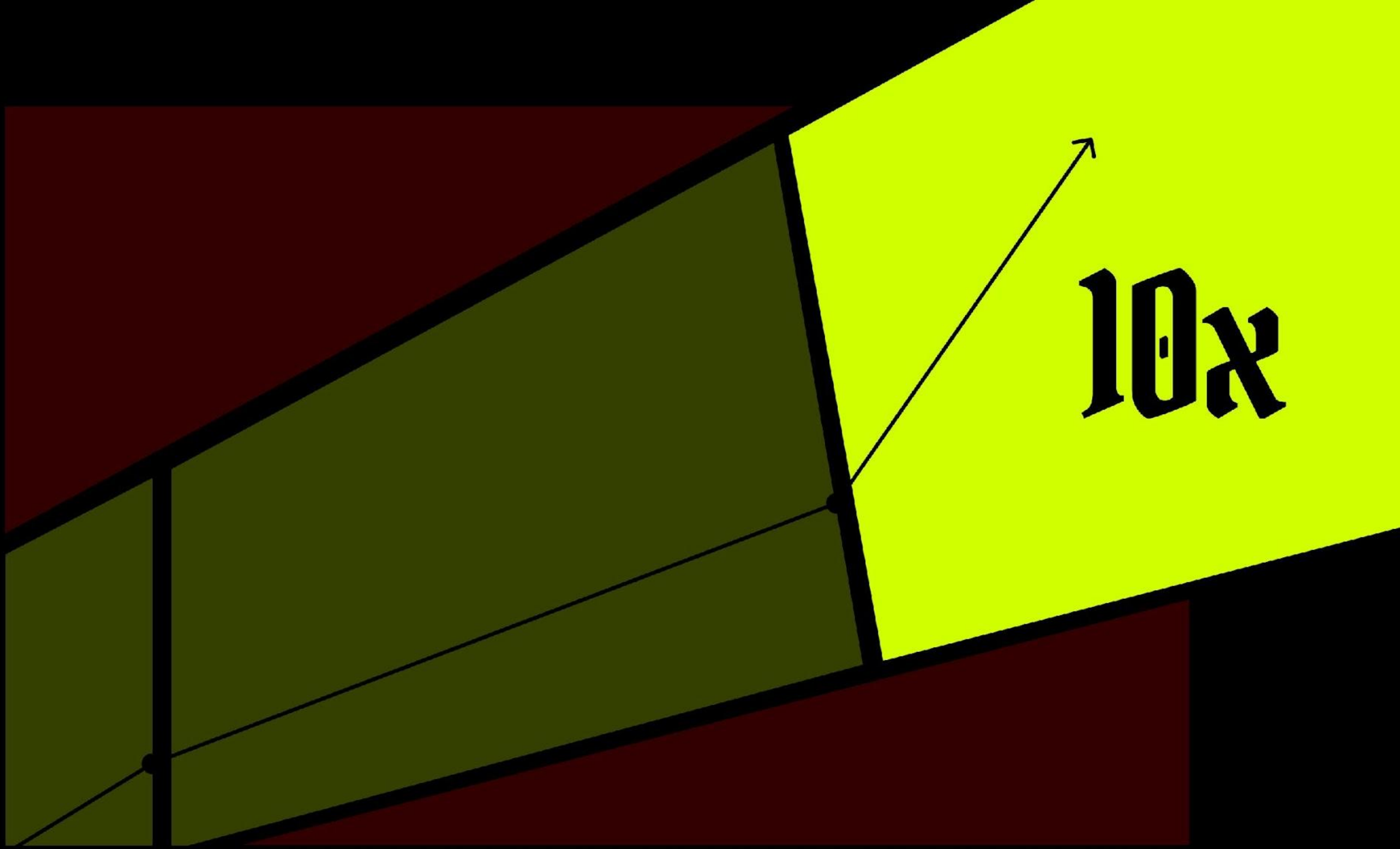
Participants were previously asked to provide 1-2 real emails currently in use to make the exercise realistic and familiar. **They used the same template again.**



THROUGH
CONSISTENT EMPATHY
WHILE PRACTICING
CRITIQUE


2x
GROW SKILLS
BUILD TRUST

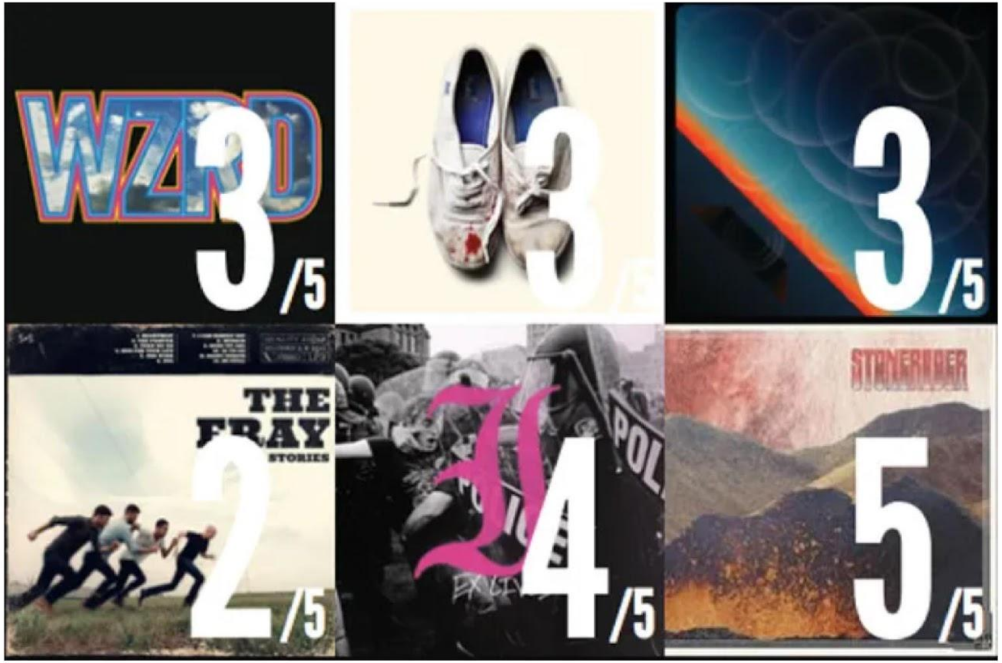
THROUGH
EFFECTIVE FEEDBACK
IN INCREASINGLY
DIVERSE CONTEXTS


10x

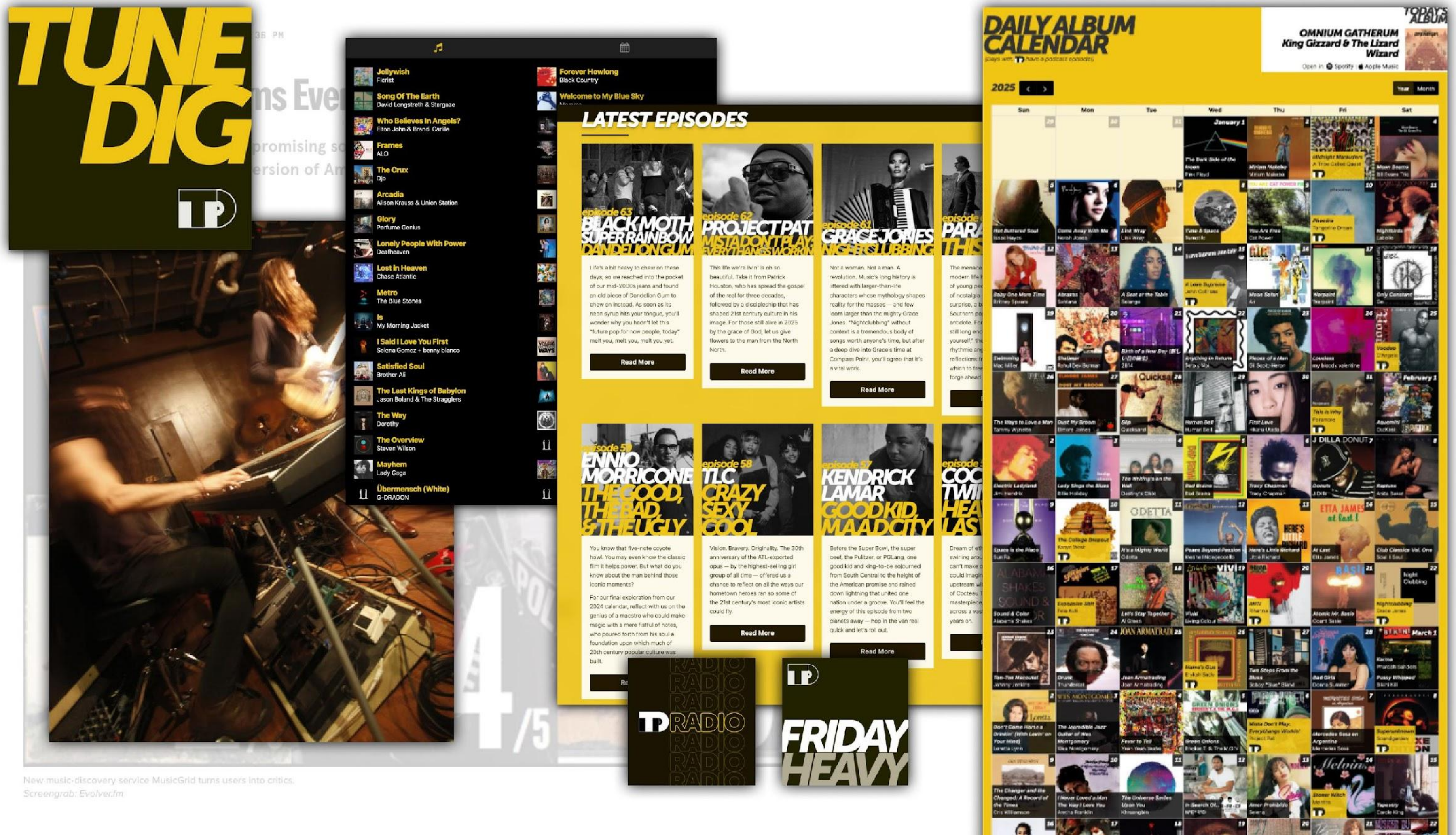
EVOLVER.FM CULTURE APR 5, 2012 2:36 PM

MusicGrid.me Turns Everyone Into a Critic

The grid-like front end of this promising social music reviews site represents the highest-rated and most-discussed albums. If MusicGrid pulls in enough users, it could become like a curated version of Amazon reviews.


WZRD
3/5
3/5
3/5
THE FRAY STORIES
2/5
4/5
STONERODER
5/5

New music-discovery service MusicGrid turns users into critics.
Screengrab: Evolver.fm



Jellywish
Florist
Song Of The Earth
David Longstreth & Stargaze
Who Believes In Angels?
Elton John & Brandi Carlile
Frames
ALO
The Crux
Djo
Arcadia
Alison Krauss & Union Station
Glory
Perfume Genius
Lonely People With Power
Deafheaven
Lost in Heaven
Chase Atlantic
Metro
The Blue Stones
Is
My Morning Jacket
I Said I Love You First
Selena Gomez + benny blanco
Satisfied Soul
Brother Ali
The Last Kings of Babylon
Jason Boland & The Stragglers
The Way
Dorothy
The Overview
Steven Wilson
Mayhem
Lady Gaga
Übermensch (White)
G-DRAGON

Forever Howlong
Black Country
Welcome to My Blue Sky

LATEST EPISODES

episode 63 BLACK MOTH SUPER RAINBOW DANDELION GUM

Life's a bit heavy to chew on these days, so we reached into the pocket of our mid-2000s jeans and found an old piece of Dandelion Gum to chew on instead. As soon as its neon syrup hits your tongue, you'll wonder why you hadn't let this "future pop for now people, today" melt you, melt you, melt you yet.

Read More

episode 62 PROJECT PAT MISTA DON'T PLAY: EVERYTHANGS WORKIN

This life we're livin' is oh so beautiful. Take it from Patrick Houston, who has spread the gospel of the real for three decades, followed by a discipleship that has shaped 21st century culture in his image. For those still alive in 2025 by the grace of God, let us give flowers to the man from the North North.

Read More

episode 61 GRACE JONES NIGHTCLUBBING

Not a woman. Not a man. A revolution. Music's long history is littered with larger-than-life characters whose mythology shapes reality for the masses — and few loom larger than the mighty Grace Jones. "Nightclubbing" without context is a tremendous body of songs worth anyone's time, but after a deep dive into Grace's time at Compass Point, you'll agree that it's a vital work.

Read More

episode PARA THIS

The menace modern life of young pe of nostalgia surprise, a b Southern po antidote. Fo still long en yourself," th rhythmic an reflections f which to fre forge ahead

episode 59 ENNIO MORRICONE THE GOOD, THE BAD, & THE UGLY

You know that five-note coyote howl. You may even know the classic film it helps power. But what do you know about the man behind those iconic moments?

For our final exploration from our 2024 calendar, reflect with us on the genius of a maestro who could make magic with a mere fistful of notes, who poured forth from his soul a foundation upon which much of 20th century popular culture was built.

episode 58 TLC CRAZY SEXY COOL

Vision. Bravery. Originality. The 30th anniversary of the ATL-exported opus — by the highest-selling girl group of all time — offered us a chance to reflect on all the ways our hometown heroes ran so some of the 21st century's most iconic artists could fly.

Read More

episode 57 KENDRICK LAMAR GOOD KID, M.A.A.D CITY

Before the Super Bowl, the super beef, the Pulitzer, or PGLang, one good kid and king-to-be sojourned from South Central to the height of the American promise and rained down lightning that united one nation under a groove. You'll feel the energy of this episode from two planets away — hop in the van real quick and let's roll out.

Read More

episode COC TWI HEA LAS

Dream of eth swirling arou can't make could imagin upstream wi of Cocteau T masterpiece across a vas years on.

DAILY ALBUM CALENDAR

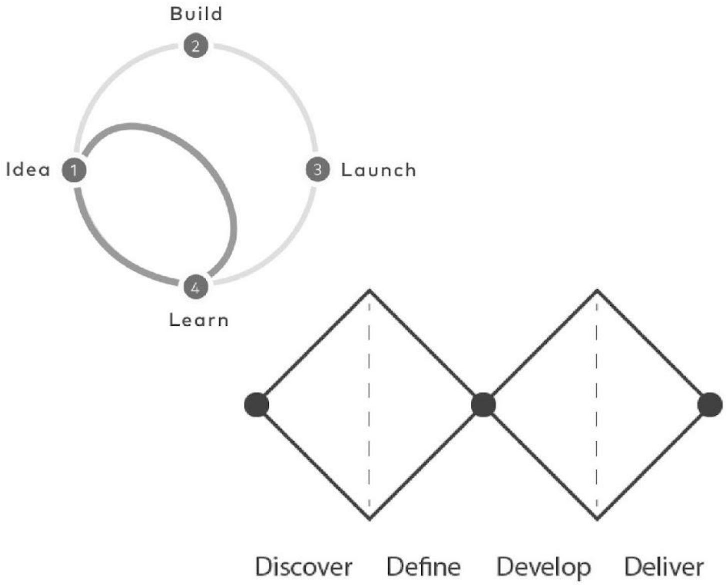
(Days with TP have a podcast episode)

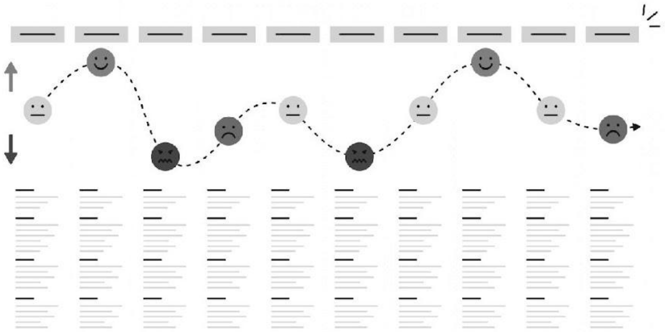
TODAY'S ALBUM
OMNIUM GATHERUM
King Gizzard & The Lizard Wizard
Open in Spotify | Apple Music

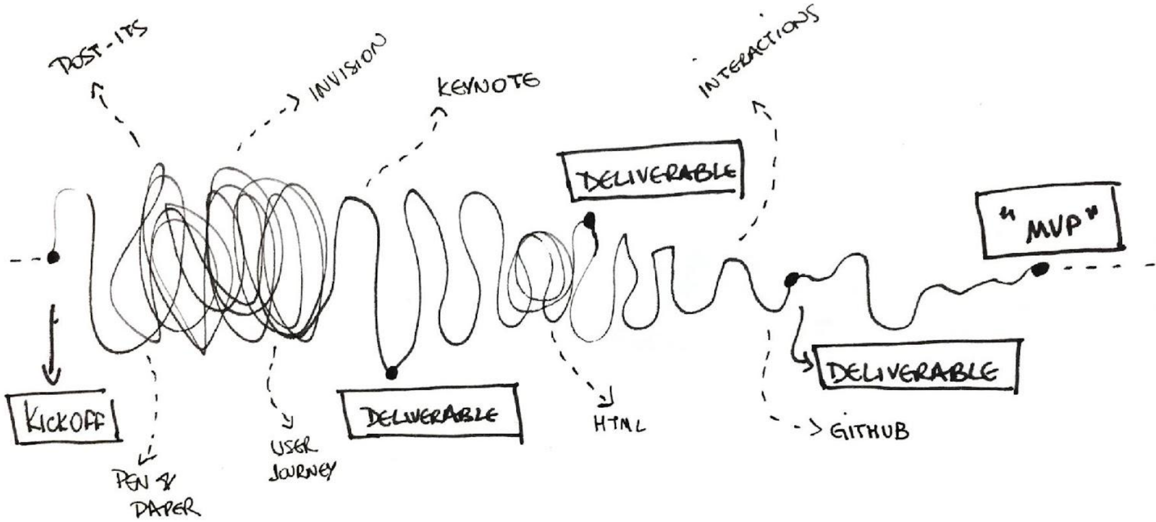
2025 ‹ ›
Year Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat

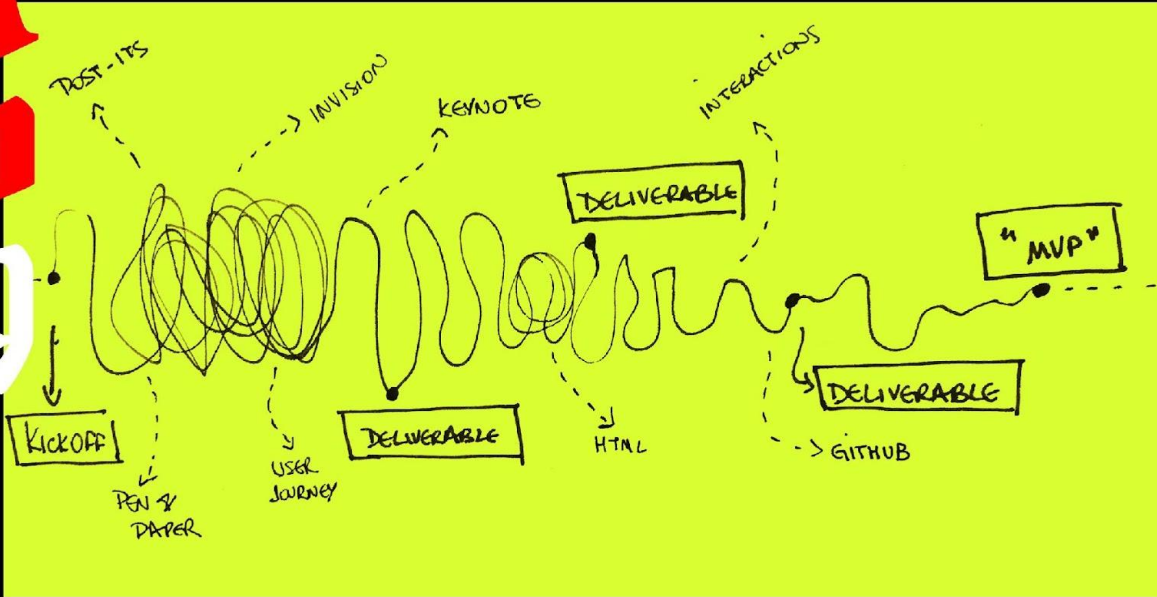
New music-discovery service MusicGrid turns users into critics.
Screengrab: Evolver.fm


Build
2
Idea
1
3
Launch
4
Learn
Discover
Define
Develop
Deliver

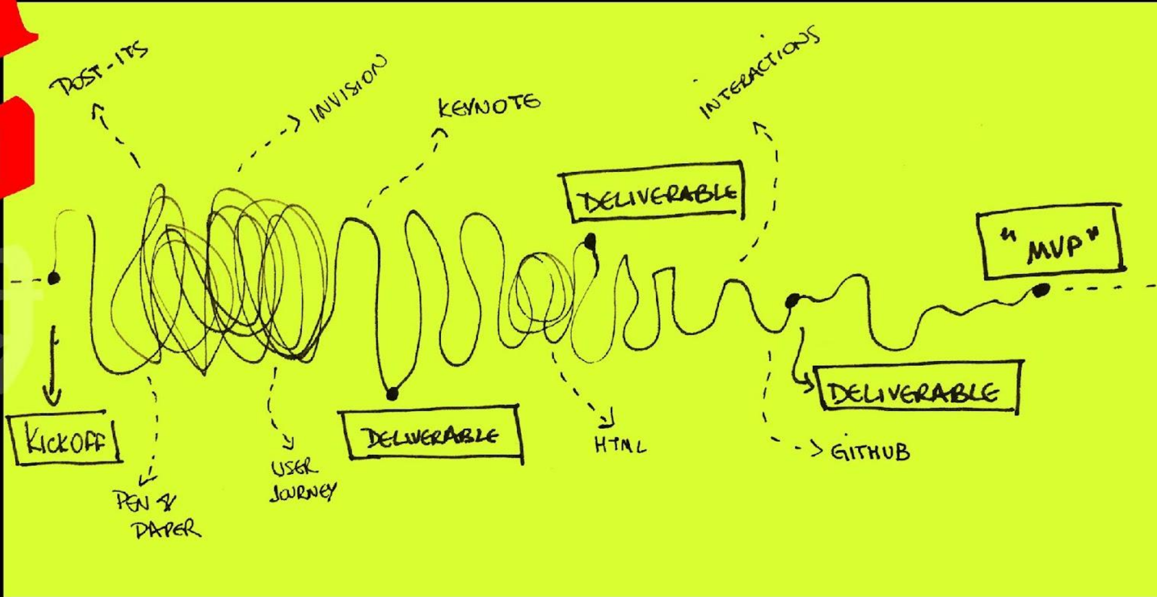



POST-ITS
INVISION
KEYNOTE
INTERACTIONS
DELIVERABLE
"MVP"
KICKOFF
PEN & PAPER
USER JOURNEY
DELIVERABLE
HTML
GITHUB
DELIVERABLE

TELLING compelling stories


POST-ITS
INVISION
KEYNOTE
INTERACTIONS
DELIVERABLE
"MVP"
KICKOFF
PEN & PAPER
USER JOURNEY
DELIVERABLE
HTML
DELIVERABLE
GITHUB

TELLING ~~compelling~~ true. stories


POST-ITS
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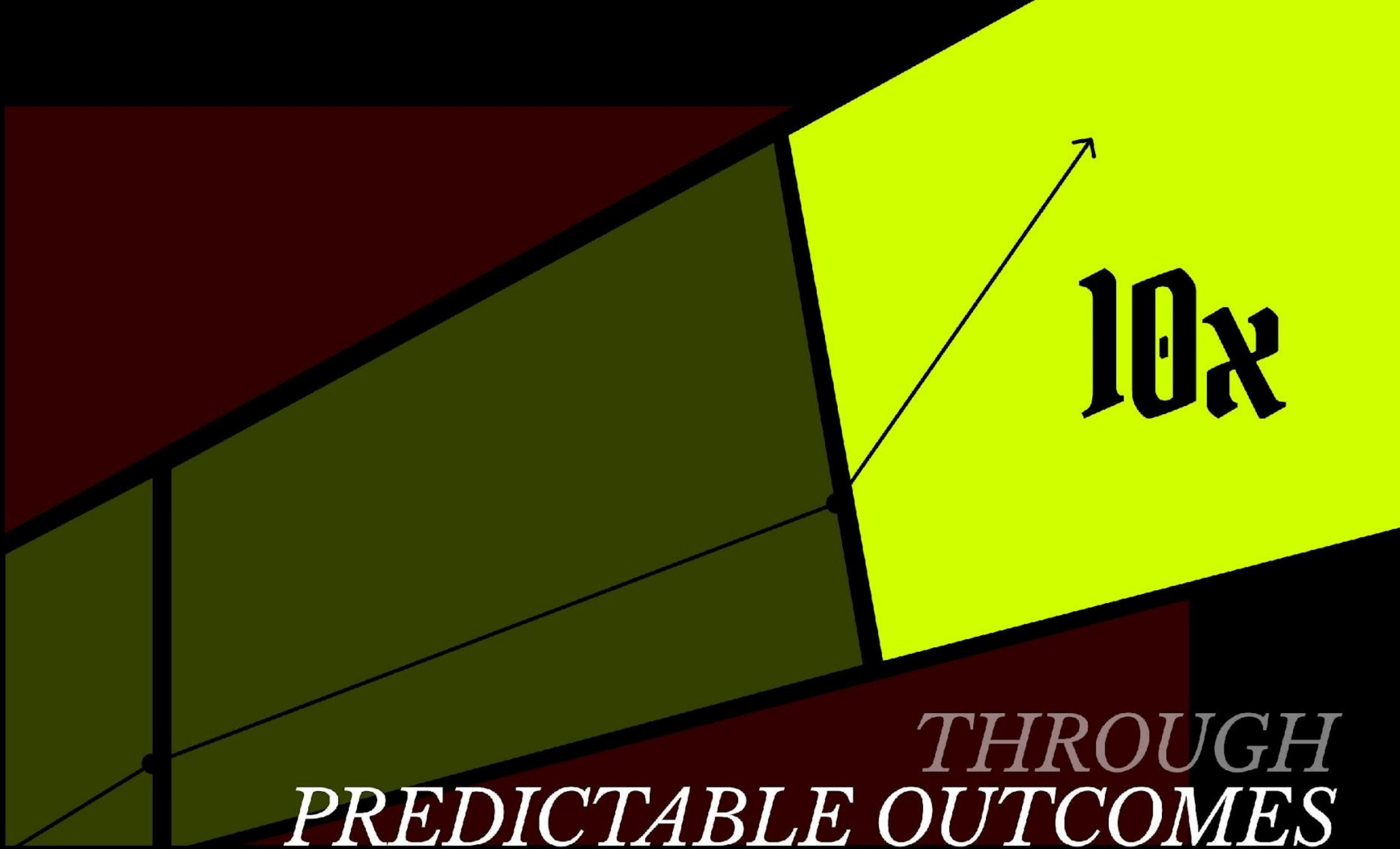
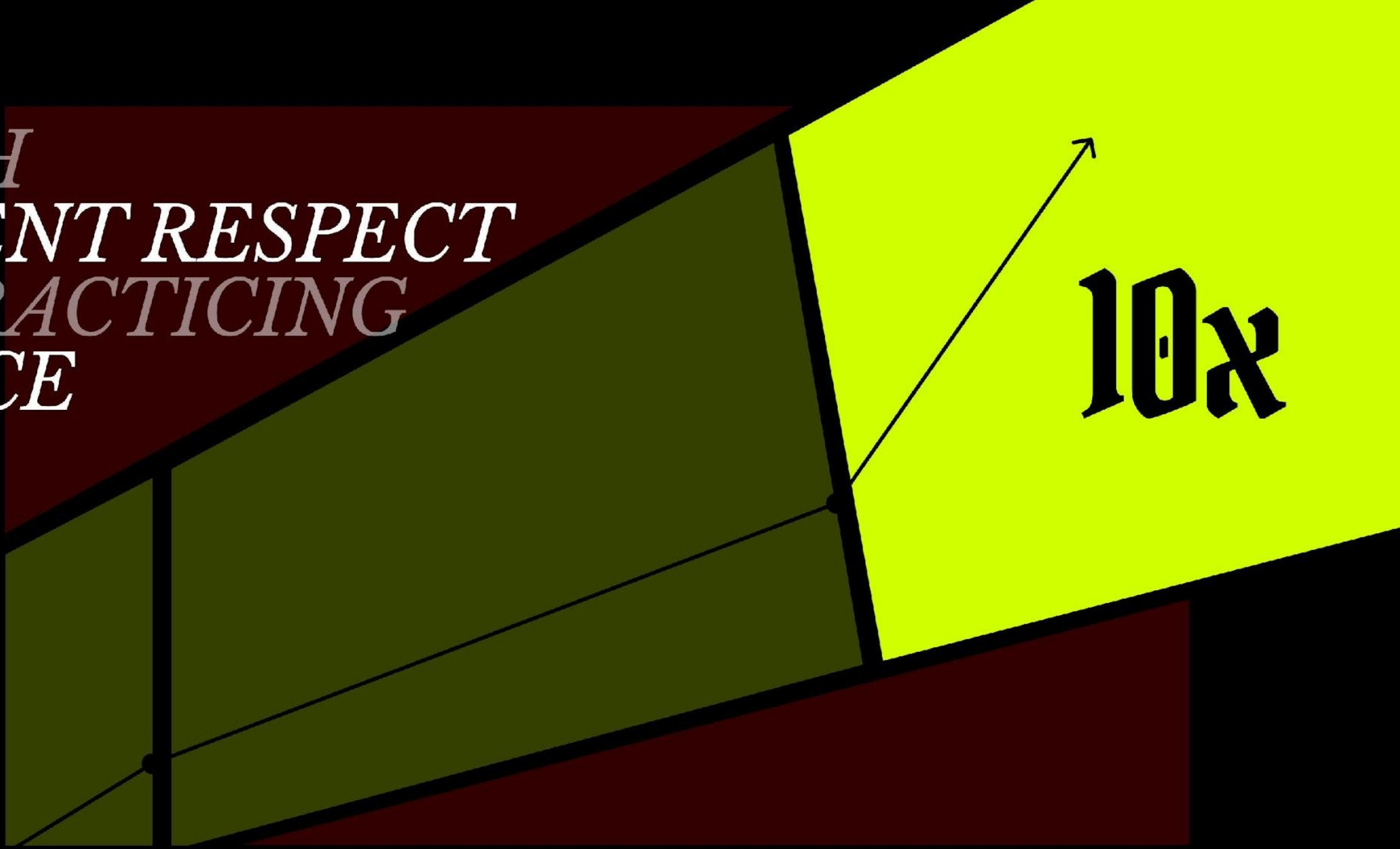
PEN & PAPER
USER JOURNEY
DELIVERABLE
HTML
DELIVERABLE
GITHUB



BUILD TRUST →

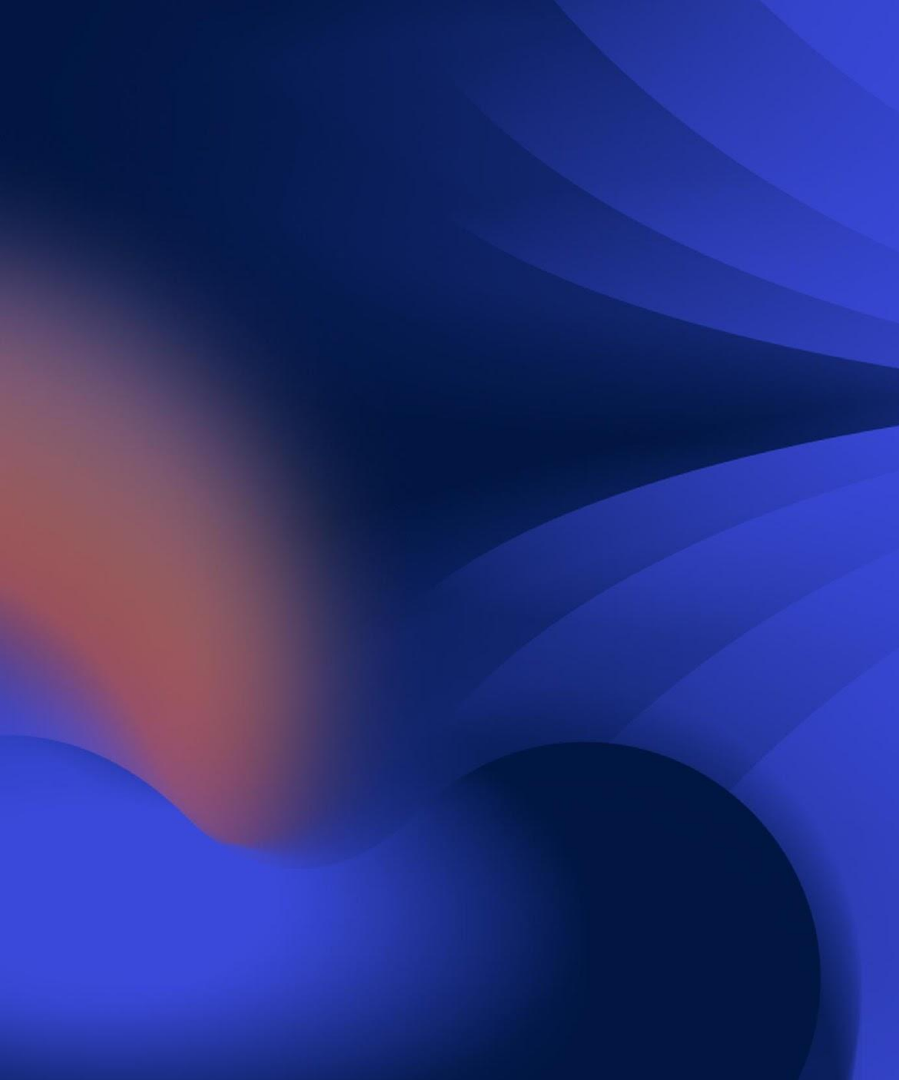
THROUGH
PREDICTABLE OUTCOMES
WITH INCREASINGLY
DIVERSE STAKEHOLDERS

THROUGH CONSISTENT RESPECT WHILE PRACTICING INFLUENCE

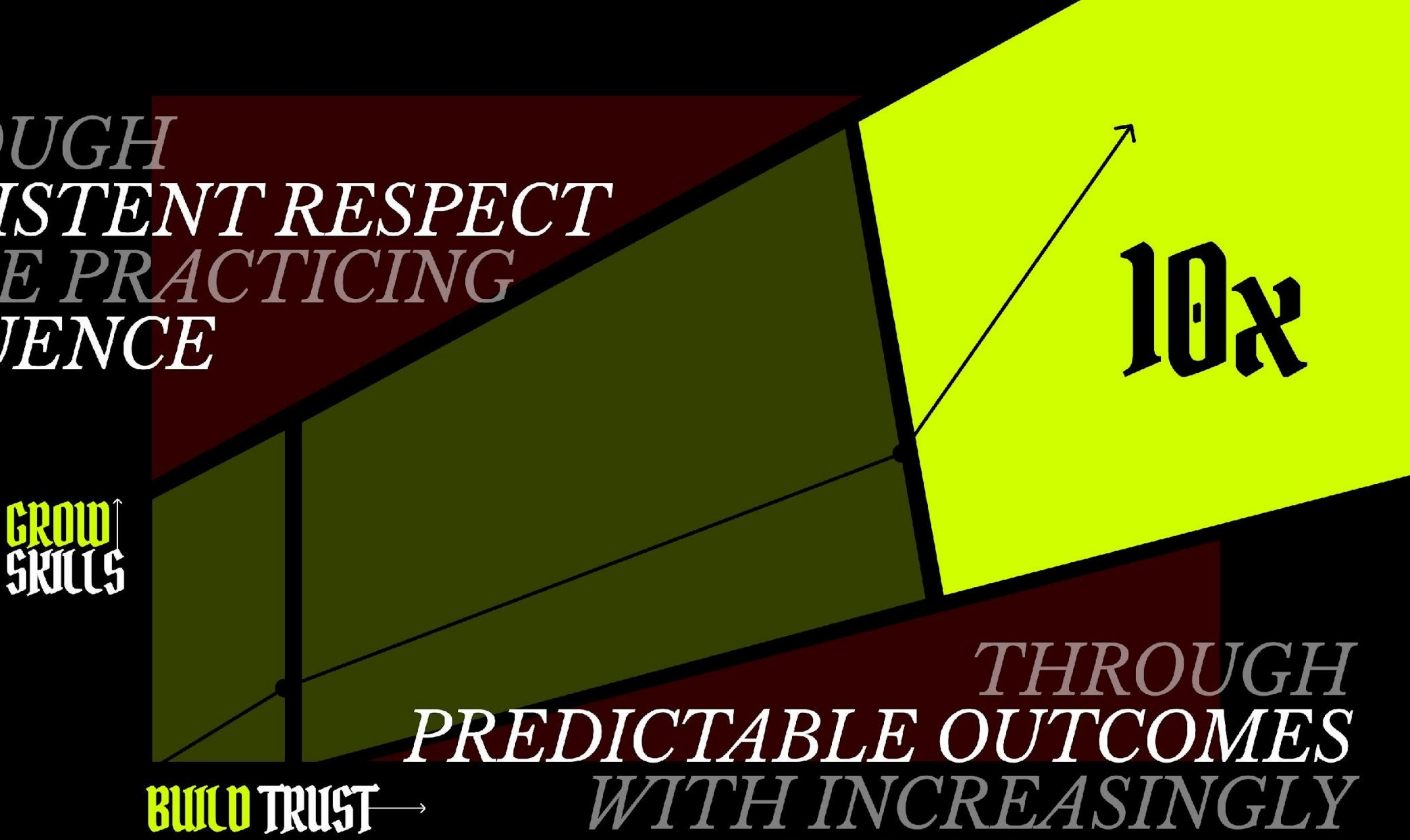


GROW SKILLS

Lightning Design System 2

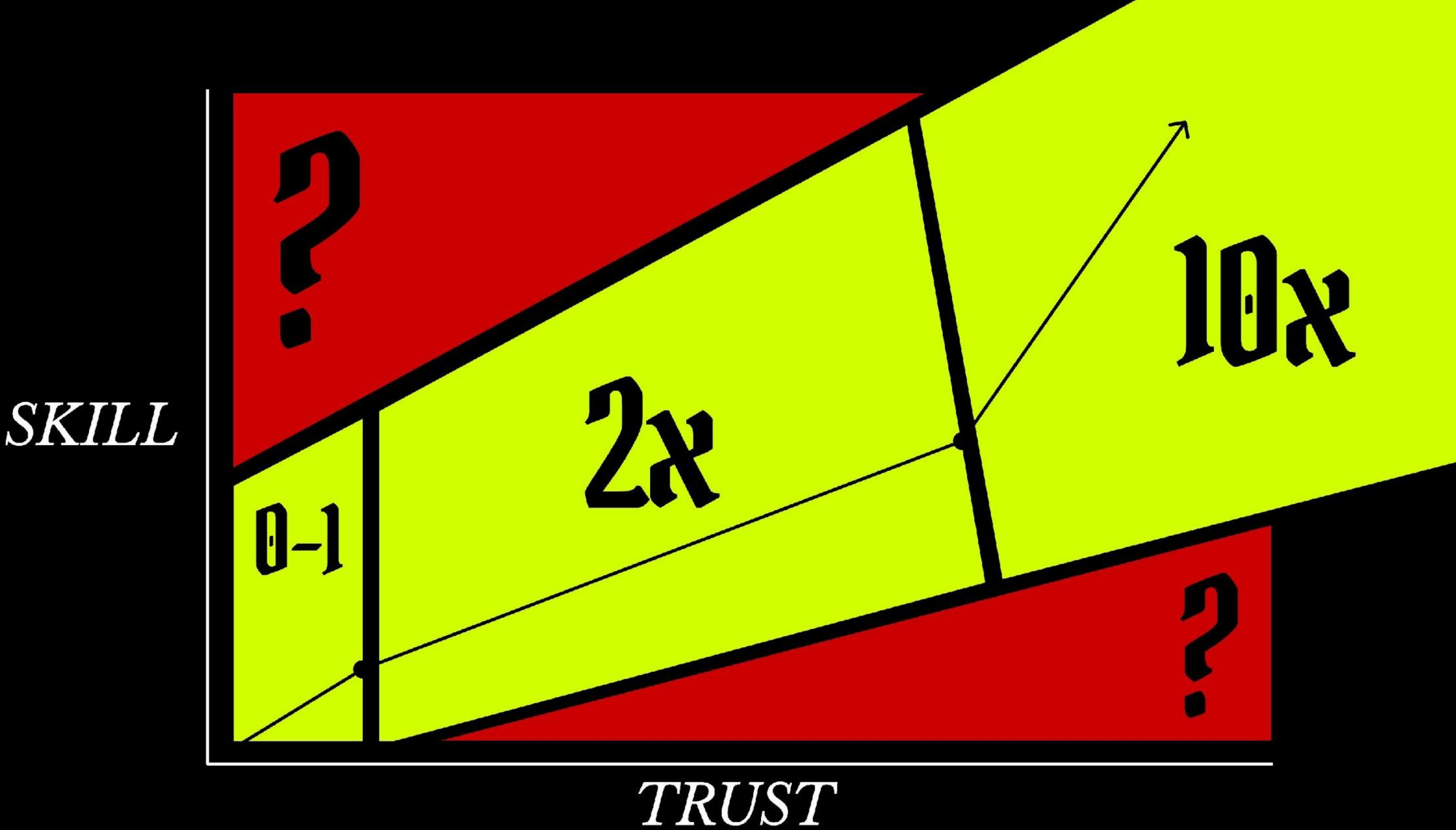


Lightning Design System 2


10x
GROW SKILLS ↑
BUILD TRUST →

THROUGH
CONSISTENT RESPECT
WHILE PRACTICING
INFLUENCE

THROUGH
PREDICTABLE OUTCOMES
WITH INCREASINGLY
DIVERSE STAKEHOLDERS


?
SKILL
0-1
2x
10x
?
TRUST

THRIVING

AS AN INDIVIDUAL CONTRIBUTOR