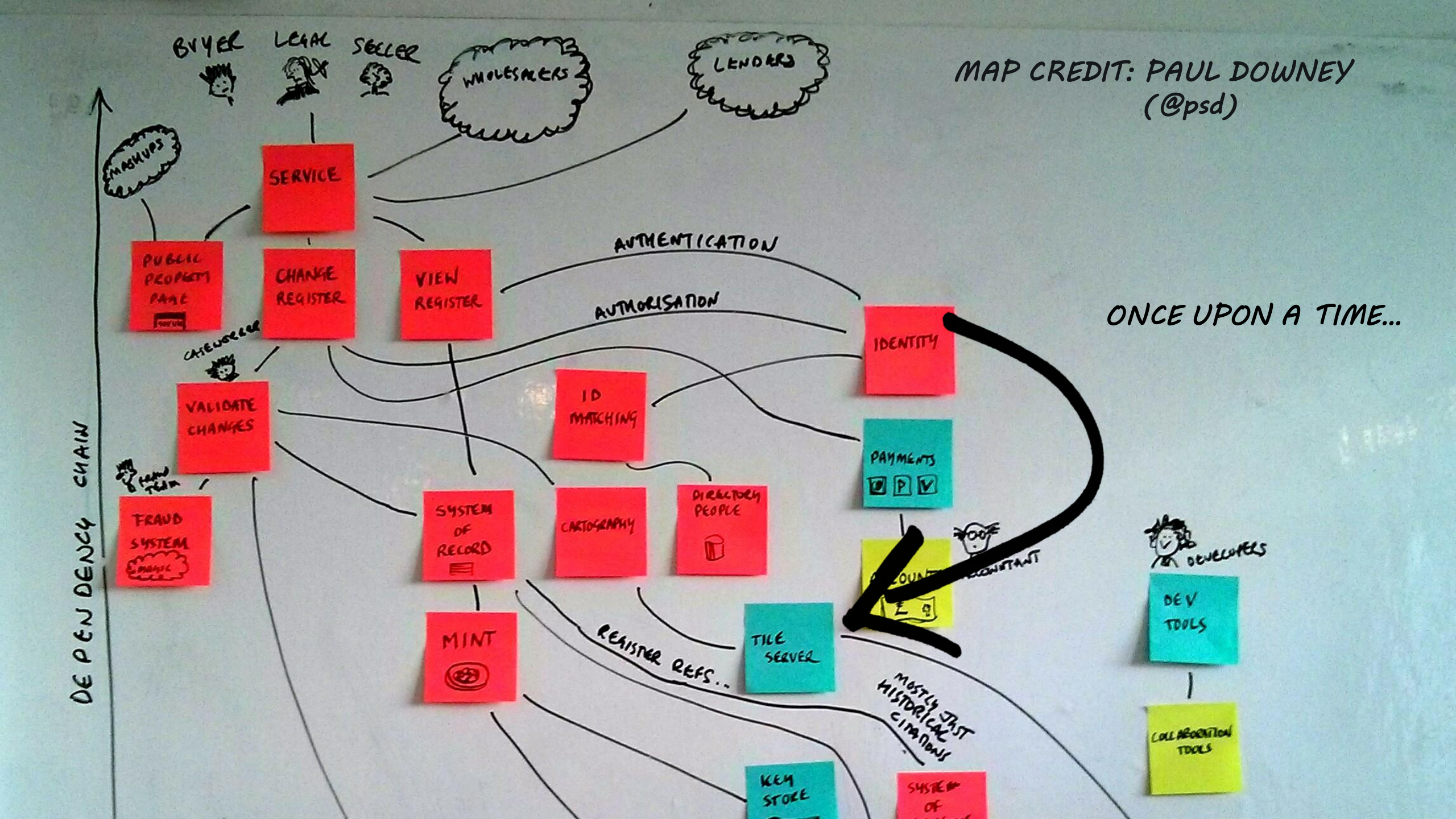


MAP CREDIT: PAUL DOWNEY (@psd)

ONCE UPON A TIME...

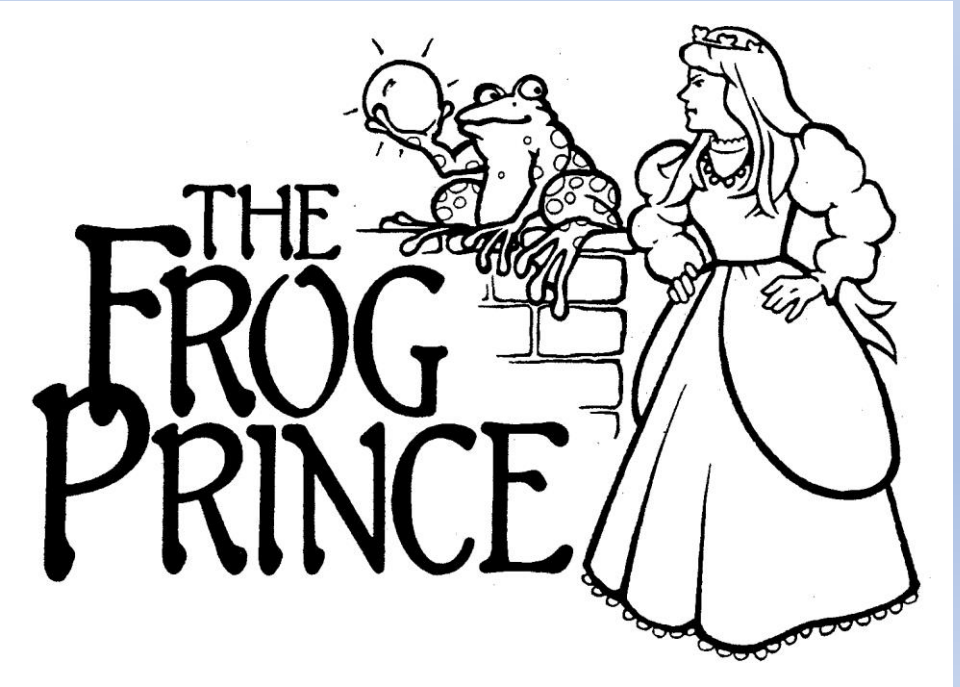
Once upon a time…

Episode IV

A NEW HOPE

It is a period of civil war.
Rebel spaceships, striking
from a hidden base, have won
their first victory against
the evil Galactic Empire.

Once Upon A Time… "A beautiful princess lived in a far away kingdom"
BUT she was spoiled
THEREFORE she had no friends
BUT she came upon a talking frog
THEREFORE she befriended the frog
BUT the frog was a cursed prince in need of a kiss
THEREFORE she kissed the frog
AND THEY LIVED HAPPILY EVER AFTER



Once Upon A Time… "People used PCs to get work done"
BUT bad guys wrote viruses to exploit PCs
THEREFORE antivirus was created to protected PCs against viruses
BUT bad guys circumvented AV's signature-based detection
THEREFORE the market needed endpoint security that didn't rely on signatures
BUT endpoint protection was nearly commoditized
THEREFORE monetized endpoint attack intelligence
AND WE LIVED HAPPILY EVER AFTER

PIXAR

ANIMATION STUDIOS

ONCE UPON A TIME THERE WAS *a dev team*.

EVERY DAY *devs worked around a 9 month SDLC*.

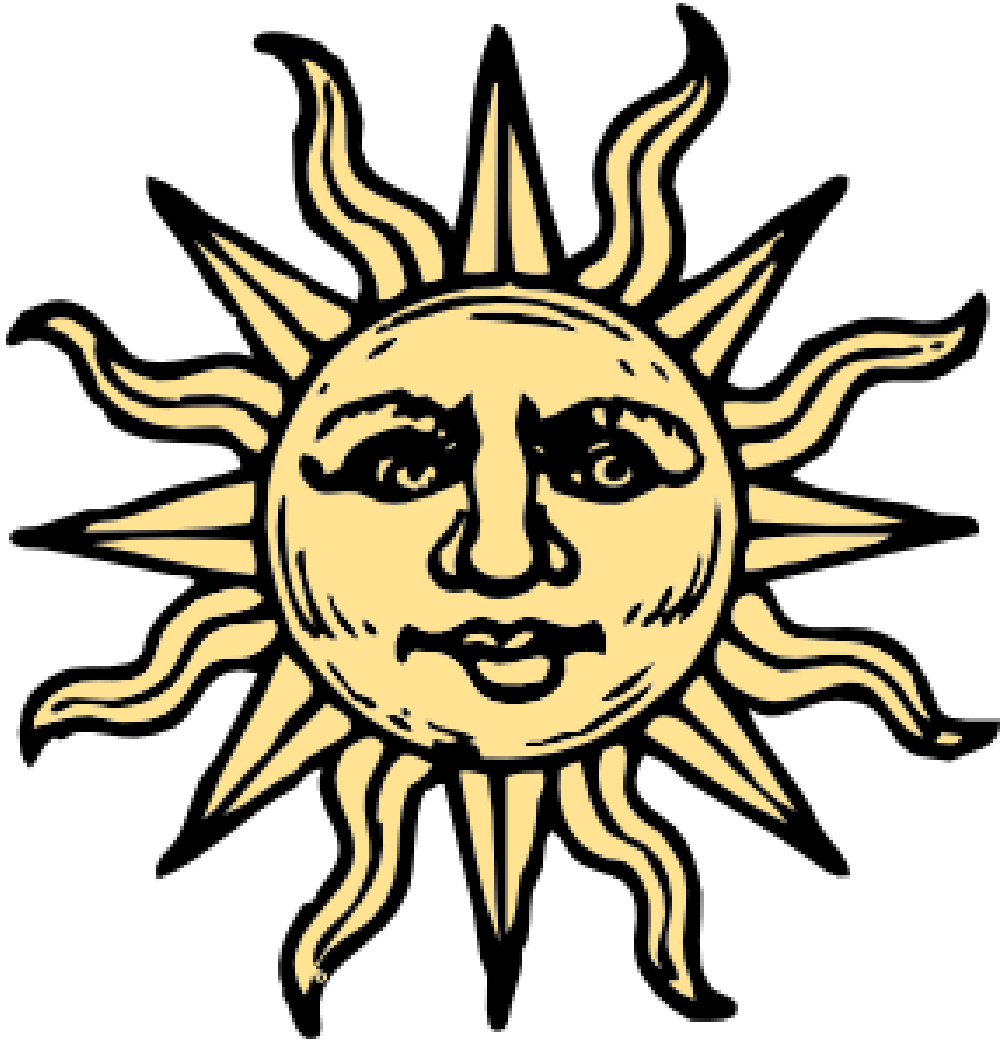
UNTIL ONE DAY *containers came along*.

BECAUSE OF THAT *devs got continuous integration*.

BECAUSE OF THAT *devs got continuous delivery*.

UNTIL FINALLY *dev evolved into DevOps*.

Establish a narrative based on historical truths



Empathy: Build upon shared experience

Avoid generalities and provide specifics

1. Establish a narrative based on historical truths
2. Empathy: Build upon shared experience
3. Avoid generalities and provide specifics
4. A happy ending!

*even if that ending means "we should do something else"

... AND THEY LIVED

HAPPILY EVER AFTER