

### "The Challenges of Changing IT Culture"

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# Why is Change so difficult?



#### **Self-actualization**

desire to become the most that one can be

#### **Esteem**

respect, self-esteem, status, recognition, strength, freedom

#### Love and belonging

friendship, intimacy, family, sense of connection

#### Safety needs

personal security, employment, resources, health, property

#### Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

# Maslow's hierarchy of needs



# Reduce Costs



# Create Growth



# Change is Coming



# Today's Success



## Words matter.



#### THE WALL STREET JOURNAL. LIFE & CULTURE



ESSAY

### Why Software Is Eating The World



By MARC ANDREESSEN







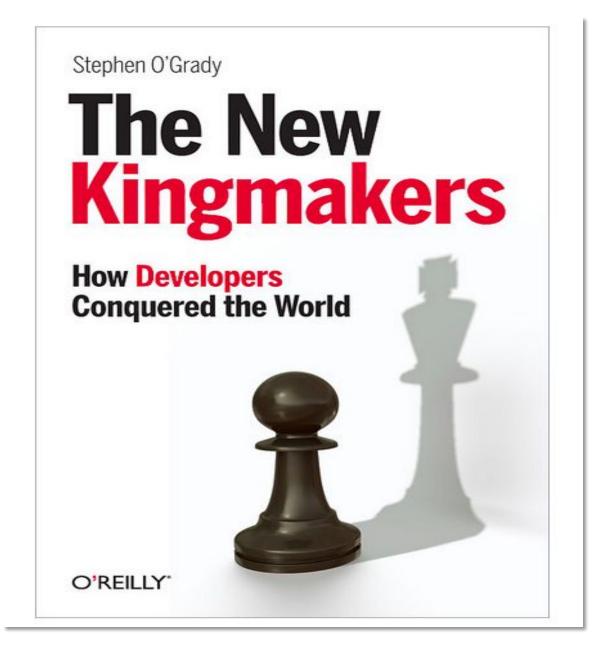
investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy Marce Andreessen, 2011 maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market.



In short, software is eating the world.

More than 10 years after the peak of the 1990s dotcom bubble, a dozen or so









F A I L F A S T



It's Not Your Fault

**Blameless** 

post-mortems





And it's not all people and culture problems...



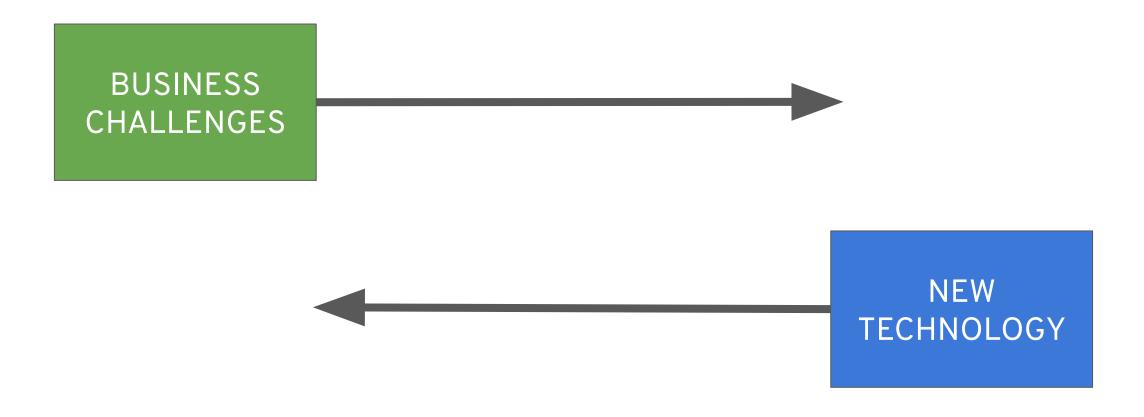




What does Hybrid Cloud innovation look like?



### Why are you changing?





### Who is Supporting the Change?





### When did you ask for help?

- When the project was being scoped?
- After the project was funded?
- After the project missed the 1st milestone?
- After the first person got fired?
- After your competitor got a headline?
- After the project got de-funded?





### Your Problems look like My Problems



- Are you recruiting talent?
- Do you understand your competitors?
- Can you show me a demo?
- Can you give me an ROI?
- Are you learning new stuff?
- Do you internally market your capabilities?
- Do you share metrics of success?
- Does the world know what you do?



### Getting out in front of evolving markets















































































# Thank you

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