"The Challenges of Changing IT Culture"

Brian Gracely - Red Hat
Sr. Director - OpenShift Product Strategy

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Why is Change so difficult?

Maslow's hierarchy of needs

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Reduce Costs

Create Growth

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Change is Coming

Today's Success

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Words matter.

"Software is Eating the World."

- Marc Andreessen, 2011

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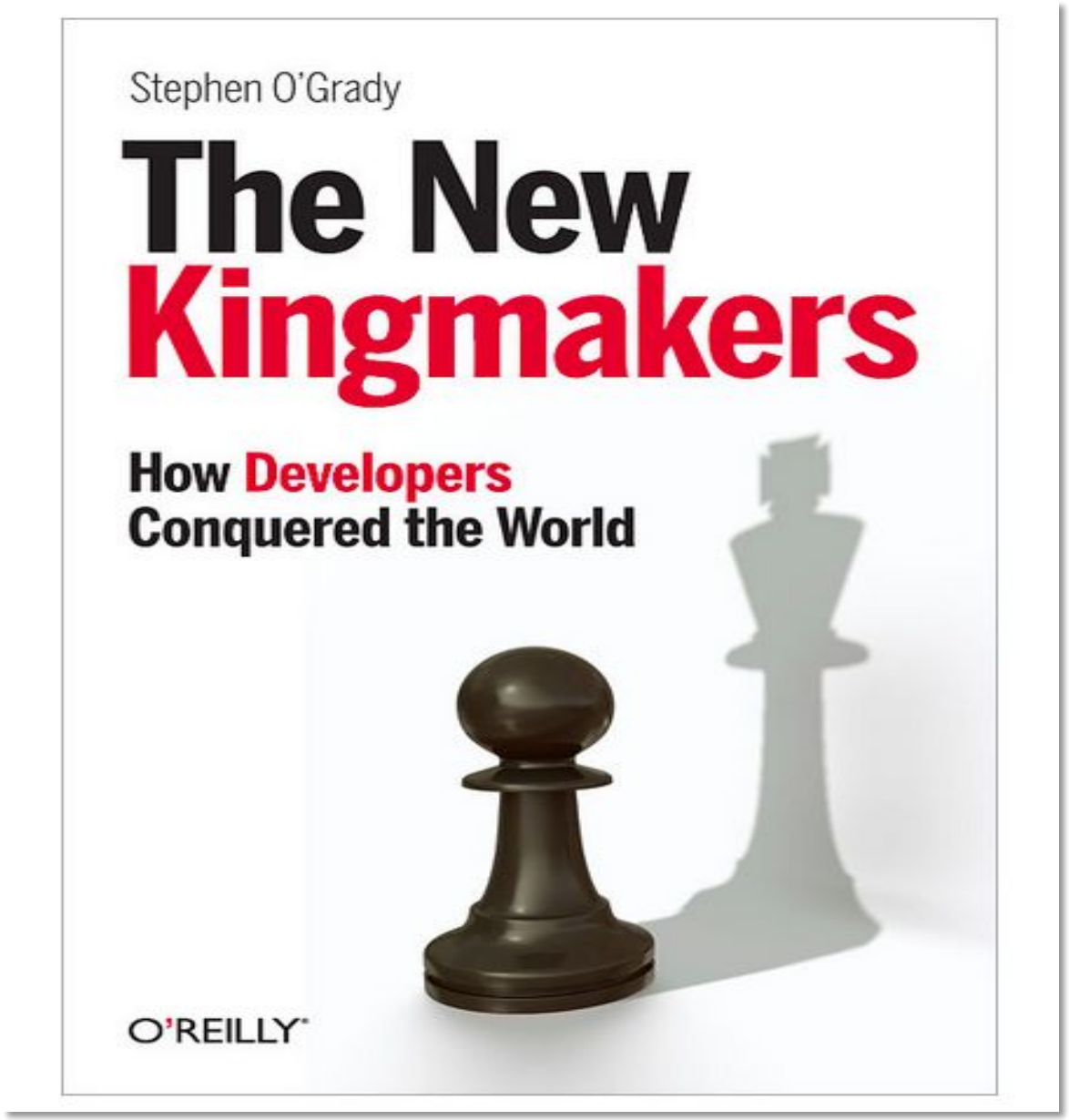
Stephen O'Grady
The New Kingmakers
How Developers Conquered the World
O'REILLY

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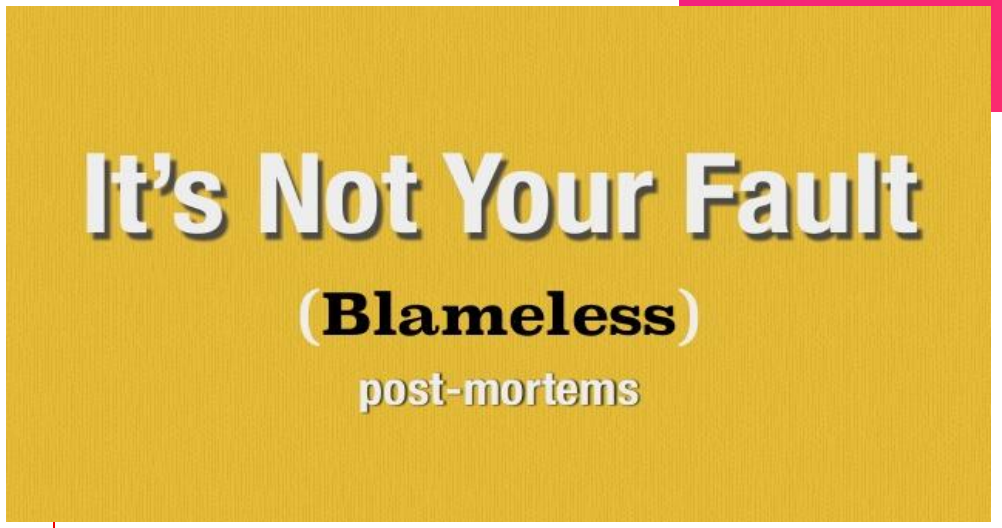
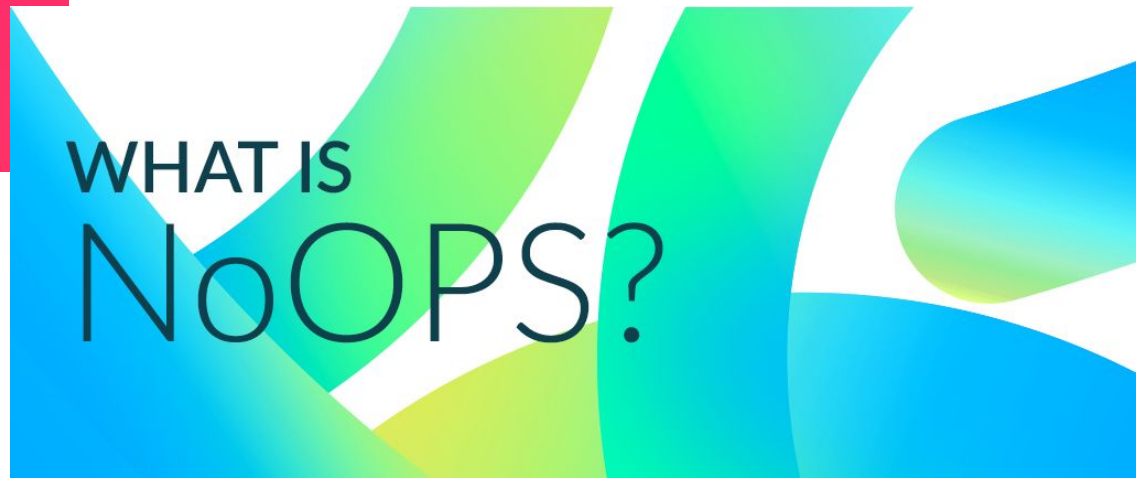
FAIL
FAST





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

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What does Hybrid Cloud innovation look like?

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Why are you changing?

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Who is Supporting the Change?

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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?

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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?

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Getting out in front of evolving markets

Thank you

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