MASTERING THE CODE

HOW GREAT SOFTWARE IS REALLY MADE

Unlocking Your Team's Hidden Superpowers

With all the resources we have these days, it shouldn't have to be THIS HARD to build great software quickly.

The Problem Nobody Talks About

Have you ever seen your team stare at their screens, puzzled, even though you know they're rockstars in coding?

They're stuck, and no one knows the why behind the silent terminals.
It's like they've got all the horsepower but can't find the start button.

Why's that?

You've given them the tools, the tech... and yet, something's amiss.

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The Hidden Glitch in Team Dynamics

Here's the glitch we ignore: without the right soft skills, your team is like an engine without oil — it just won't run smoothly.

Missed deadlines, code left debugged, and frustration is the daily special on the menu.

And here's the kicker: **it's not their programming skills at fault** — it's the human element that's missing.

It's the chemistry that turns a group of individuals into a single, great team with incredible productivity.

The New "Teamwork"?
Whoever said "out of sight, out of mind" must not have managed a distributed team.

Let's face it, the virtual space can sometimes feel like a chasm that no Zoom call can bridge. Sure, we've got emojis and GIFs, but does that really substitute the value of in-person synergy?

Don't get me started on the sound of silence after asking for virtual input; it's like shouting into the void. But hey, it's 2024, and we are the bridge builders here, aren't we?

Tackling these challenge isn't easy: let's be honest, managing tech is just not the same as leading humans.

Navigating the Office Politics Maze without a Map
You know how a day at work can sometimes feel more like a game of thrones rather than… well, work?

When you're laser-focused on delivering top-notch results only to find that office politics could turn your labor of love into a battleground.

It's the fear of having someone play the politics game and kill great technical decisions for…. other reasons.

It sounds like a plot twist in a workplace drama, but the reality is, the armor of skill and sincerity isn't always bulletproof.
Why does it seem that "riding the wave" of office politics means a big wipeout?

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The Master Key to Success

But don't sweat it, because this isn't the end of the story.
It's actually where the magic begins.

Imagine equipping your team with the skills to communicate seamlessly, adapt on-the-fly, and really listen — we're talking about transforming your squad from code compilers to synergy generators.

Quick-start Tips to Boost Your Team Today

Transparency Triumphs:

Start by making transparency the default.

Back in the day at HP, the founders insisted that engineers keep their projects on their workbench so that other engineers could see, learn and contribute.

Whether it's about project timelines or design decisions, clear communication is key. It's like open-source software; everyone can contribute, spot bugs, and improve the final product.

We are all fighting the same battle. We are one team!

The Feedback Loop:

When we believe that the other person is committed to the best for us, we are open to hearing substantive feedback - positive and negative. Implement a culture where feedback isn't a scary word - IF it's done in a way that I believe you're trying to help me be the best I can be.

Feedback needs to be direct, honest and kind.

Fail Forward:

Engineers respect failure IF it leads to innovation. It only leads to innovation when we learn from it. It's like failing a test case: it can teach you what not to do next time.

Foster an environment where 'fail-fast' isn't a dirty term, but a stepping stone to greatness.

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A Future Where Your Team is Unstoppable

Picture this: deadlines crushed, innovation as routine as morning coffee, and a vibe so electric, it could power your data center.

Think back to that project where everything just clicked.

You know the one — where the team is so in sync, it's like you've got some kind of workplace telepathy going on.

Everyone's buzzing, ideas are flowing like a mighty river, and hey, the coffee tastes better too.

Why's that?

When a team works together like a well-oiled machine, it's not just the gears that turn smoother; it's the spirits that lift higher.

It's like catching the perfect wave of productivity — it carries everyone to shore no matter the tide.

This is **your** team after Mastering the Code.
It's more than possible — it's within your grasp.

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Your Call to Action

So, what are you waiting for?

Don't let your potential gather dust like old code commentaries.

Bring your team, bring your drive, and let's ignite that spark together at the workshop that's tailor-made for tech leaders.

And hey, make it a team affair — because growth is best shared.

Reserve your seat, and then grab one for (at least one of) your most promising teammates — double the impact, double the triumph.

SUCCESS

More of the same

Click here to kickstart your team's transformation

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Why you might benefit from the Mastering the Code Workshop

1. Learn how to build great teams - *"This is all the 'sausage making' that no one talks about or trains you for when running a dev project."*

2. Real world skills you can use right away to improve teamwork and results

3. Gain access to a coach to help you turn ideas from the workshop into actions you can take right away

4. Create "software success systems" that build momentum for your current project, and your career!

Click here to get started

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Here's How the Mastering the Code Workshop Might Help

Leading remote teams	Resolve Conflicts Between "Silos"	Real World Priorities
Strategies for effective communication across distributed teams	Techniques for navigating and reducing inter-departmental competition	Insight into balancing innovation with operational stability
Streamlined Processes	**Dealing With the Undocumented (code)**	**Authentic Team Collaboration**
Increased productivity through improved processes	Techniques to mitigate the risks of poorly documented systems	Leveraged collaboration instead of reliance on a few key individuals

Delivering what REALLY Matters

Tools for managing the pressures of delivery and expectations

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How it works:
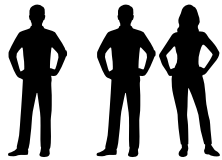
1. Invite a couple of team members to come with you for a great day of growth and connection.

2. Invest a day working on your career and your team, not just "turning the crank"

3. Get 60 days to work with a coach to help you as you implement the exact steps you and your team need!

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Who should participate?

CTOs

Senior technical leaders - overseeing teams of technical people. Everyone is looking to you to make things happen. The technical stuff is hard, and the people stuff is harder.

Lead Developers

You've defined success in terms of wrangling the technical details, but humans are the undefined variable that have thwarted your efforts. Isn't it time to grow that skill, too?

Architects

You've proven you're brilliant at the technical speeds and feeds, but what about the "people stuff"?

CIOs

You're delivering efficiency and increasing value, but what about stretching the critical skills in leading technical teams?

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Workshop Details:

Late April 2024 in Charlotte (Exact location TBD)

Investment:

Bring up to three (3) team members of your team with the same ticket

Registration is capped at 10 companies, max to deliver the best results

Normally, the investment to work with your company in a workshop like this is $15,000

This in person training, combined with 60 days of 1:1 implementation coaching for each participant is just $1,500/ticket

For maximum impact, this Mastering the Code workshop is limited to a small number of companies to ensure that each participant receives individualized attention.

Click here to get started