Practical Software Development: A Way to Fail
Taking Team Communications For Granted

- Up to 70% of all software developer work involves communications with others!
- Communication skills, teamwork, and active requirements elicitation aren't inborn talents
- Getting the 'problem to be solved' (customer need) well-defined and understood is half the battle
Practical Software Development: A Way to Succeed
Consider GSD Aspects In All Team Communications (especially for globally marketed products)

Global aspects can be native or acquired (relocation, travel, education, relationships)

- **Culture**
  - National, regional, educational, occupational, recreational, generational, even gender
  - Organizational, team, role

- **Language**
  - Accents, patterns, pronunciations

- **Geographic distance**
  - More than “30 meters” matters

- **Temporal distance**
  - Time zones (travelers)
  - ‘Morning people’ vs. ‘night owls’

Example interpretations/judgments:
- Looking people in the eye
  - Honest, or rude?
- ‘Not giving a straight yes or no answer’
  - Tactful, or evasive?
- ‘Good’ handshake (none/firm/light)
  - Disrespect or religious taboo?
  - Cultural norm?
- Punctuality
- Personal distance
- What the color red means
  - etc.

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Some Key Success Strategies – 1

- **When you are building a software product,**
  - build a team first
    - Cultural or other diversity on a team is an asset!
    - Global market success takes global(-thinking) development teams

- **When you are building a software team,**
  - build trust first
    - Think positive: people tend to live up, or down, to our expectations
    - Observe and consider multiple interpretations
    - Question assumptions; intercept judgments

- **Manage projects and lead people**
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Some Key Success Strategies – 2

- R-E-S-P-E-C-T
  - Your customers
  - Your teams
  - Your teammates
  - Your colleagues
  - Yourself

- Plan, choose, replan, decide, and adapt based on risk

- Celebrate and have 'serious fun'!