

22 Short Films about Macs

But not actual films, because that's hard.

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👋 Hi. I'm Tom.







Thinking Like Your Adversary

But in IT, who is your adversary?

Thinking Like Security

Risk, Compliance, and The Unknown

- What does Security value?
 - Staying out of the Public Eye
 - Compliance with Standards and Requirements
- What does Security NOT value?
 - Your workflows
 - Your infrastructure
 - Your support queues

Thinking Like The Business

Money, Cash Flow, and The Future

- What Does the Business Value?
 - The Business.
- What Does the Business NOT Value?
 - Anything else.

Thinking Like End Users

Stress, Accomplishment, and Little Kindnesses

- These are your coworkers. They are on *your* team. Ostensibly.
- Your coworkers and teammates Value:
 - The ability to do their job
 - A safe and secure working environment
- Your coworkers and teammates do NOT Value:
 - Your acronyms and jargon
 - Your compliance plans
 - Your software update plans
 - Your application choices
 - Your phishing tests

Thinking Like Apple

???

\$3,816,000,000,000.00



Thinking Like Apple Isn't Possible
Outside Apple.

Thinking Like Product Managers

Road Maps and Business Needs

- **What does Product Value?**
 - Business Value
 - Adoption
 - Nuance
 - The Future
- **What does Product NOT Value?**
 - Specific Acronyms
 - Specific Process or Delivery
 - Your Deployment Stack
 - The Last Angry Customer

None of these people are
your adversary.

What is IT's Place in your Organization?

If you ship your org chart, what are you delivering?

“Organizations which design systems (in the broad sense) are constrained to produce designs which are copies of the communication structures of these organizations.”

Melvin E. Conway 1967

Build Tools for Yourself : Calendar of Key Dates

If it helps you, it might help someone else.

Team/Dept	Division	Company
• APNs & Dev Certs • MDM Renewals • Bandwidth Contracts • License Renewals • Departmental KPIs • Apple Dates (approx) • Other Key Partner Dates	• Security Audits (CyberEssentials) • Compliance Audits (SOC2, ISO) • Divisional Meetings (approx) • Change Control Boards & Change Freeze Windows	• Budget Timelines • Release Schedule • All Company Meetings (approx) • Key External Dates • Payday Schedule

Build Tools for Yourself : Vendor Directory

If it helps you, it might help someone else.

Vendors

- Bandwidth
- Network
- Device Management
- Business Software (general)
- Business Software (specific line-of-business)

Partners

- Contract Developers
- Line of Business Partners
- Project Management
- General Purchasing

Communicating as IT

Talking to People as People

The best communication is simple.

- Spending time on communication can feel like busy work. It's not.
- What is your departmental approach or philosophy?
- Remember that your technical jargon won't feel as comfortable to your coworkers as it does to you, and that will make things worse.
- Don't remove so much friction in your processes that people don't appreciate that you exist.

What is the Driver of Your Org's Success?

Is it just plain money?

Is it academic success?

Is it market share?

Is it grants or awards?

Is it widgets produced?

Is it code produced?

**Juke the Stats and
Majors become Colonels**



How Does Your Org Make Money?



**How Does Your Team Help
Your Org Tangibly Succeed?**



What About Conflict?





Conflict Brings Resolution

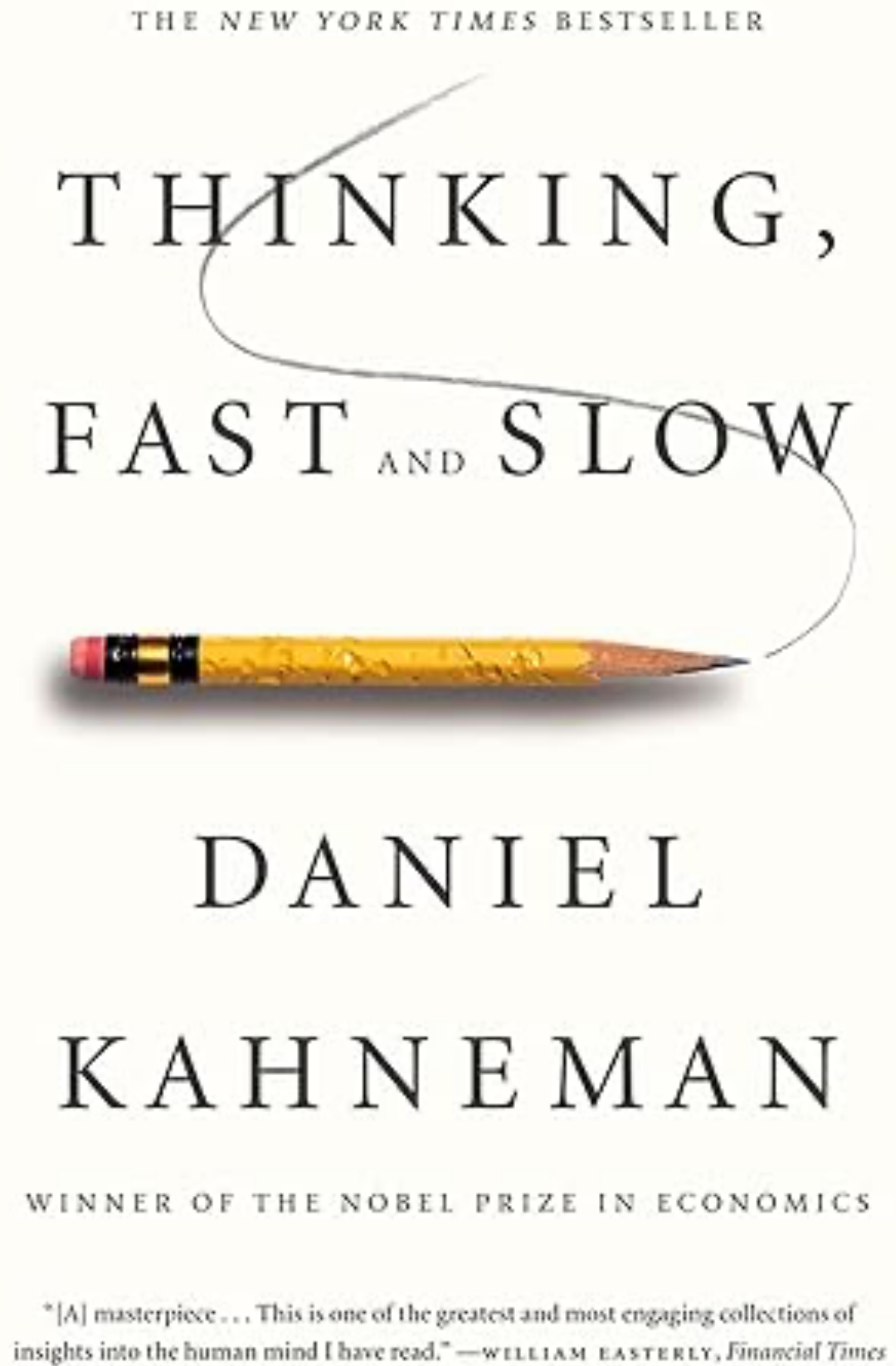


Learning as a Team

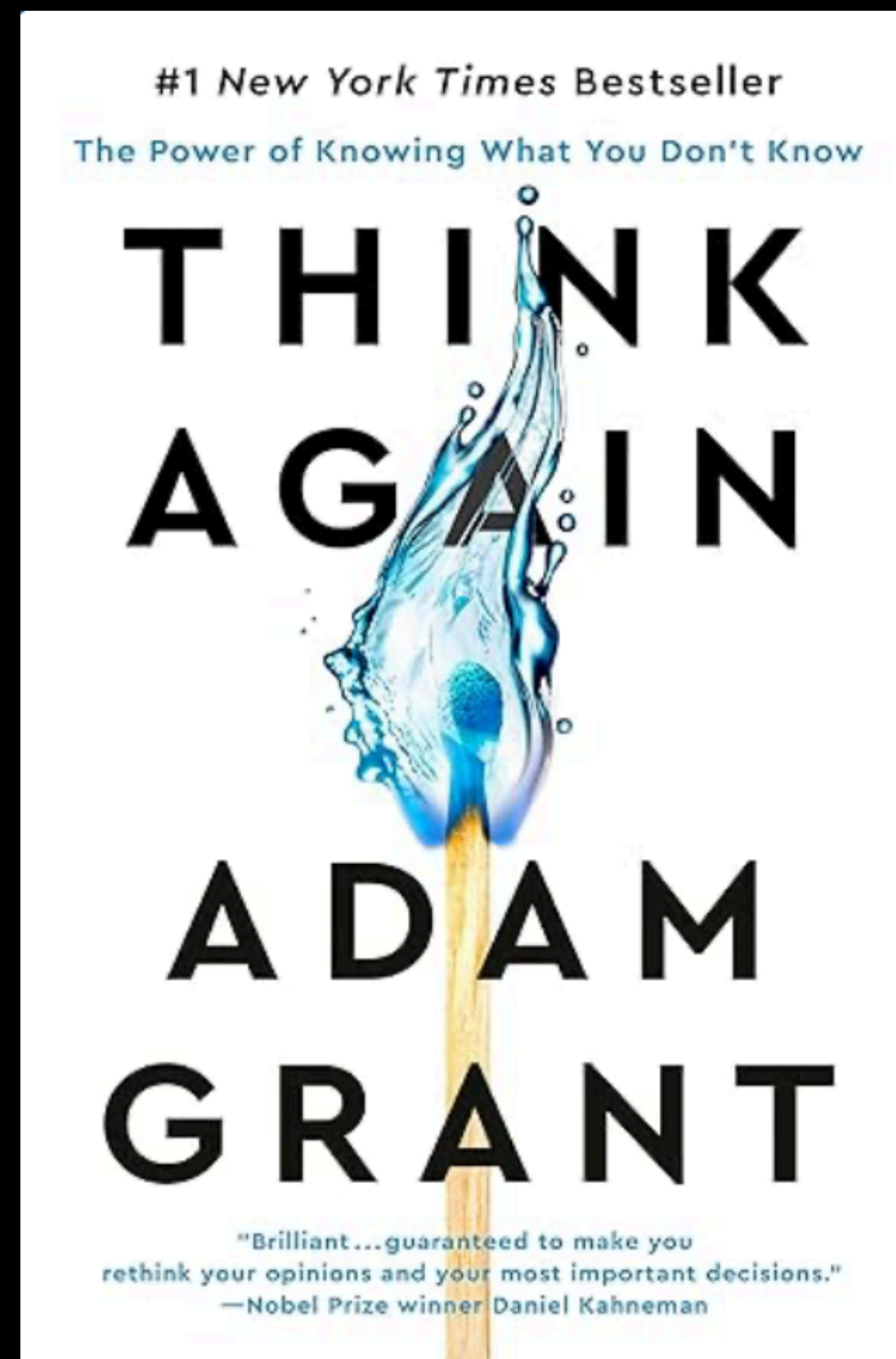
Learning How to Learn

It's about thought processing

Thinking, Fast and Slow



Think Again



Learning How Teams Learn

How you store knowledge and share it matters

The Balance of Care

You Don't Care Enough!

You Care Too Much!

Why Do You Care About This?

There's healthy care and unhealthy care.

- “I care because I really think this is neat!”
- “I care because I know what's at stake here!”
- “I care because if I don't, no one will!
- “I care because if it doesn't go perfectly, something very bad will happen and it will be my fault.”

Failure is a Teacher.

The Only Way Out Is Through