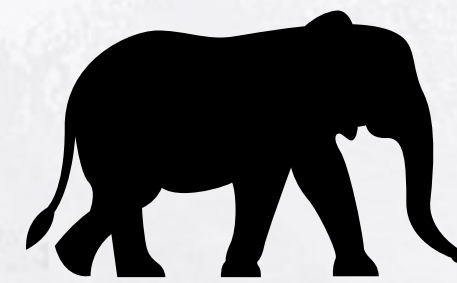
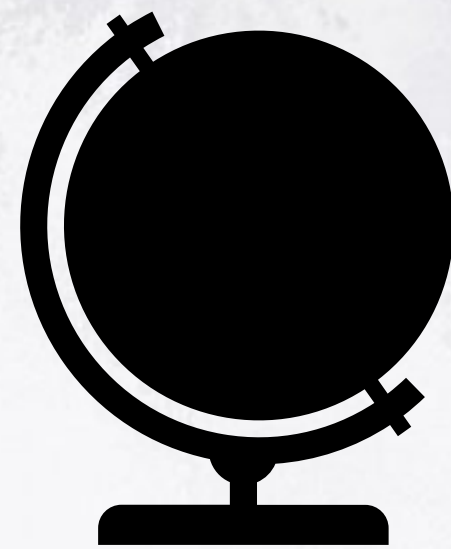


SILLY BABOONS, STUBBORN ELEPHANTS



Rina Artstain - Tech lead manager @ Google



WHAT IS CULTURE?

Culture is the set of attitudes, values, goals, and practices shared by a group of people in a place or time.

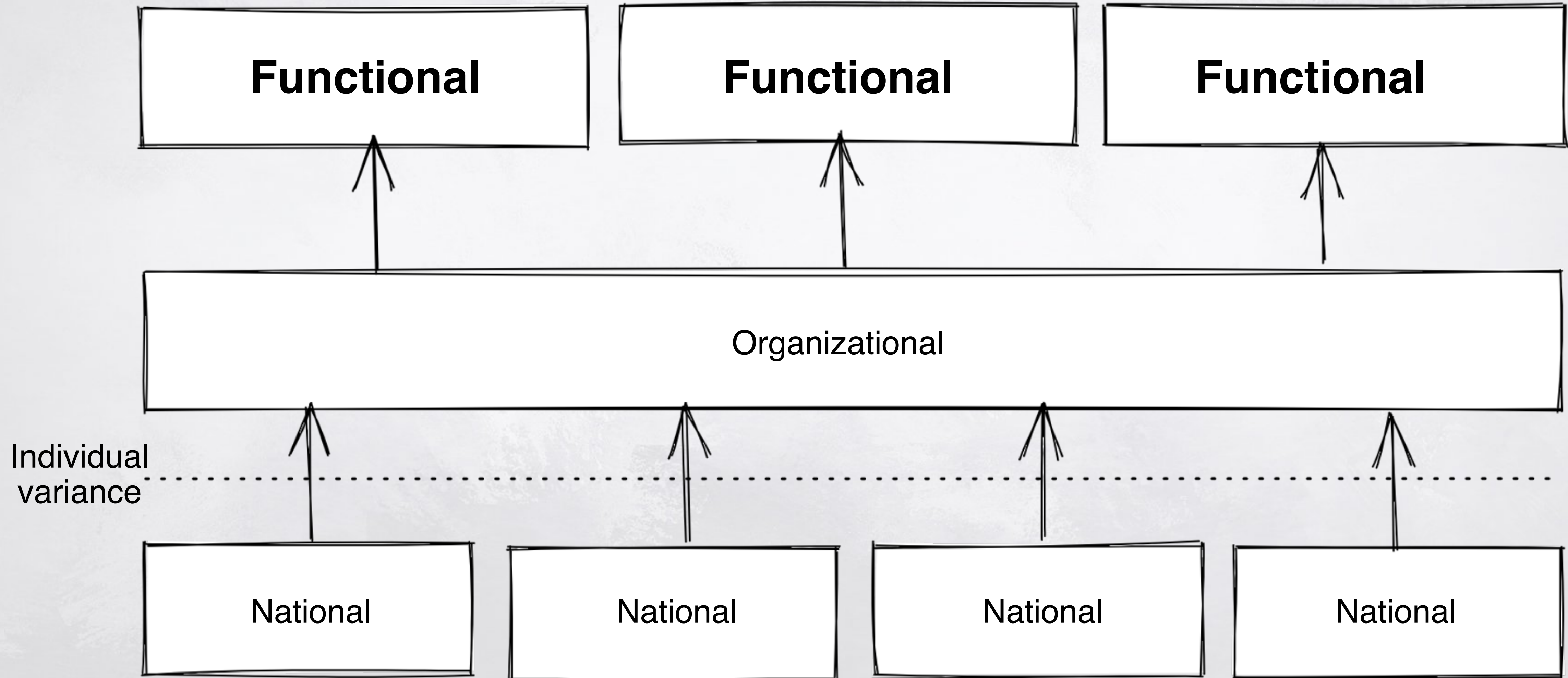
- freely adapted from Miriam Webster's definition

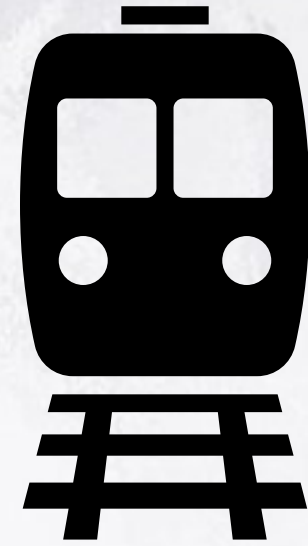
**“Culture is whatever is considered
normal.”**

- simply put

CULTURE

Influences and layers





**MIND THE
(CULTURE) GAP**

SPEED

Fast or Slow?

Infra dev team

Product dev team



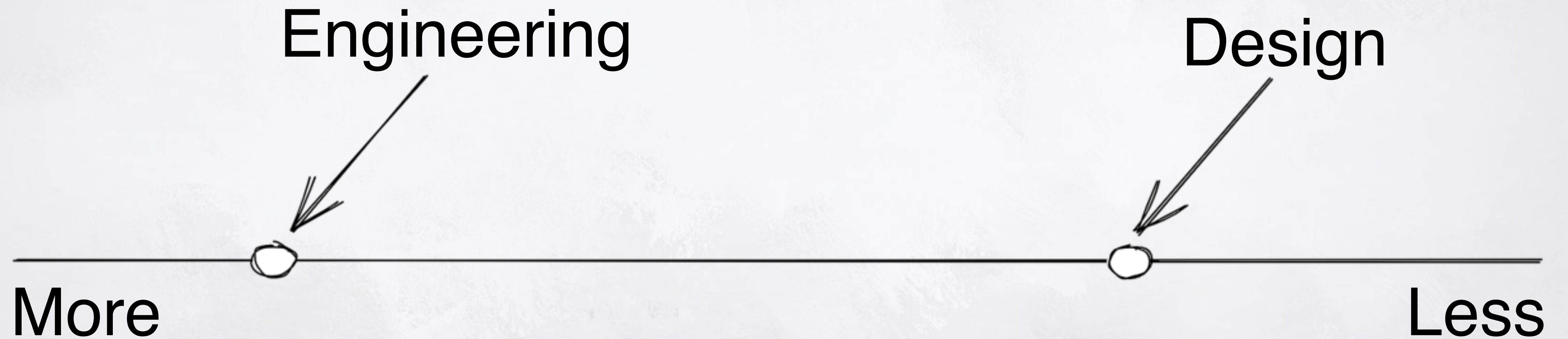
Slow (quarters, years)



Fast (days, weeks)

TECH DEBT

More or Less?



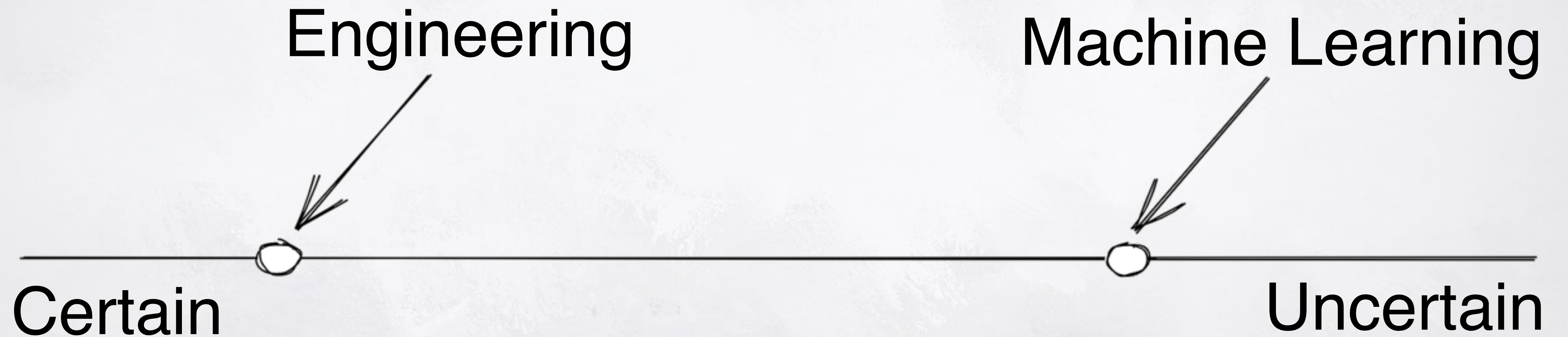
FLEXIBILITY

Rigid or Soft?



AMBIGUITY

Certain or uncertain?



DRIVE

Technology or customer?





TIP OF THE ICEBERG



PRACTICAL TOOLS

BE AWARE

BE EXPLICIT

BE NICE

BUILD RELATIONSHIPS

STAY AWAY FROM JIRA

RECAP

"Culture is whatever is considered normal"

1. Identify the culture gap(s)
2. Analyze how they effect the problem at hand
3. Resolve the conflict



1. Be aware
2. Be explicit
3. Be nice
4. Build relationships
5. Stay away from JIRA

THANK YOU!

No animals were hurt during the making of this presentation

 Follow me! @_rinaarts_