

LDX3 • JUNE 17, 2025

effortless execution: designing processes that don't need babysitting

ANTONIA SCHEIDEL

what you'll get from this talk

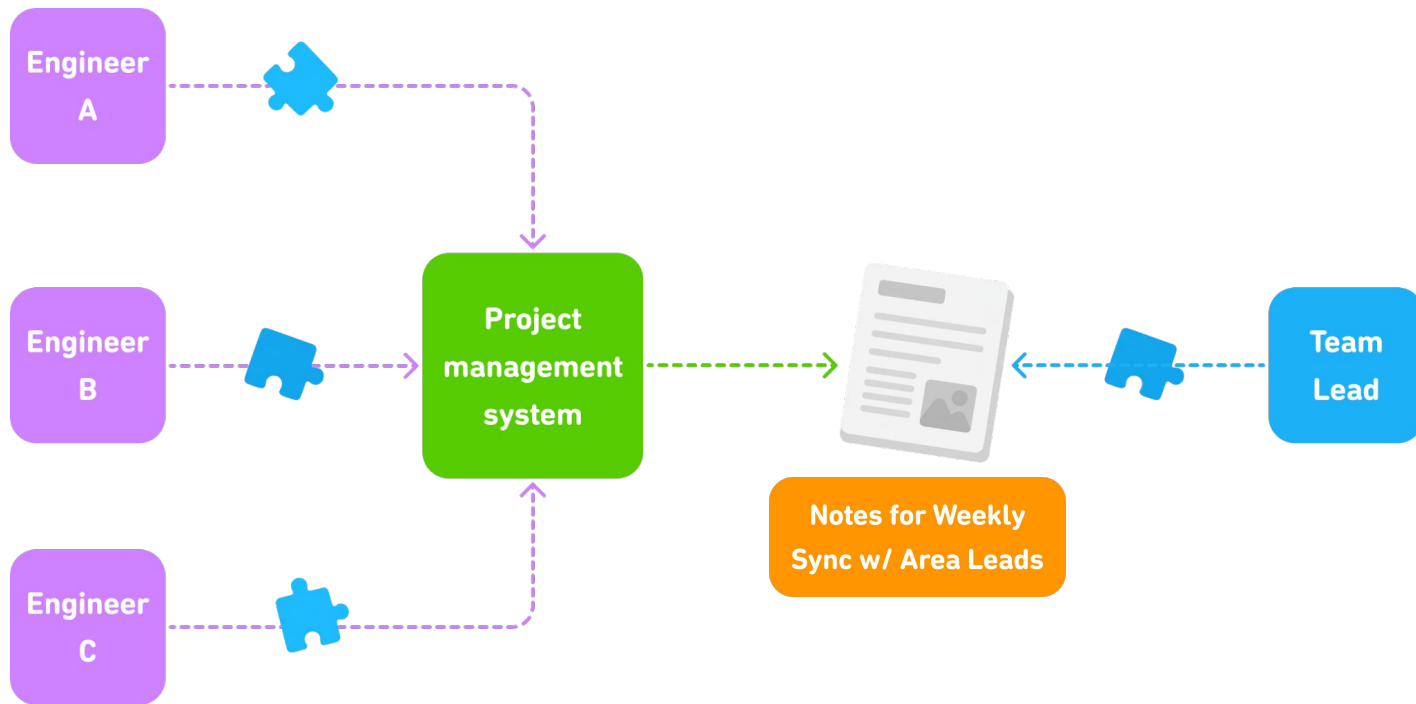
- Five elements of self-sustaining processes:
 1. minimally invasive
 2. transparent
 3. self-healing
 4. socially reinforcing
 5. worth the investment
- Which processes are worth investing in



case study

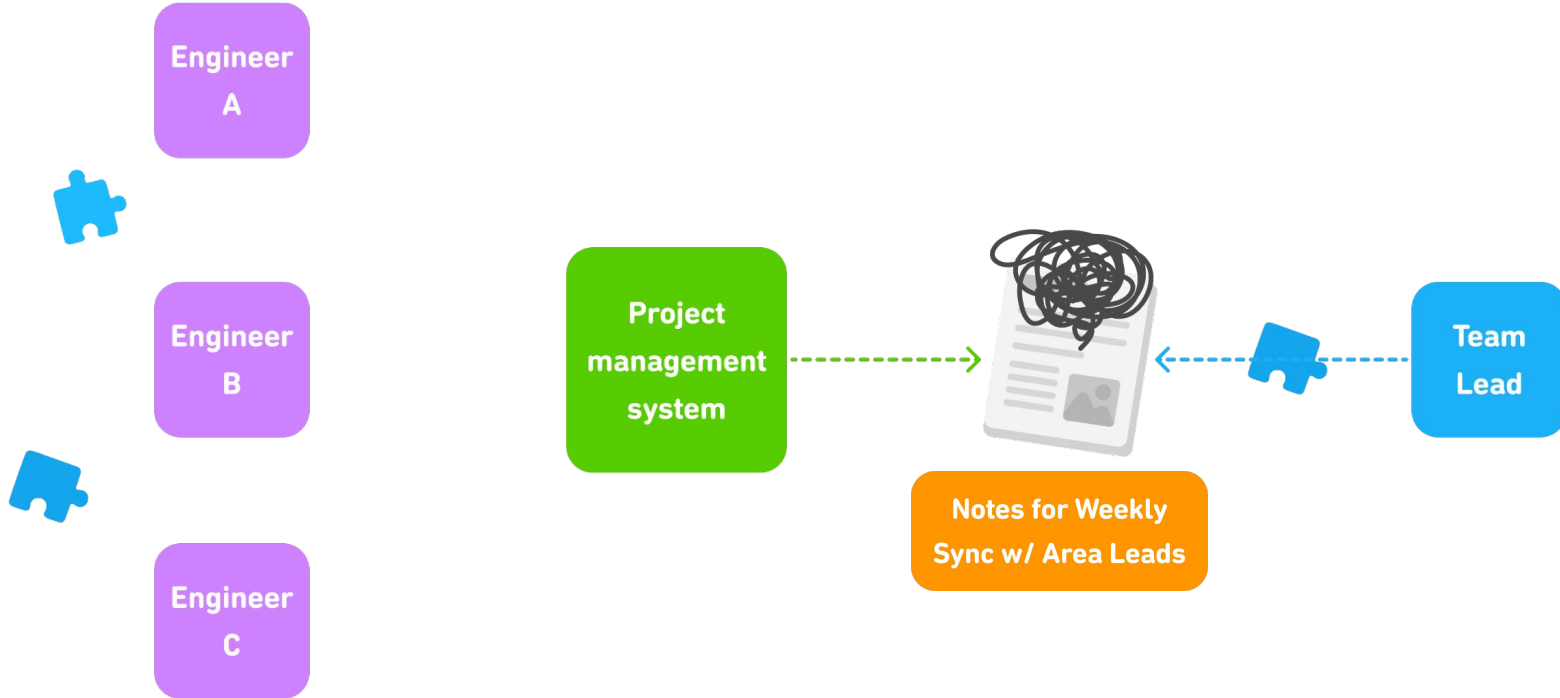


the promise



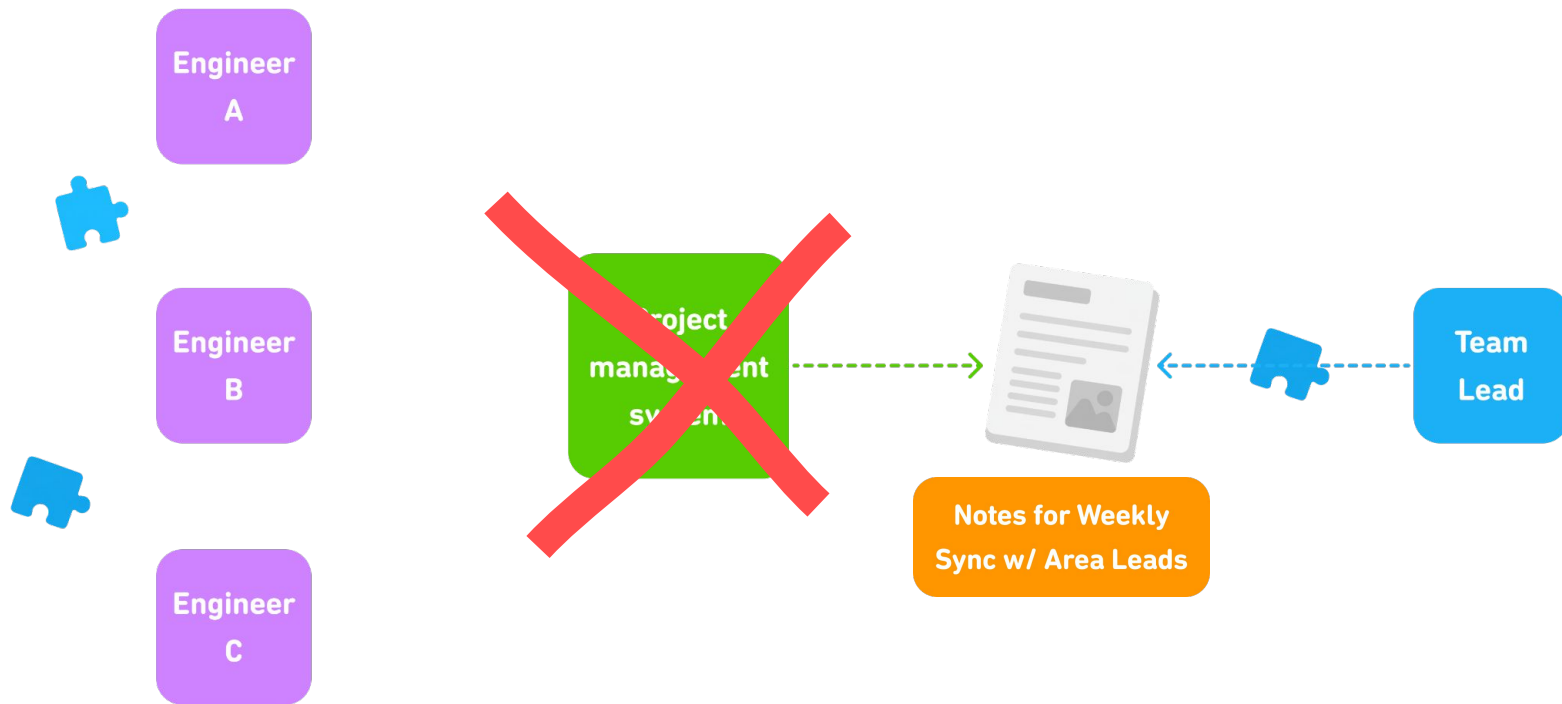


the promise is broken

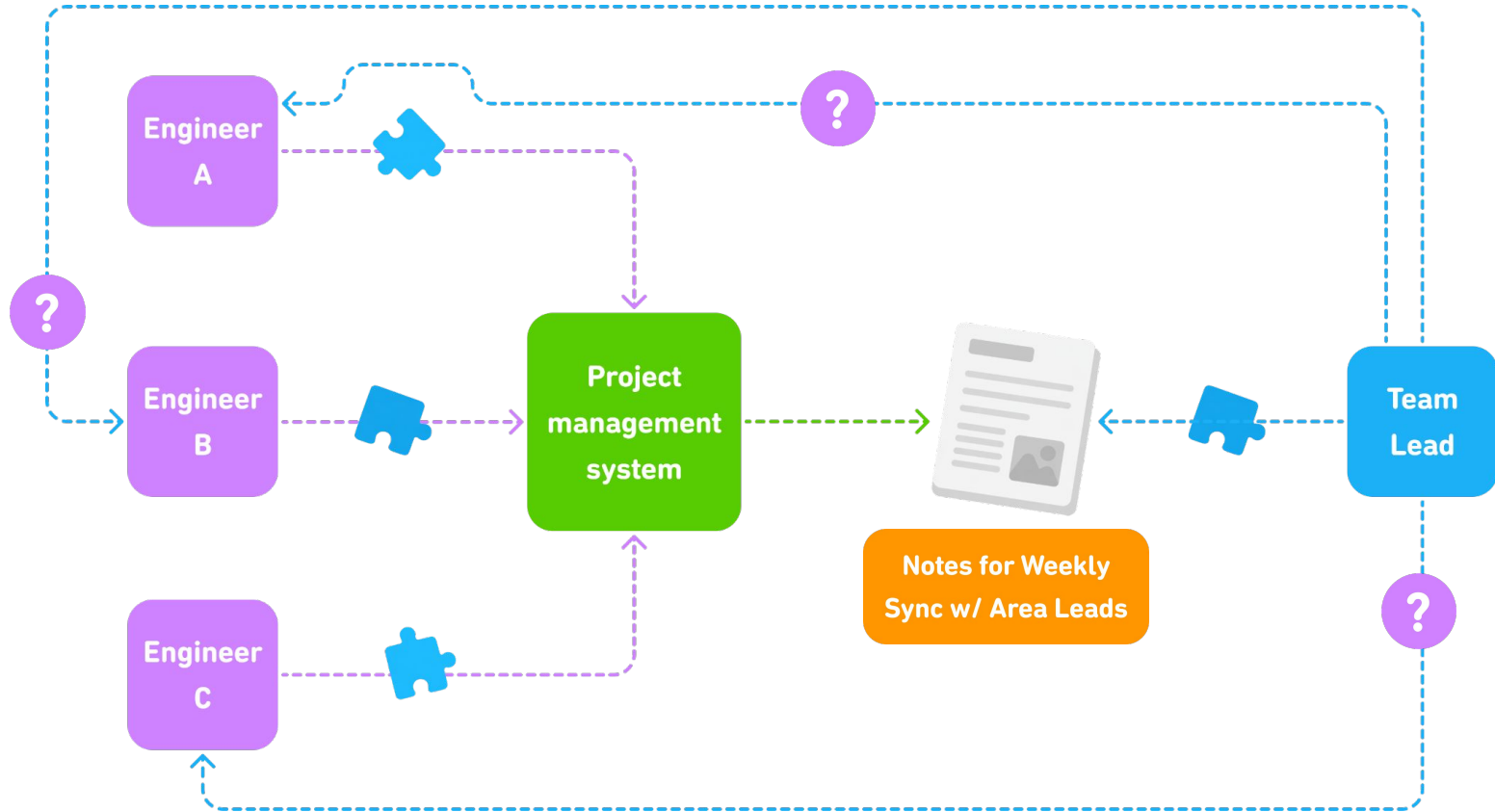




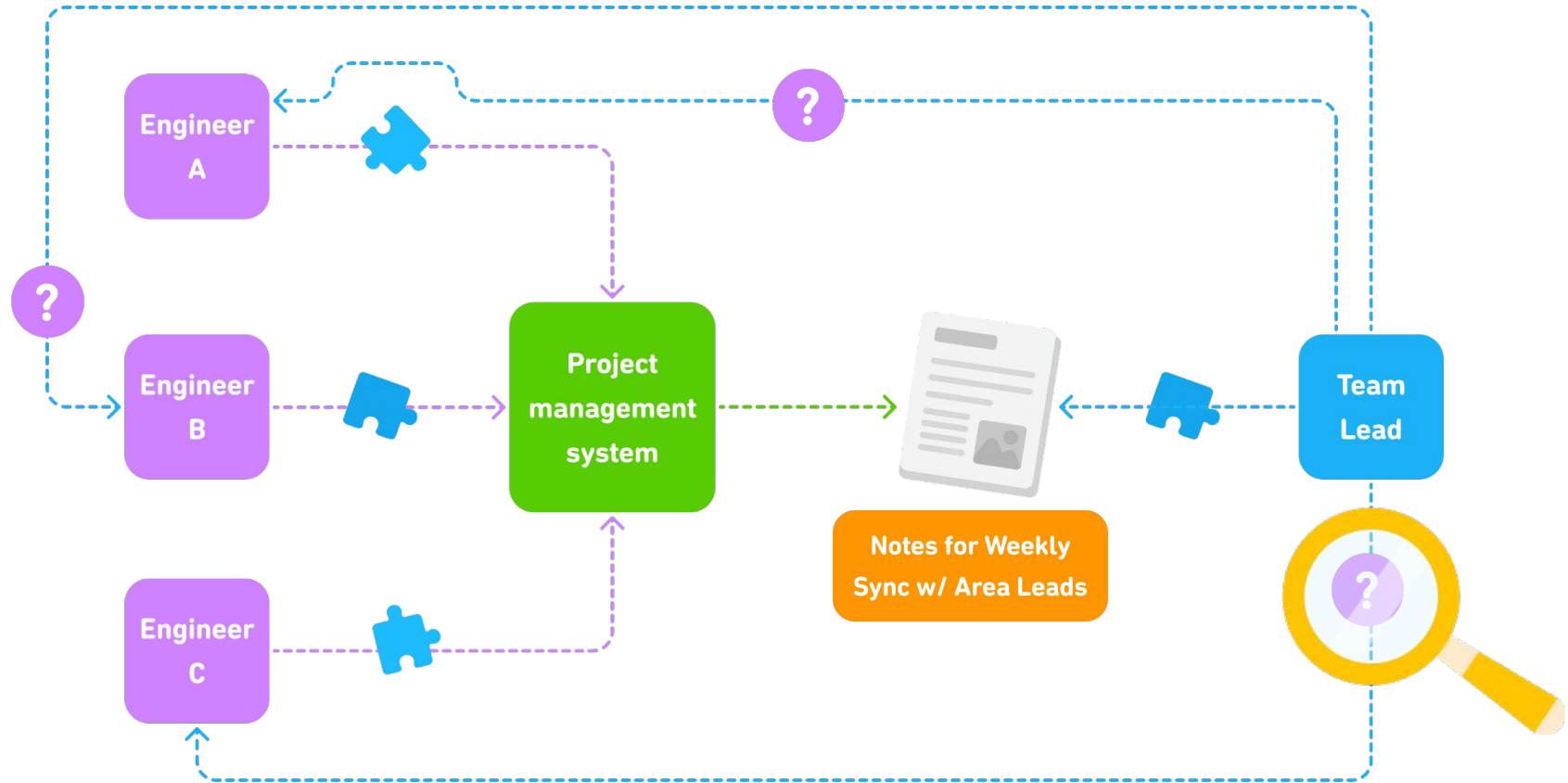
two bad options



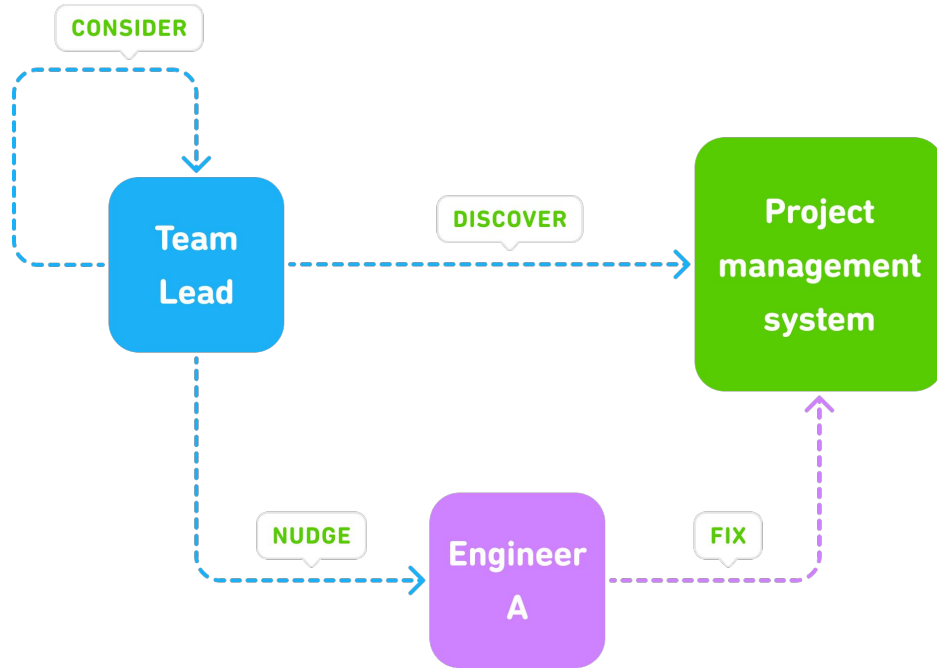
two bad options



two bad options



...but at what cost?

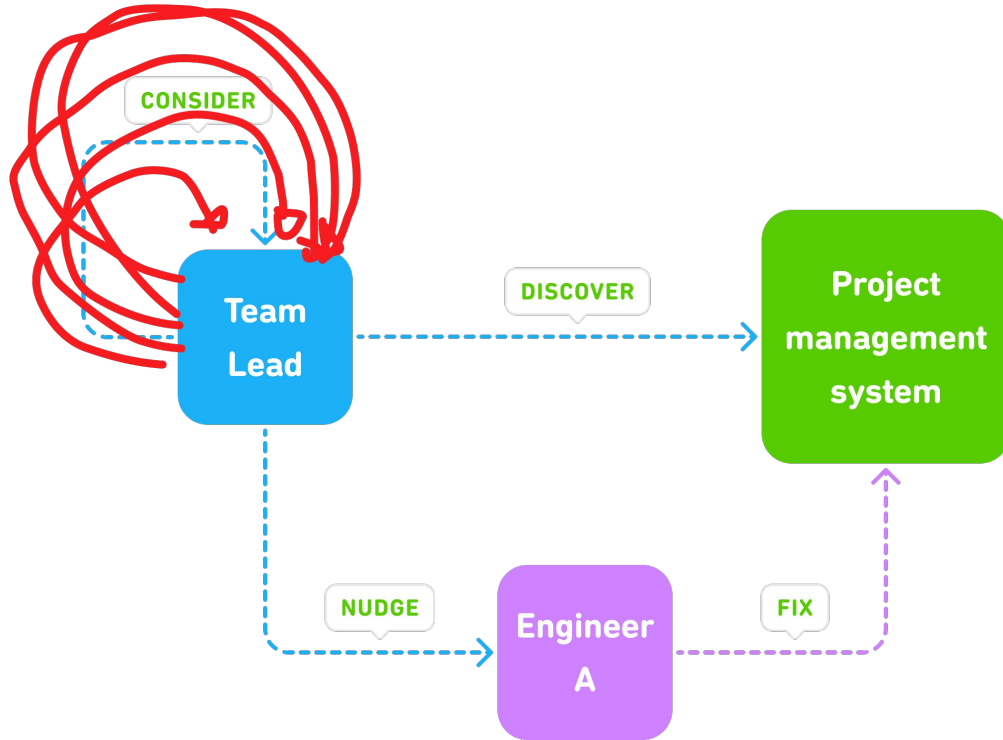


Your Bill

Discover	\$
Consider	\$
Nudge	\$
Fix	\$

Total	\$
-------	----

...but at what cost?



Your Bill

Discover	\$
Consider	\$
Nudge	\$
Fix	\$
Explain	\$
Nag	\$
Doubt self	\$
Feel guilty	\$

Total \$\$\$

something had to change

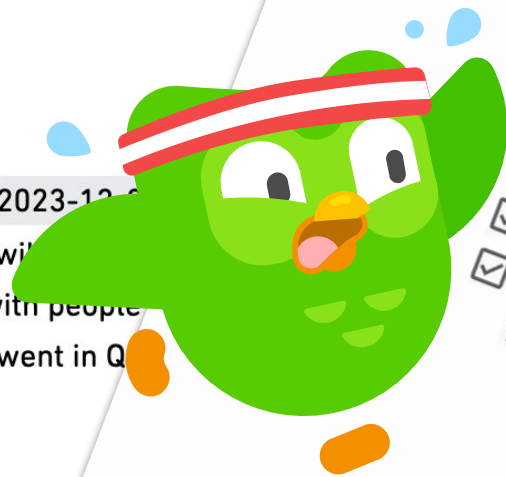
Antonia Sabbatical Plan

Sabbatical timeline

I am going on [sabbatical](#) (and PTO) from 2023-09-25 to 2023-12-08

My first week back is the last week before winter break. I will be out of the office for that week and will primarily use the time to catch up with people in the cycle with as much information as possible in how things went in Q4.

Primary points of contact



- ### Sabbatical Prep
- ☒ Outline current projects and anything else your team is working on
 - ☒ Check pager duty rotation
 - ☒ Leave cheetah rotation
 - ☒ Hand-off Growth Area
 - ☒ Hand-off Ukraine freezes
 - ☒ Hand-off one-off freeze requests
 - ☒ Hand-off eng shadowing to manager)
 - ☒ Identify who will take on what
 - ☒ Set up time for
 - ☒ Set up

taking stock



taking stock



taking stock



taking stock



taking stock



taking stock



taking stock



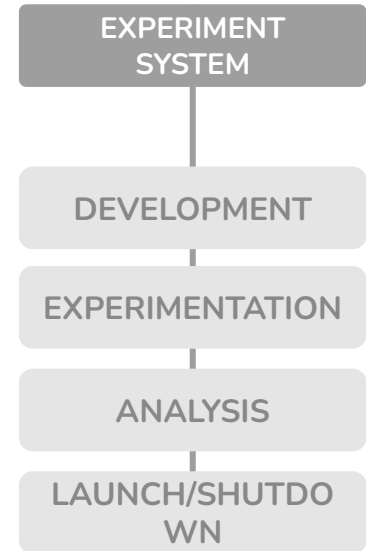
taking stock



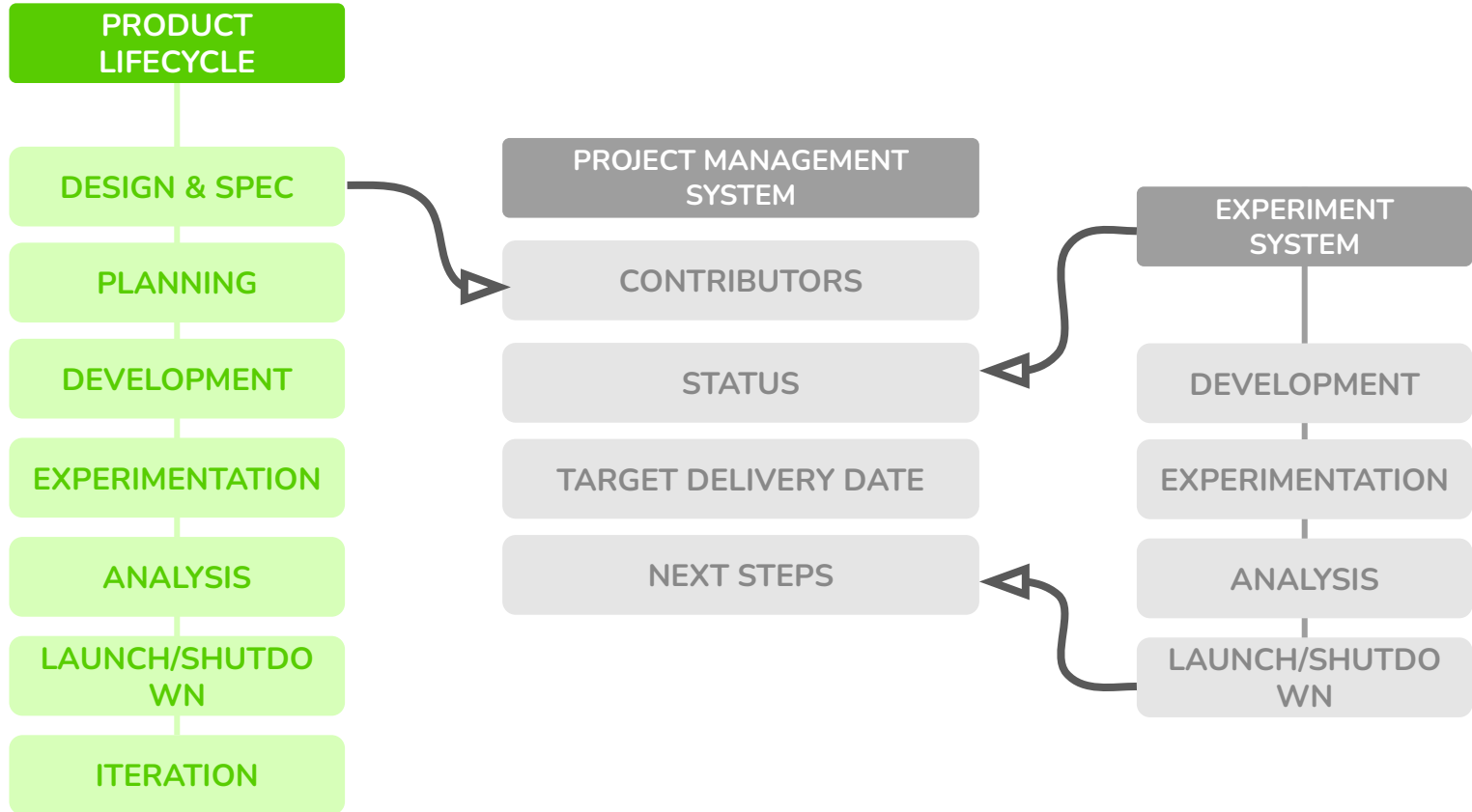
taking stock



taking stock



decluttering



five elements of self- sustainin g processes

minimally invasive

Lean on tooling to minimize cognitive load and disruption

transparent

Make systems show their work to help the team understand cause & effect

self-healing

Borrow from coding tools to flag process violations as soon as they happen

socially reinforcing

Help the team share responsibility for the system with a touch of social pressure

worth the investment

Demonstrate the value you create with the time and energy you save

invisible work...



— engineer makes update

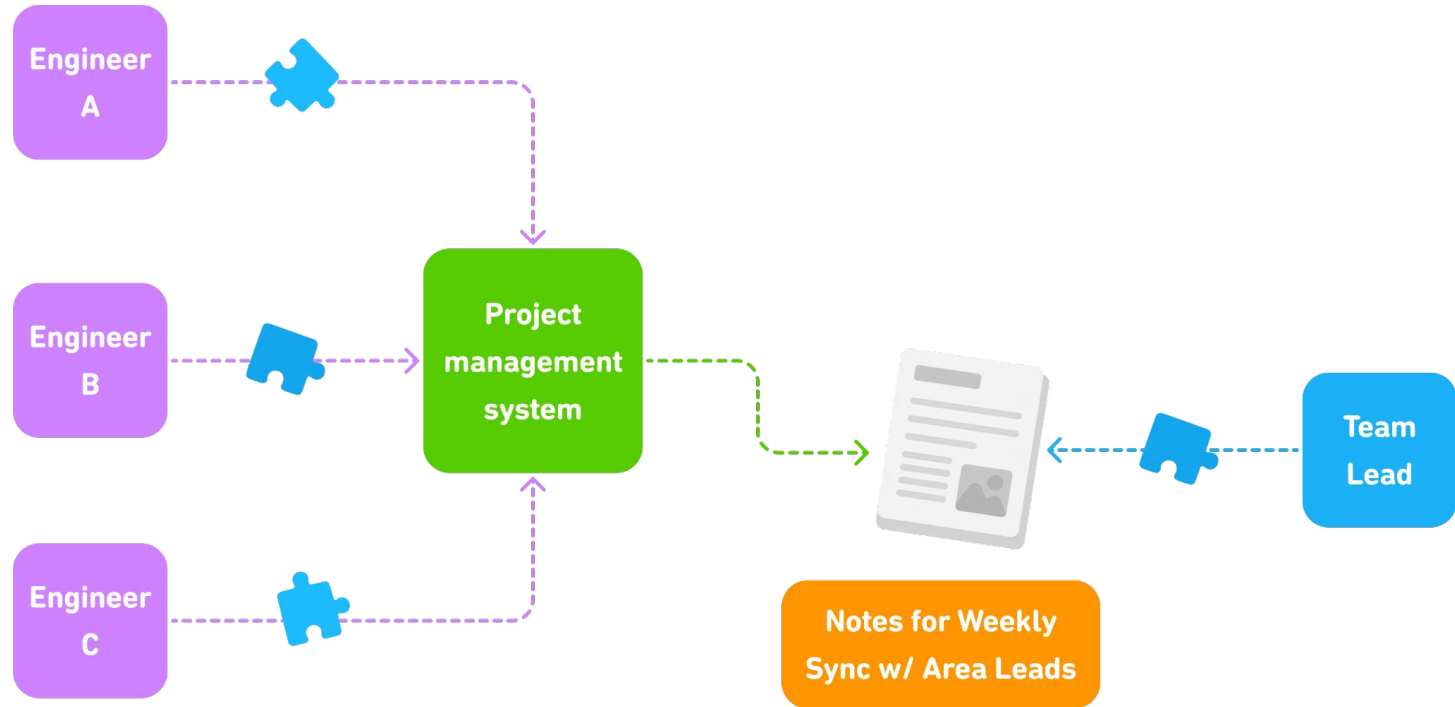
— ensure correct format

— update timelines

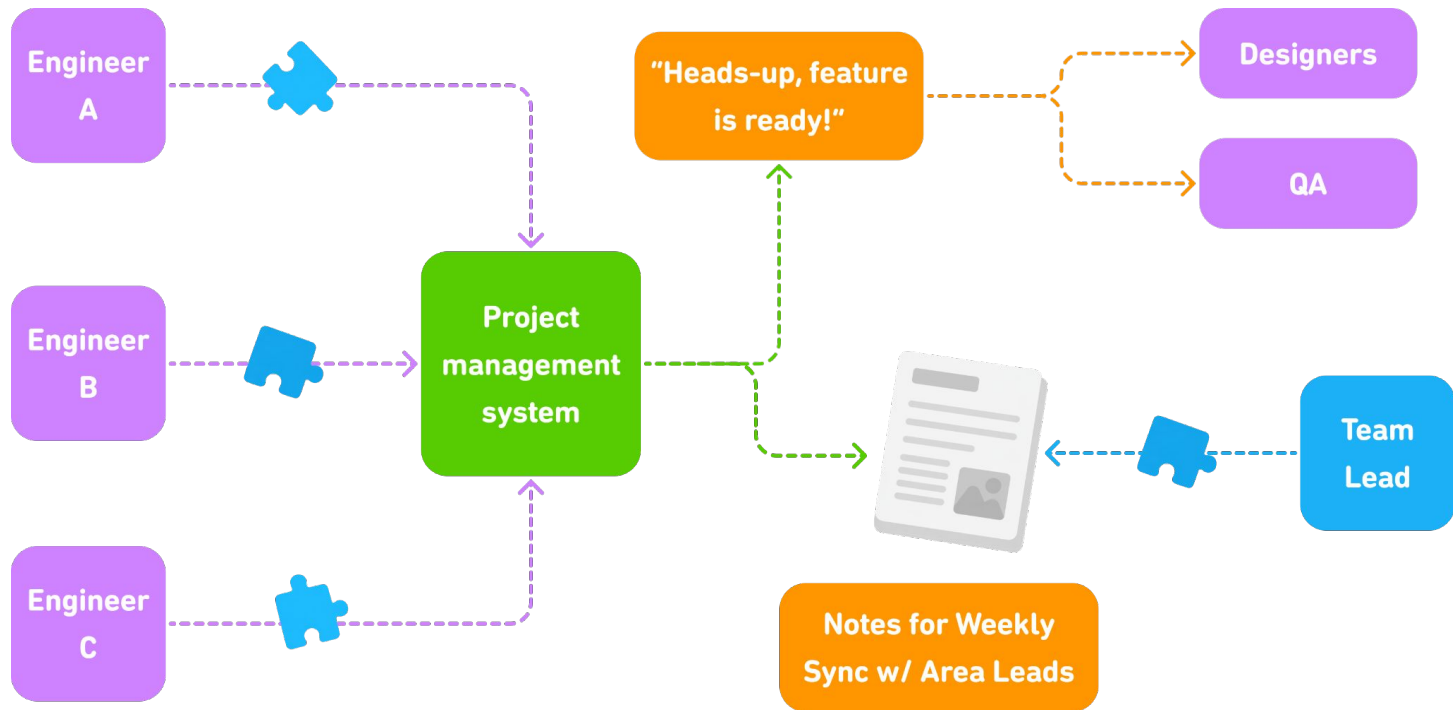
— supplement information

— intercept follow-up automations

...made visible



...made visible



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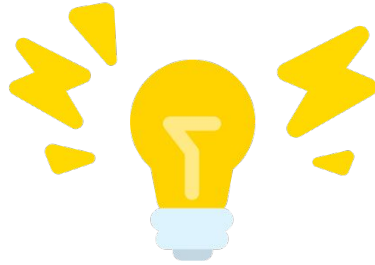
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coding conventions don't
need (much) babysitting

a process linter

Hi @antonia, the epic you just assigned (More urgent copy on streak repair offer on SE) will be flagged as delinquent tomorrow morning! **BAD BHVR**

Please double-check that component, product review date, initiative, etc. are set.

Thanks! 🙏



🔴 Delinquent Epic Alert! 🔴

1 epics don't have a **parent** indicating which OKR they contribute to:

* More urgent copy on streak repair offer on SE (@antonia)

💡 Add the **no-initiative** label if the epic does not map to one of our OKRs



1



1



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how does your process show up?

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Thanks! 🙏

dm
(day of)



team channel
(next day)

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show receipts

Team benefits

- velocity
- visibility
- feedback loops

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Automation for Jira APP 12:43



iOS version 7.74.0 has rolled out to 1%!


@maggie


, time to roll out [No Streak Freeze Chal](#)

show receipts

Team benefits

- velocity
- visibility
- feedback loops

 **Automation for Jira** APP 12:43

 iOS version 7.74.0 has rolled out to 1%!

Clean up: Streak Freeze Used Toast (Shut Down) Done ▾

Your experiment ([Streak Freeze Used Toast](#)) was just Shut Down!

What's next?

- 1) Assign some story points to this task.
- 2) You may choose to [split](#) this story in case there is some work to do right now (ex: clean up the experiment to stay out of jail) and some work to tackle before you start your next project (refactors, paying down tech debt, etc.) that you can move to an upcoming sprint.

Happy cleaning, and thanks for leaving our code base better than you found it!

Created June 9, 2025 at 10:32 A

Resolved June 10, 2025 at 9:56

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Automation for Jira APP 12:43



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Estimation Reflection

- Original plan: 2025-04-09 → 2025-04-23 (2 weeks)
- Actual implementation: 2025-04-09 → 2025-05-07 (4 weeks)
- → Took **2 weeks longer** than planned

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- visibility
- feedback loops

Team lead benefits

- velocity
- feedback loops

show receipts

Team lead benefits

- velocity
- feedback loops

04/07	04/14	04/21	04/28	05/05	05/12	05/19	05/26	06/02	06/09	06/16	06/23	06/30
FS Follow Back Notifs Customize Consecutive SF Used Notifs Jinighed Earnback Practice Reminders	FS Follow Back Notifs Customize Consecutive SF Used Notifs Jinighed Earnback Practice Reminders	FS Follow Back Notifs Customize Consecutive SF Used Notifs Motivating FS Nudges	FS Follow Back Notifs More Unlinked Earnback Practice Reminders Customize Consecutive SF Used Notifs	FS Follow Back Notifs More Unlinked Earnback Practice Reminders More Evening FS Nudges Customize Consecutive SF Used Notifs New Body Copy in SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs	FS Follow Back Notifs Customize Consecutive SF Used Notifs
Perfect Streak Calendar V2 Add Emails to Conver Home in FS Nudges Banditize Earnback Practice Reminders Morning FS Calendar V2 Nudges	Automatically Start FS Isuers with 0 mutuals Perfect Streak Calendar V2 Banditize Earnback Practice Reminders	Automatically Start FS Isuers with 0 mutuals Perfect Streak Calendar V2	Automatically Start FS Isuers with 0 mutuals Add Time Sensitive Label to Earnback Practice Reminders Perfect Streak Calendar V2	Randomize Lesson Complete Accolade (Combo Churn) Automatically Start FS Isuers with 0 mutuals Short SF Used Notifs for 1 Equipped Perfect Streak Calendar V2	AI Generated Lesson Complete Accolades (Combo Churn) Randomize Lesson Complete Accolade Logic AI Generated Lesson Complete Accolades (EB/NO) Automatically Start FS Isuers with 0 mutuals Tease Day 7 milestone earlier	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected) Automatically Start FS Isuers with 0 mutuals AI Generated Lesson Complete Accolades (Resurrected)	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected) Short SF Used Notifs AI Generated Lesson Complete Accolades (Lesson Missed)	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected)	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected)	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected)	Week 1 Streak Rewards (non resurrected) Week 1 Streak Rewards (resurrected) AI Generated Lesson Complete Accolades (New Users)	AI Generated copy for Due on Strik D1

Perfect Streak												
01/06	01/13	01/20	01/27	02/03	02/10	02/17	02/24	03/03	03/10	03/17	03/24	03/31
iOS	Port: Perfect Streak month badges				Port: Align Streak Goal to Milestones	Update Streak Feed and Share Cards		Perfect Streak Introduction Animation			New copy for Duo on Streak SE Day 3	
	Streak SE Animation Redesign: Unfinished	Friend Streak Milestones	Scroll to Upcoming Milestones on Streak SE Calendar		Port: Friend Streak Followback Flow for Story with No Matchable	Port: Decrease Streak Society Bonus Animation		Perfect Streak Premium Background	Streak Goal Redesign: Accolades	Friend Streak Invite SE Primer	New copy for Duo on Streak SE Day 1	Single Friend Streak SE Redesign
	Duo on Streak SE (Days 1-3)				Streak Calendar Check Animation	Friend Streak Goal Setting	Streak Freeze Usage Hudges	Perfect Streak Matchmaking	Streak Goal Redesign: Transitional Headers (in Friend Streak Season End)	Add Variety to In Progress Lesson Live Activity Features	New gem buckets on Streak Day 4 Goal Selection	Port: Increase Streak Freeze Duo Rate from Daily Goals for Likely to Churn Users
	Remove Streak SE Bounding Box				Friend Streak Invite Screen - Single Invite			Port: Add Variety to Lesson Completion Accolades		Streak reward card: equip ID badge / gems in streak drawer instead of silently at SE	Port: Friend Badge Notification Settings	Decrease Streak Freeze Duo Rate from Daily Goals for Unlikely to Churn Users
Android							Reduce Responder Countdown for SF Sifting	New Hudges CTA on Friend Streak Season End			New copy for Duo on Streak SE Day 2	
		Add Variety to Lesson Complete Accolades	Increase Streak Freezes Drop Rate from Daily Goals for Likely to Churn Users	Remove Most Streak SE Copy	Port: Friend Streak Season End Redesigns	Churn: DeepLink Practice Reminders to Shorter Lesson		Remove Existing Streak Society App Icons	Port: Duo on Streak SE (Days 1-3)			
		Harsh on Streak Goal Selections	Friend Badge Notification Settings		Previous Streak Goal Primer		Migration from Streak SE Calendar	Port: Matching Copy for Streak Freeze Used Drawer	Streak Society App Icons Ammunition Redesign: Unknown	Friend Streak Invite SE for Friends' Guest Completion	Streak Freeze Reward for Users Predicted to Churn	Port: Add More Milestones to Long Streaks
							Port: Improve Streak Milestones Animation					
Backend	New Streak Freeze Used Notifications for Streak Freeze Equipped	Friend Quality Score for Friend Streak Invite Screen		Show Streak Goal directly after Streak Extended		More Streak Freeze Used Notifications for Streak Freezes Equipped (7+ Day Streaks)	More Streak Freeze Used Notifications for Streak Freezes Equipped (7+ Day Streaks)	More Streak Freeze Used Notifications for Streak Freezes Equipped (7+ Day Streaks)	More Streak Freeze Used Notifications for Streak Freezes Equipped (7+ Day Streaks)	Reevaluate Friend Streaks status in game period		
	New Notification Template for Friend Streak Requests							Remove the unnecessary inventory backend call	More Streak Freeze Used Notifications	Friend Streak Practice Reminders: Later send!	Friend Streak Server Notifications	New Assets in Streak Freeze Used Notifications
Web	Streak society progress slide overhaul on Streak session end				Port: Align Streak Goal to Milestones							

show receipts

area lead benefits



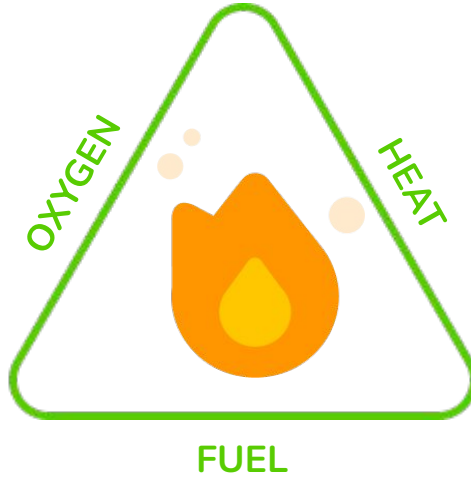
team
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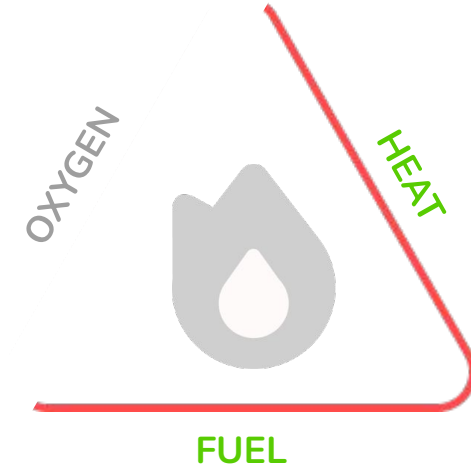


reflections

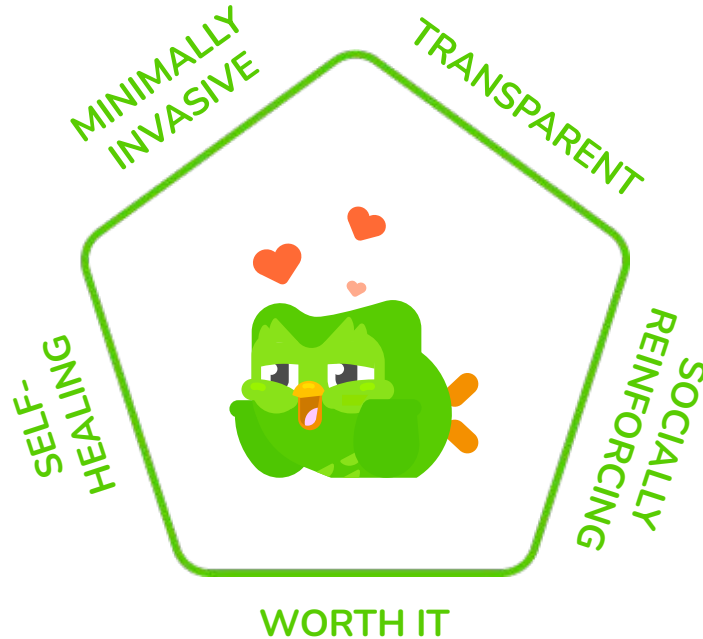
a lens for process



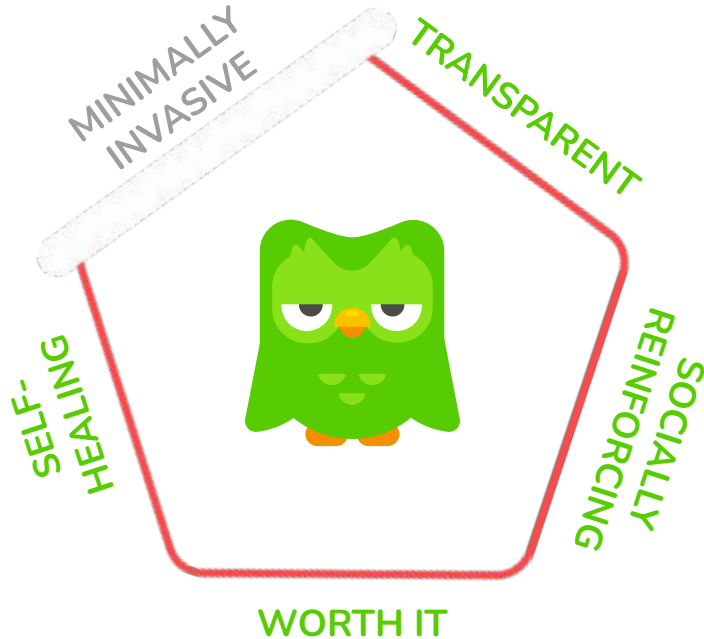
a lens for process



a lens for process



a lens for process



“Just too much work”

a lens for process



“Bus factor: 1”

a lens for process



“The gods are angry?”

a lens for process



“The gods are angry?”

which processes are
worth investing in?

what keeps you from
investing?

what keeps you from investing?

- “I’ll spend more time automating than I would have spent doing it myself“
- “I’m not lazy”
- “I have more important work to do”

what keeps you from investing?

- “I’ll spend more time automating what I have spent doing it myself”
- “I’m not lazy”
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consider
hidden
costs

what keeps you from investing?

- “I’ll spend more time automating myself than I have spent doing myself”
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what if you were?

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consider
hidden
costs

what if you were?

this.

is it worth fixing?

Does it sabotage **your**
highest leverage
work?

What is **your** highest leverage
work?

What do **you** need to do it well?

→ Protect that resource

is it worth fixing?

Does it sabotage **your**
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What is **your** highest leverage
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What do **you** need to do it well?

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Are you a victim of the
IKEA effect?

= a cognitive bias in which
people place a
disproportionately high value on
products they partially created
themselves

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remember the IKEA effect

thank you!



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