

# Agile + DevOps **EAST**

A TECHWELL EVENT

## **AW14**

Agile Product Development

Wednesday, November 7th, 2018 2:45 PM

## **How to Innovate Inexpensively**

Presented by:

**Giancarlo Di Vece**

Unosquare

Brought to you by:



350 Corporate Way, Suite 400, Orange Park, FL 32073  
888-268-8770 · 904-278-0524 - [info@techwell.com](mailto:info@techwell.com) - <http://www.starwest.techwell.com/>

# Giancarlo Di Vece

As president of Unosquare, Giancarlo Di Vece believes software engineering is not only a science, it's also an art. This refreshing viewpoint, along with his leadership and passion for technology, globalization, and IT recruitment talent, has led to thousands of business projects successfully completing their digital transformation initiatives with Unosquare in creative and pioneering ways. Under Giancarlo's direction, he and his team actively seek the best talent and then place them into processes and practices for distributed agile augmentation. By helping organizations understand their projects, manage their talent, and realize their process, Unosquare has been named one of the one hundred fastest-growing private businesses in Oregon for four years in a row and one of the fastest-growing US companies, on the Inc. 5000 list for three years in a row.

unosquare



INNOVATE

GIANCARLO DI VECE | PRESIDENT AND CEO, UNOSQUARE

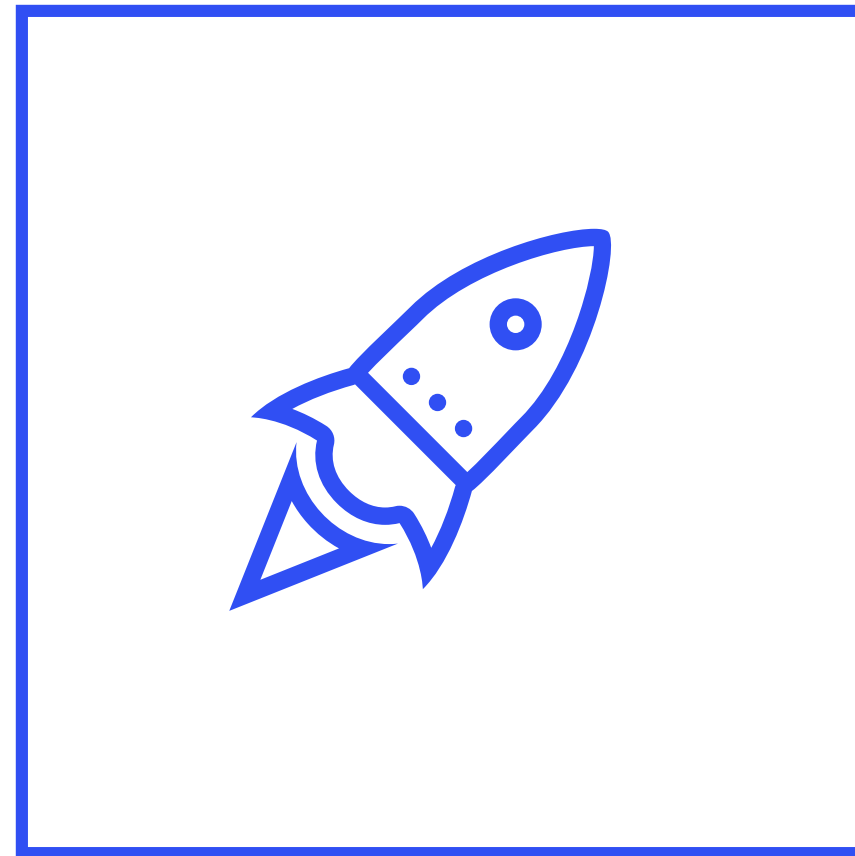
**HOW TO INNOVATE  
INEXPENSIVELY**

INEXPENSIVELY

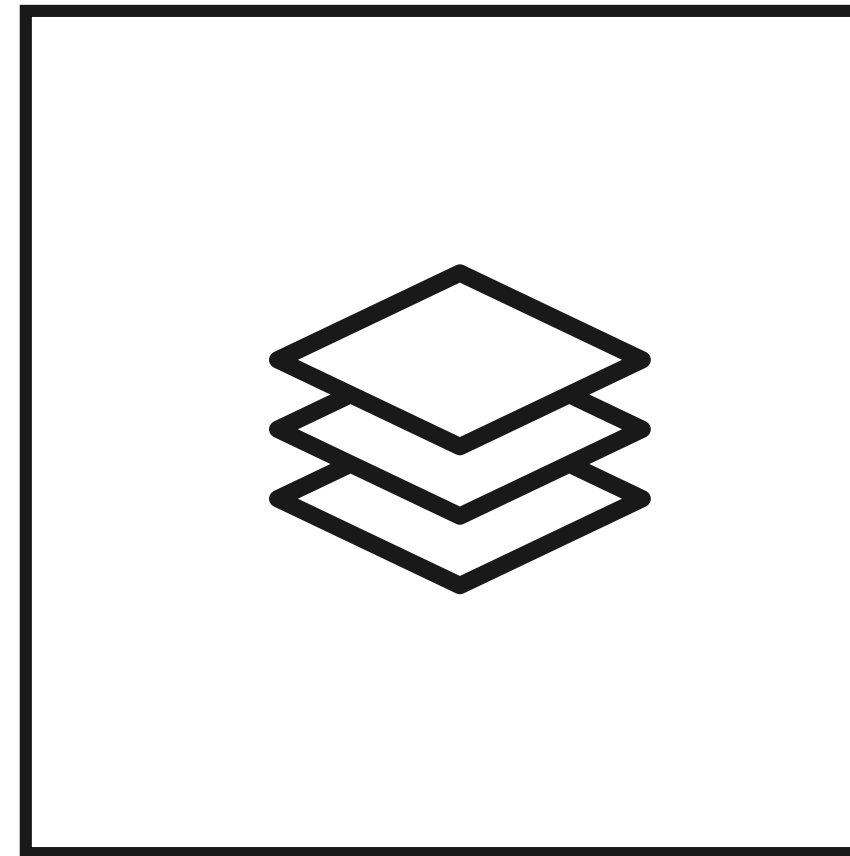
OUR DNA

# BACKGROUND

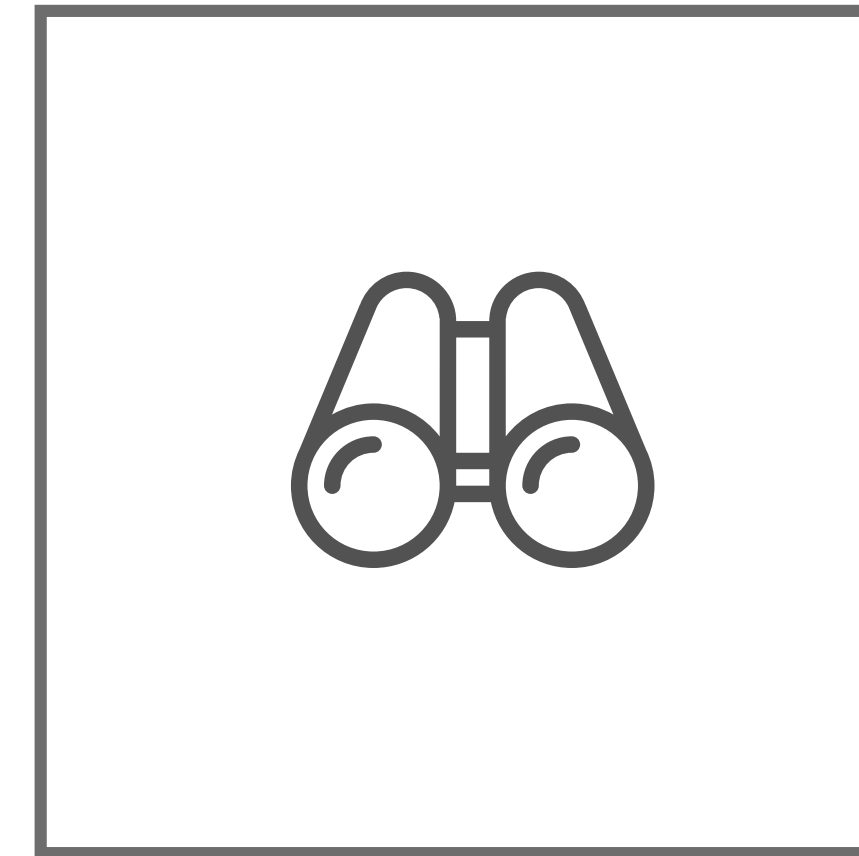
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**13 YEARS AN  
ENTREPRENEUR**



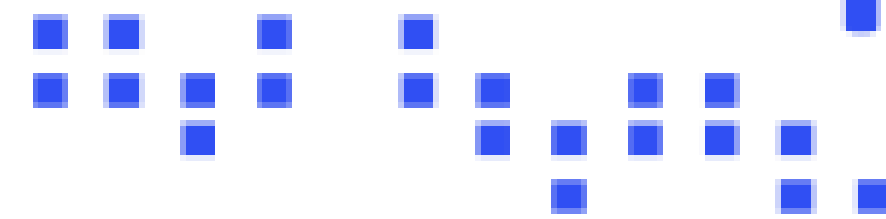
**5 INVESTMENTS IN  
DIFFERENT BUSINESSES**



**1 COMPANY  
OF FOCUS**



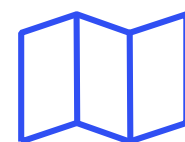
# unosquare



**500+ FULL TIME  
ENGINEERING STAFF**



**100+ DISTRIBUTED  
TEAMS**



**THREE COUNTRIES  
OF OPERATION**



**5% STAFF  
ATTRITION**

OUR PHILOSOPHY IN ACTION

# THE FIRST YEARS

1

## NO DEBT

Unosquare never acquired any debt – because we could not!

2

## MANAGEMENT

Management had to be as horizontal as possible because non-billable layers would have broken the business

3

## CULTURE

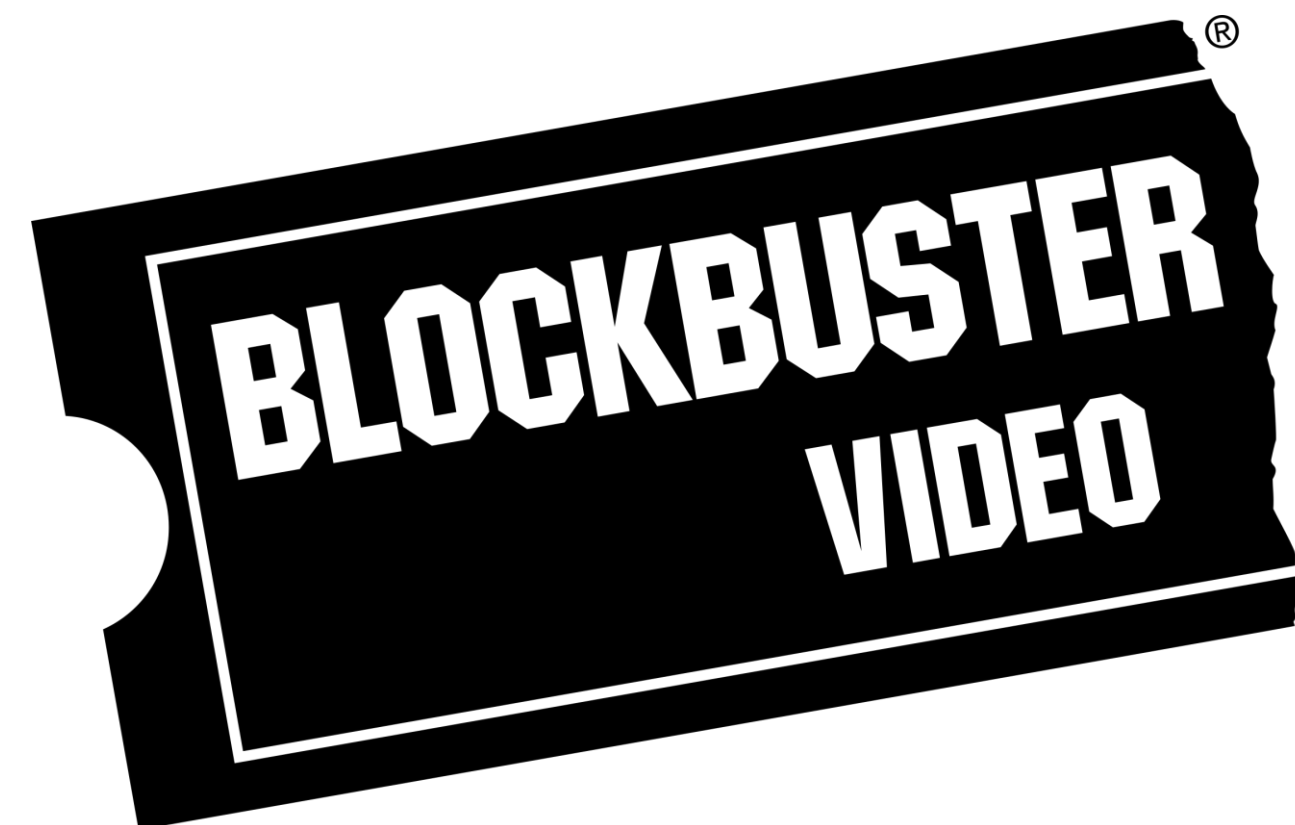
Tight culture of purpose

**THE GOLIATHS  
THAT FELL  
BECAUSE THEY  
LACKED  
INNOVATION**

**Aol.**

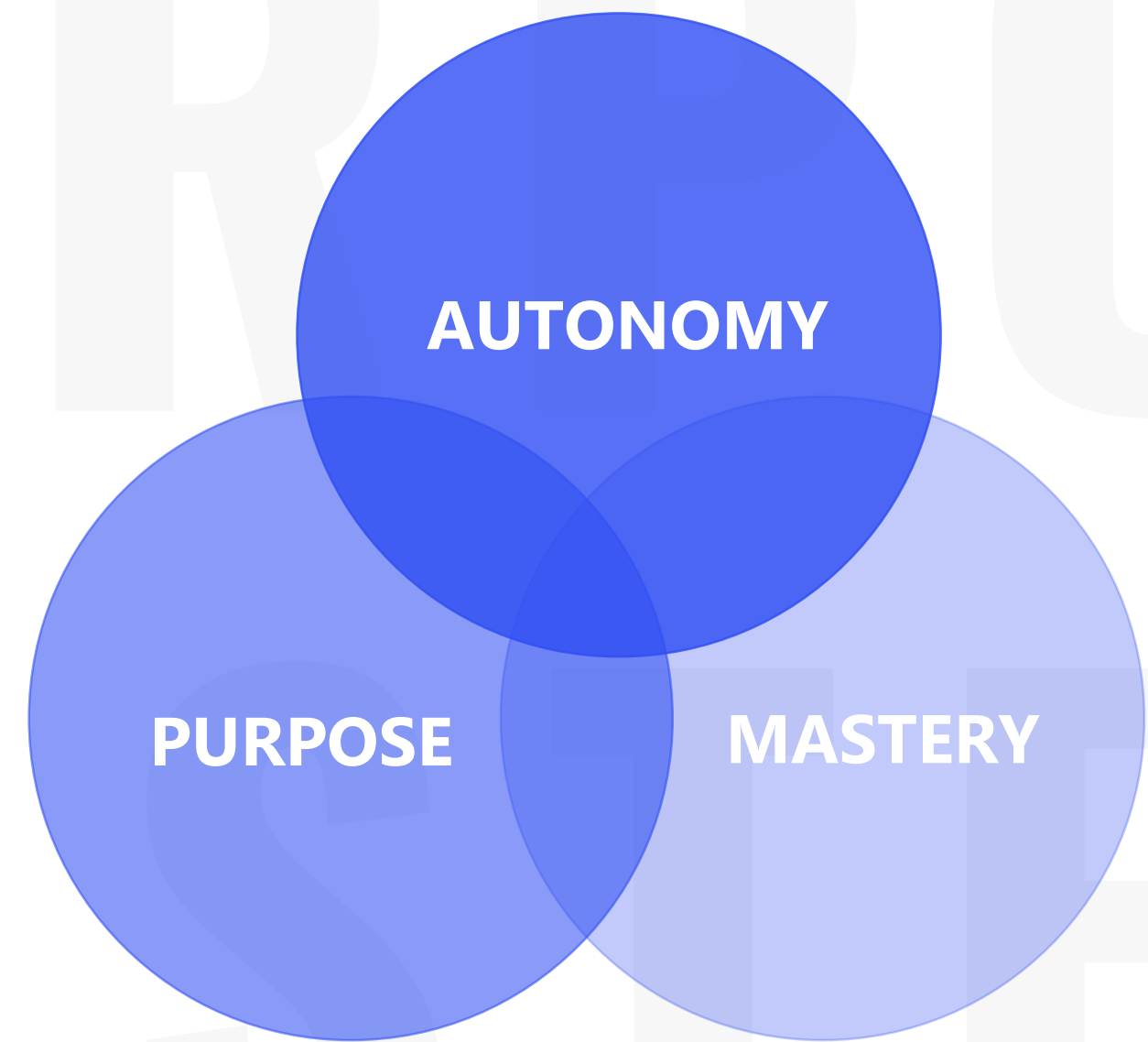
**Kodak**

JAWBONE®





PURPOSE



MASTERY

# THE INNOVATION TRIFECTA

The Surprising Truth About What Motivates Us

DANIEL PINK

AUTONOMY

PURPOSE



PURPOSE

MASTERY

**THE DESIRE TO DO SOMETHING THAT HAS MEANING, SOMETHING  
BIGGER THAN OURSELVES.**

**THE DRIVE FOR TRANSCENDENCE MAKES COMING TO WORK  
BETTER!**

AUTONOMY

PURPOSE



MASTERY

**OUR URGE TO GET BETTER AT A PARTICULAR SKILL OR SET OF SKILLS**

**ITS FUN, BECAUSE YOU GET BETTER AT IT AND THE CHALLENGE IS SATISFYING**

AUTONOMY

PURPOSE



**AUTONOMY**

MASTERY

**OUR DESIRE TO BE SELF DIRECTED**

**ENGAGEMENT OVER COMPLIANCE**

**PEOPLE OVER PROCESS**

AUTONOMY

# THE IMPLEMENTATION METHODOLOGY



A Frame to Hang your Passion On - **BONO**

## **OBJECTIVES AND KEY RESULTS (OKRs)**

- **OBJECTIVES** – What you want to Achieve
- **KEY RESULTS** – How you are going to Achieve it



Good ideas with great execution is how you make magic - **John Doerr**

# INGREDIENTS OF OKRs

## AN AUDACIOUS OBJECTIVE

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“If you set your goals ridiculously high and it’s a failure, you will fail above everyone else’s success”

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Idealistic – not realistic  
(big, but believable)

## QUALITY AND QUANTITY KEY RESULTS

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Measurable Results with specific values that you can monitor

## COLOR CODING CHECK-INS

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**Green** – 70-100% on target - Continue



**Yellow** – 30-70% on target – Recovery Plan



**Red** – 0-30% on target – Entirely Rework Plan

## **PURPOSE**

To empower and develop the middle class in the communities in which we operate.

## **MASTERY**

Serious and intentional investment for the professional and personal development of our collaborators

## **AUTONOMY**

To facilitate the flow of ideas and actions with minimal intervention through a solid operational framework



# THE MESSAGE IS SPREAD!

Objective – Provide the first professional opportunity to 100 freshers incorporating them into the software industry

## KEY RESULT 1

Create mentorship  
training plan

## KEY RESULT 2

Establish relationships  
with local universities

## KEY RESULT 3

...

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This objective was created in January of 2018, to date 10/15, we have hired 53 young engineers that have finished their professional studies in the last year.



# **VIRTUOUS CIRCLE**

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Objectives that have an impact

Objectives that have grassroots origins within the organization  
and the organization supports and gets out of the way

Objectives that help continuous development  
of the individual

**WHILE WE WERE  
FEEDING OUR  
PURPOSE, WE FOUND  
THAT....**

- The investment in the Objective resulted in high returns
- Clients were happy to get behind our initiative and support our efforts
- Team Leads were able to learn additional skills and self direct their mentorship

# **INNOVATION IS NOT ONLY INEXPENSIVE, IT IS FREE!**

**If you do it right, the**  
return will be much higher  
than the spend

**A purpose makes a team**  
powerful, dedicated, and  
relentless

**Measure, and as long as**  
results are measurable, get  
out of the way

**Invest in development of**  
every single person in  
the team