

Curating a CV-Centric Company Culture

About Me

Alex Larsen

Manager, Beta Team Trimble, Inc.

Centercode user for 6+ years

Passionate about building and growing CV programs

"Find the part of your work day that fills you with the most energy, and build your career around that moment."

alex_larsen@trimble.com

Inkedin.com/in/alex-larsen-42035825



The 3 Keys of Organizational Change



People

Process

Technology







Never Underestimate the Power of a Cold Beer!

"Beta & Beers" events can anchor your cross-org outreach efforts and build valuable relationships.





Friends in High Places



Find an Executive Sponsor

This will take time, maneuvering, and impressive test results

Keep saying "Yes, we can do that!"



Have the Best Swag in the Company







Recognition is Overpowered

Create a Tester Recognition program

Publicly praise team members

Celebrate team wins







Reporting Out - You're the Head Chef at the Cheesecake Factory

Make sure there's "something for everyone"

Know the menu well (be an expert)

Bring out food quickly (communicate)

Think of every project as a Grand Opening for a new location

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Make Every Interaction Memorable

Build a brand based on exceptional customer experience

Be willing to bend the rules for Beta MVPs



Zappos

Make them feel like they're part of something bigger







Make friends with the Release Management Team

Re-visit release process

documentation/checklists/tools

Schedule Release Readiness Check-Ins





Make Centercode Ubiquitous



Centercode is surprisingly versatile - use creatively!

Make a Centercode account "standard issue" at your company

Socialize your CV Community whenever you get the chance



Use Scoring to Create New Data Points



Implement consistent User Scoring to rank and sort testers

Report out to Sales/AM

Automate all of it, and create EOY awards!

Full Name	Company Name:	Comm	Active Projects	# Total
Rick	Old Dominion Freight Lines	27		30
Kimberly December 2	MVT Services	26	INSTINCT ALPHA (Project Maine)	39
bill	southeastern freight lines	25	Peoplenet Mobile Gateway Beta, Peoplenet Connected Gateway Beta	29
Jennifer see a	Brenner Oil	24	Trimble Fleet Manager Reporting, MediaManager 2.0 Alpha, Peoplenet Mobile Gateway Beta	35
Daniel Santa	NTB Inc	24	Trimble Fleet Manager Reporting, MediaManager 2.0 Alpha, Peoplenet Mobile Gateway Beta	29
Robert	Hutt Trucking Company	20		20

"Frodo Wouldn't Have Gotten Far Without Sam, Would He?"

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Random questions - "Can I bounce something off you?"





Thank You!

Alex Larsen

alex_larsen@trimble.com

in linkedin.com/in/alex-larsen-42035825



