

# 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.”

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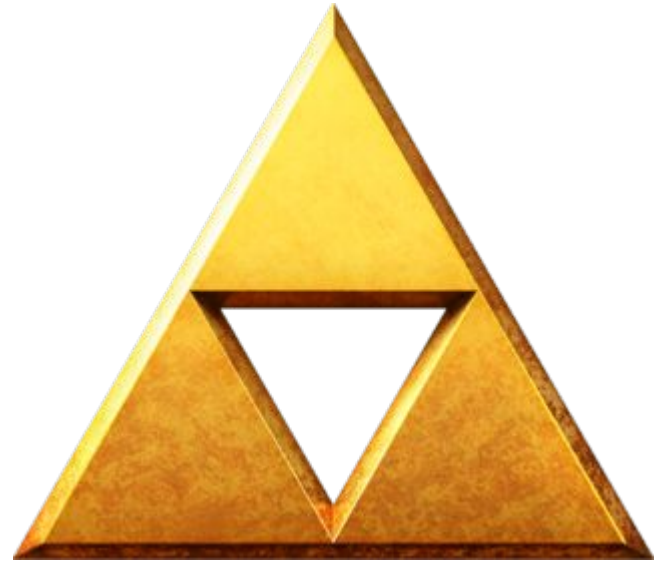


# The 3 Keys of Organizational Change

People

Process

Technology



# People



# 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





# Process

# 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

A photograph of an open spiral-bound nutritional guide for the Cheesecake Factory. The left page is titled "Nutritional Guide" and contains a disclaimer about the accuracy of the information. The right page lists various menu items categorized by section, with columns for Cal, Sat Fat, Sodium, Carb, and Cal per lb. The sections include Small Plates & Snacks, Appetizers, Appetizer Salads, Pizzas, Lunch Specials, Lunch Salads, Lunch Soups and Salad, Lunch Pizza and Salad, and Lunch Pasta. The guide is printed on yellowed paper with a decorative border.

# Make Every Interaction Memorable



Build a brand based on  
exceptional customer experience



Be willing to bend the rules for  
Beta MVPs



Make them feel like they're part of  
something bigger



# Release Management



Make friends with the Release Management Team

Re-visit release process

documentation/checklists/tools

Schedule Release Readiness Check-Ins

# Technology



# 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!

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

# “Frodo Wouldn’t Have Gotten Far Without Sam, Would He?”

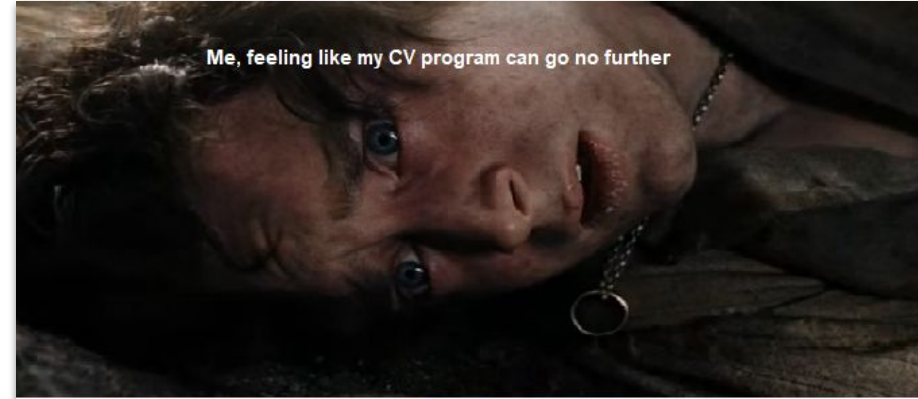


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Random questions - “Can I bounce something off you?”



# Thank You!



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