CENTERCODE
DELTA`20

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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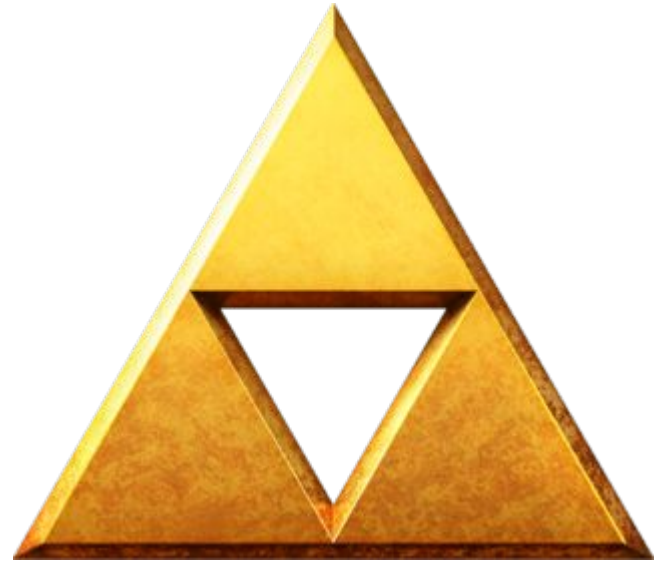
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The 3 Keys of Organizational Change

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

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!

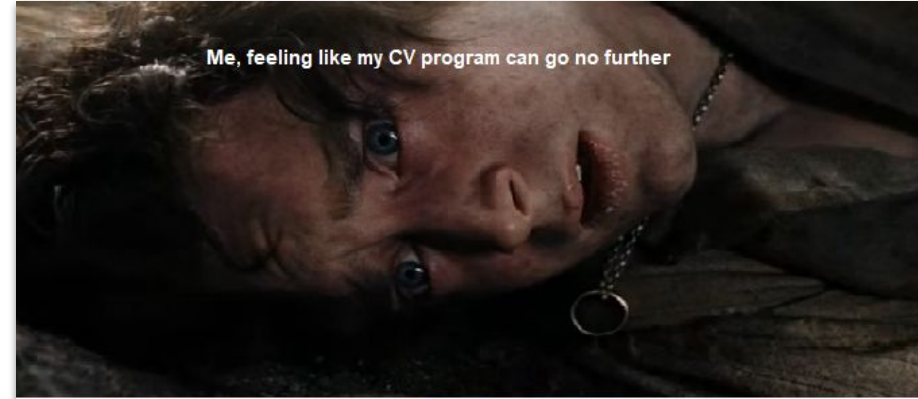# "Frodo Wouldn't Have Gotten Far Without Sam, Would He?"

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Service Credits

Integrations

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

Thank You!

Alex Larsen

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