



bluware

The background features a collection of abstract, colorful geometric shapes including rectangles and parallelograms in shades of yellow, red, teal, green, and blue, scattered across the white background.

Organizational Culture in Software Delivery

“Culture eats Strategy for Breakfast” – Peter Drucker


Presented by Andrew Kennedy

Quick Bio for me

- Husband to Toni Hill-Kennedy
- Father to Marcus, Edward, and Joma
- Friend to my Friends and Family to my Family
- Software Developer, Manager, and SDLC coach for the past 30 years
- Member of my Community
- Lover of Wisdom

Presentation Flow

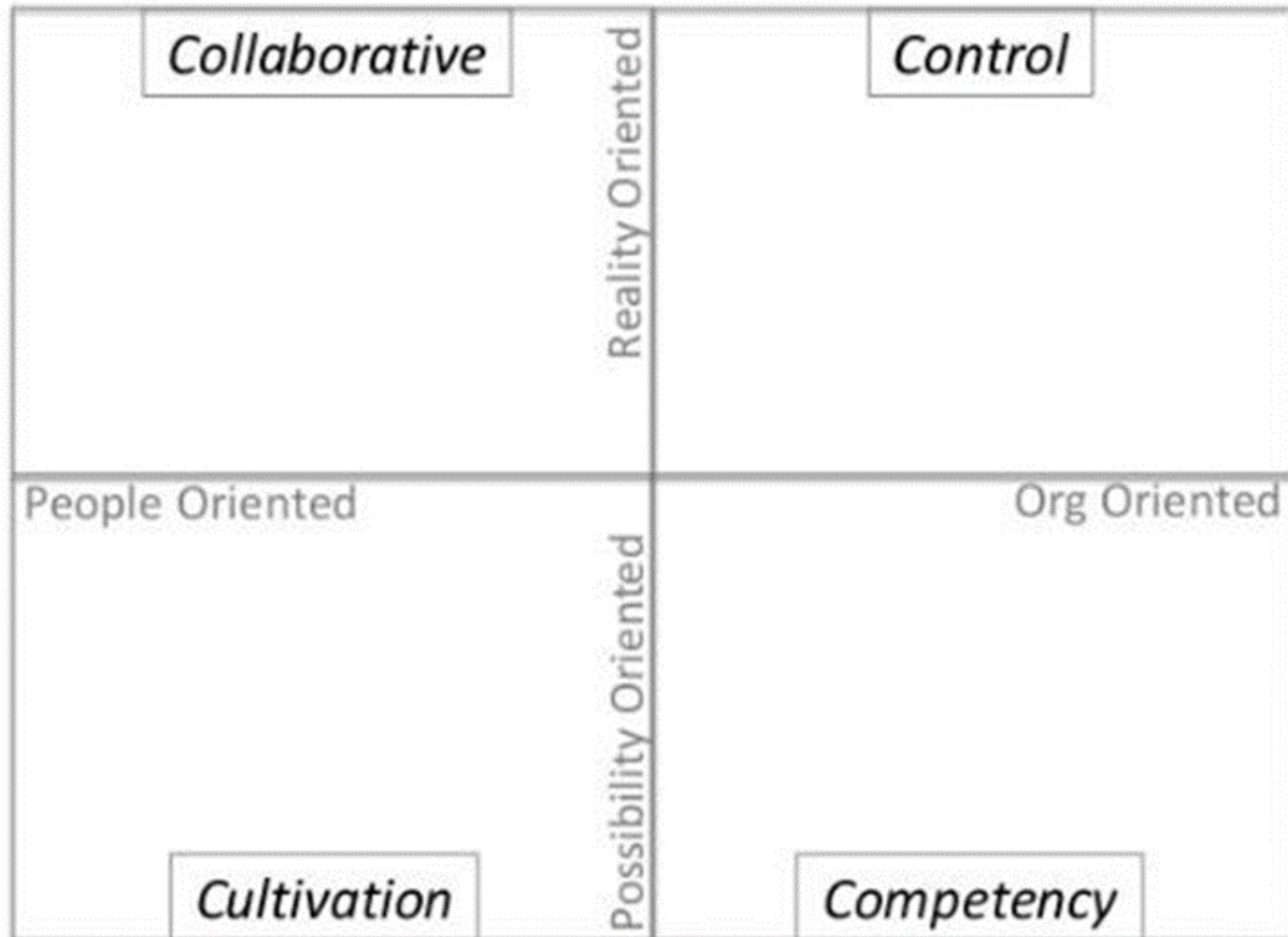
- ❖ Define Culture for the purpose of this presentation
- ❖ Introduce the Schneider cultural model
- ❖ Deep dive the 4 organizational types
- ❖ Tie the 4 types back to Software Companies
- ❖ Quickly build something with the group using the dominant type

The background of the slide is white and features several large, colorful geometric shapes in shades of yellow, red, dark blue, green, and light blue. These shapes are oriented diagonally and appear to be floating or layered. A light gray rectangular box is centered on the slide, containing the text.

**Culture is defined by –
How we do things around
here to succeed!**

bluware

Schneider Cultural Model



The Reengineering Alternative, William Schneider

The image features a white background with the word "CONTROL" written in a blue, hand-drawn, sans-serif font in the center. Surrounding the text are several colorful, tilted rectangular shapes in yellow, red, dark blue, green, and light blue, creating a dynamic, abstract composition.

CONTROL

The image features a central white rectangular area containing handwritten text. The background is white with several large, colorful geometric shapes (rectangles and parallelograms) in yellow, red, dark blue, green, and light blue, some of which are tilted. The text is written in blue ink. The first line is a quote in a cursive-like script, and the second line is the word "CONTROL" in a bold, blocky, uppercase font.

"We succeed by getting
and keeping control."

CONTROL

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL



Standardization

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL



Standardization Hierarchical

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL

SECURITY



Standardization Hierarchical

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL

SECURITY



Standardization Hierarchical
Stability

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL

SECURITY



Standardization Hierarchical

Stability order

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL

SECURITY



Standardization Hierarchical
Stability order

Process

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL



Standardization Hierarchical
Stability order

SECURITY

Predictability
Process

Think – Army, Navy, etc

"We succeed by getting
and keeping control."

CONTROL



Standardization Hierarchical
Stability order


SECURITY

POWER
Predictability
Process

Think – Army, Navy, etc

The background is white and features several colorful, tilted rectangular blocks in yellow, red, dark blue, green, and light blue. These blocks are scattered across the frame, creating a dynamic, abstract composition. In the center, the word "COMPETENCE" is written in a bold, black, sans-serif font, slightly italicized.

COMPETENCE

The background features a collection of colorful, tilted rectangular and parallelogram shapes in shades of yellow, red, dark blue, green, and light blue, scattered across the white background.

"We succeed by being the best."

COMPETENCE

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE



Achievement

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE



Achievement
Be the Best

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE



Achievement
Be the Best

Craftsmanship

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE

Meritocracy
Craftsmanship



Achievement
Be the Best

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE



Meritocracy
Craftsmanship
Creativity

Achievement
Be the Best

Think – Sports Team or Brokerages

"We succeed by being the best."

COMPETENCE

Meritocracy
Craftsmanship
Expertise
Creativity



Achievement
Be the Best

Think – Sports Team or Brokerages

"We succeed by being the best."

Efficiency

COMPETENCE



Achievement

Be the Best

Meritocracy

Craftsmanship

Expertise

Creativity

Think – Sports Team or Brokerages

The background is white and features several colorful geometric shapes, primarily rectangles and parallelograms, in shades of yellow, red, dark blue, green, and light blue. These shapes are scattered across the frame, some appearing as thin strips and others as larger blocks. The word "CULTIVATION" is centered in a green, handwritten-style font.

CULTIVATION

The background is white with several colorful geometric shapes (rectangles and parallelograms) in yellow, red, dark blue, green, and light blue, scattered across the frame.

*"We succeed by growing people
who fulfil our vision."*

CULTIVATION

Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION 

Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION

Purpose/Faith



Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION

Purpose/Faith

Dedication



Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION



Purpose/Faith

Dedication

Subjectivity

Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION



Purpose/Faith

Dedication

Subjectivity

Creativity

Think – Artistic Troupes or Religious Orders

"We succeed by growing people
who fulfil our vision."

CULTIVATION



Purpose/Faith

Dedication

Let things
Evolve

Subjectivity
Creativity

Think – Artistic Troupes or Religious Orders

The background is white and features several large, colorful, tilted rectangular blocks in yellow, red, dark blue, green, and light blue, scattered across the frame. The word "COLLABORATION" is centered in a pink, handwritten-style font.

COLLABORATION

The background features a collection of colorful, tilted rectangular shapes in yellow, dark blue, red, green, and light blue, scattered across the white canvas.

"We succeed by working together."

COLLABORATION

Think – Family run business

"We succeed by working together."

COLLABORATION



Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION



People

Teams

Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION



Trust

People

Teams

Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION



Trust

People

Diversity

Teams

Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION



Trust

People

Diversity

Teams

Egalitarian

Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION



Trust

People

Diversity

Teams

Interaction

Egalitarian

Think – Family run business

"We succeed by working together."

Synergy

COLLABORATION

Partnership

Trust

Interaction



People

Diversity

Teams

Egalitarian

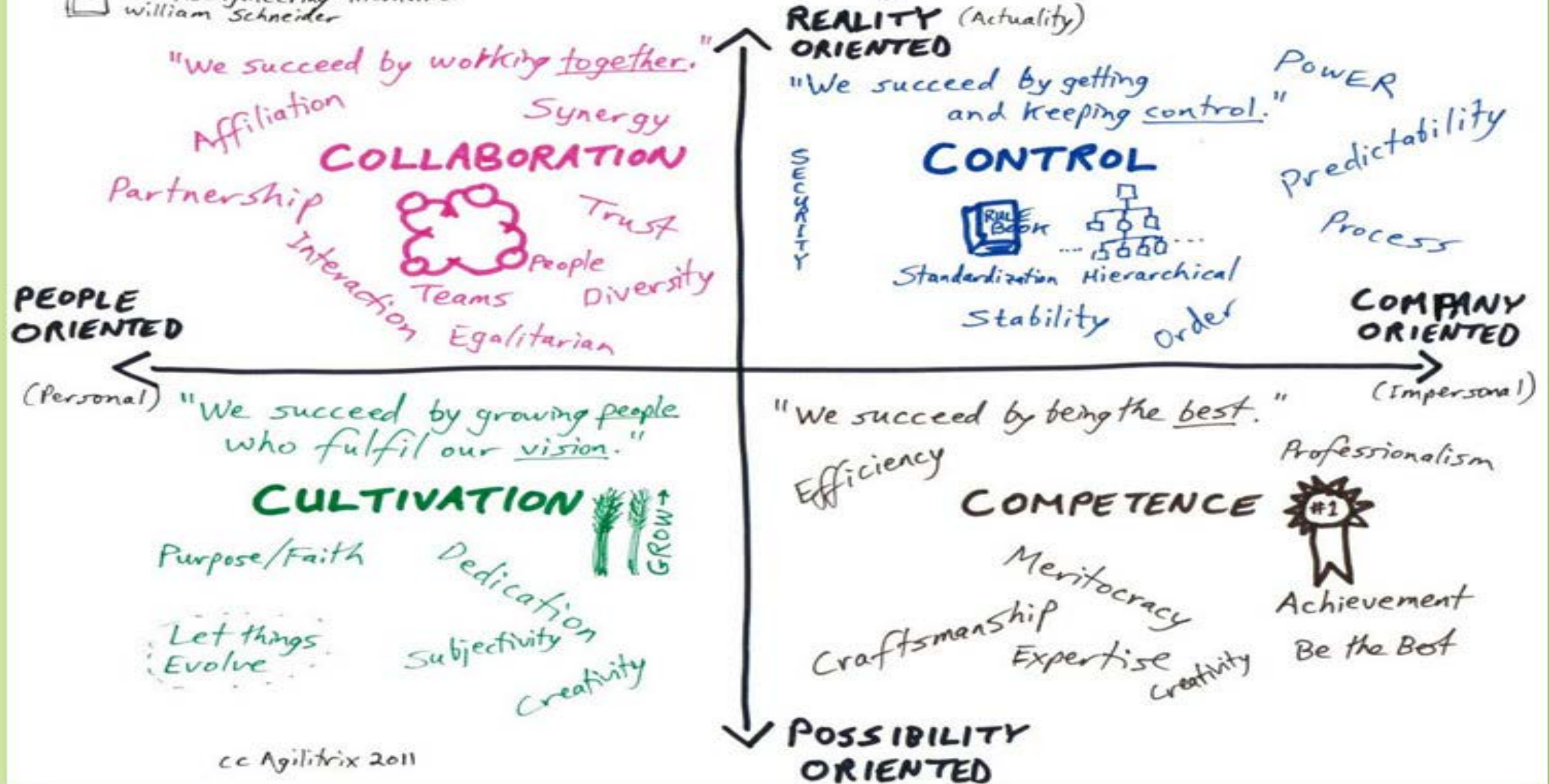
Think – Family run business



Think – Family run business

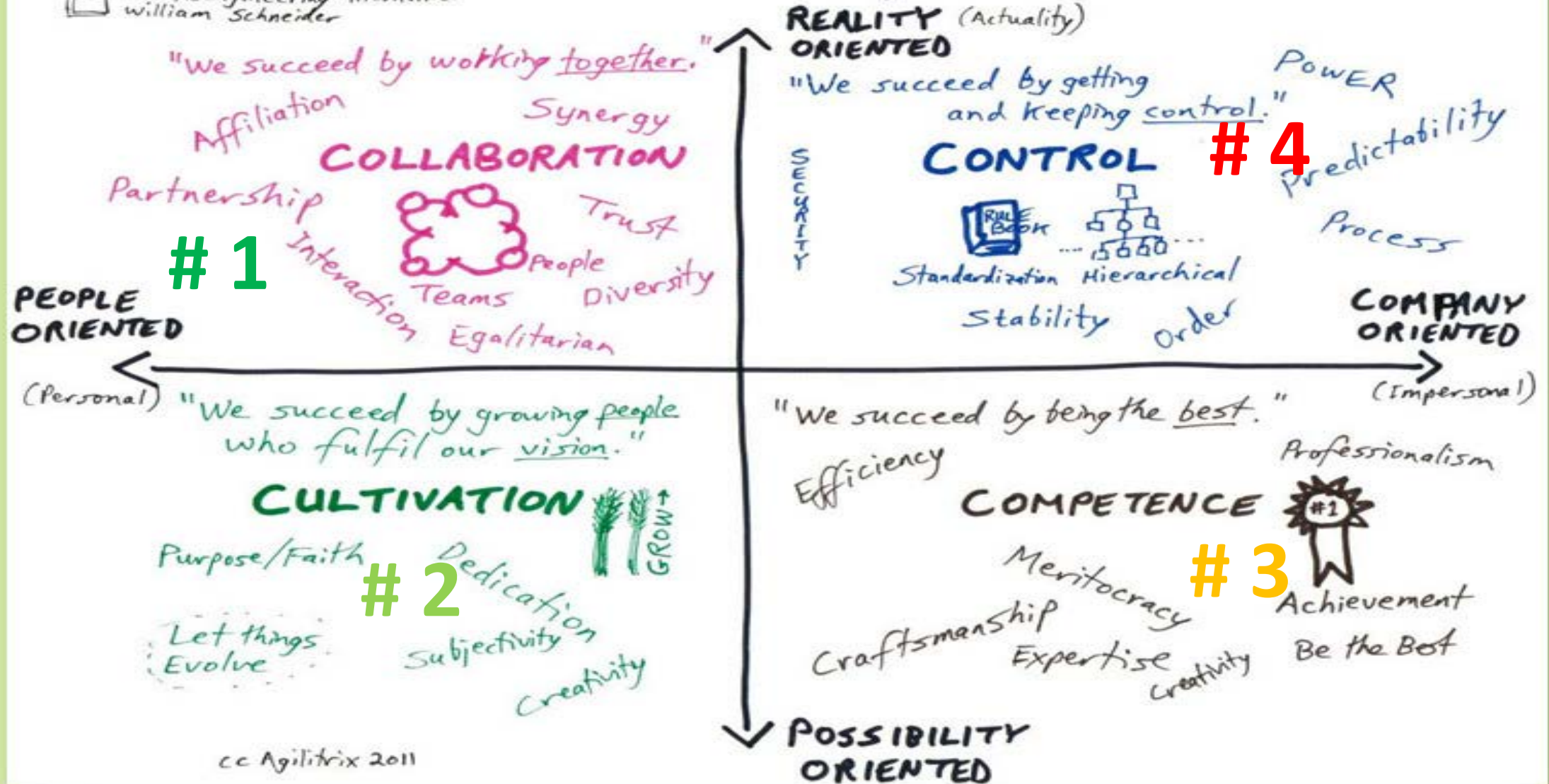
CULTURE = "How we do things around here to succeed."

[=] "The Reengineering Alternative."
William Schneider



CULTURE = "How we do things around here to succeed."

[=] "The Reengineering Alternative."
William Schneider





Why is collaboration successful in this area?

- ☐ Who knows – my guess Millennials !
- ☐ Not waiting for cultivation
- ☐ Want to hit the road doing and getting it done.
- ☐ Shed companies for new experiences easily
- ☐ successful not in spite of but because of the above
- ☐ Larger companies reacting to quicker nimbler resultants above

MISSION: RomCom

Getting the essentials right

1. Light-hearted humor – a chance to laugh at ourselves
2. Love conquers any obstacle
3. Point Of View protagonist – often voiceover
4. Just as important Other – often +sympathetic
5. A great tag-line

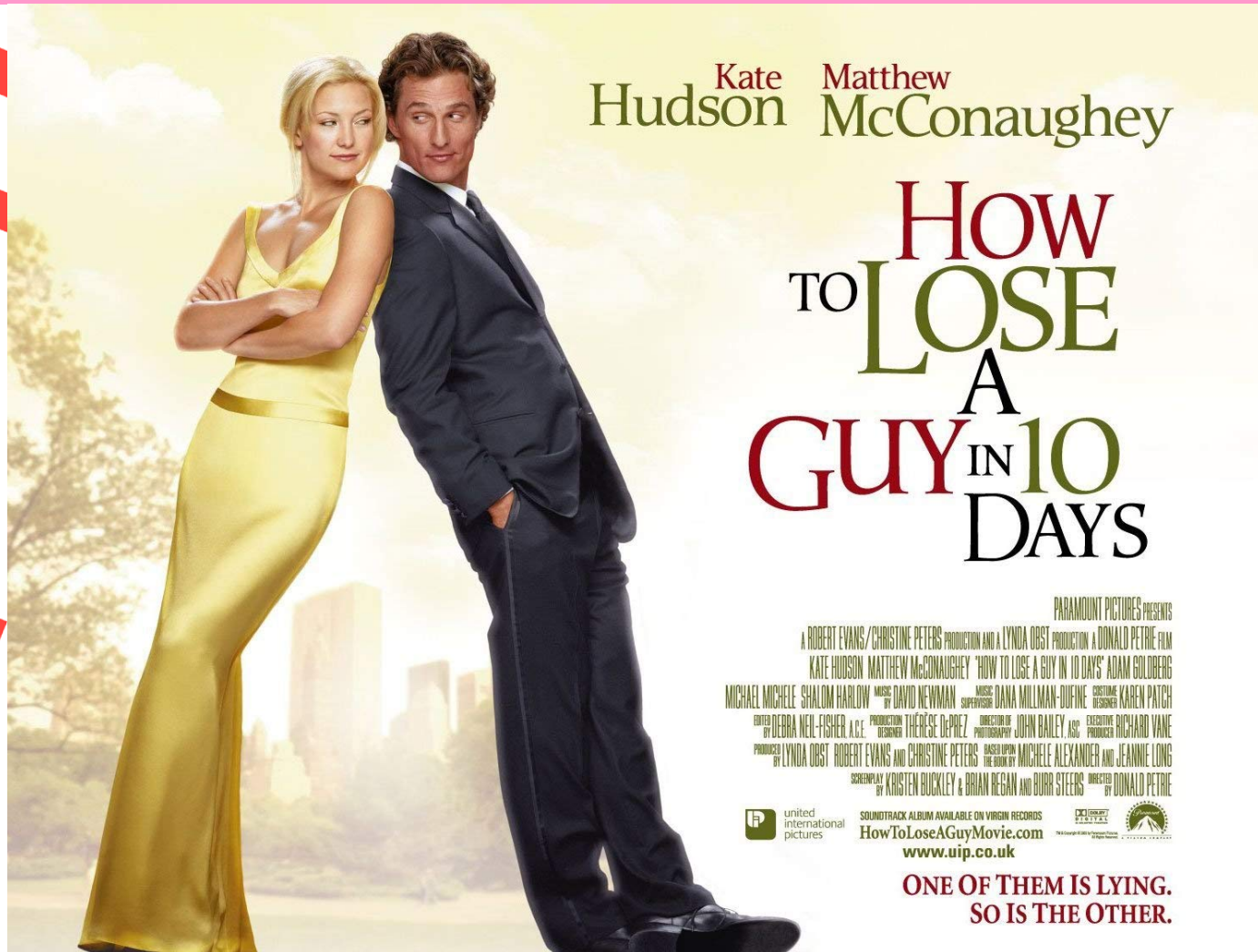
MISSION: RomCom

Examples



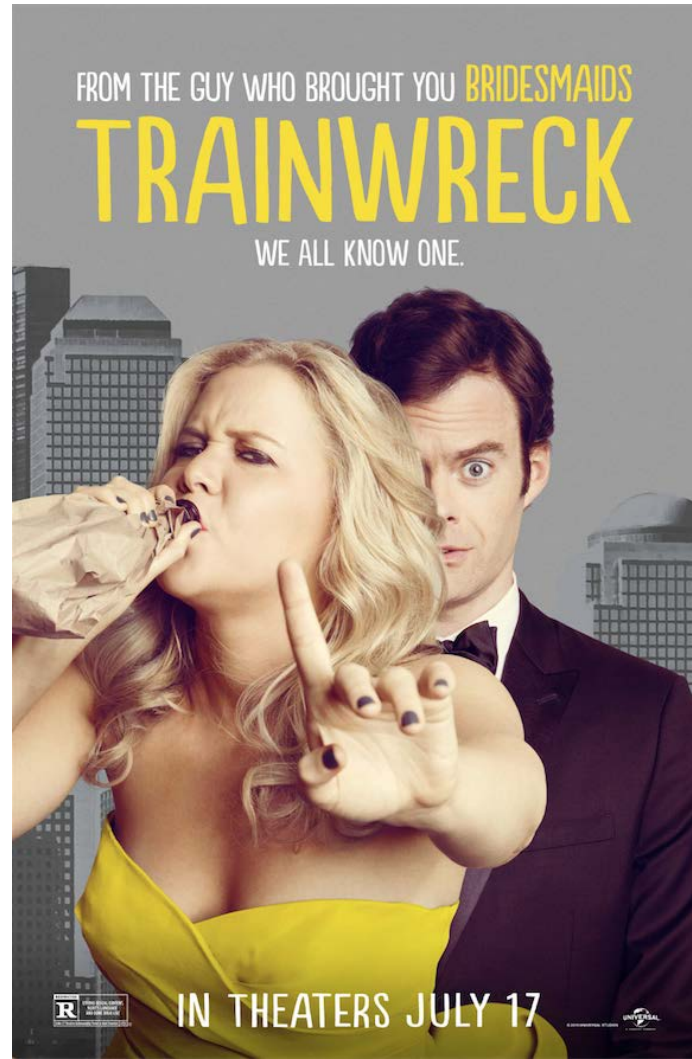
MISSION: RomCom

Examples



MISSION: RomCom

Examples



MISSION: RomCom

Examples



MISSION: RomCom

Examples



HOW DO I LOATHE THEE?
LET ME COUNT THE WAYS.

MISSION: RomCom

Instructions

1. Fold the 11x17 Paper in 2
2. Describe the POV protagonist – pics and words
3. Describe the Important Other – pics and words
4. What is in the way!☹️ the Obstacle - words
5. most importantly the tag-line! - words

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Q&A



blue are