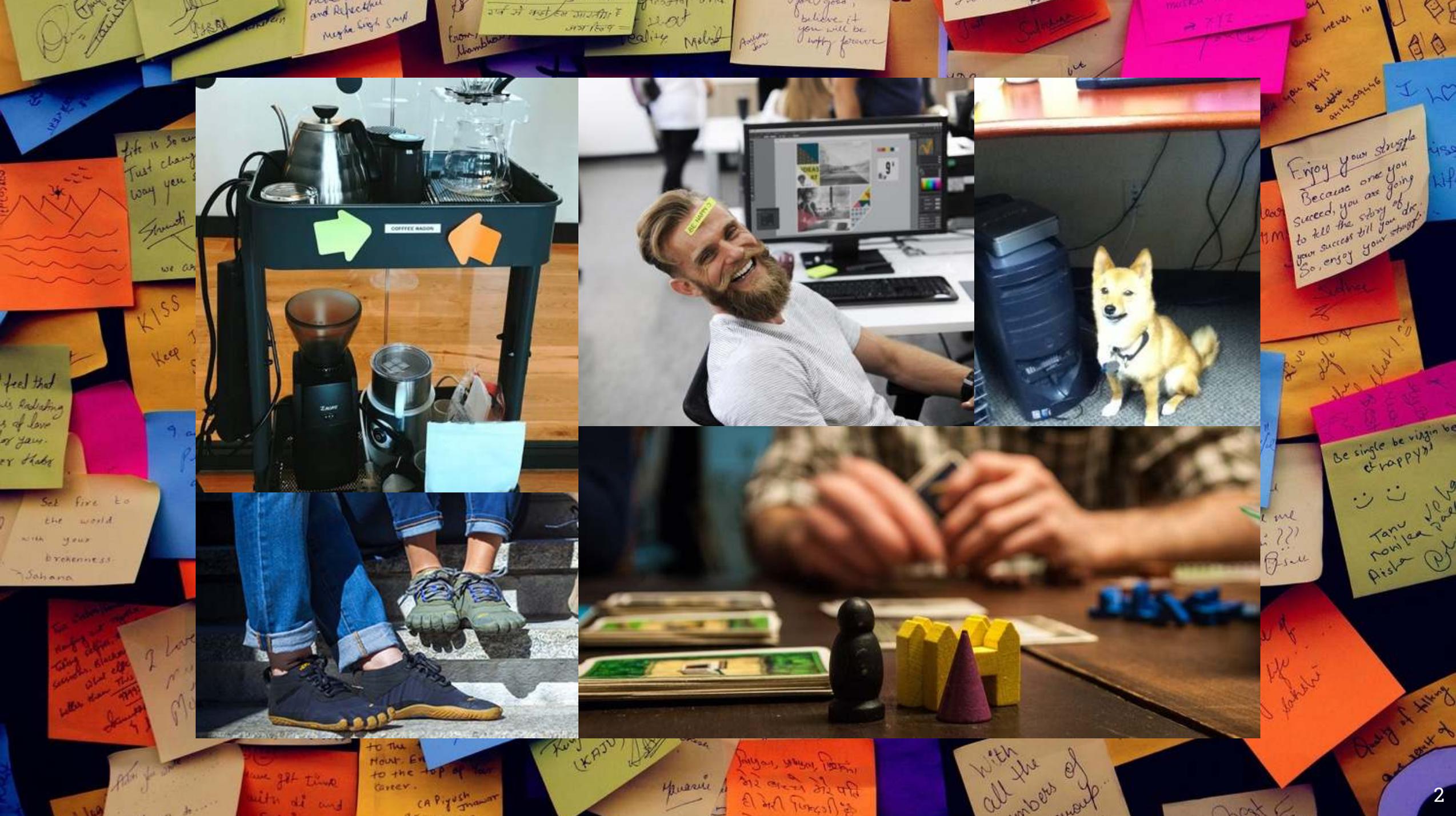


# How To Survive & Thrive In a Big Company

[cote.io/BigCo](http://cote.io/BigCo)



Screenshot of Getty clipart



Life is so...  
Just change  
way you...  
Struggle!  
we are

KISS  
Keep...

Feel that  
is radiating  
of love  
of your  
er there

Set fire to  
the world  
with your  
brokenness.  
Sahana

2 love  
my  
Me

to the  
Hour. En  
to the top of  
Career.  
CA Piyush  
Sharma

Kavya  
(KAVU)

With  
all the  
members of  
group...

Enjoy your struggle  
Because one you  
succeed, you are going  
to tell the story of  
your success till you die.  
So, enjoy your struggle!

Be single be virgin be  
drappy!

☺ ☺  
Tanu  
nonita  
Aisha

Life...  
Sakshi

with all the  
members of  
group...

Believe it  
you will be  
happy forever

you guys  
Sudha  
9114309446

I love  
hip

live  
life  
the best!

me  
: ???  
Bisak

Life of  
Sakshi

Quest of filling  
and rest of

<b>Pathological (power-oriented)</b>	<b>Bureaucratic (rule-oriented)</b>	<b>Generative (performance-oriented)</b>
Low cooperation	Modest cooperation	High cooperation
Messengers shot	Messengers neglected	Messengers trained
Responsibilities shirked	Narrow responsibilities	Risks are shared
Bridging discouraged	Bridging tolerated	Bridging encouraged
Failure leads to scapegoating	Failure leads to justice	Failure leads to enquiry
Novelty crushed	Novelty leads to problems	Novelty implemented

**Disclaimer: PIVOTAL IS F'ING AWESOME!**



(\* Come visit our table for all the great propaganda!)  
(\*\* We're hiring!)

@cote

# Narrow your mission in toxic environment



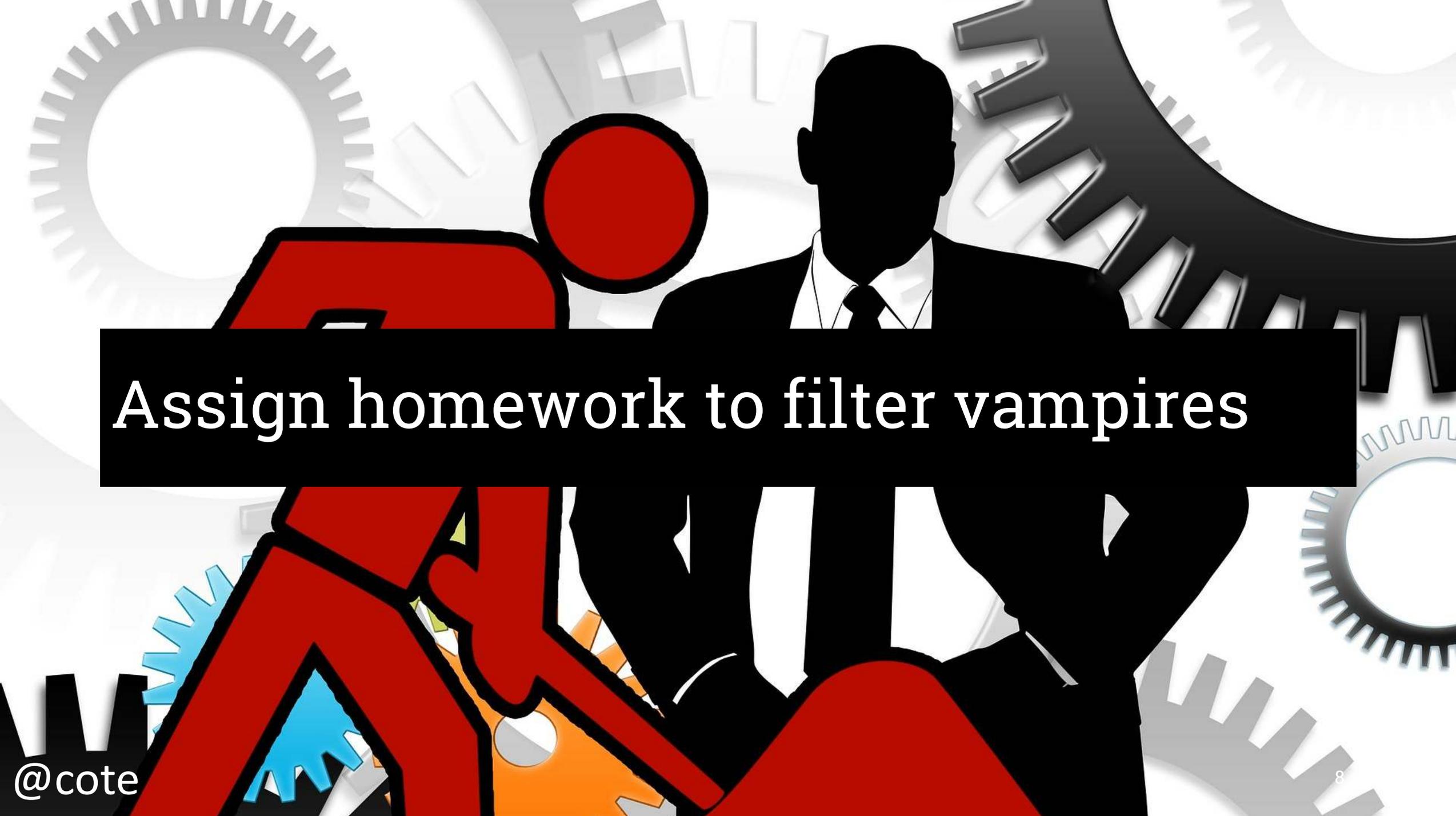
# OKR



# Mentors are nice, champions are better



\* This is the image that made start loving corporate clip-art. I saw it everywhere in the 2000's. It's called "Woman standing with coworkers in server room (selective focus)"

The background features a black silhouette of a man in a suit and tie, standing with his hands on his hips. To his left is a red silhouette of a person with a red circle for a head. The background is filled with various gears in shades of gray, blue, and orange. A large black horizontal bar is positioned across the middle of the image, containing white text.

Assign homework to filter vampires

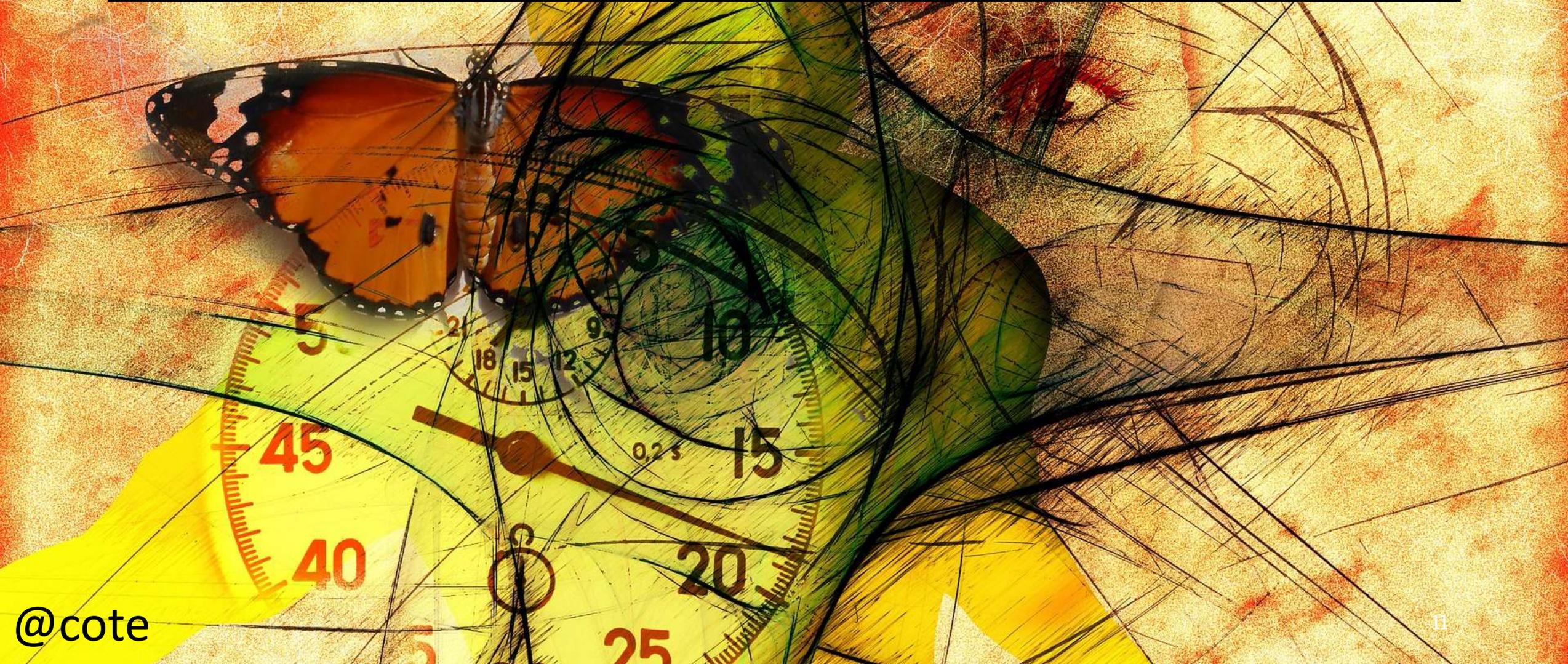
Asking questions leads to homework for you



The image features three silhouetted figures of men in business suits walking away from the viewer towards a bright, glowing light source in the distance. The man in the center is holding a mobile phone to his ear. The scene is set against a blue gradient background with a bright white light source creating a lens flare effect. The overall mood is one of forward movement and professional activity.

To innovate, hide

Relax: work as little as possible





Extract all your comp to avoid ripping yourself off



**Coté**  
@cote

Current status (to quote @cathcam): "I used to be good at my job. Now I'm just good at PowerPoint."

RETWEETS

2

LIKES

3



4:52 PM - 23 May 2012



@cote

# A corporate presentation is a document printed in landscape

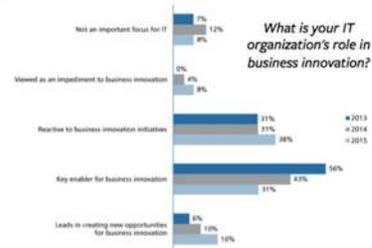
## Thriving with transient advantage is held back by an IT gap

Companies must look to IT more than ever for new innovations for how they run sustain existing revenues and create new growth. The tumultuous business climate is illustrated by [a recent study](#) that found that since 2000, 52% of the F500 are no longer on the list. It's harder and harder for companies to rely on their competitive advantages to stay in a leadership position. This is [the era of transient advantage](#) as described by Prof. Rita McGrath:

If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated.

One of the way companies can innovate more is to rely more and more on custom written software to run their internal operations and also be the "store front" for their business, whether in B2B or B2C. While the idea of IT helping run the business is not new, new technologies and practices like cloud native and DevOps are giving organizations the ability to continually improve their custom written software, doing so very cheaply and on rapid, often daily, release cycles. Along with the rise in mobile, this has helped create companies like AirBnB, Uber, and Tesla that are using this new approach to IT to fiercely compete with slower moving incumbents.

It's little wonder, then, that [Gartner is predicting](#) that by 2020, 75 percent of application purchases supporting digital business will be "build," not "buy." Companies need to create and run more custom written software to stay competitive. However, IT is not ready for these demands: [another study](#) found that just a third of businesses think IT is a key enabler for business innovation:



## It's harder to make money because traditional advantages are less defensible

Since 2000, 52% of the F500 are no longer on the list

"If advantages eventually disappear, it only makes sense to have a process for filling your pipeline with new ones. This in turn means that, rather than being an on-again, off-again mishmash of projects, your innovation process needs to be carefully orchestrated."

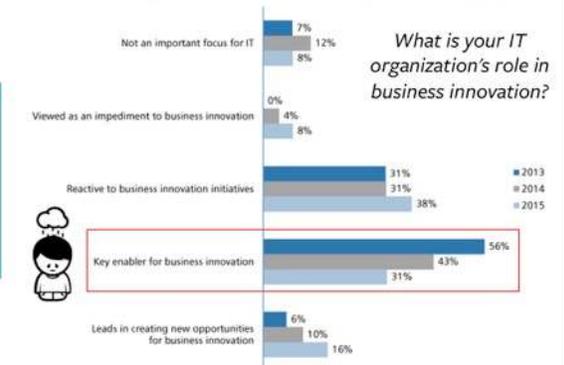
- Prof. Rita McGrath, ["Transient Advantage," HBR, June 2013](#)

<sup>3</sup> Sources: ["Transient Advantage,"](#) above; F500 figure from [2014 Constellation Research Summary](#), R. "Ray" Wang, Feb. 2014.

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## Thriving with transient advantage is held back by an IT gap

75% of application purchases supporting digital business will be built not bought by 2020

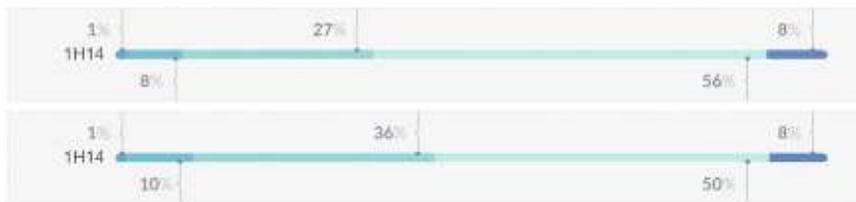


<sup>6</sup> Source: [Gartner press release, Aug 2015](#); [Cutter Consortium, July 2015](#). For similar government sector findings see ["The Agile Advantage," MerriTalk/Accenture, May 2015](#)

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# Slides titles that state your conclusion perform better

ACROSS EUROPE, MORE BANKERS ARE BECOMING OPTIMISTIC ABOUT THEIR MARKET'S ECONOMIC RECOVERY...

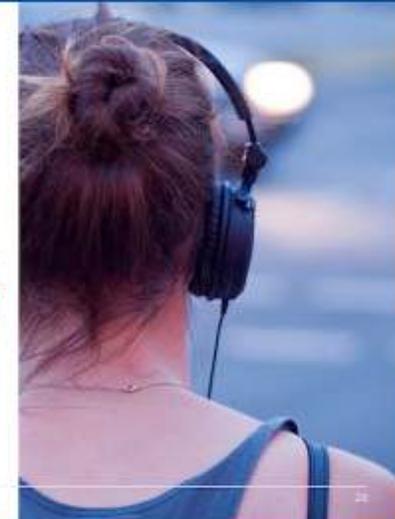
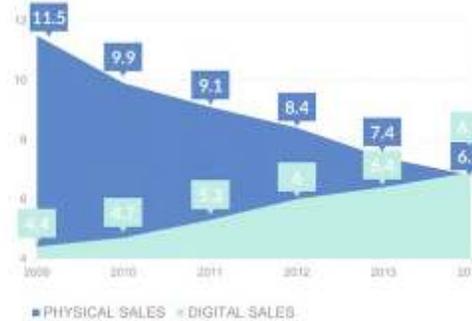


## COMMENTS

Donec hendrerit elit sit amet justo vulputate, ut luctus dolor sollicitudin. Cum sociis natoque penatibus et magnis dis orci porttento, nascetur ridiculus mus pellentesque hendrerit euismat mauris, sed dictum justo blandit sit amet sit sit amet sagittis curvitas.

DIGITAL MUSIC SALES HAVE SURPASSED PHYSICAL SALES

Source: IFPI



THERE ARE MULTIPLE FACTORS CURRENTLY LIMITING THE DISCOVERY AND APPROVAL OF NEW MEDICINES

R&D challenges

1

### Discover and develop innovative new products

Curse ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia nibh, fermentum quis tristique ac, tristique nec urna. Nulla gravida magna augue. Nunc nibh, fermentum quis tris.

2

### Discover and develop innovative new products

Curse ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia nibh, fermentum quis tristique ac, tristique nec urna. Nulla gravida magna augue. Nunc nibh, fermentum quis tris.

3

### Discover and develop innovative new products

Curse ipsum dolor sit amet, consectetur adipiscing elit. Aenean lacinia nibh, fermentum quis tristique ac, tristique nec urna. Nulla gravida magna augue. Nunc nibh, fermentum quis tris.



...ALTHOUGH IN THE UK STRONG ECONOMIC GROWTH MEANS BANKERS EXPECT TO BE ABLE TO RELEASE PROVISIONS

Over the next six months, what do you expect your bank's total provisions against loan losses to do?



■ 1H14 ■ 2H13

DECREASE SIGNIFICANTLY STAY THE SAME INCREASE SIGNIFICANTLY

Assume you'll never get past slide 1

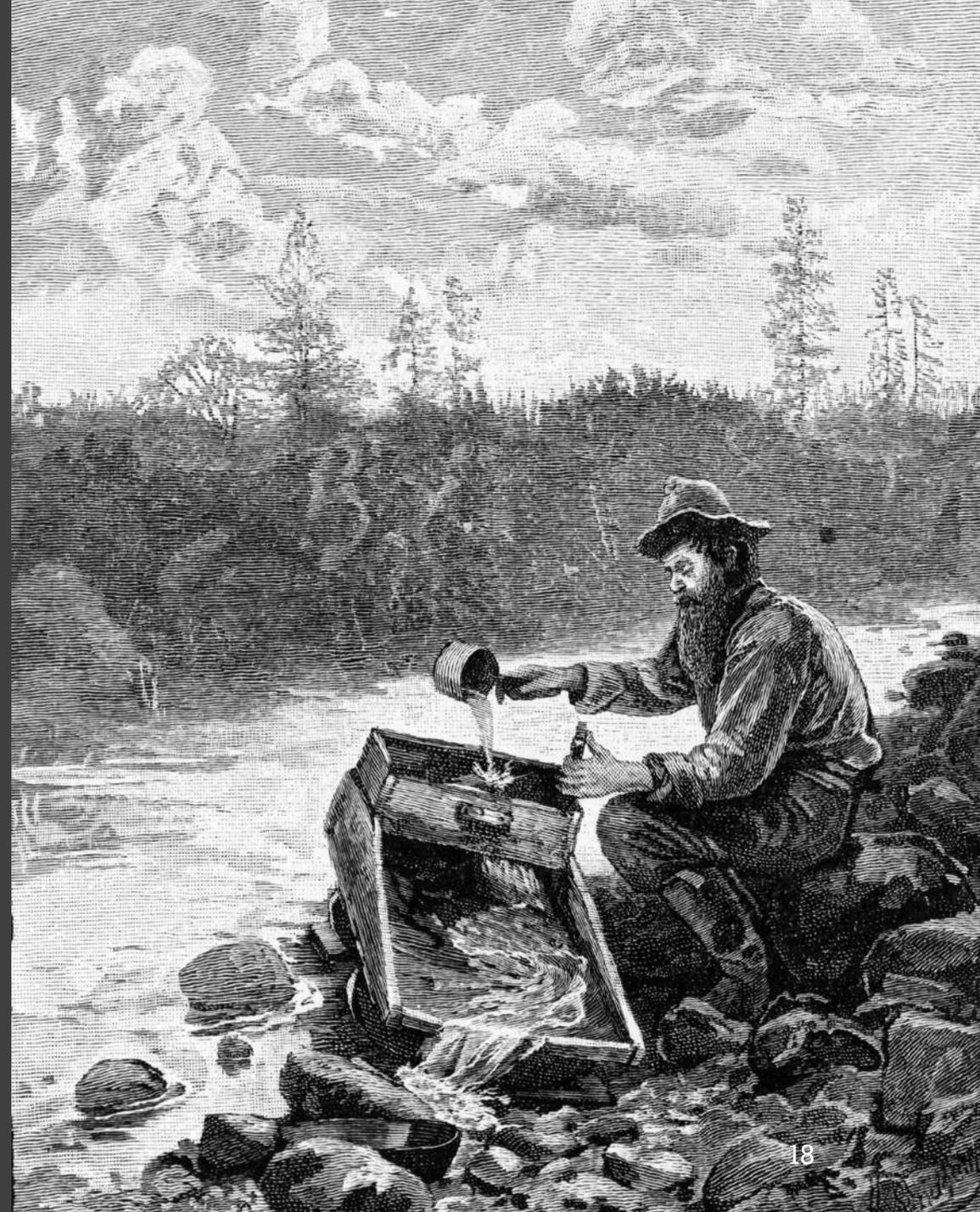


Always have an “ask” ready to go



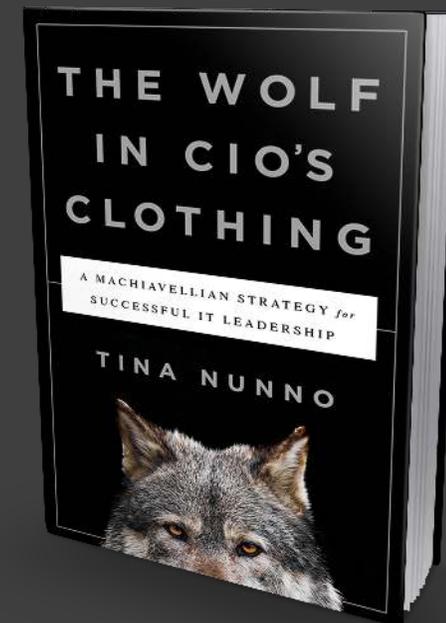
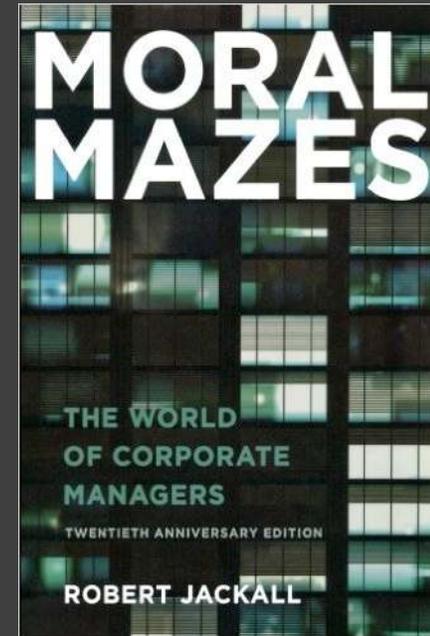
# The Quit Sluice

1. You have a much better job offer
2. The “business” does not care to change – or need to!
3. You’ve talked with your manager multiple times
4. You can’t find a different job in the company
5. You are unhappy, it effects you IRL
6. You have a new job offer

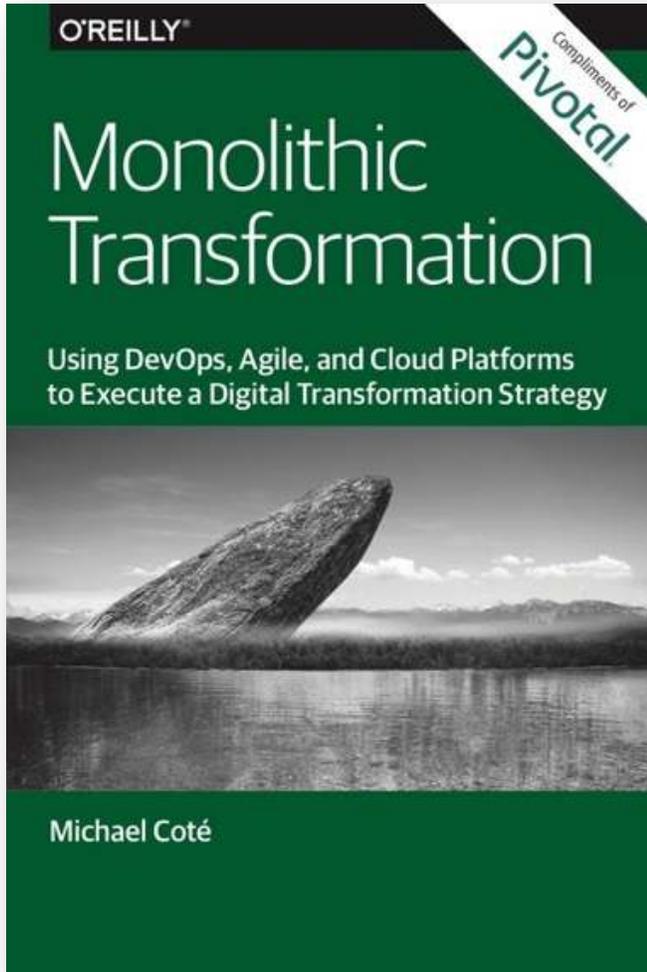


# More...

- “War Stories from the God Pod: Strategies for killing high stakes Executive presentations” - [Matt Baker's tips](#)
- Me: “7 + 5 BigCo Anti-patterns: white collars doing it wrong,” [cote.io/bigco](http://cote.io/bigco)
- Weekly therapy at [SoftwareDefinedTalk.com](http://SoftwareDefinedTalk.com)



# @cote



Both free this week: <https://cote.io/books>