



# 2016: Thinking Different

📍 KILLARNEY, IRELAND





# CONDUCT

EVERYONE SHOULD  
FEEL SAFE & COMFORTABLE

# slack  
CONNECT WITH EVERYONE



BUILDERS

STORIES

FEATURES

LIGHTNING

# Family

# RELATIONSHIPS

 KIDS  
ACTIVITIES



DAVID SMITH

COPY THE RIGHT THINGS



FULL-TIME iOS APP MAKER

8 YEARS ENTIRE LIFE OF APP STORE



Think different.



FIRST MAC

GOOD ENOUGH vs Polished Perfection

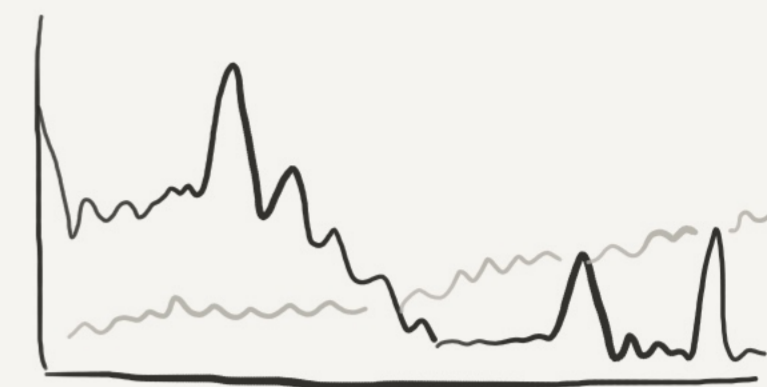


ALL DECISIONS THROUGH THIS LENS

BE APPLE-LIKE

— NOT —

LIKE APPLE



PRINCIPLED

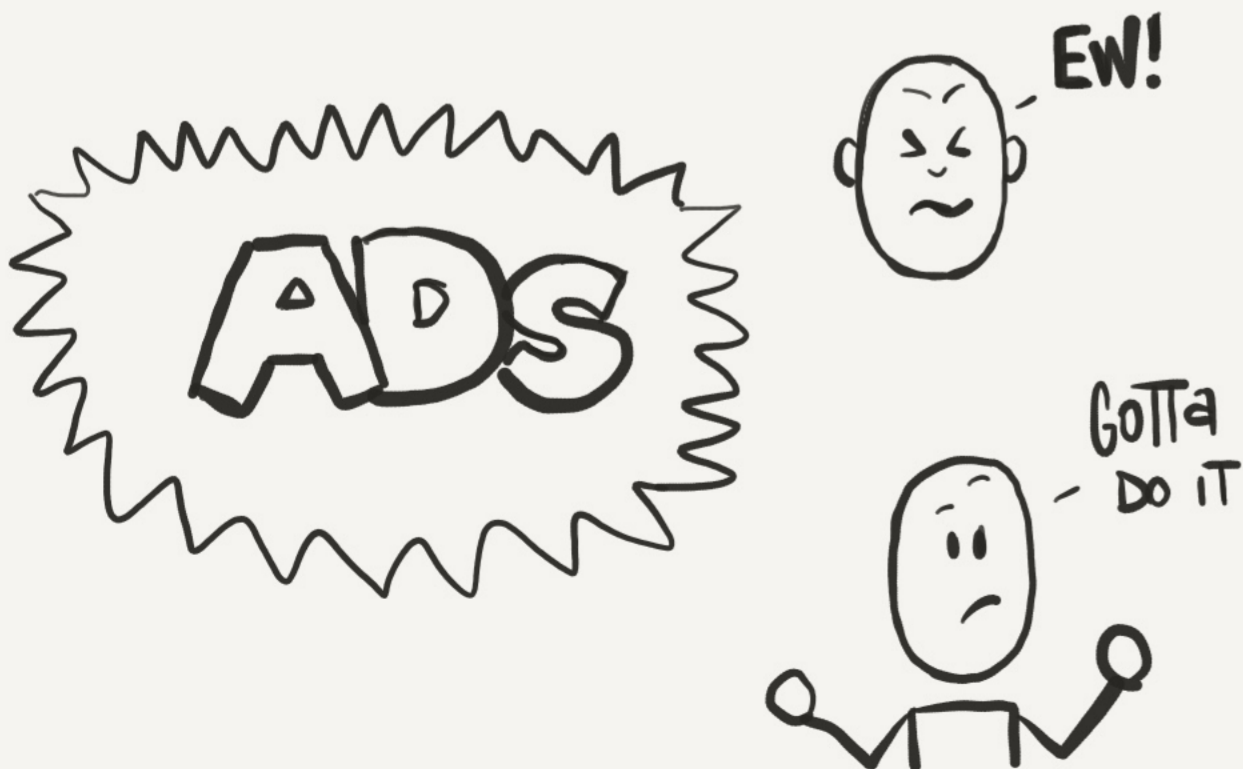
~~PREJUDICED~~

CONTEXT

FIND WAYS TO WORK ON WHAT YOU CARE ABOUT

STANDARDS

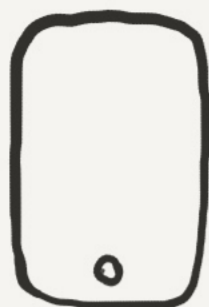
DOES THIS MAKE ME PROUD?



KNOW WHERE/WHO YOU WANT TO BE



CIAN WALSH



DESIGNING  
FOR  
SCREENS

WHERE?

WILL IT BE  
USED?

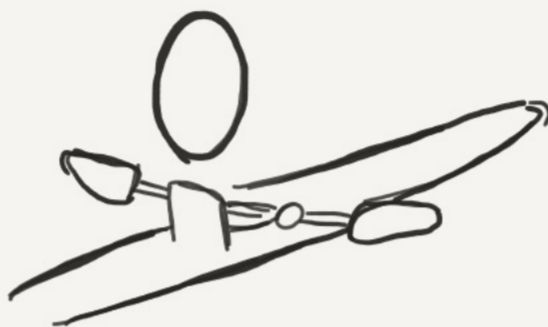


TOOL

ADDRESSES HUMAN NEED BY  
AMPLIFYING HUMAN ABILITY



TOUCH



WATERPROOF

NOT

HUMAN  
PROOF



ENVIRONMENT  
MATTERS



GAIN ENOUGH  
KNOWLEDGE TO  
KNOW MORE AT  
A GLANCE

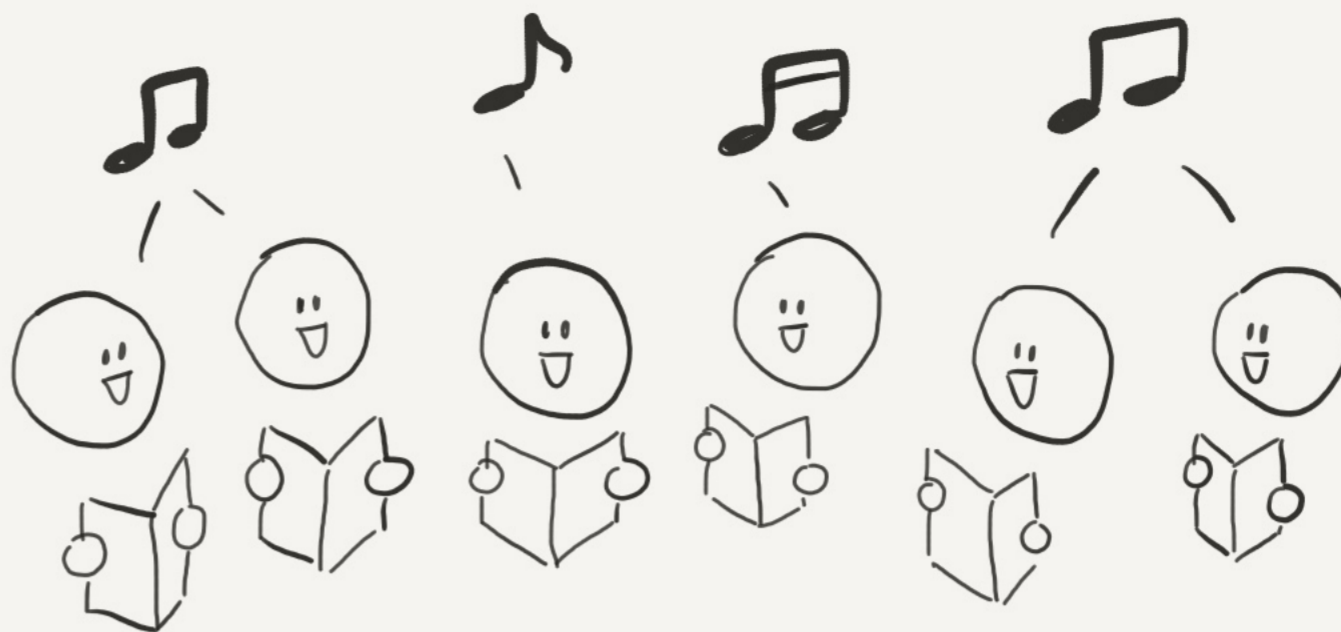




STEPHEN COYLE



</> CODING



REALLY OLD LANGUAGE

CHALLENGES

- DOCUMENTATION
- LEARNING
- SYMBOLS
- HARDWARE

[TEMPORAL ART]

CAUSE & EFFECT

MANAGING RESOURCES

ABSTRACT



NOV 1 2016

WHAT WOULD MAKE IT EASY TO SAY  
**Yes**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

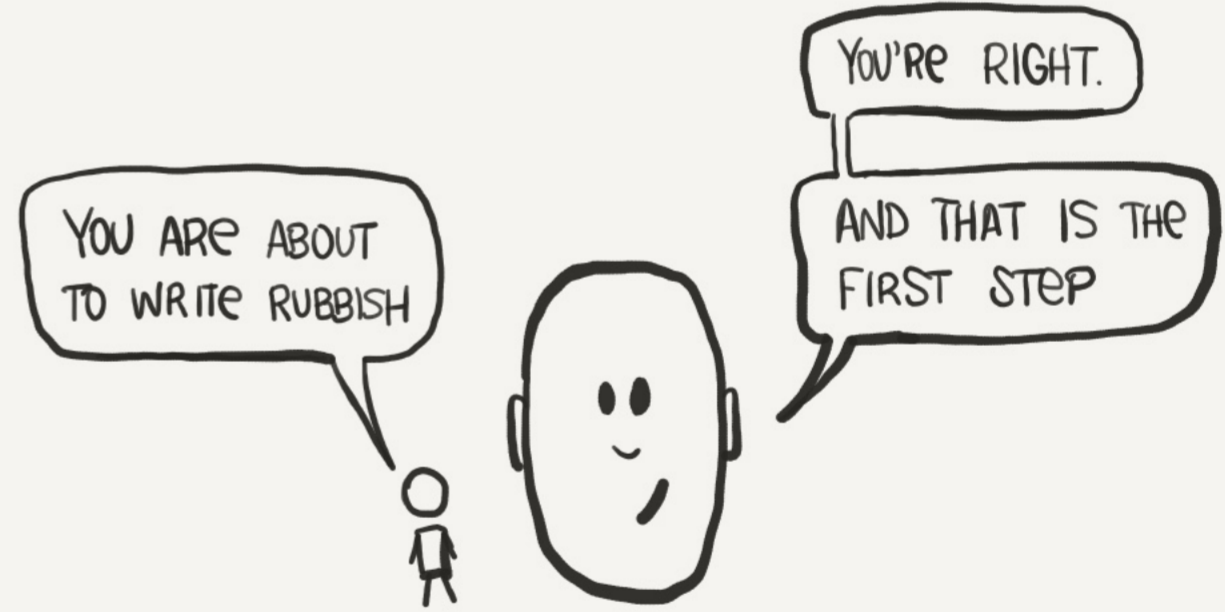
WHAT WOULD MAKE IT EASY TO SAY  
**NO**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**EXPERT**  
RESPOND APPROPRIATELY  
- TO -  
**ERROR**



# DEFINE FAILURE

WHEN YOU KNOW WHAT IT LOOKS LIKE, YOU KNOW WHERE TO GO NEXT



# EMBRACE FAILURE

AS THE STARTING POINT



MATT DROZDZYNSKI

@matid




A TALE of 3 APPS

CLIENT ⇒ PRODUCT

EPOE PILOT

BORN OUT OF UNDESIRE  
SUCCESSFUL CONTRACTING  
COMPANY

TURNU TO  
APP STORE  
MODEL

 FOLDERS  
(LIKE BASECAMP,  
BUT DIFFERENT)

COPYING A PRODUCT IS HARD

 TAPES

EASIEST WAY TO SHARE  
WHAT'S ON YOUR SCREEN

~~SCREENCAST~~

↑ ADDED LIMITS TO PREVENT  
INCORRECT USAGE



MARKET SIZE  
BUSINESS MODEL

 BUILT  
TOOLS FOR  
DEVELOPERS AND  
CLIENTS

ALLOWS BENEFITS FOR  
BOTH

BETTER:

DO ONE THING  
REALLY WELL



CLAY SMITH



AKITA  
PLATFORM THAT CONNECTS APPS

# PET/HOUSE SITTING

BEING / USING  
HAS  
GREAT BENEFITS

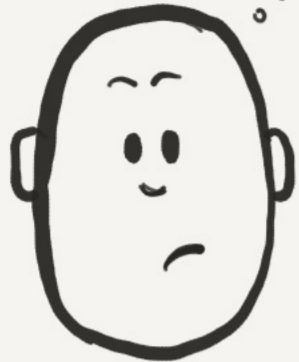


ONLY WAY TO  
LIVE CHEAPLY ENOUGH  
TO GET THE PRODUCT  
**READY**

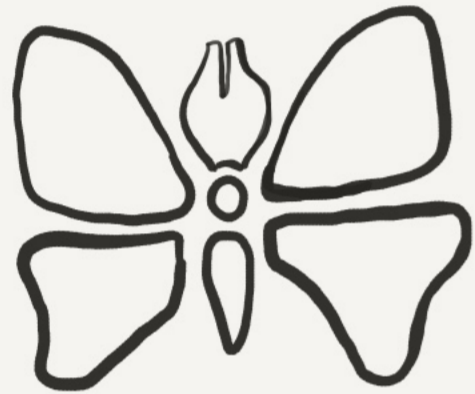


ull Max SEELEMAN

NOV 1 2016



I HAVE NO CLUE WHAT I'M DOING...



1 GOALS

2 DECISION

REVIEW ALL OPTIONS

DISCUSS

SLEEP

PICK

STICK W/ IT (WITHIN REASON)

3 DISCUSSIONS

REVIEW ALL OPTIONS

EXPOSE RISKS



embrace Controversy

VISIONARY • ACHIEVABLE



START WITH THE HUT FOR THE WORKERS AS THEY BUILD THE CASTLE

4 ITERATE

THE WORLD, PLATFORM, & CUSTOMERS

CHANGE



HORACE DEDIU



APPLE HAS SURVIVED MULTIPLE SLUMPS

EVERY TIME AN EXPERT COMPLAINS, A CASH REGISTER RINGS.

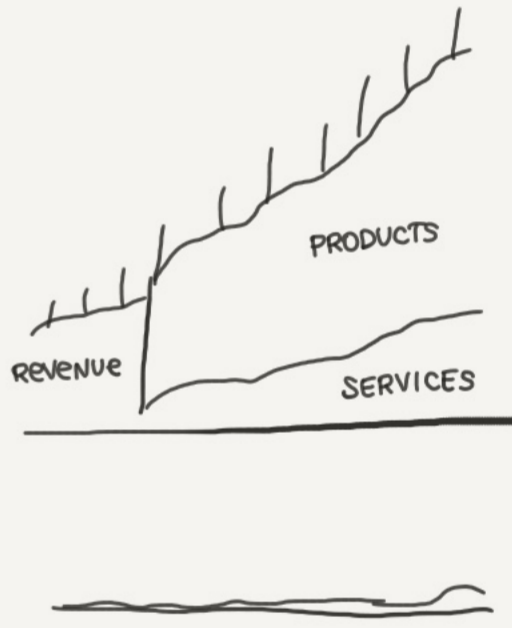
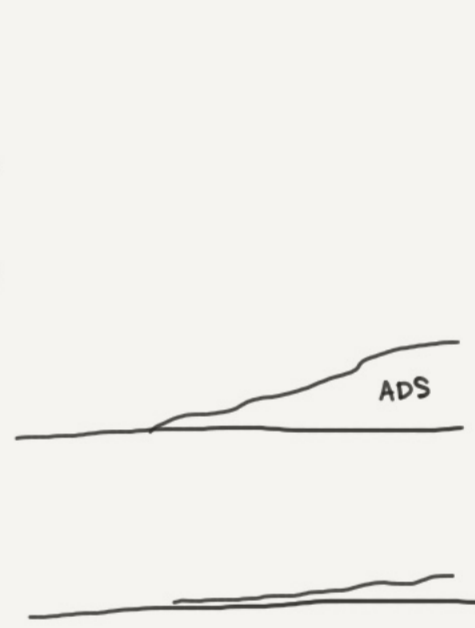
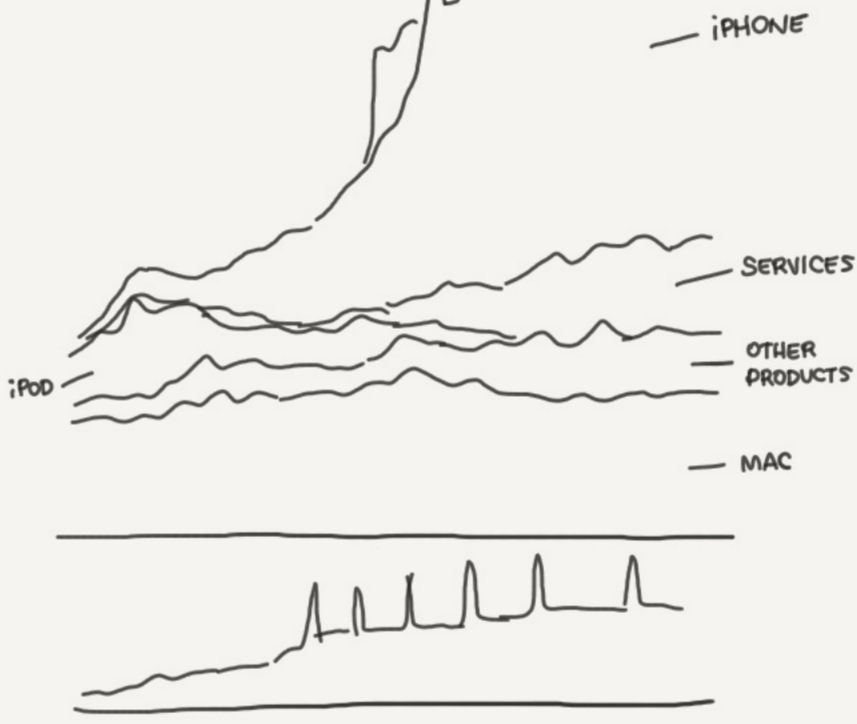
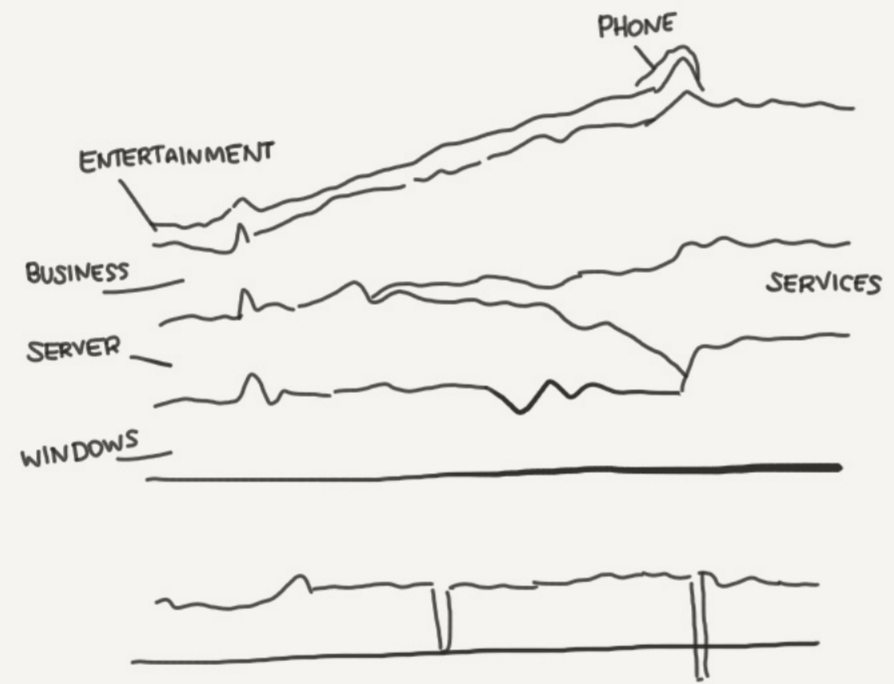
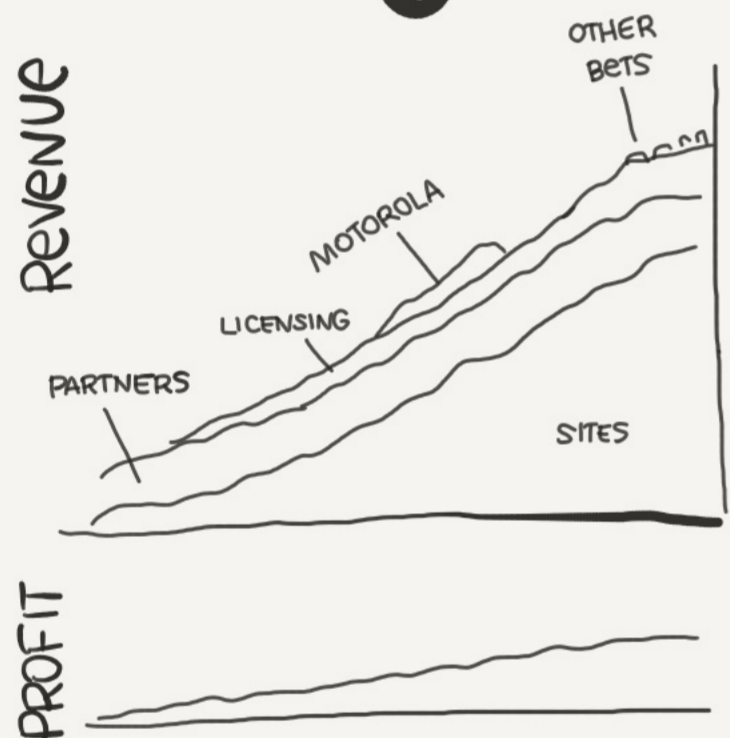
Google

Microsoft

Apple

Facebook

Amazon



28.6

28.6

13.6

62.6

181.2

COMPETITORS



1000's



APPLE PURSUES

Greatness

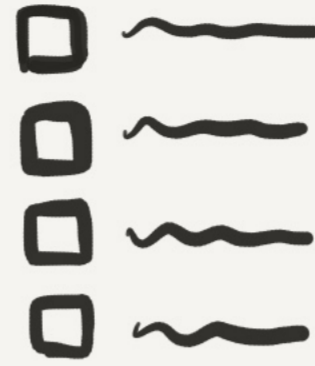
AND THAT'S SCARY



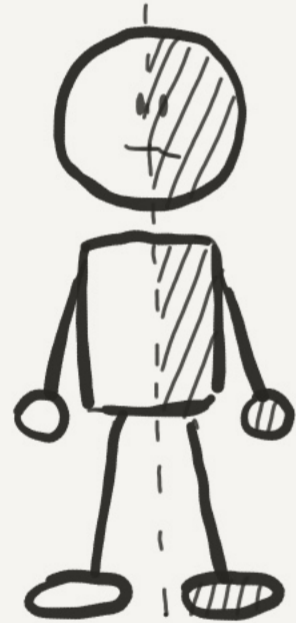
KATHY CAMPBELL

Why?

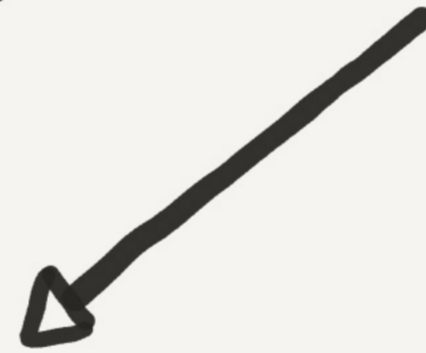
I LOVE MY  
LISTS



Nov 29  
2011



STROKE

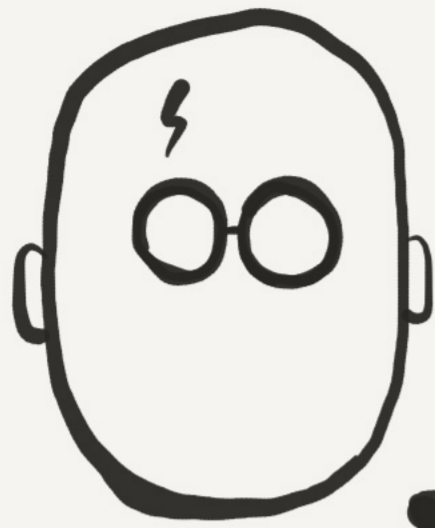


FULL TIME  
SELF-EMPLOYED

úll

# DERMOT CASEY

NOV  
1  
2016



MARK  
LITTLEWOOD

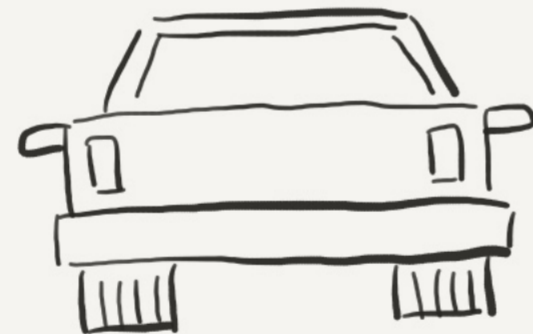


"VOLDEMORT"



WARNING SIGNS

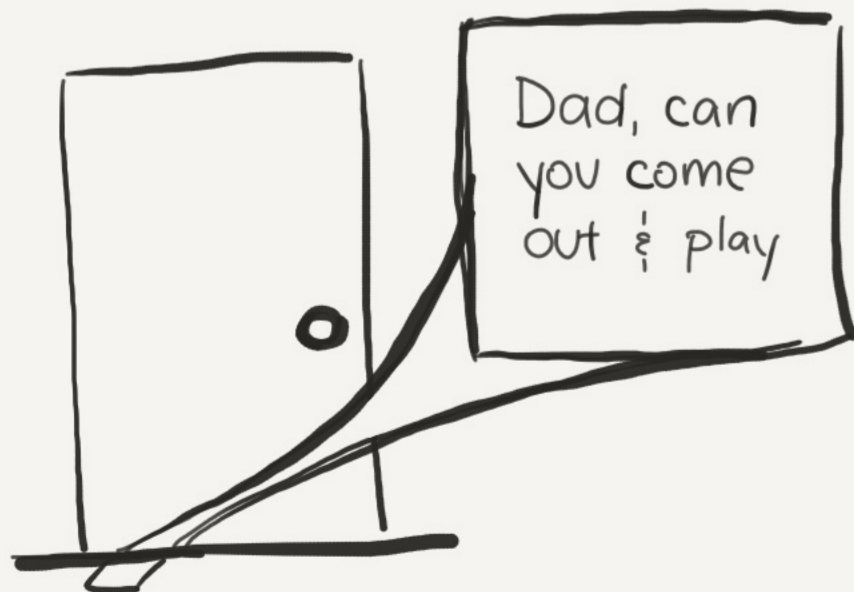
11:11 AM



Fake



HAVE THE  
**COURAGE**  
TO MAKE THE  
**RIGHT CHOICE**

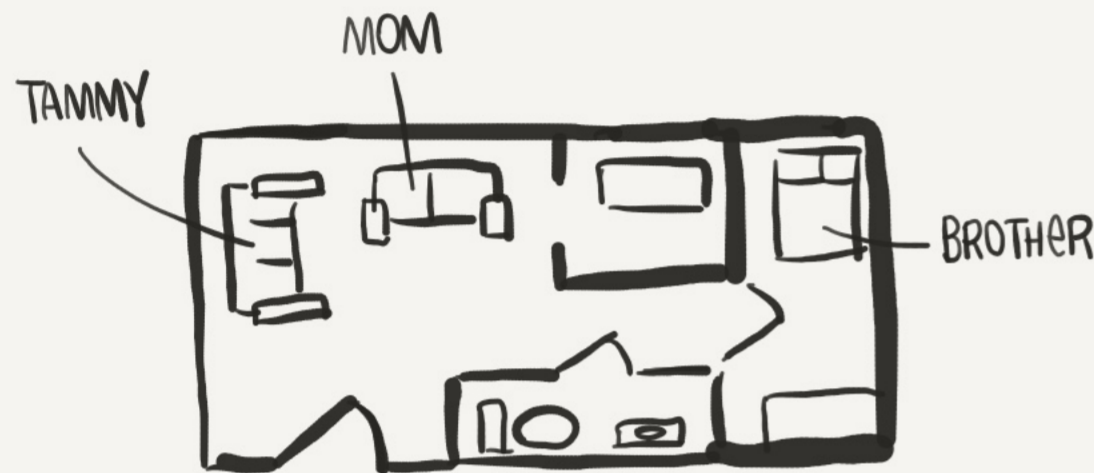


# úll TAMMY CORON

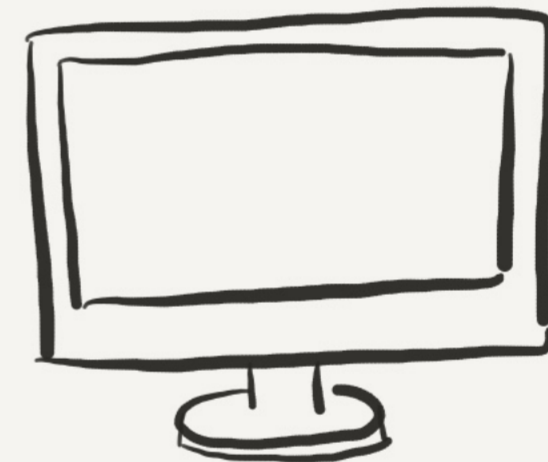


I CAN'T DO SCHOOL ANY MORE  
--AGE 16

I live next to a book store.  
I can go and learn every-  
thing you need.



RAY  
WENDERLICH



LYNDA

WHAT ARE YOU THINKING!?  
YOU WON'T GET A JOB.



LEARNED

→ PRODUCED

TELL YOURSELF

AND THEN  
EVERYONE ELSE

YOU CAN  
DO IT



KATIE LIPS



Do less work -  
make more  
**ART**

WILL YOUR  
JOB  
EXIST IN 20  
YEARS?



THINK  
MORE



THINK  
DIFFERENT(LY)



WE ARE PREPARING  
THE WORKERS OF  
TOMORROW FOR THE  
JOBS OF TODAY

Challenge

QUESTION



SILVANA LANGLEY



REDISCOVER YOUR CHILDHOOD HEROES



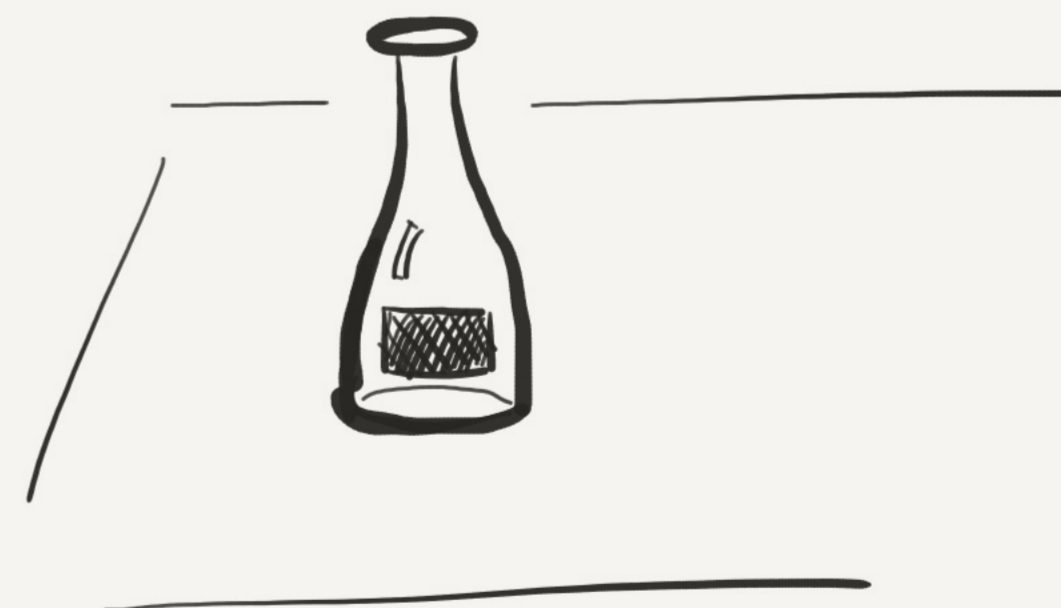
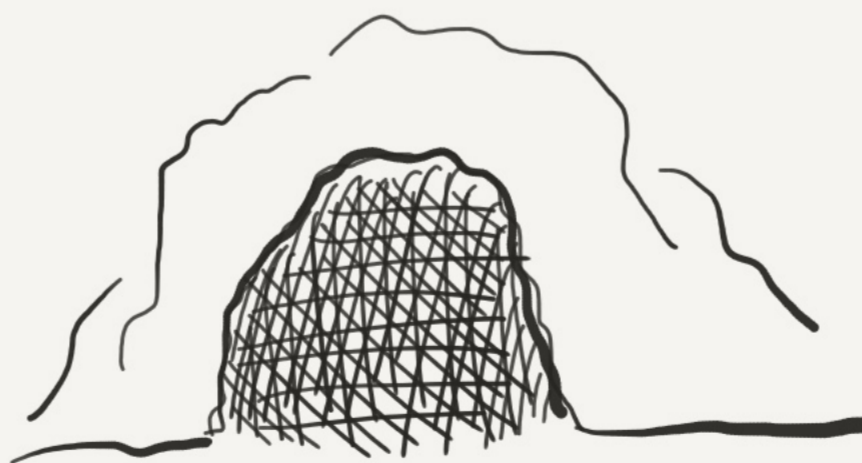
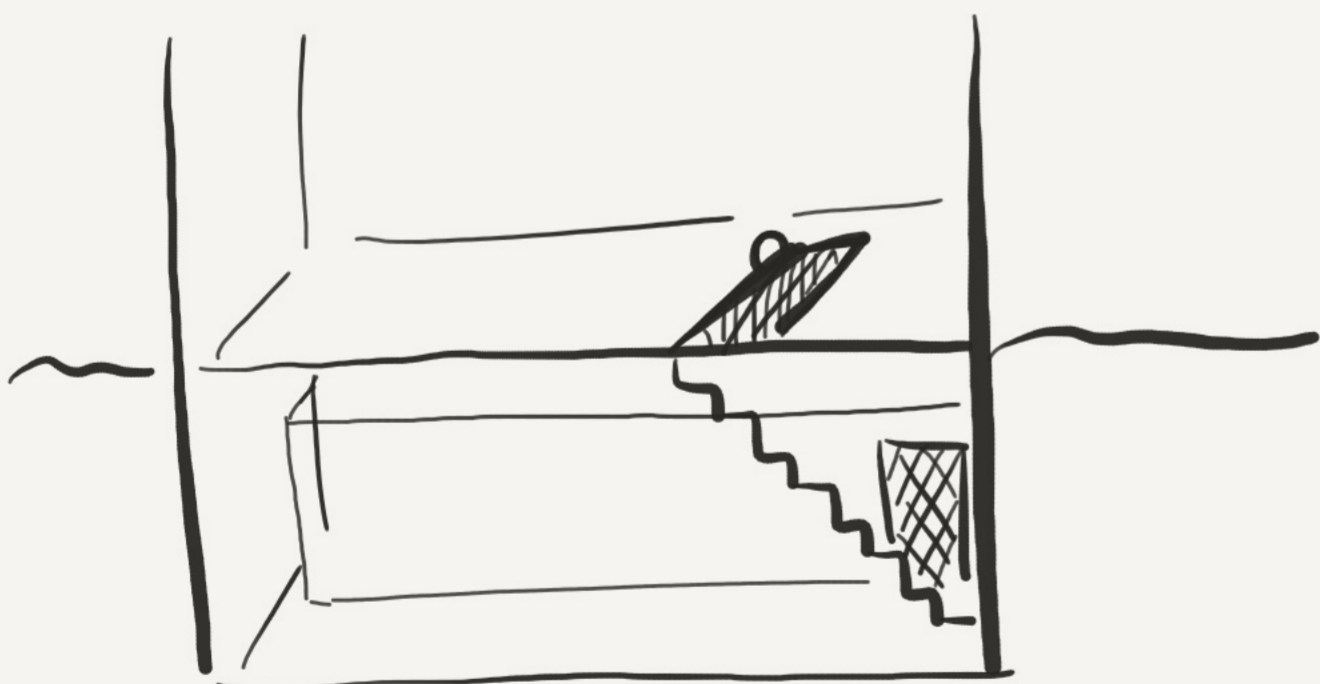
PRINCESS  
LEIA



MACGYVER

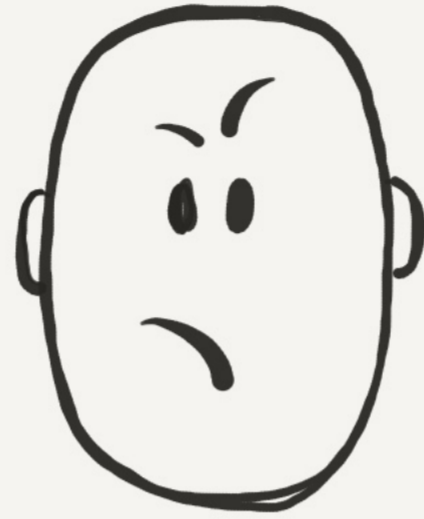
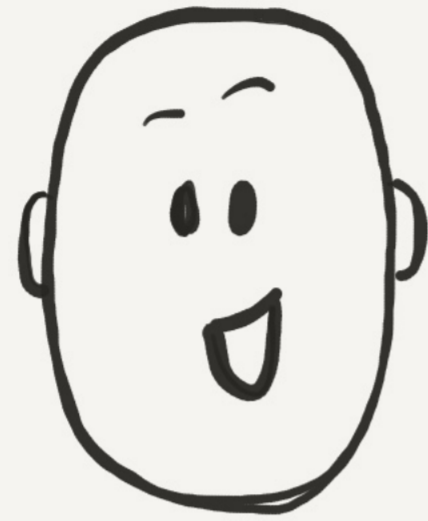


INDIANA  
JONES





ALEXANDRA COX



→ "Real artists ship."

Only possible if you take care of yourself.