

The **Bait & Switch** of Open Source

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 GitHub

an
irresistible
problem

a
perfect
problem

a
perfect
solution

an
irritating
problem

a
tricky
little hack

a
trivial
problem

annoying
friction

(irresistible)

exercism

[http://
exercism .io](http://exercism.io)

success

humans

<3

excuse me
who did you say
is calling?

Seriously.
humans

<3

press

request

(no, really)
humans

<3

How is **Exercism**?

Failing so **hard!**

work

work

work

**"Free" time isn't free.
What it costs is your life.**

-Isaac Schlueter

Keep going.

1990's

How do you **even**?

how

do you decide?

Yes

or no?

You should have feature

X!

very
upset

Bait & Switch

strategy

The Cold War

1976

strengths
vs. weaknesses

details

just
work

overcoming
obstacles

wishful
thinking

event
horizon

Don't bring me **problems**,
bring me **solutions**.
-Management

tactic
vs. strategy

a
relevant
challenge

questionstorming

value
disagreements

feature 1:
diagnosis

feature 2:
guiding policy

feature 3:
coherent action

two
separate
problems

exercism.io
(the product)

 exercism

(the open source project)

product
vs. project

What are you **not** going to
do?

product

Who is Exercism **for**?

code
newbies

polyglots

artisans

even
thirds

teaching vs.
learning

hello

world

fluency

What are you **not** going to
do?

competent
design
professionals

human
connection

vulnerability
is scary

design
reboot

what does
done
mean?

the
ævil
is in the details

nextercism

v2.
exercism .io

project

scaling
maintainership

different
skills & interests

different
levels of mastery

marketing
to developers

support

content

outreach

operations

virtuous
cycle

Do you want coffee?

Yes, but **don't talk to me**
right now.

peopling
is hard

I was wrong
(I'm sorry)

blind zones
& weaknesses

Thank you.



resources

[http://
opensource.guide](http://opensource.guide)

[bit.ly/
devmarks](https://bit.ly/devmarks)

decisions

Good Strategy Bad

Strategy

Decisive

A Beautiful Question

communication

Thanks for the

feedback

Radical Candor

The BrainAudit

burnout

The Power of Full Engagement

Microresolutions

Give & Take

Essentialism

<https://chefsteps.com/joule>

delegation

Turn the ship around!

science fiction

- N.K. Jemesin** Broken Earth, Inheritance
- Neal Stephenson** Seveneves, Cryptonomicon, Diamond Age, Anathem
- Connie Willis** Blackout / All Clear, The Doomsday Book, ...
- Brent Weeks** Lightbringer, Night Angel
- Lois McMaster Bujold** Chalion, Penric's Demon
- Rosemary Kirstein** Steerswoman
- Octavia Butler** Seed to Harvest, Lilith's Brood
- Carolyn Ives Gilman** Halfway Human, Dark Orbit
- Becky Chambers** Long Way to a Dark Angry Planet, ...
- Elizabeth Moon** Remnant Population, Speed of Dark



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