

CONSTRAINTS IN SOFTWARE (AND LIFE)

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SPOILER ALERT

What is the “Triple Constraint?”

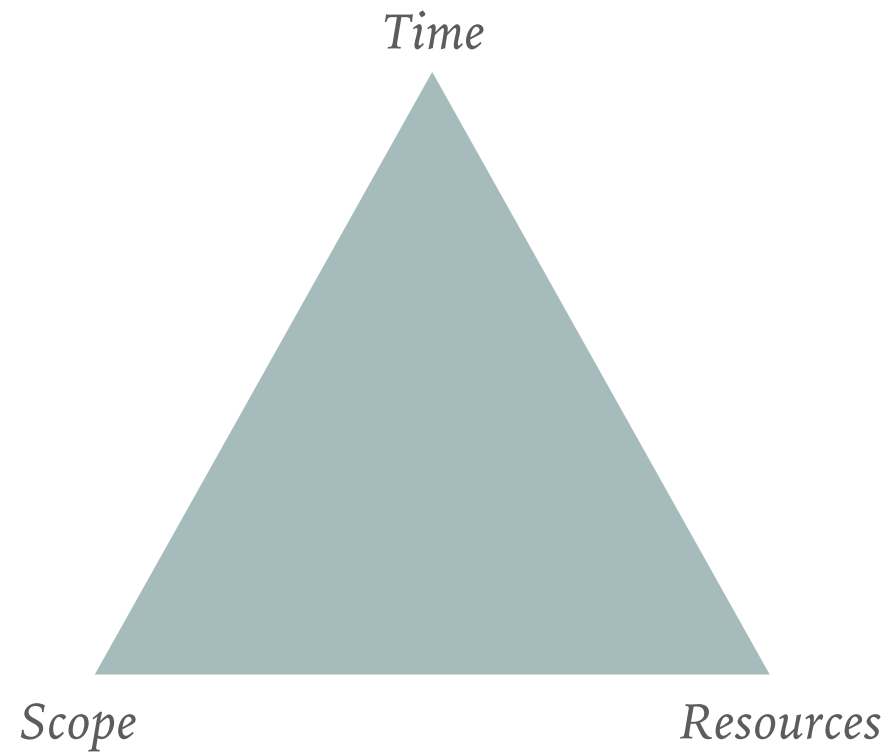
Something’s gotta give.

Importance vs Urgency.

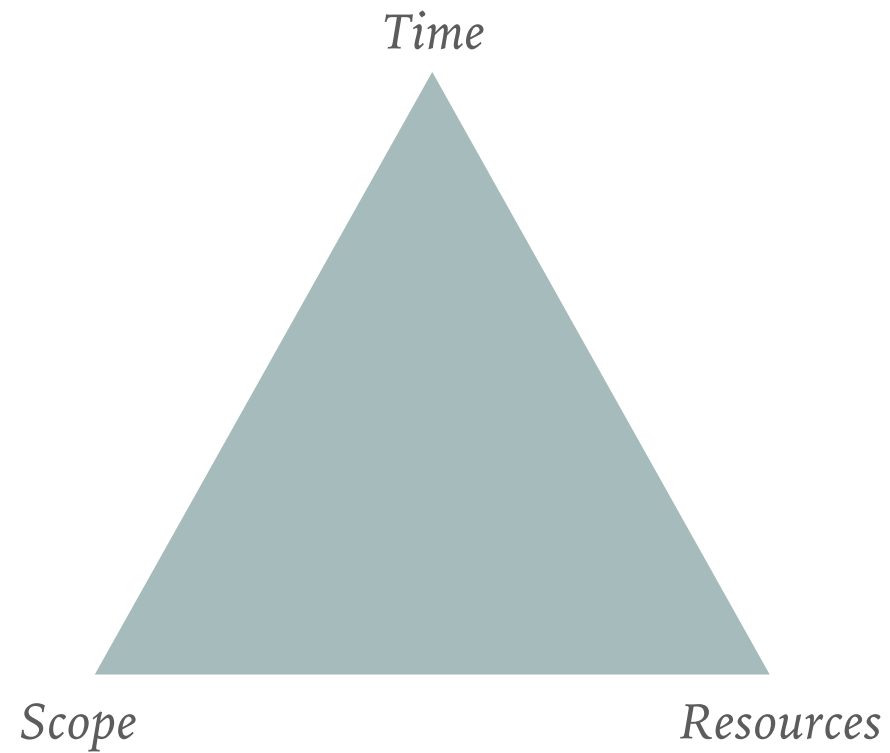
Managing managers.

As in software, so in life.

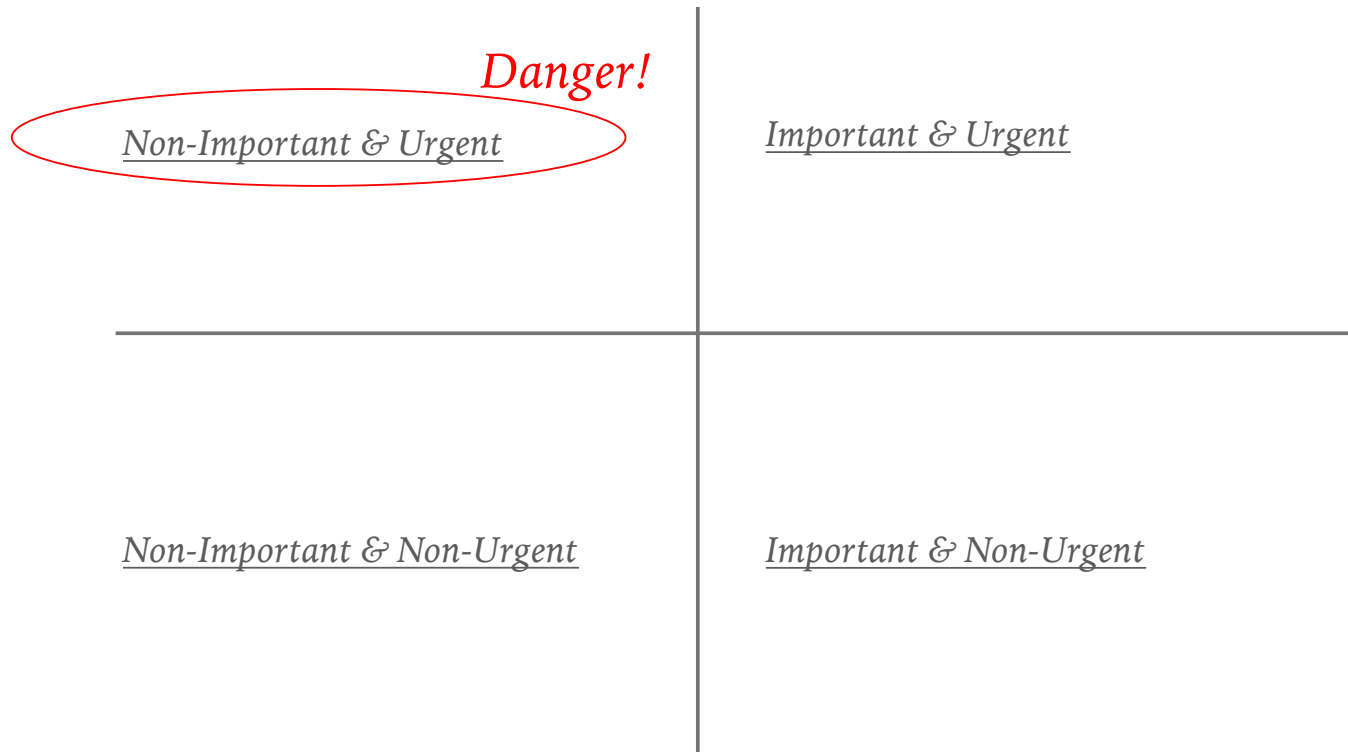
WHAT IS THE “TRIPLE CONSTRAINT?”



SOMETHING'S GOTTA GIVE



SO HOW DO WE DECIDE



SOME EXAMPLES FROM MY DAY, YESTERDAY

Danger!

Non-Important & Urgent

- “let’s grab a coffee”
- Phone calls & snail mail.
- Filings

Important & Urgent

- Switch site to Private Beta Invite
- Contact Tribune, Crain’s
- Create CCC Presentations

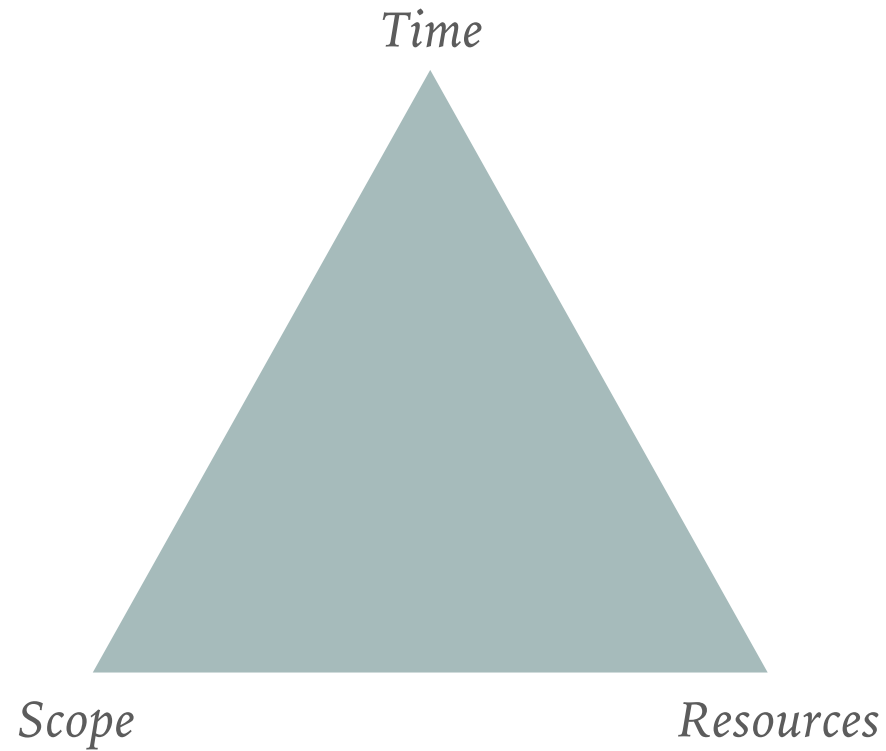
Non-Important & Non-Urgent

- Decide what language we’re going to code with.
- Figure out license administration for IntelliJ/Office/Adobe products

Important & Non-Urgent

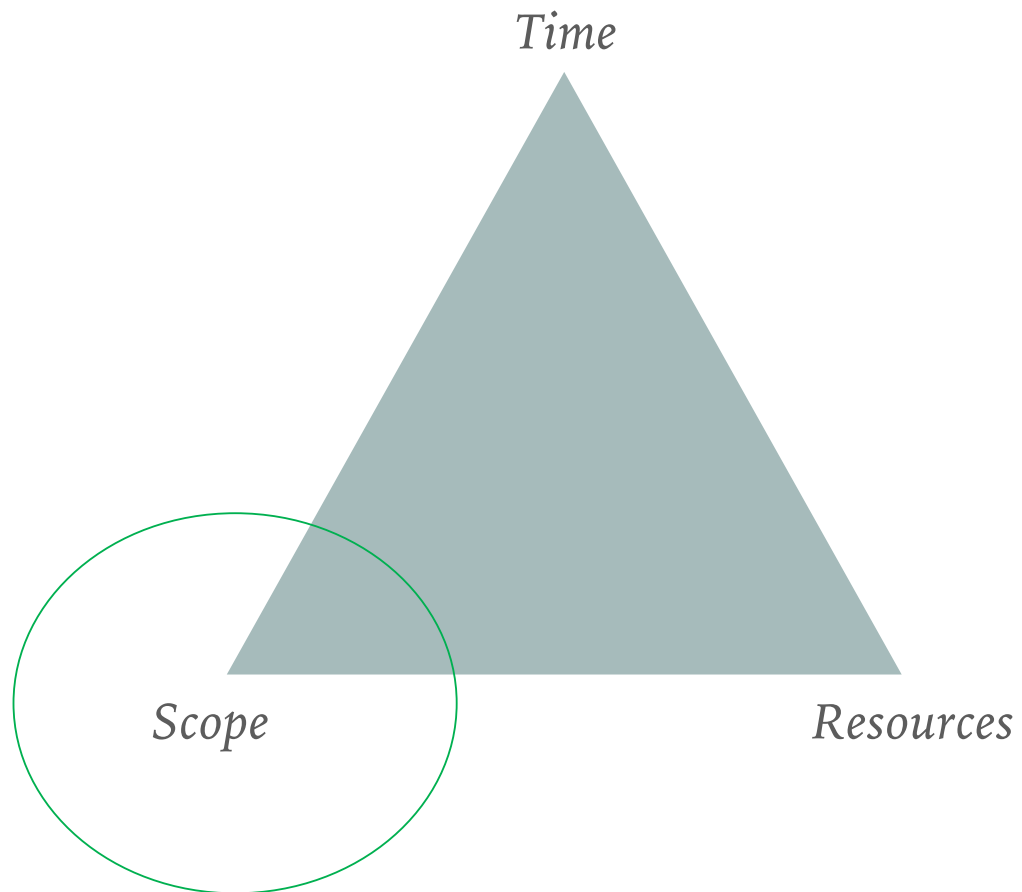
- Make private beta play nicely with OAuth.
- Create invite emails with tokenized links
- Figure out Tuesday’s social media plan
- Issue private beta invites to stealth customers

BUT IT DOESN'T WORK! OH NO!



FIXER

IN THE NAVY, WE CHOOSE THE LESSER OF TWO WEEVILS

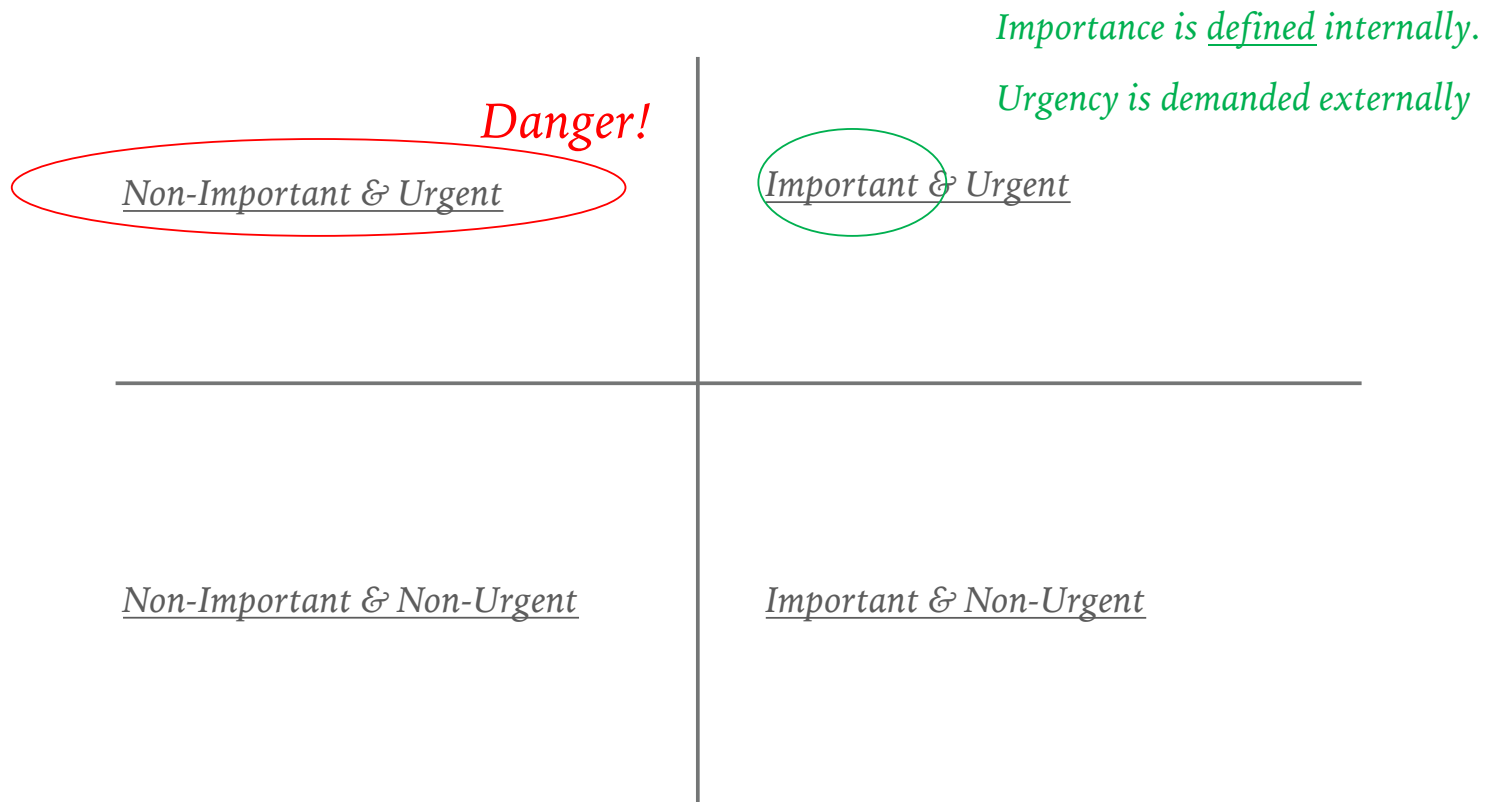


LET'S GET META

By the time you're defining a software project, the battle is already lost.

1. The essence of strategy is...
2. Coders working on weekends is nearly always a failure ...
3. Coders working on weekends is the right choice when ...

AS IN SOFTWARE SO IN LIFE



IN SUMMARY

What is the “Triple Constraint?”

Something’s gotta give.

Importance vs Urgency.

Managing managers.

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