

On Being a Software Development Manager

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What do managers do?

According to Peter Drucker, Father of Management

What do Managers do?

1. Set Objectives
2. Organize
3. Motivate & Communicate
4. Measure
5. Develop People & Themselves

1. Set Objectives

Areas for Objectives:

- ▶ Strategy
- ▶ Features & Functionality
- ▶ Quality
- ▶ Productivity
- ▶ Skill
- ▶ Innovation & Invention

2. Organize

Makes teams out of a group of people.

Plan:

- ▶ Start top-down
- ▶ Check bottom-up
- ▶ Each person must create their own plan

Weekly Project Review:

- ▶ Where should we be this week?
- ▶ What is holding us back?

3. Motivate & Communicate

“It’s all about people.” -- Anonymous

- ▶ Peers
- ▶ Within the group
- ▶ Across groups and departments
- ▶ Customers
- ▶ Partners
- ▶ Competitors

4. Measure

“Apparently, all other things being equal, it is better to measure than not to measure.” -- C. West Churchman

- ▶ Schedule Performance
- ▶ Product Quality
- ▶ Process Performance & Quality
- ▶ Productivity

5. Develop People & Themselves

“The only sustainable competitive advantage you can achieve is to learn faster than your competitors.”

- David Kreutzer

- ▶ Read software industry & business books, magazines & websites, listen to podcasts
- ▶ Organize study groups
- ▶ Blog & Give Talks, Tinker
- ▶ Coach & Mentor

Conclusion



Your Letters & Comments are Welcome!

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- ▶ Software Development Reading List
- ▶ Slides from this and previous talks