



## Driving Technical Change: Why People on Your Team Don t Act on Good Ideas, and How to Convince Them They Should (Paperback)

By Terrance Ryan

The Pragmatic Programmers, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. Finding cool languages, tools, or development techniques is easy-new ones are popping up every day. Convincing co-workers to adopt them is the hard part. The problem is political, and in political fights, logic doesn t win for logic s sake. Hard evidence of a superior solution is not enough. But that reality can be tough for programmers to overcome. In *Driving Technical Change: Why People On Your Team Don t Act on Good Ideas, and How to Convince Them They Should*, Adobe software evangelist Terrence Ryan breaks down the patterns and types of resistance technologists face in many organizations. You ll get a rich understanding of what blocks users from accepting your solutions. From that, you ll get techniques for dismantling their objections-without becoming some kind of technocratic Machiavelli. In Part I, Ryan clearly defines the problem. Then in Part II, he presents resistance patterns -there s a pattern for each type of person resisting your technology, from The Uninformed to The Herd, The Cynic, The Burned, The Time Crunched, The Boss, and The Irrational. In Part III, Ryan shares his battle-tested techniques for overcoming...



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