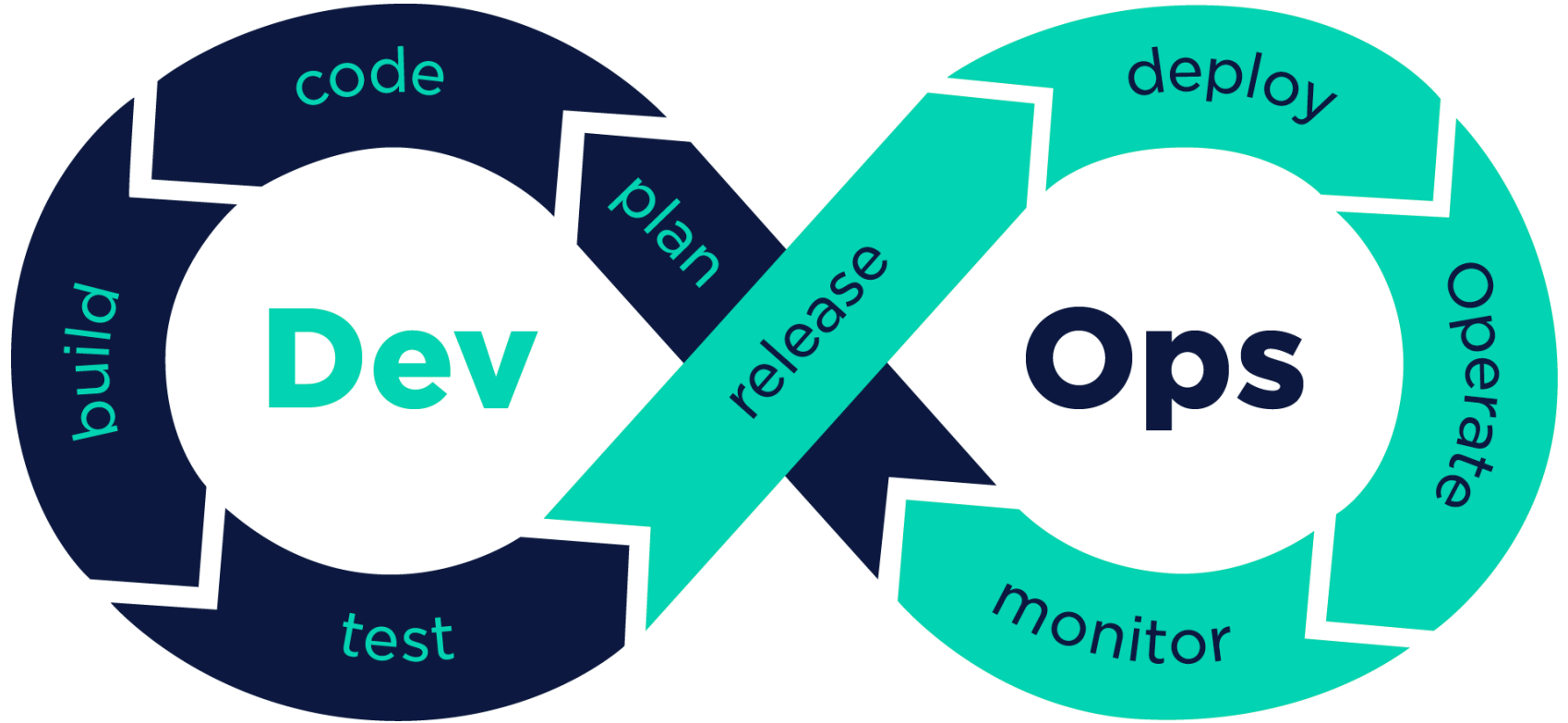


# Unicorns and Elephants

Rick Allan  
Zurich Insurance



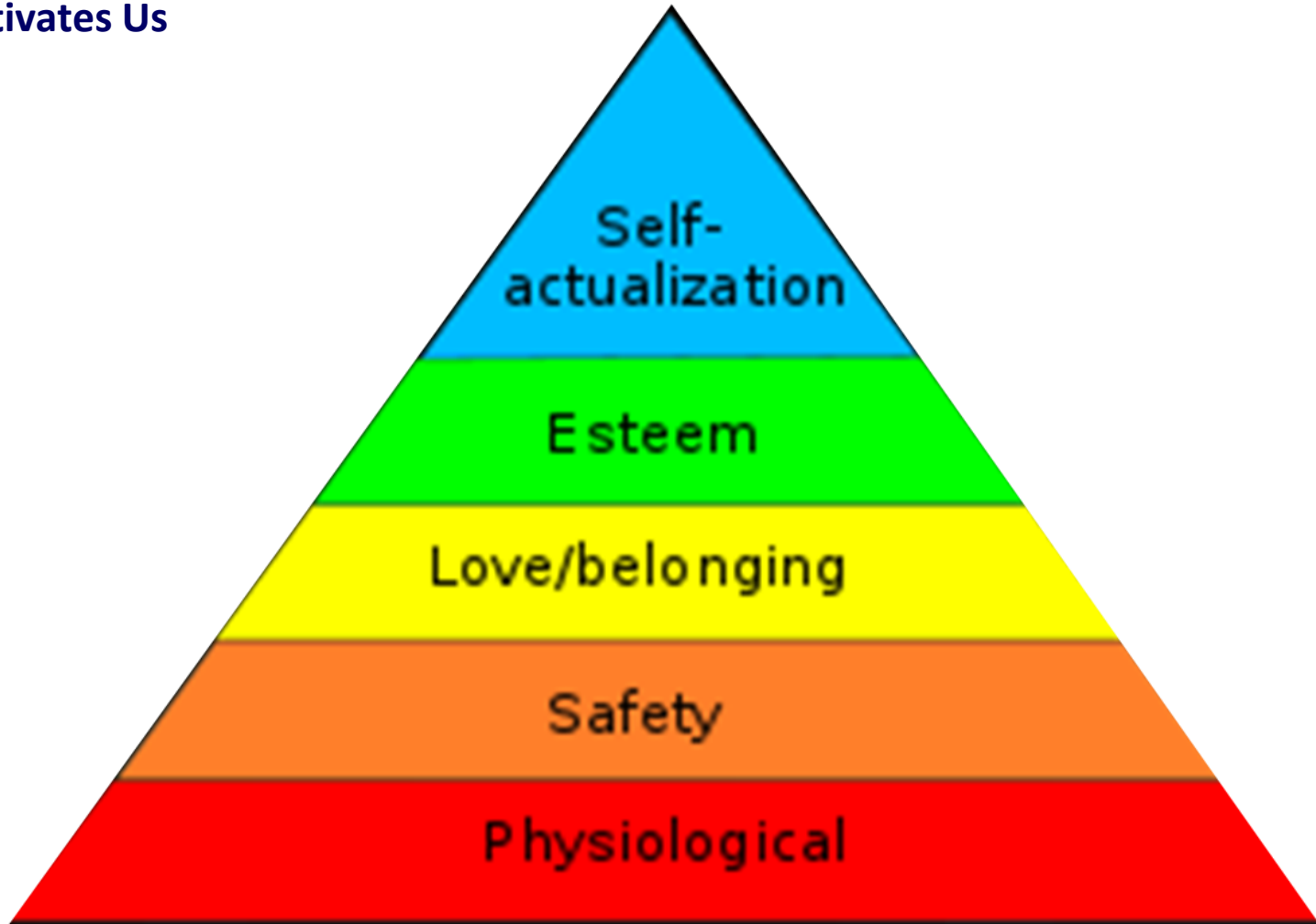
Didn't this cycle existed before DevOps?



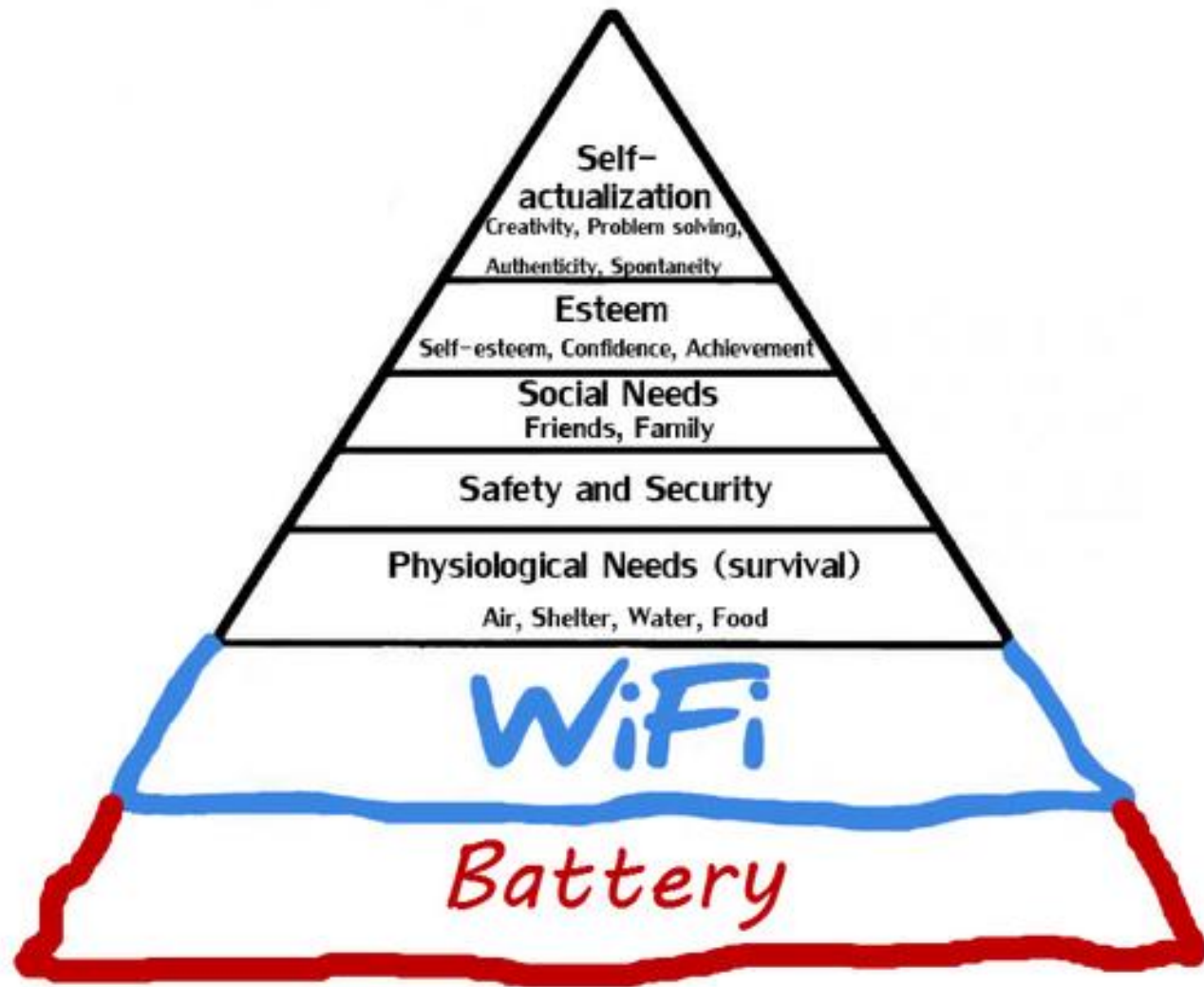
# How to get 30,000 people running in the same direction?



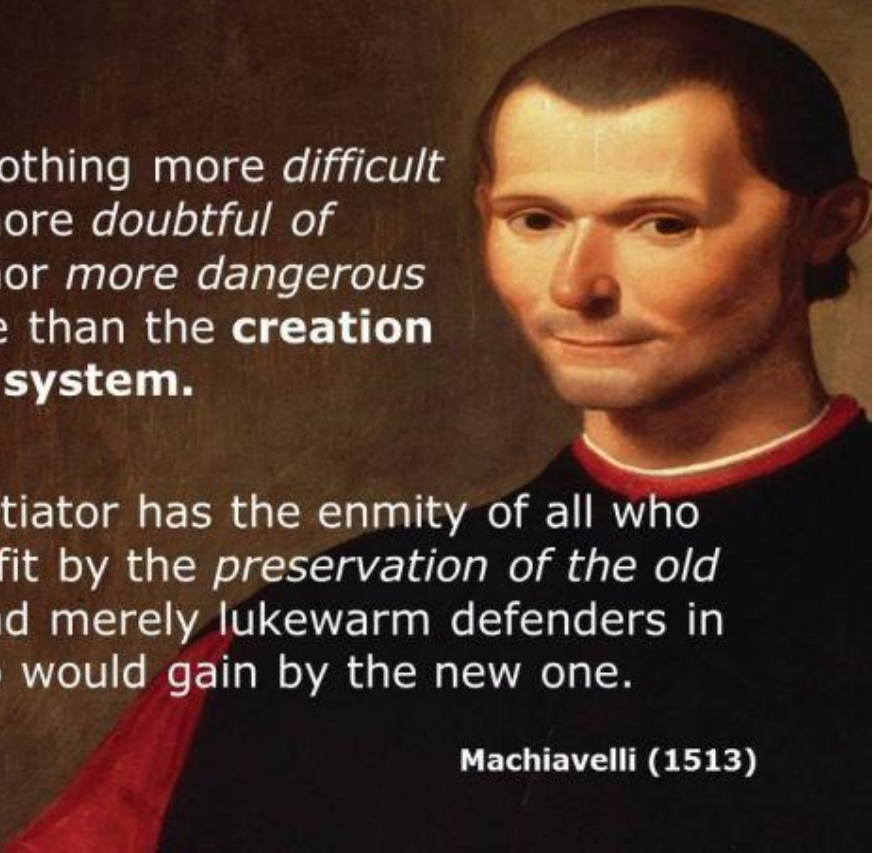
# What Motivates Us



# Millennial Version



## A Problem Identified 500 Years Ago



There is nothing more *difficult to plan*, more *doubtful of success*, nor more *dangerous to manage* than the **creation of a new system.**

For the initiator has the enmity of all who would profit by the *preservation of the old system* and merely lukewarm defenders in those who would gain by the new one.

**Machiavelli (1513)**

And at the top



## W.I.I.F.M. The Business of Business Change





# The Journey



