Fail Your Way to Launch

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Objectives:

- Learn (or refresh) one thing from failure
- Discover a new cheesy saying
Get to know me
Get to know the Library of Parliament
# Get to know Shopify

## Milestones

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopify Platform Released</td>
<td>2006</td>
</tr>
<tr>
<td># Employees</td>
<td>4,000+</td>
</tr>
<tr>
<td># Merchants</td>
<td>1 Million+</td>
</tr>
<tr>
<td>Total Sales on Shopify</td>
<td>$135+ Billion</td>
</tr>
<tr>
<td>Merchants in Countries</td>
<td>~175 Countries</td>
</tr>
<tr>
<td>Apps in Our App Store</td>
<td>3,200+</td>
</tr>
<tr>
<td>Themes in Our Theme Store</td>
<td>70</td>
</tr>
<tr>
<td>Experts in Our Network</td>
<td>780+</td>
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Both institutions are built on a foundation of trust.
Knowledge Management is a service, built on foundation of trust.
My solutions are not your solutions, but 100% of my mistakes can be your mistakes.
Success is the end result of many failures
Mottos, models, and methods
Deliver tailored, simple, and sustainable knowledge solutions to enhance Shopifolk’s ability to be impactful.

- Tailored
  - Build with the end user - focused on their needs;
- Simple
  - Reduce friction through accessible and elegant solutions;
- Sustainable
  - Reusable and scalable - built for the future we can articulate and the one we cannot.
Project Phases

01 Think
02 Explore
03 Build
04 Launch
Isomorphic learning*

*aaka learning from other similar companies’ disasters*
“Well begun is half done”

Aristotle (sort of)
01 Think

- Fall in love with the solution
- Fall in love with the problem ✔
01 Think

- Forget the soft stuff
- Remember the soft stuff ✓
01 Think

- **Psychological safety**: Can we take risks on this team without feeling insecure or embarrassed?
- **Dependability**: Can we count on each other to do high quality work on time?
- **Structure & clarity**: Are goals, roles, and execution plans on our team clear?
- **Meaning of work**: Are we working on something that is personally important for each of us?
- **Impact of work**: Do we fundamentally believe that the work we’re doing matters?

https://rework.withgoogle.com/blog/five-keys-to-a-successful-google-team/
02 Explore

- Fixed mindset
- Growth mindset ✓
02 Explore

- Say yes quickly
- Say no (or yes) thoughtfully ✅
03 Build

- Try to be perfect
- Iterate ✓
03 Build

- Ask for feedback
- Ask for and address targeted feedback ✓
04 Launch

- Communicate a lot
- Communicate strategically ✓
04 Launch

- Celebrate the launch
- Celebrate small/quick wins ✓
Big Takeaway:

● Fail Often
  ○ Build trust
  ○ Communicate
Resources:
Questions?
Thank you!