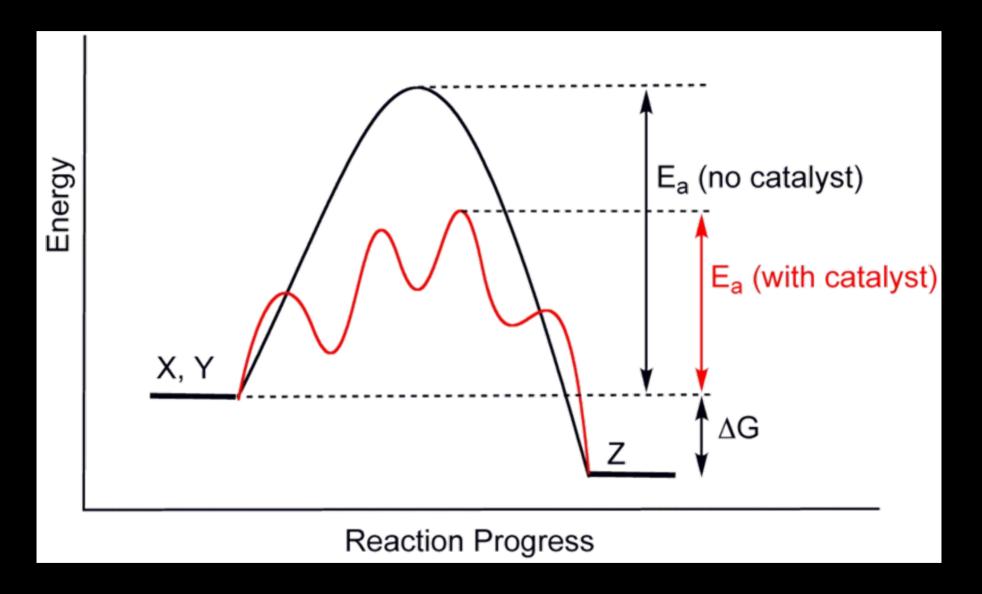
### Assholes

are
killing

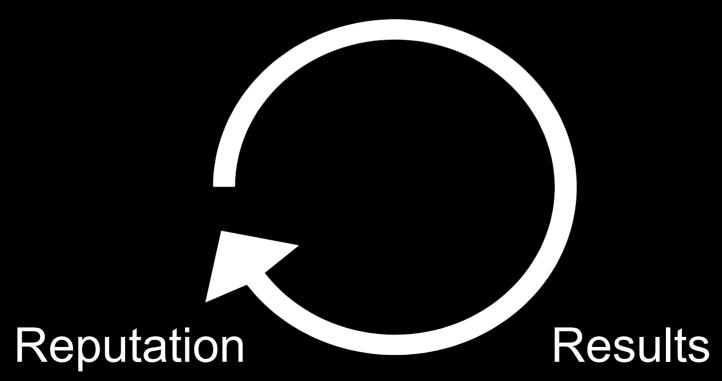
your project

### It's all about barriers to entry



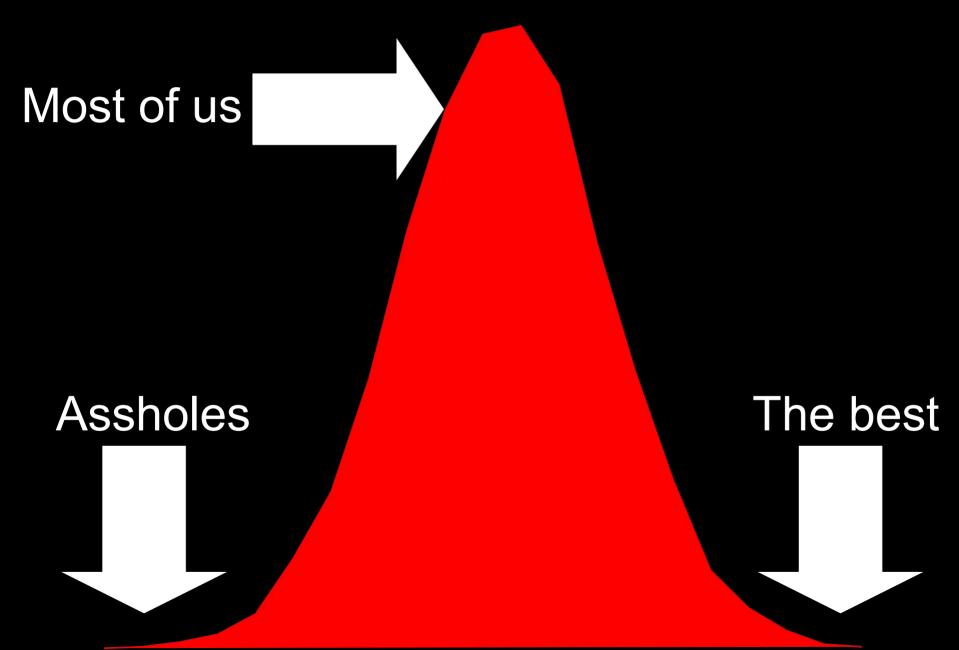
### Community is critical

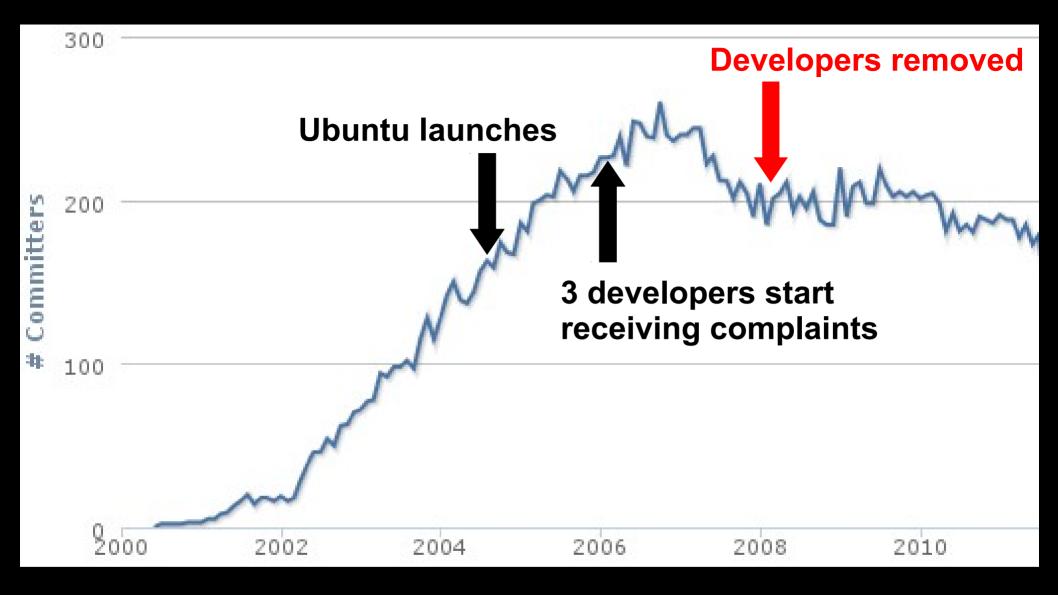
### Contributors

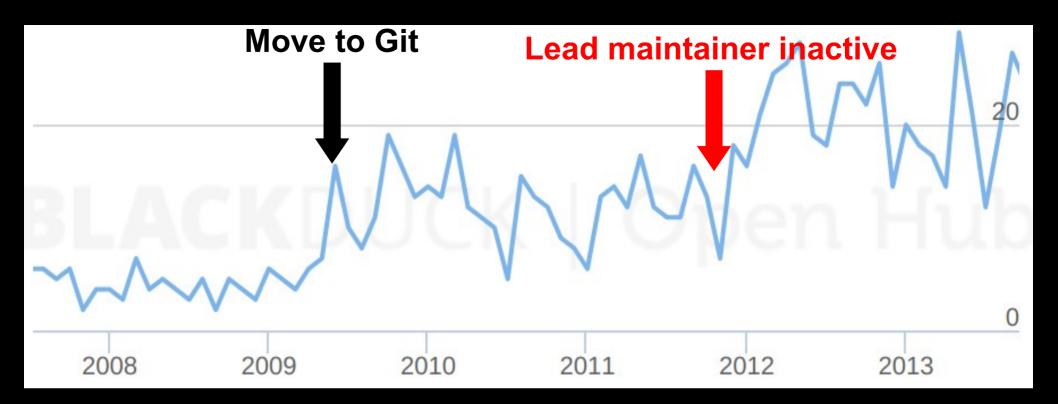


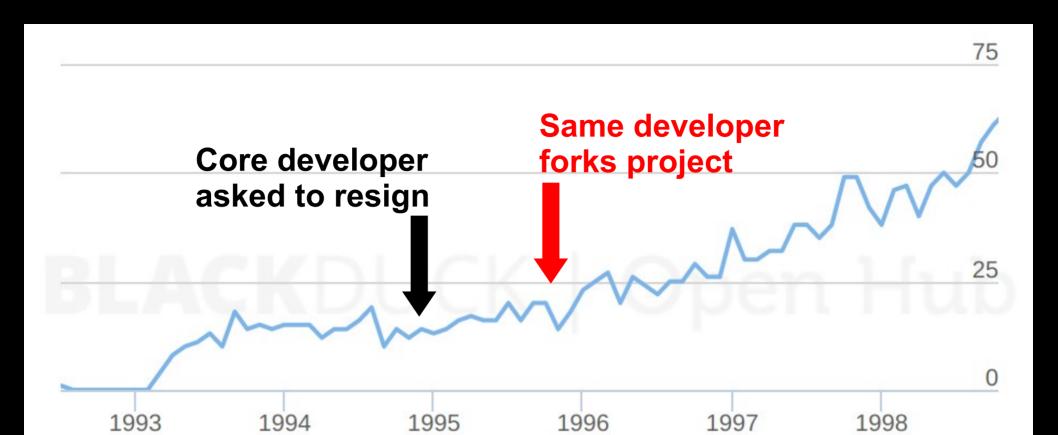
## Your ability to get results depends on your **community**.

### What makes a great community?









### What isn't an asshole?

## Conflict is good

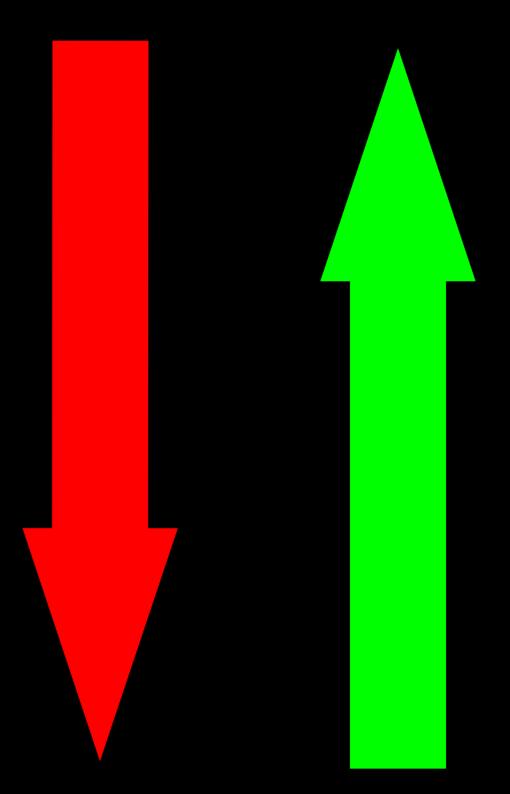
### What is an asshole? A simple test

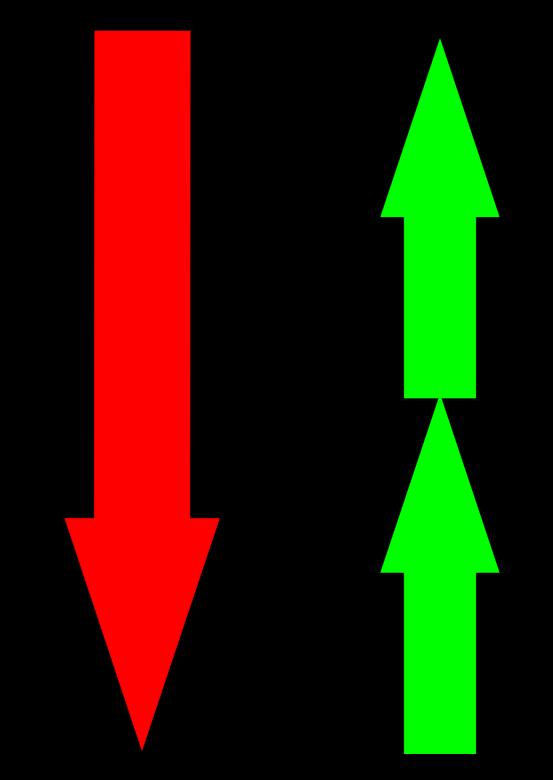
After talking to the asshole, does the target feel oppressed, humiliated, de-energized, or belittled?

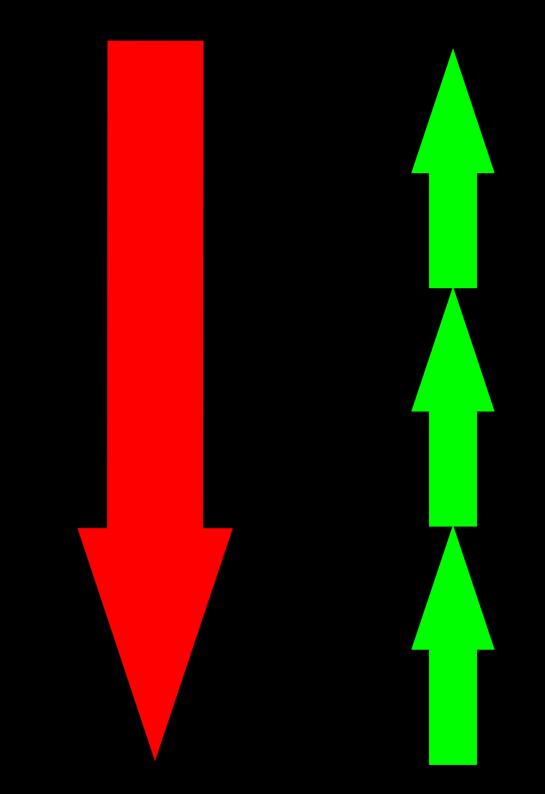
#### What is an asshole?

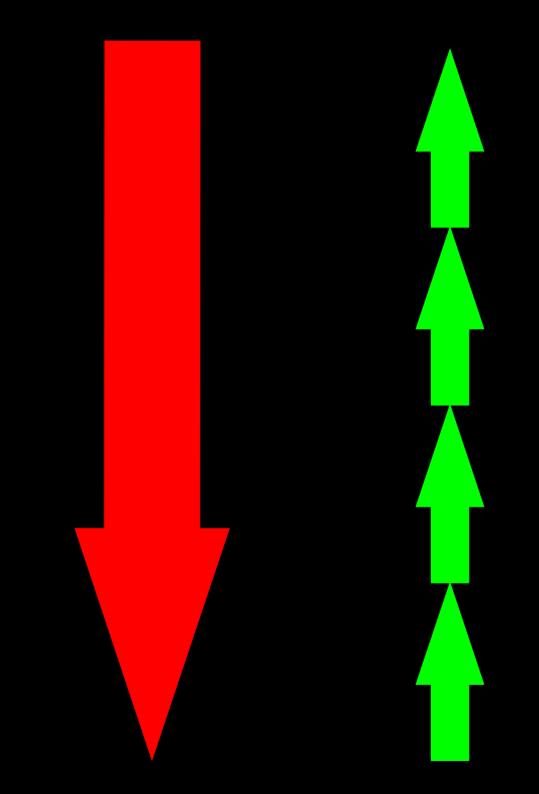
# Look for patterns

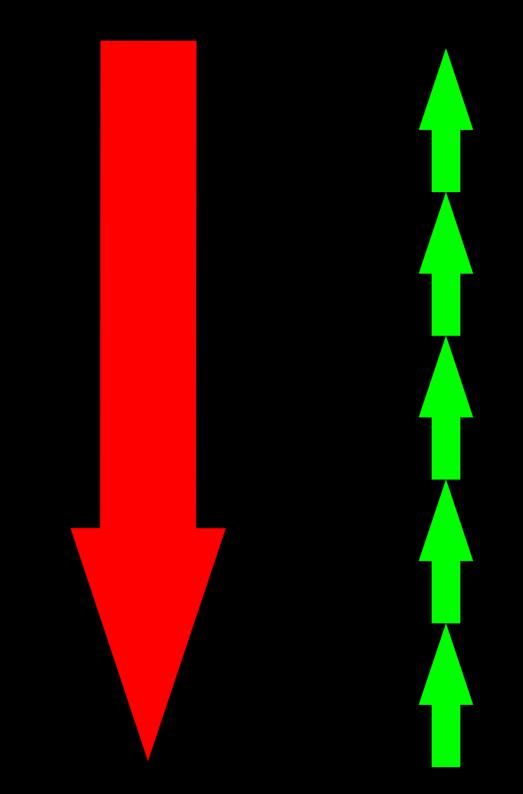
How many good interactions does it take to cancel out one bad one?















#### TCA: Total Cost of Asshole

Team lead

- + Developer relations team
- + Project leadership
- + Recruiting & training new developers
- + Targets & witnesses

**Total Cost of Asshole** 

### Problems assholes cause to targets

- 48% decreased their effort
- 47% worked less time
- 38% dropped their quality
- 66% declined in performance
- 80% lost time worrying
- 63% lost time avoiding
- 78% became less committed
- 25% quit; 20% of witnesses quit!



### Problems assholes cause to projects

- Reduced innovation & creativity
- Reduced cooperation & cohesion
- Cost of targets' retribution toward project
- Impaired cooperation from external projects & people
- Impaired ability to attract the best & brightest
- Recruiting more assholes

### An asshole is incompetent





Flickr: trp0





# How do you prevent it? EVITAMIN Flickr: redefyne

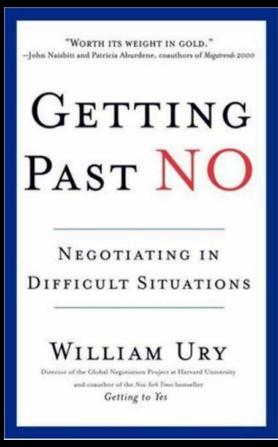


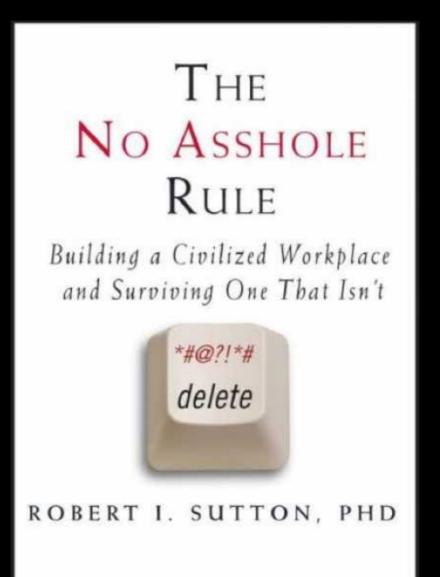
Flickr: koenvereeker



# In the long run, dealing with assholes is never worth it.

### Want to learn more? Read these





A fascinating, not-to-be-missed book!" -- Marshall Goldsmith. bestselline author of What Got You Here Won't Get You There THE COST OF BAD BEHAVIOR How Incivility Is Damaging Your Business and What to Do About It Christine Pearson and Christine Porath Foreword by Warren Bennis

### Questions?

## Donnie Berkholz @dberkholz

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