



# THE MARRIAGE OF COMMUNICATION & CODE

**BY ANDREA GOULET & M. SCOTT FORD**  
**FOUNDERS, CORGIBYTES**

@andreagoulet



**WHEN I  
WAS  
IN HIGH  
SCHOOL....**



**THERE  
WAS  
THIS GIRL...**

**A DECADE OR SO LATER...**

I NEEDED MARKETING HELP



# THEN I STUMBLED ON THIS BLOGGER...

Secure <https://web.archive.org/web/20070222125011/http://writeideasmarketing.wordpress.com:80/> 84 captures 5 Feb 2007 - 19 Mar 2017

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## Write Ideas Marketing

### To emoticon or not to emoticon – that is the question.

February 21, 2007 at 5:14 pm · Filed under [culture](#), [funny](#), [blogs](#), [small business](#), [laugh](#), [inc magazine](#), [copy](#), [writing](#), [blog](#), [blogging](#), [personal](#), [internet](#), [life](#), [work](#), [business](#), [marketing](#), [Uncategorized](#)



Yesterday I came home, checked my mail and was jazzed to see my March copy of Inc. Magazine in the mailbox. On the last page was the section of The Office by Leigh Buchanan where she expressed her extreme displeasure in the use of emoticons in business correspondence.

I'm guessing that my March issue is so hot-off-the-press and that's why I have yet to find the link to the article from Inc's website. Once it's up, I'll link it here.

So what is the role of emoticons? I agree, in a business correspondence it's an understudy at best. Yet, I find that in the absence of any other form of expression with someone who you have had a long standing relationship with, a simple smiley can be good.

I'm thinking specifically of a client that I've had for about 6 months. We are in completely different time zones – she's in California, I'm on the East Coast near Washington DC. 99% of our correspondence is via e-mail. When I submit an idea, her emoticon at the end of the "looks great" makes a big difference. It actually reminds me that I am dealing with a human who has feelings and it helps me picture her on the other end of cyberspace and the emotions she's expressing. To me, this is important, because I can gauge whether or not a project is on the right track.

Ms. Buchanan also suggests the complete eradication of emoticons – and puts the idea to her readers that they replace the simple 😊 with a long, drawn-out description such as:

### Andrea Morris – Write Ideas Marketing >



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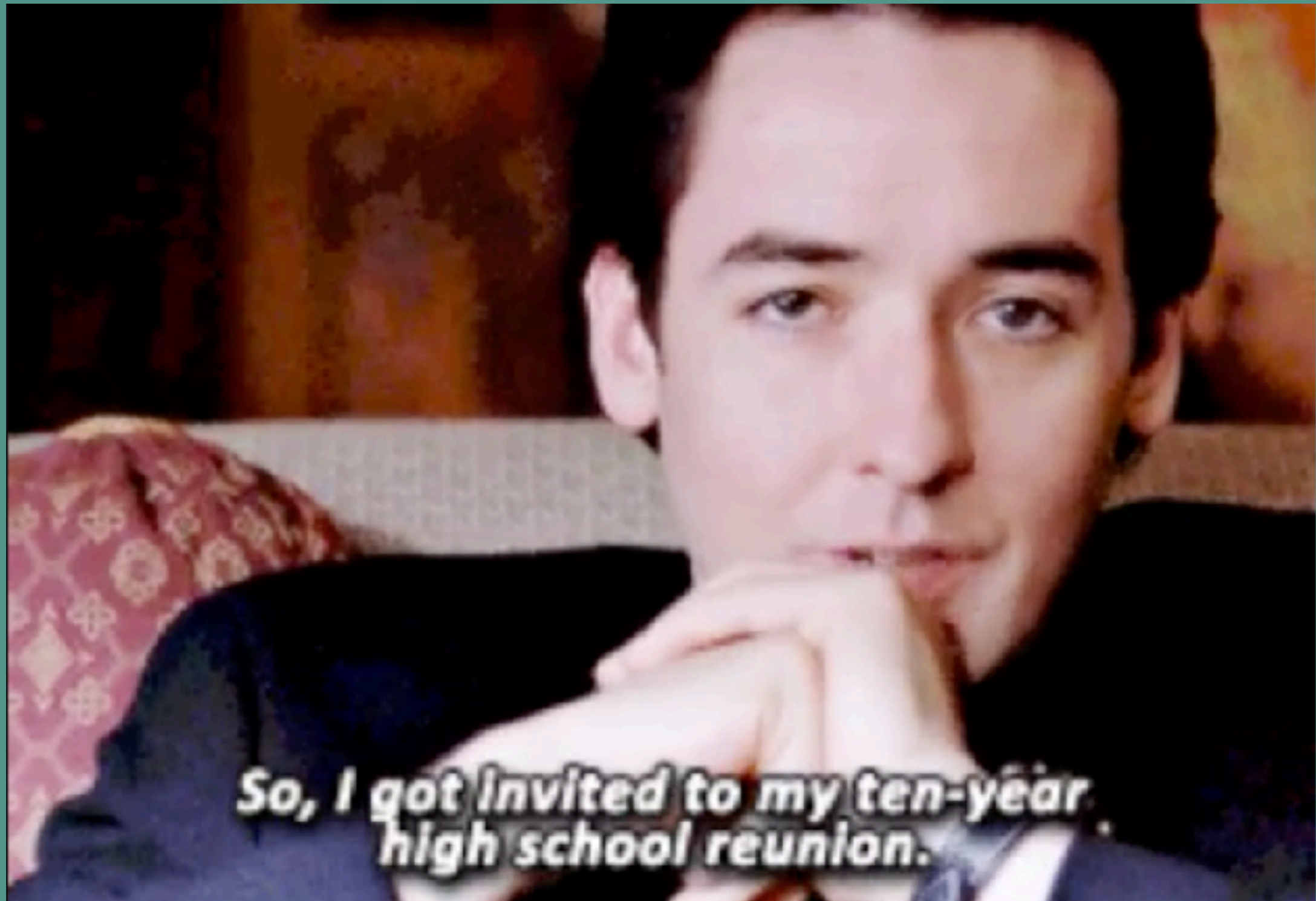
[MY AOL](#)



# SHE LOOKED FAMILIAR



# AHA! I THOUGHT...



*So, I got invited to my ten-year  
high school reunion.*



**SOON AFTER, WE MET BY A POOL...**



**SHE HAD LOTS OF IDEAS...**



**BUT I COULDN'T HIRE HER.**

A close-up photograph of a small, rectangular wooden box. The box is made of light-colored wood with a darker top surface. On the front face, the words "HONESTY" and "BOX" are written in a bold, black, hand-painted font. The top surface has a circular hole. The box is placed on a light-colored, textured surface, possibly a tablecloth. In the background, there are blurred images of green leafy vegetables and a woven basket, suggesting a market or farm setting.

**HONESTY  
BOX**

**SO I OFFERED HER 51%...**



**SHE SAID YES...**

**A FEW YEARS LATER, I ASKED  
ANOTHER QUESTION...**

**SHE SAID YES AGAIN...**



**IT'S BEEN AN AMAZING  
EXPERIENCE TO GROW  
TOGETHER...**



**BUT **OMG** IT'S BEEN TOUGH TO  
WORK TOGETHER SOMETIMES!**

**MARKETERS & DEVELOPERS  
DON'T USUALLY GET ALONG...**

**SO WE WENT TO COUPLES  
COUNSELING...**

# COMMUNICATION FRAMEWORK #1

## “I” STATEMENTS

# HOW TO NOT SOUND LIKE THIS GUY



**I FEEL ...**

**WHEN YOU...**

**BECAUSE...**

**THIS WORKS FOR CODE  
REVIEWS TOO...**

# BEFORE

```
129 - Dim fileLocation As String = CurrentProject.SummaryLocation(UPLDSI
130 - 'save the file on the server
131 - Dim appRoot As String = Server.MapPath("~/")
129 + 'upload file to azure and update url value
```



**mscottford** on Mar 17

You need to make this a method.



# AFTER

```
129 - Dim fileLocation As String = CurrentProject.SummaryLocation(UPLDSI
130 - 'save the file on the server
131 - Dim appRoot As String = Server.MapPath("~/")
129 + 'upload file to azure and update url value
```



**mscottford** on Mar 17

Anytime I see a comment like this, I wonder if it should be turned into a method name.

# COMMUNICATION FRAMEWORK #2

**LISTEN, VERIFY,  
VALIDATE**

# LISTEN

**active  
listening**

**don't  
interrupt**

**put your feelings  
on the shelf**

# VERIFY

**after each  
phrase**

**anything  
else?**

**upon  
completion**

# VALIDATE

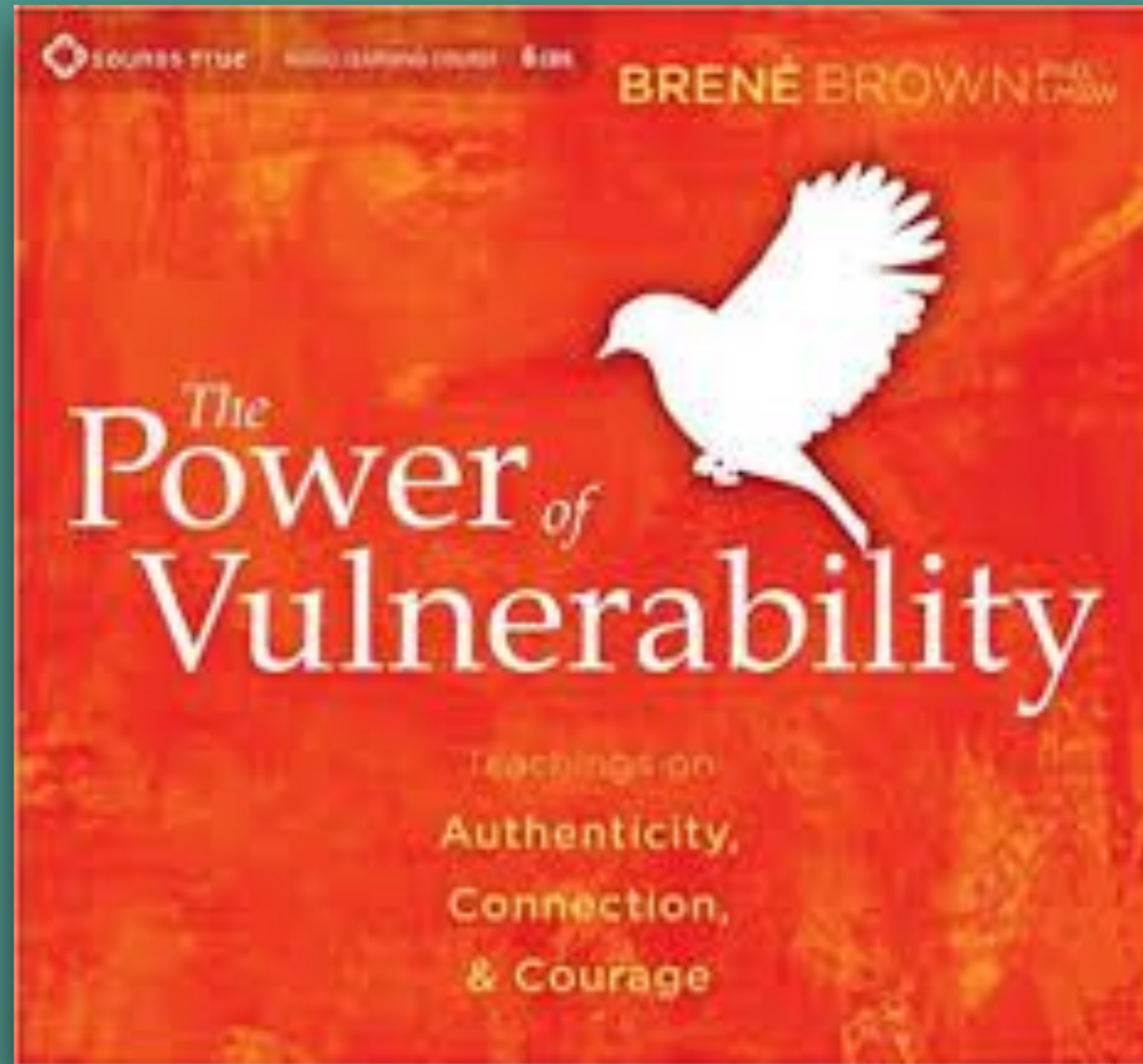
**feelings  
matter**

**empathy**

# COMMUNICATION FRAMEWORK #3

## SHAME VS. GUILT

# DR. BRENÉ BROWN



# SHAME

# GUILT

**“I’M NOT GOOD ENOUGH. I’LL  
NEVER LEARN HOW TO BE A  
MARKETER/CODER.”**

**“THIS IS A SKILL. IT’S NEW  
AND I’M FRUSTRATED. BUT  
I CAN LEARN IT.”**

Shame corrodes the very part of us that believes we are capable of change.”

–DR. BRENÉ BROWN

# BLAME

**DISCHARGING DISCOMFORT AND PAIN WE  
FEEL FROM SHAME. IT HAS AN INVERSE  
RELATIONSHIP WITH ACCOUNTABILITY.**



**WHO WROTE THAT CRAP?**



**GIT BLAME SAYS: ME?!**

# COMMUNICATION FRAMEWORK #4

**YES, AND...**

# SHATTERING GLASS

**YOU'LL BE SHOCKED HOW OFTEN YOU DO THIS**





**WELL, ACTUALLY**

@andreagoulet



**WELL, ACTUALLY**



**YES, AND**

@andreagoulet

# RULES OF IMPROV

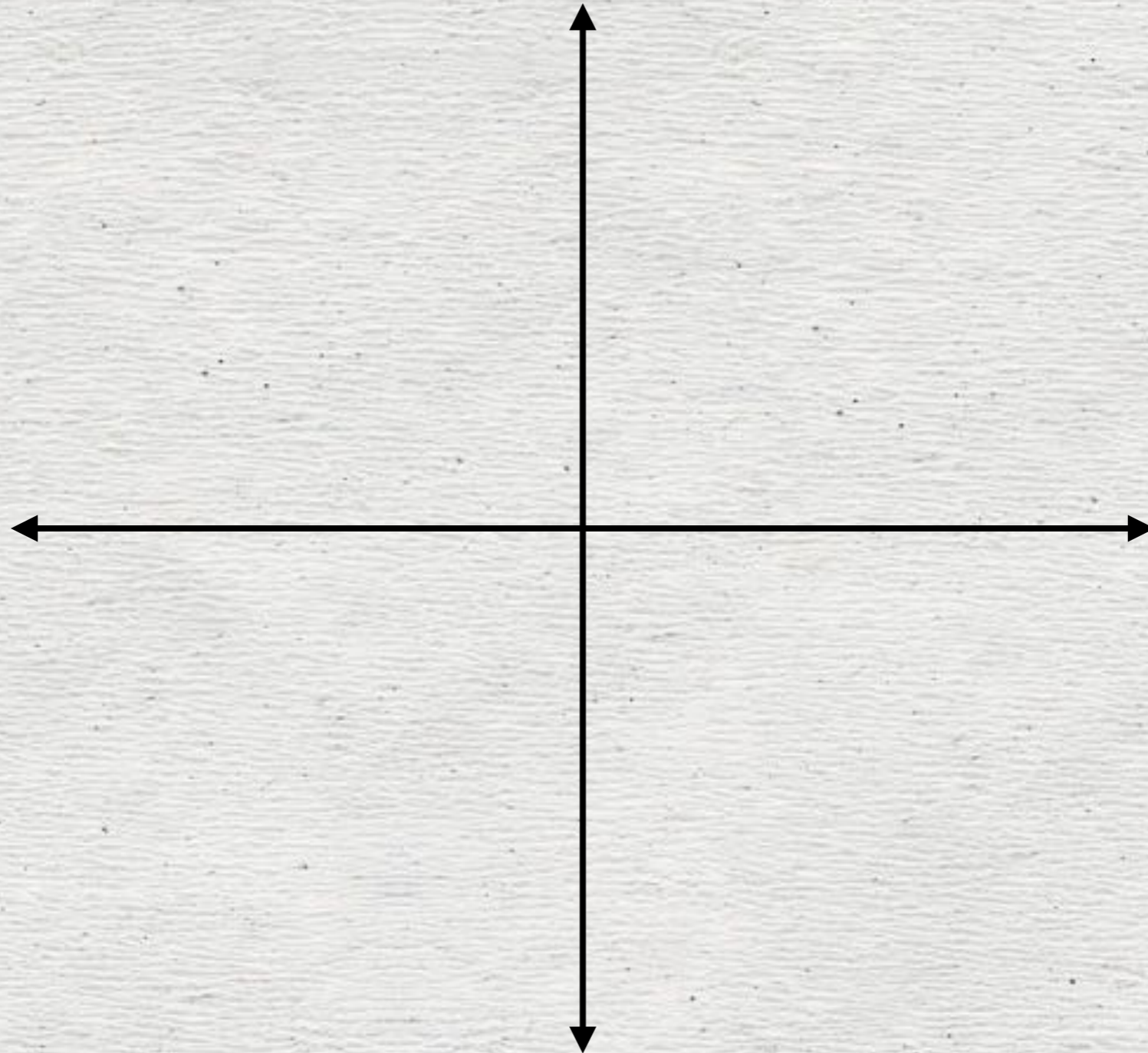
- 1. SAY YES**
- 2. SAY YES, AND**
- 3. MAKE STATEMENTS**
- 4. THINK HAPPY ACCIDENTS**

# COMMUNICATION FRAMEWORK #5

## RADICAL CANDOR

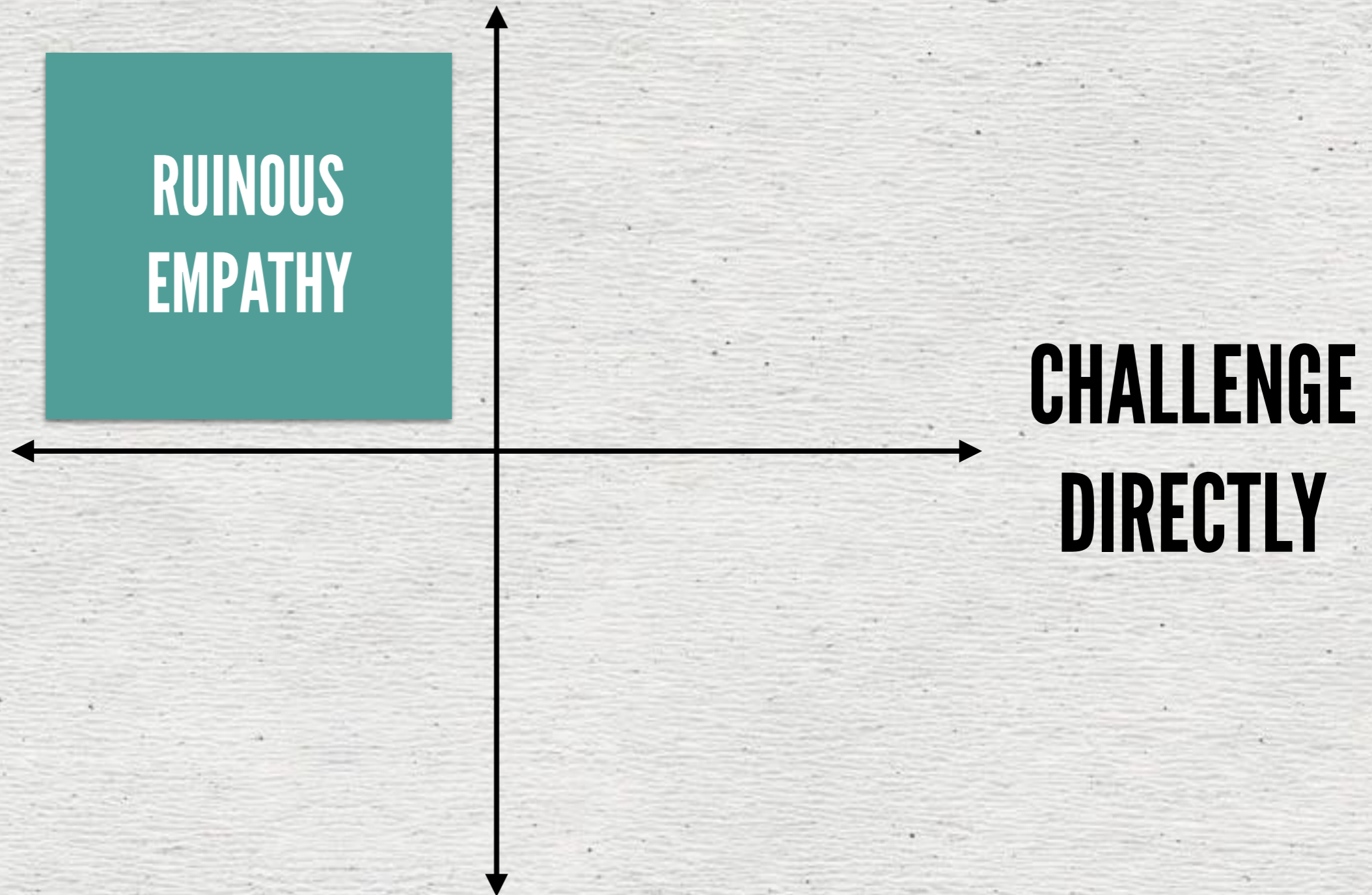


**CARE PERSONALLY**

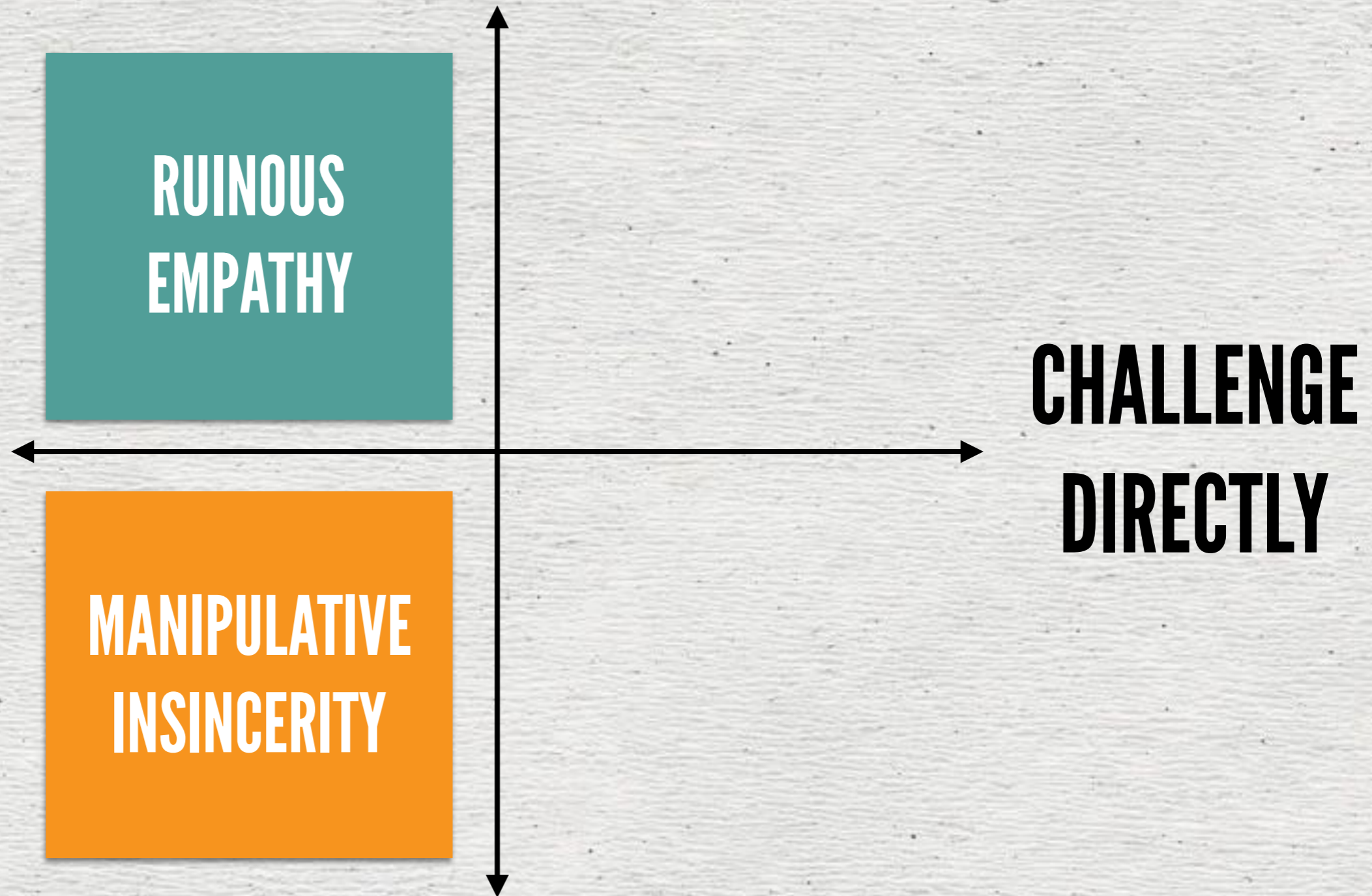


**CHALLENGE  
DIRECTLY**

# CARE PERSONALLY



# CARE PERSONALLY



# CARE PERSONALLY



# CARE PERSONALLY



**CHALLENGE  
DIRECTLY**

# RADICAL CANDOR

**HUMBLE**

**HELPFUL**

**IMMEDIATE**

**PRIVATE (CRITICISM)**

**PUBLIC (PRAISE)**

**DOESN'T PERSONALIZE**

# COMMUNICATION FRAMEWORK #6

**INCEPTION  
INTERRUPTIONS**

THE DREAM IS REAL.

L E O N A R D O D I C A P R I O

WATANABE GORDON-LEVITT COTILLARD PAGE HARDY MURPHY BERENGER AND CAINE

FROM THE DIRECTOR OF THE DARK KNIGHT

# INCEPTION

EXPERIENCE IT **JULY 16** IN THEATERS AND **IMAX**

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[inceptionmovie.com](http://inceptionmovie.com)

LEGENDARY  
PICTURES

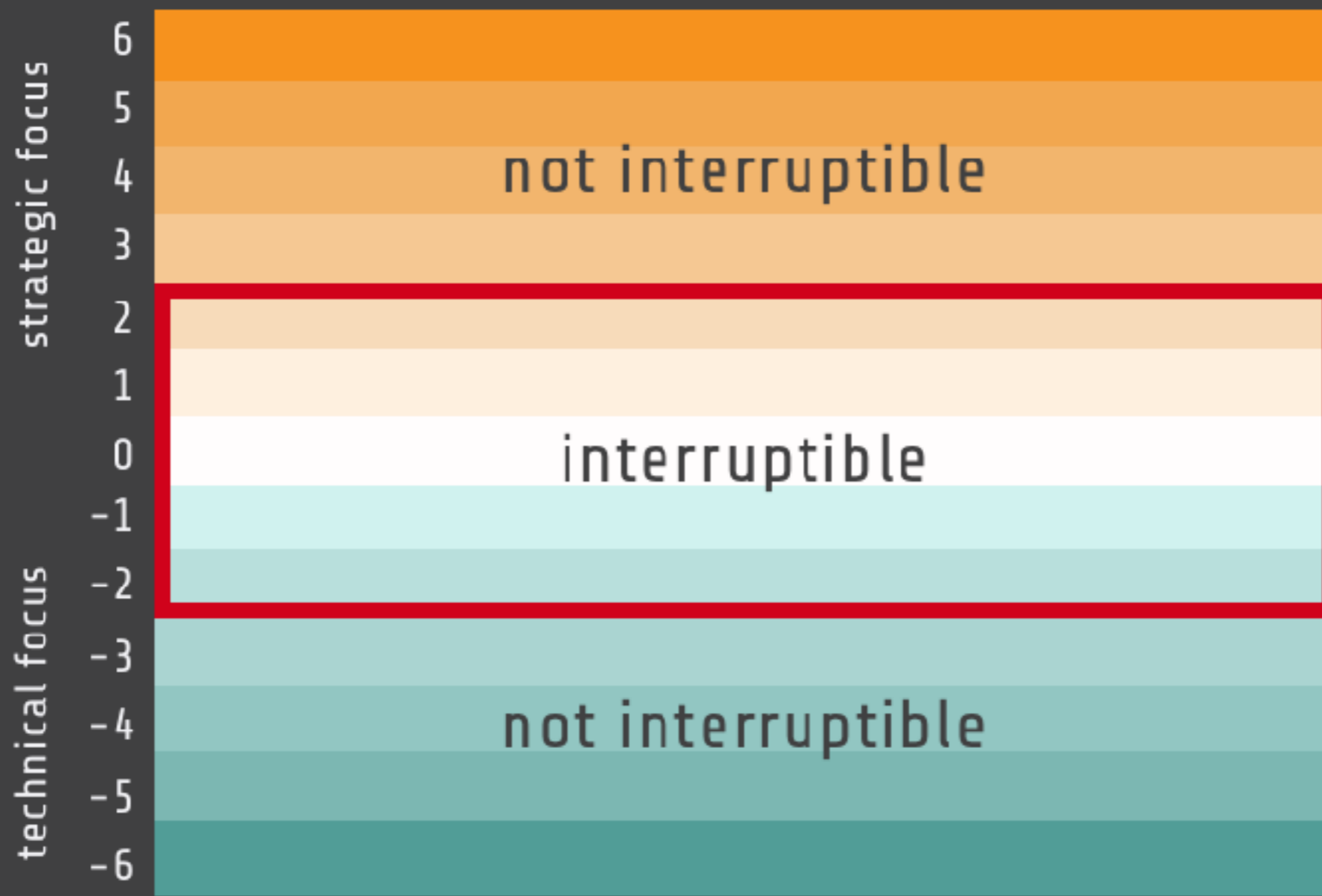
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# USE INCEPTION LEVELS TO GAUGE INTERRUPTIBILITY



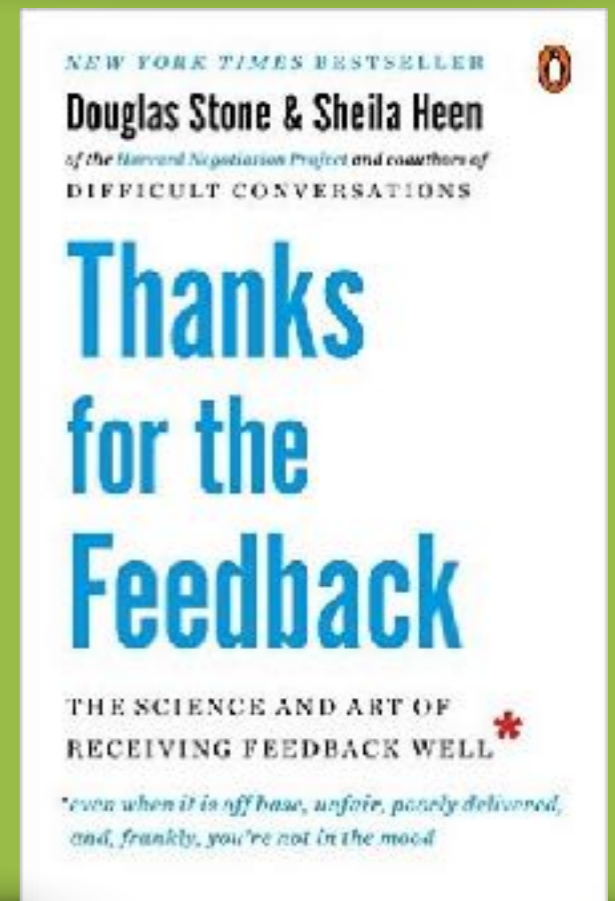
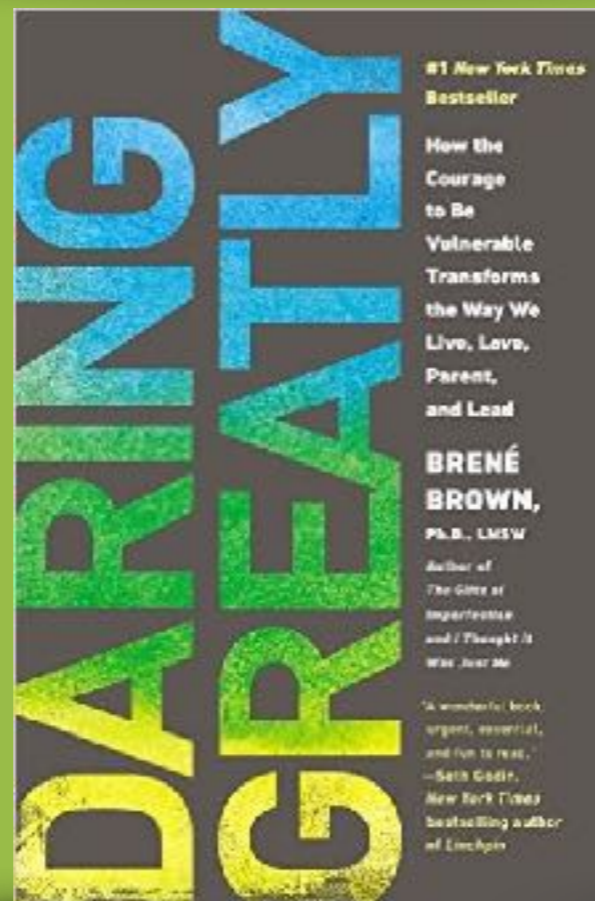
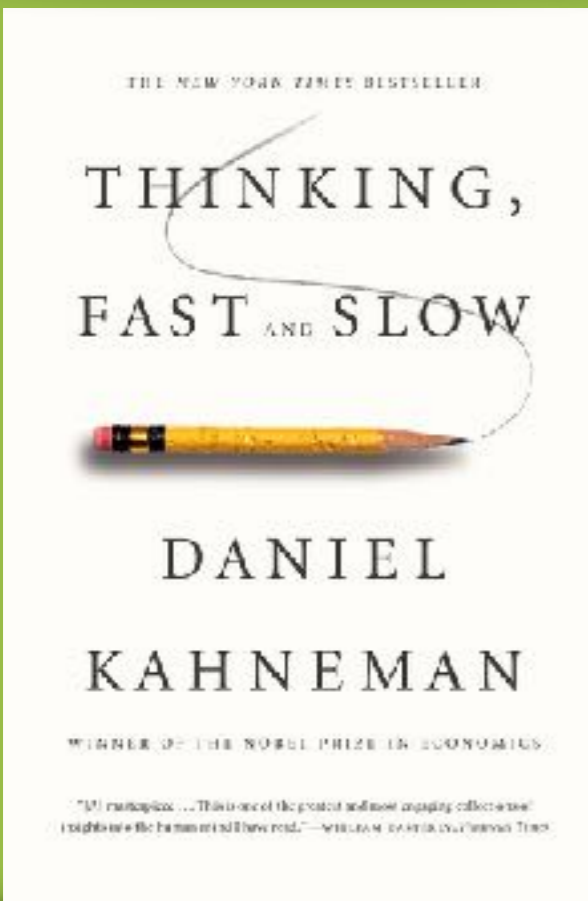
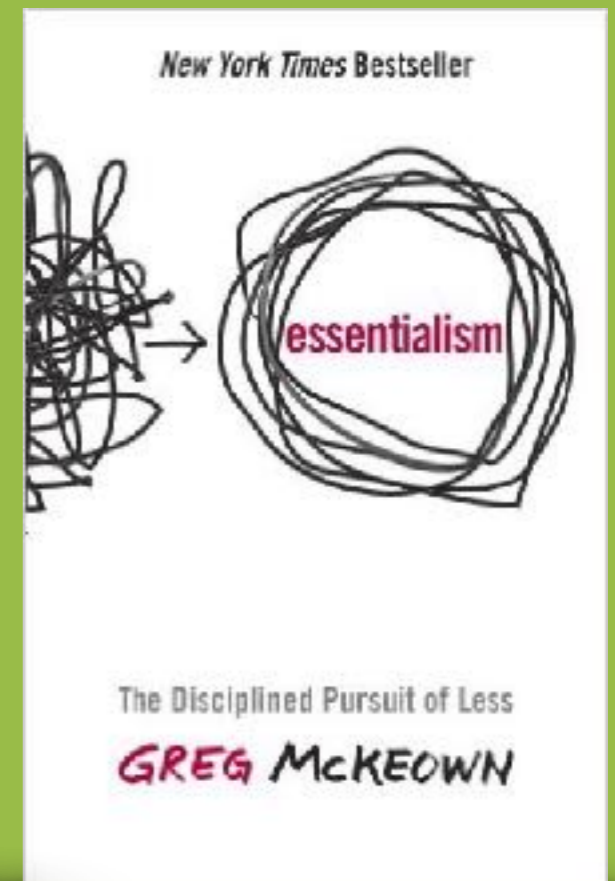
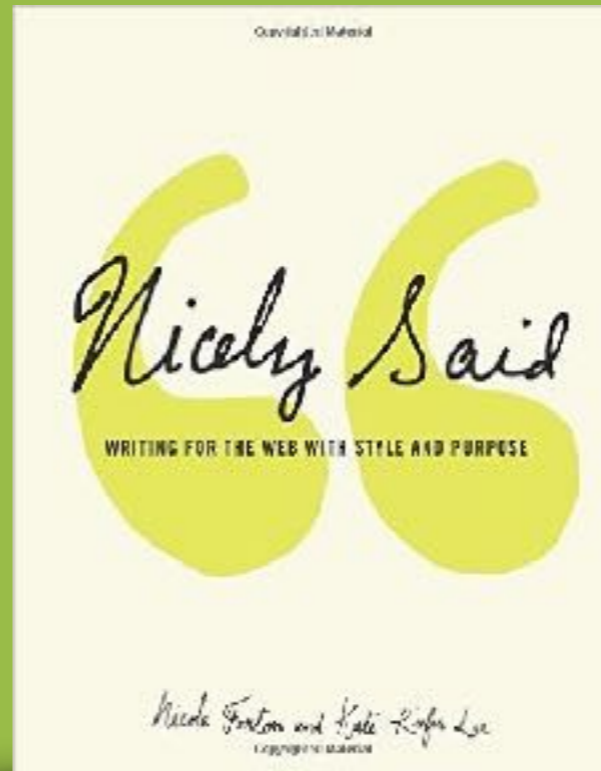
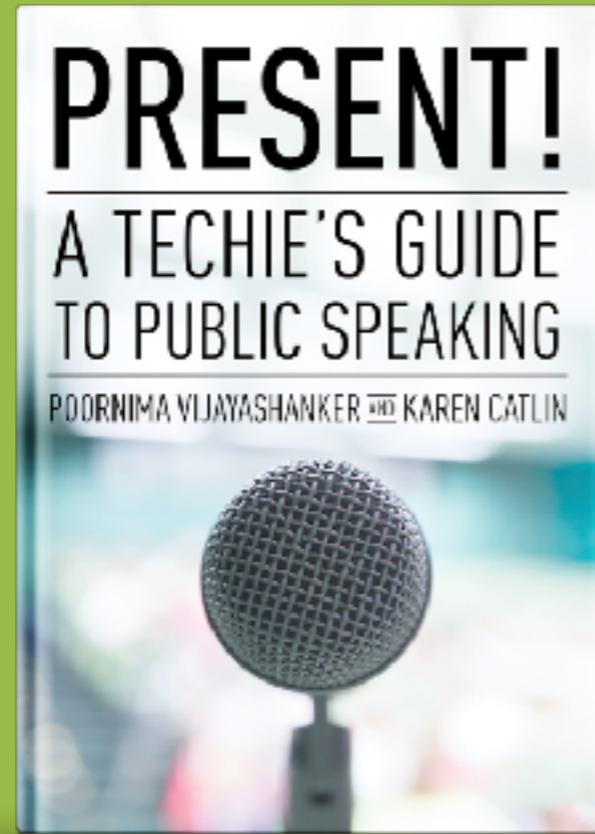
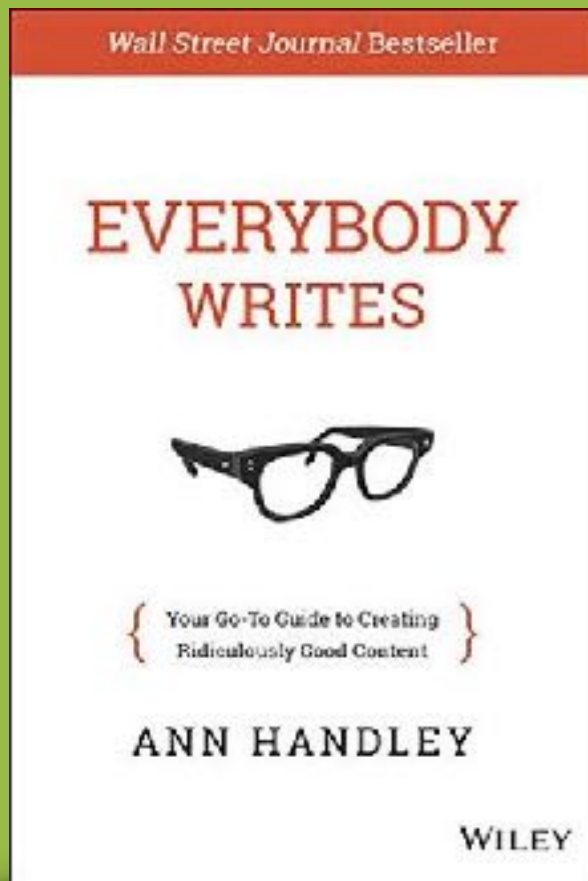
**COMMUNICATION  
IS A SKILL**

# COMMUNICATION IS A SKILL

**YOU CAN LEARN.**

# COMMUNICATION IS A SKILL

YOU CAN LEARN.  
IF SCOTT CAN, YOU CAN TOO.





**CORGI**BYTES  
old code  new tricks

# CONTACT INFO

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**QUESTIONS?**