

DERPLESS DISCOURSE:

Authentic &
intentional
responses

Glen Ford

PCA 14, March 7, 2015



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- <https://www.flickr.com/photos/tehchix0r/14672273229>



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~~Director of Product, Pluck (Demand Media)~~

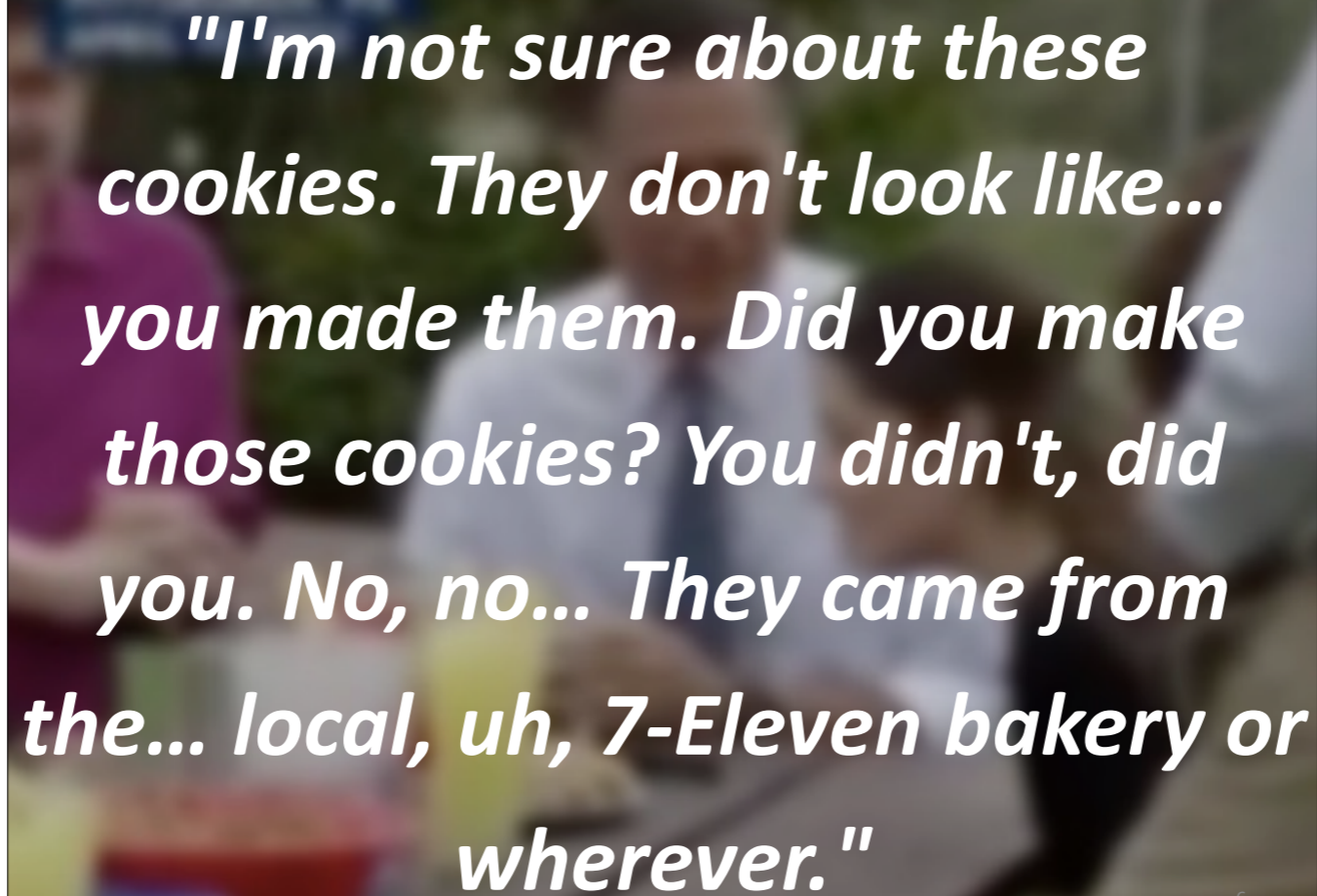
~~Senior Product Manager, WP Engine *not yet!*~~

Presentation stuff:
glen3dot1.com/pca

Today's town hall

- Presentation
 - Intentional speaking
 - 3 derps
 - RFPs
 - Forrester Wave
- Open conversation
 - Time permitting: show-and-tell



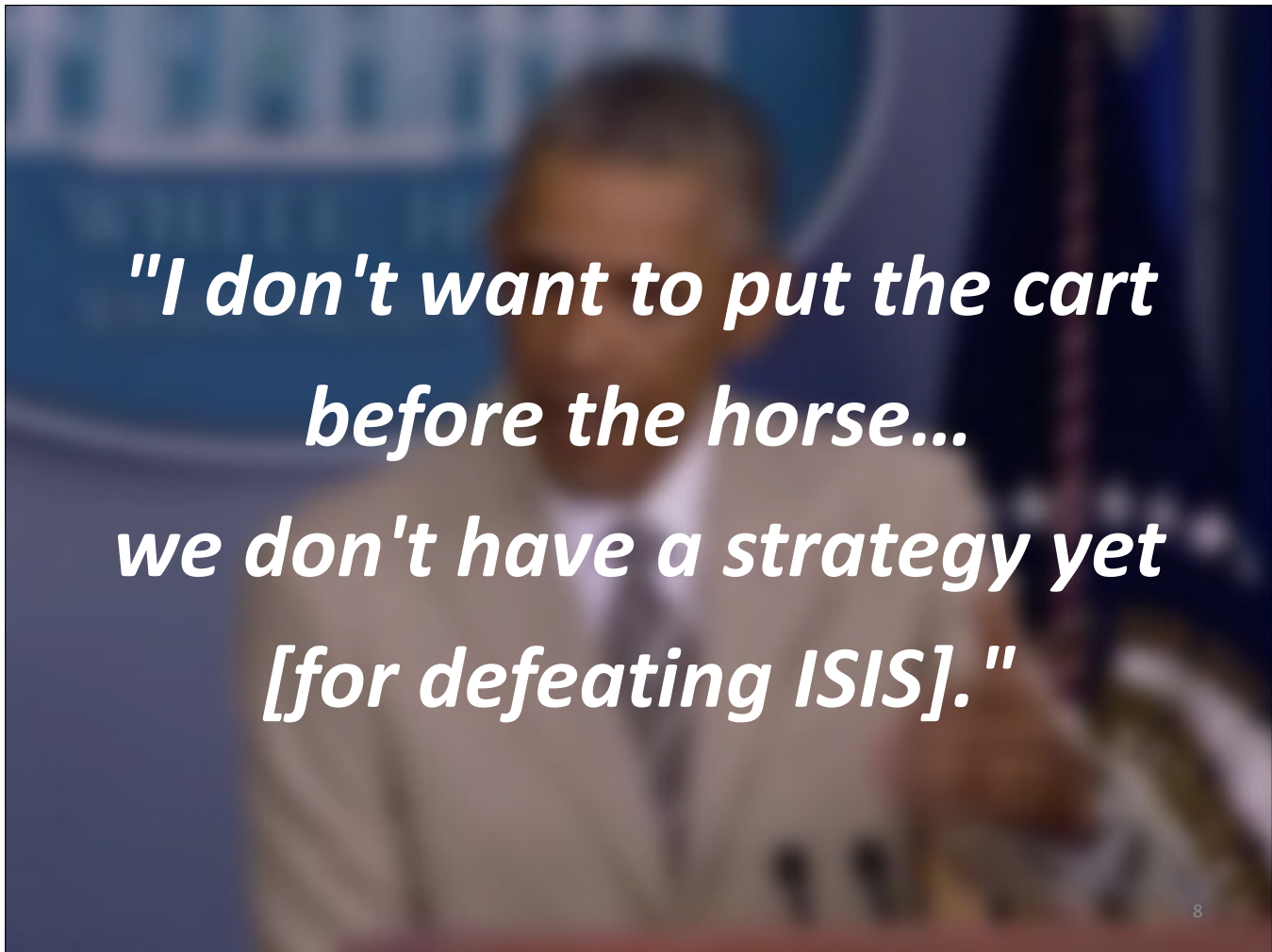


"I'm not sure about these cookies. They don't look like... you made them. Did you make those cookies? You didn't, did you. No, no... They came from the... local, uh, 7-Eleven bakery or wherever."

6

- <http://selfdeprecate.com/political-video/stephen-colbert-mitt-romney-picnic-gaffe/>
- http://www.huffingtonpost.com/2012/04/19/romney-cookie-pennsylvania-bakery_n_1436333.html





*"I don't want to put the cart
before the horse...
we don't have a strategy yet
[for defeating ISIS]."*

- <https://www.youtube.com/watch?v=ihSb8ywia94&t=29>

- http://www.washingtonpost.com/politics/transcriptpresident-obamas-aug-28-remarks-on-ukraine-and-syria/2014/08/28/416f1336-2eec-11e4-bb9b-997ae96fad33_story.html



*"We look forward to continuing our collaborative dialogue with Google about the future of our partnership in the years to come."
(Uber PR)*

Pablum!

- <http://www.nytimes.com/2015/02/09/technology/a-prickly-partnership-for-uber-and-google.html>

Missing ingredients

- Romney & Obama:

READINESS

- Uber's PR statement:

AUTHENTICITY

RFP response samplerp #1

- **Requirement:**
"data store must be secured from unauthorized access"
- **DON'T:**
"We implement security protocols for access to databases, but they would fail an ISO-27001 audit."
- **Why not?:** Unnecessary self-condemnation. (And the question doesn't care about ISO compliance.)

RFP response samplerp #2

- **Requirement:**
"presentation of user-generated content shall comply with WCAG 2.0 Level AA"
- **DON'T:**
"Not all UGC is Level AA-compliant."
- **DO:**
"UGC presentation is Level AA-compliant with the exception of user-uploaded video, which will not conform to guidelines 1.2.1 and 1.2.2."



"Talking's something you can't do judiciously unless you keep in practice."

The great Sidney Greenstreet as Kaspar Gutman in *The Maltese Falcon*

- <https://www.youtube.com/watch?v=aogWdNKef2o&t=12>

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