

# ***open and closed***

***patterns and perspectives***

***for working with***

***volunteers at Mozilla***

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*April 14, 2016*



# ***STRAWMEN ASSUMPTIONS ABOUT PARTICIPATION***

*“EVERYTHING MUST BE PUBLIC!!!”*

*“DECISION MAKING REQUIRES CONSENSUS!!!”*

*“WE HAVE TO HEAR ALL THE IDEAS!!!”*

# ***STRAWMEN ASSUMPTIONS ABOUT NON-PARTICIPATION***

*“SURPRISE LAUNCHES WILL WORK!!!”*

*“LET’S COMPETE SYMMETRICALLY!!!”*

*“OUR PRODUCTS ARE SUPERIOR!!!”*

# ***PERSPECTIVE***

*“TECH COMMUNITY”*

*~8 MILLION WEB DEVELOPERS.*

*WHO’S LISTENING? WHO’S REPEATING?*

*DEVELOPER CONFERENCES.*

*SAME QUESTIONS. FOR YEARS. GLOBALLY.*

# **PERSPECTIVE**

MOZILLA COMMUNITY

*“THERE ARE MORE THINGS IN HEAVEN AND EARTH,  
HORATIO, THAN ARE DREAMT OF IN YOUR  
PHILOSOPHY.”*

*HUNDREDS OF WAYS THAT PEOPLE PARTICIPATE.  
FAR MORE THAN WE CAN REASON ABOUT.*

# ***MOTIVATIONS OF VOLUNTEERS WANTING TO PARTICIPATE***

A light blue trophy icon with a wide base and a cup-like top.

***TANGIBLE  
GOALS***

A light blue icon representing a stack of books, with several horizontal lines indicating the pages.

***LEARNING***

A light blue icon of a hand with the thumb pointing up, signifying approval or recognition.

***RECOGNITION***

A light blue icon featuring a stylized globe on the left and a heart shape on the right, symbolizing a global cause.

***CAUSE***

A light blue icon showing three stylized human figures (circles for heads, rounded shapes for bodies) standing together to represent a community.

***COMMUNITY***



# ***MOTIVATIONS OF STAFF FOR WANTING PARTICIPATION***



*SO YOU BOTH WANT  
**SOMETHING** (OR NOT)...*

*GUESS WHAT?*

*YOU'RE IN A **NEGOTIATION**.*

***DO YOU ACTUALLY WANT  
PARTICIPATION?***

# ***FEARS (THEIRS)***

*THEY DON'T REALLY GET MOZILLA.*

*MOZILLA IS SO CORPORATE NOW.*

*THE NEW IDEAS ARE SO TERRIBLE - I LIKED  
{INSERT SOME OLD THING} BETTER.*

***FEARS (YOURS)***



# ***PATTERNS THAT FAIL***

*GIVE US ALL YOUR IDEAS!*

*SURPRISE LAUNCHES!*

*SPREAD THE WORD ABOUT THE THING WE  
CAME UP WITH IN SECRET!*

# ***PATTERNS THAT WORK***

*TRUST.*

*HONESTY.*

*CONTEXT.*





***THANK YOU.***

***@DIETRICH***