

# Human-Centric IT Systems

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Who Do You Serve?



# Human-Centric IT Systems

What Are We Even Doing Here?

# Human-Centric IT Systems

**IT Systems Are For People!**





**Tom Bridge, CTO**

**I.M.P. Productions**















**There is no one right way  
to do this.**

**There are, however,  
lots of ways to do this wrong.**



# The Challenge of Non-Revenue Life



ANTHEM

FOO FIGHTERS OCTOBER 12











**Good IT is often invisible.**

**Invisible things often face cuts  
and shortages.**

**Good IT is often invisible.**

**Good IT cannot and should not  
be invisible.**



**End-User Friction is Death**

**Accountability is Responsibility**

**Human-Centric IT is three things:**

# Human-Centric IT is three things:

1. Knowing Your Business
2. Knowing Your People
3. Building For Your People And Your Business

# Knowing Your Business

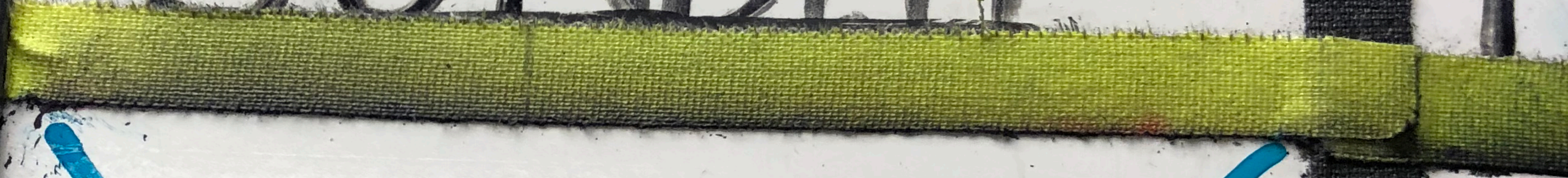
**Be Professionally Curious**

**Align Your Goals to  
Company Goals**

**Know Your People**



SUNDAY



ONE  
SHOW  
AT A  
TIME





**Communicate Clearly**



If you do not start and stop Media  
Express, Tom Bridge will eat your soul





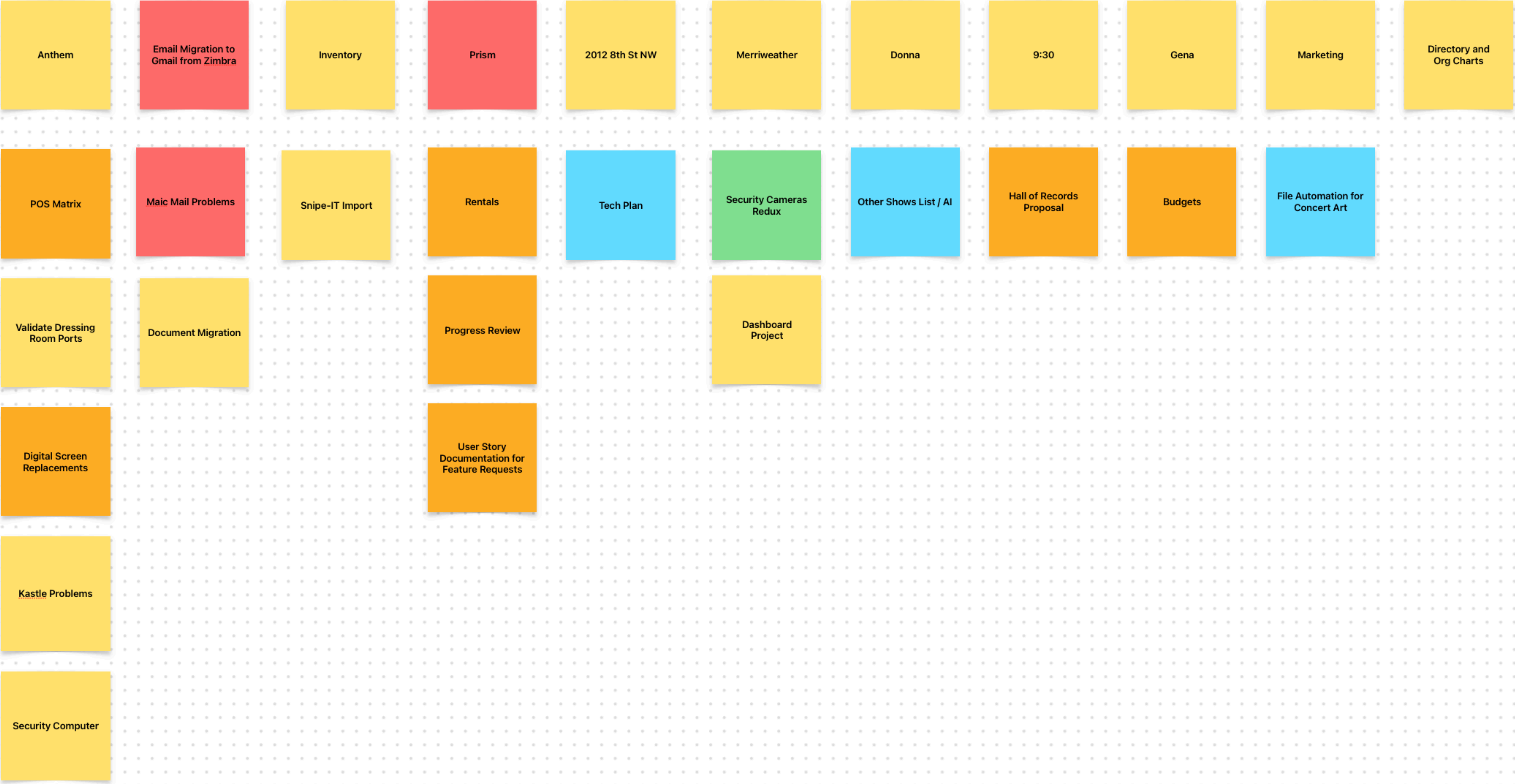


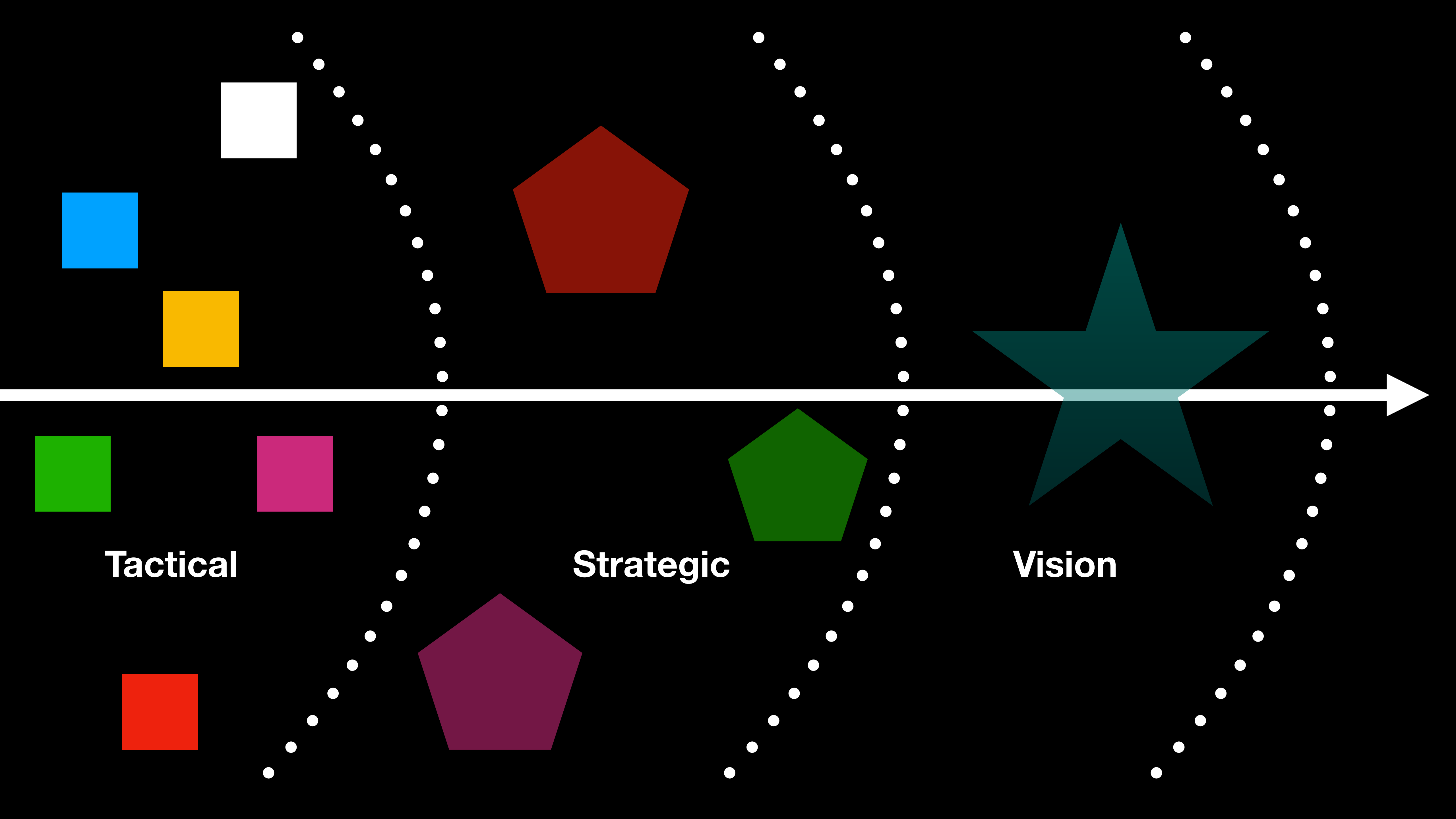
# Email Migration Is Coming!

Get ready for an exciting upgrade! We are migrating our email system to a new and improved platform at Google.

**Build for Company and People**

Build for *Your*  
Company and People







mob



...id, beca  
est the [true] God has  
and in order that the  
him may continue before  
faces that you may not  
21 And the people kept  
ing at a distance

# CALIFORNIA

## DRIVER LICENSE



DL **U1345471**

EXP **08/09/2022**

LN **XUEREB**  
FN **KELLEY JANELLE**  
844 HAWTHORNE WAY  
MILLBRAE, CA 94030

DOB **08/09/1996**  
RSTR **NONE**

GLASS **C**  
END **NONE**

*Kelley Xuereb*



SEX **F**  
HGT **5'-06"**  
HAIR **BRN**  
WGT **130 lb**  
DD **11/13/201723528/FQDE/22**

08081996

CLARKSBURG, WV 263010000



# Incident Reporting

## Reflecting Values in Accountability

- Have public root cause analyses
- Have private ones, too
- Pay more attention to what happened rather than who caused it
- Talk about what went right as well as what went wrong
- Talk about where you got lucky
- Make concrete changes after incidents, if necessary

# Why Do Human Systems Matter?

**For The Same Reason That  
Humans Still Matter.**

**There is no one right way  
to do this.**

**There are, however,  
lots of ways to do this wrong.**

**But no policy is forever,**

**And the best time to start making  
things better is right now.**



# Good Guidelines for Human-Centric IT

## How to win friends and influence coworkers

- Focus on **sane defaults**
- Push back on **security theatre**, that's what the risk register is for
- Focus on **employee choice** for device behavior
- Provide **self-service and independence** as company values where practical
- Move toward “**Yes, And...**” or “**No, But...**” as default responses.
- Serve **your people** first.
- Build toward **business goals** not imaginary best practices
- Be visible, and **talk with your teams** about what you're doing. And why.



# ALRIGHT TATTOO

67

WALK INS  
AVAILABLE







# Support your Independent Venues!

