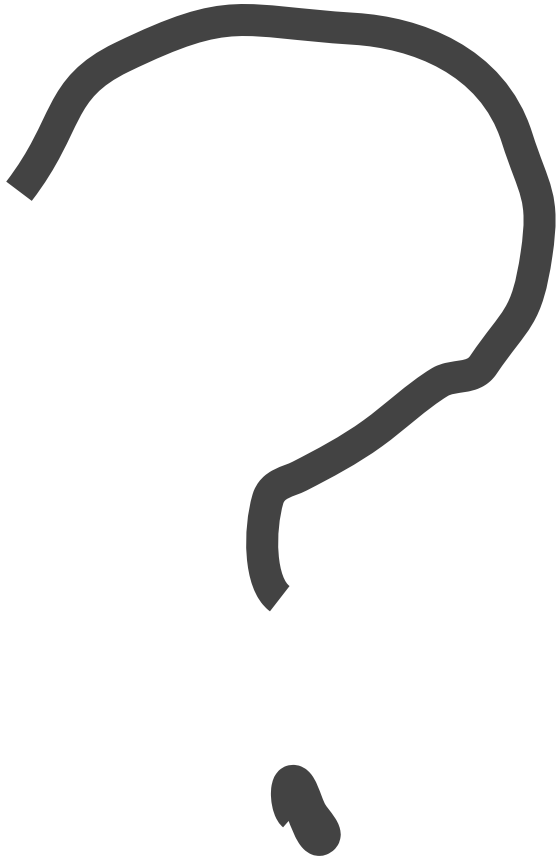
New ED. Day 4.



Why are you here?

Who are you here for?

What do you do for them?

Who is your boss?

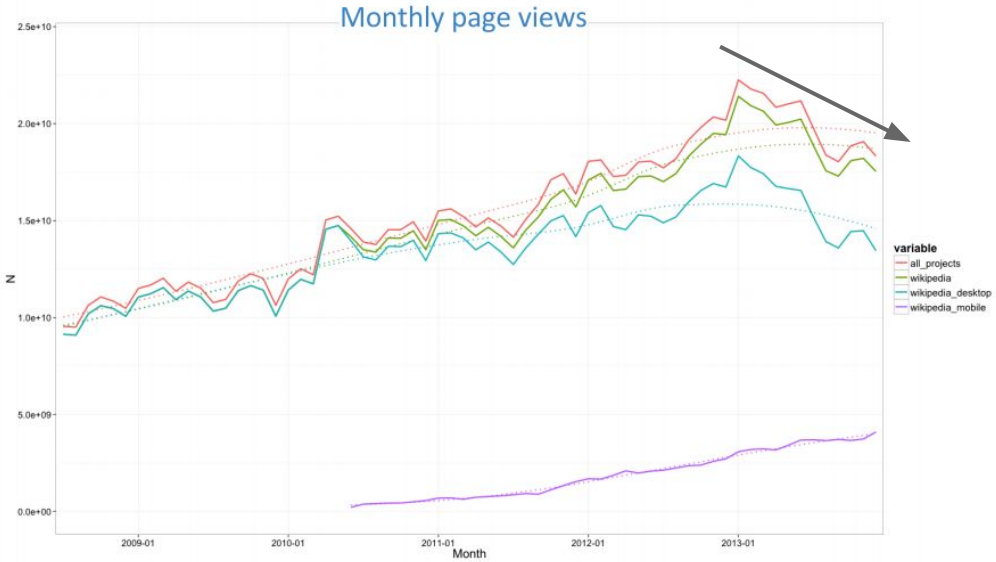
The User.

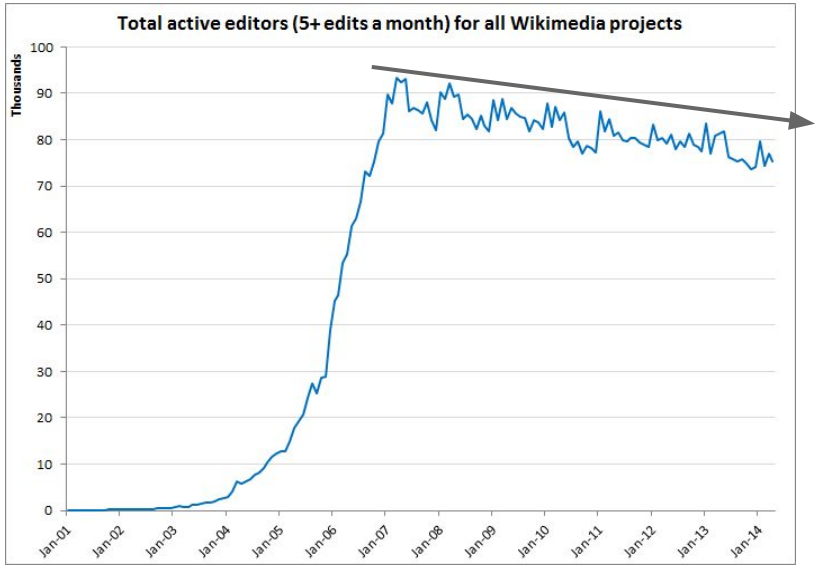
500,000,000 readers

70,000 editors

Our job?

Make their experience.


Monthly page views
2.5e+10
2.0e+10
1.5e+10
1.0e+10
5.0e+09
0.0e+00
N
2009-01
2010-01
2011-01
2012-01
2013-01
Month
variable
all_projects
wikipedia
wikipedia_desktop
wikipedia_mobile


Total active editors (5+ edits a month) for all Wikimedia projects
Thousands
100
90
80
70
60
50
40
30
20
10
0
Jan-01
Jan-02
Jan-03
Jan-04
Jan-05
Jan-06
Jan-07
Jan-08
Jan-09
Jan-10
Jan-11
Jan-12
Jan-13
Jan-14

Focus.

This is not inspirational.

This is operational.

Measure.

Learn.

Own your part.

Act.

Be **accountable**.

We have common goals across teams.
We measure common objectives.
We hold each other accountable to deliverables.
We fail fast and cut what we cannot do.
We build a repeatable process.
We measure improvement.

Clarity.

Ownership.

Accountability.

Think.

Speak.

Drive.

Remember…

You work for the Users.

Thank you!

Please talk @ https://meta.wikimedia.org/wiki/User_talk:LilaTretikov