CROSSING THE CHASM TOGETHER

Jono Bacon

ubuntu

The Art of Community

2nd Edition

COMMUNITY **LEADERSHIP** SUMMIT 2013

20th – 21st July 2013 – Portland, Oregon

_ _ _ _ will be the year of the Linux desktop.

Linus Says 2004 is the Year for Desktop Linux

Posted by **michael** on Thursday January 15 2004, @12:19PM
from the huddled-masses-yearning-to-breathe-free dept.

lca writes

> "Linuxworld Australia has an interview with Linus Torvalds about the current state of the Linux desktop and where it will go this year among other things. Also discussed are topics such as hardware support, the SCO issue, and whether or not he will be moving to Australia."

Cars 2 (2011)
From the creators of Cars, Up and Toy Story 3 comes a new Pixar classic for the entire family. Star racecar Lightning McQueen (Owen Wilson) and the incomparable tow truck Mater (Larry the Cable Guy) take their friendship to exciting new places when they head overseas to compete in the first-ever World Grand Prix to determine the world's fastest car. But the road to the
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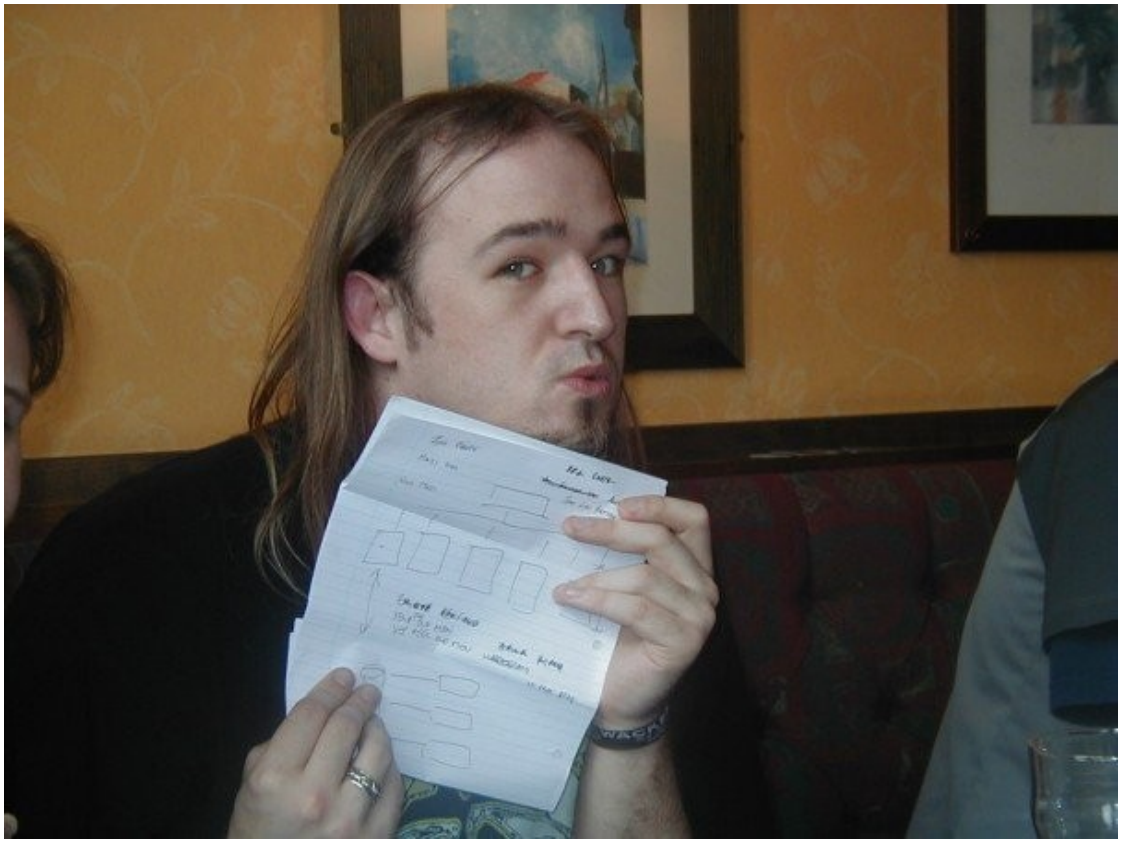

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TAB
CLEAR
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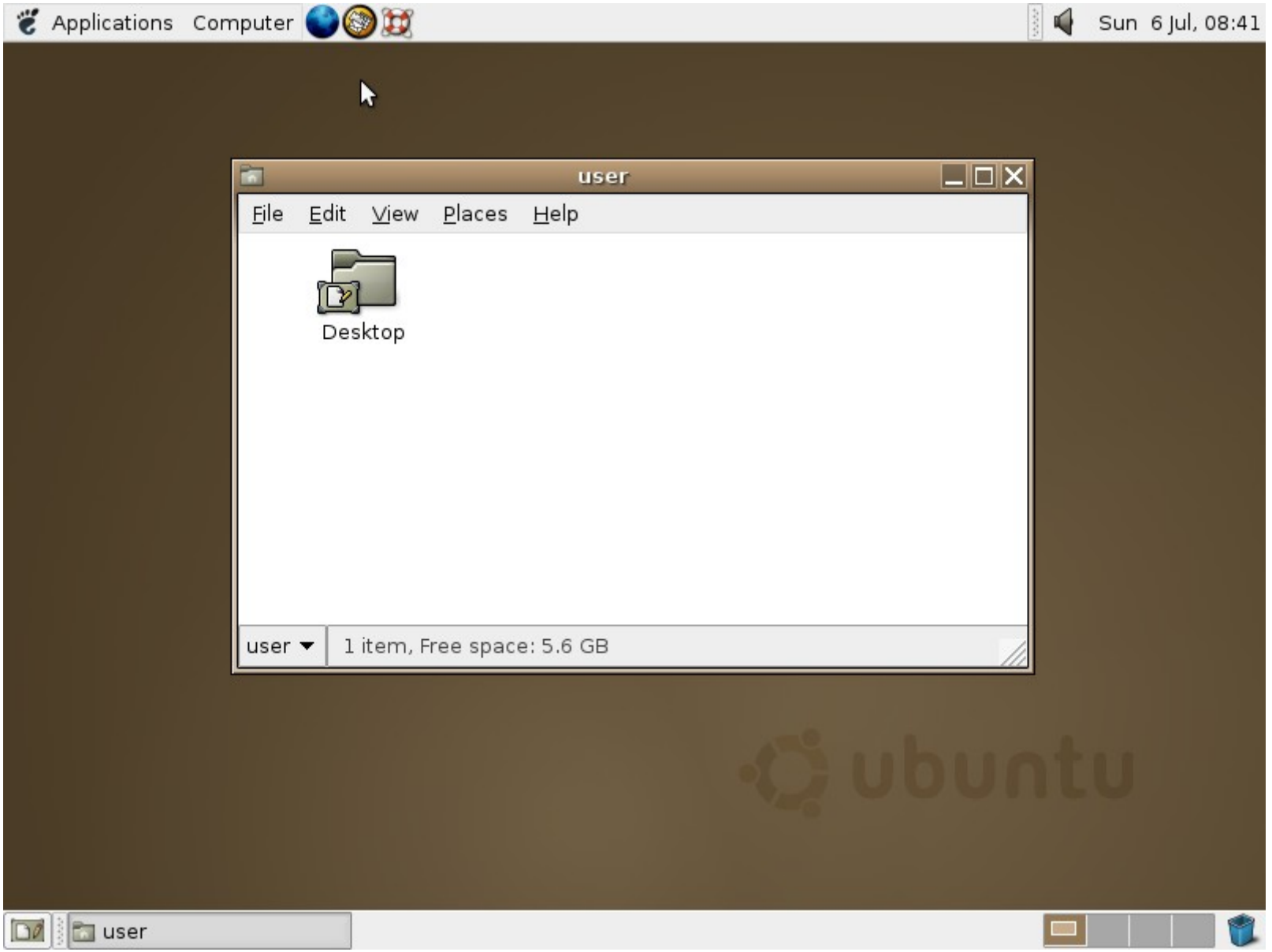
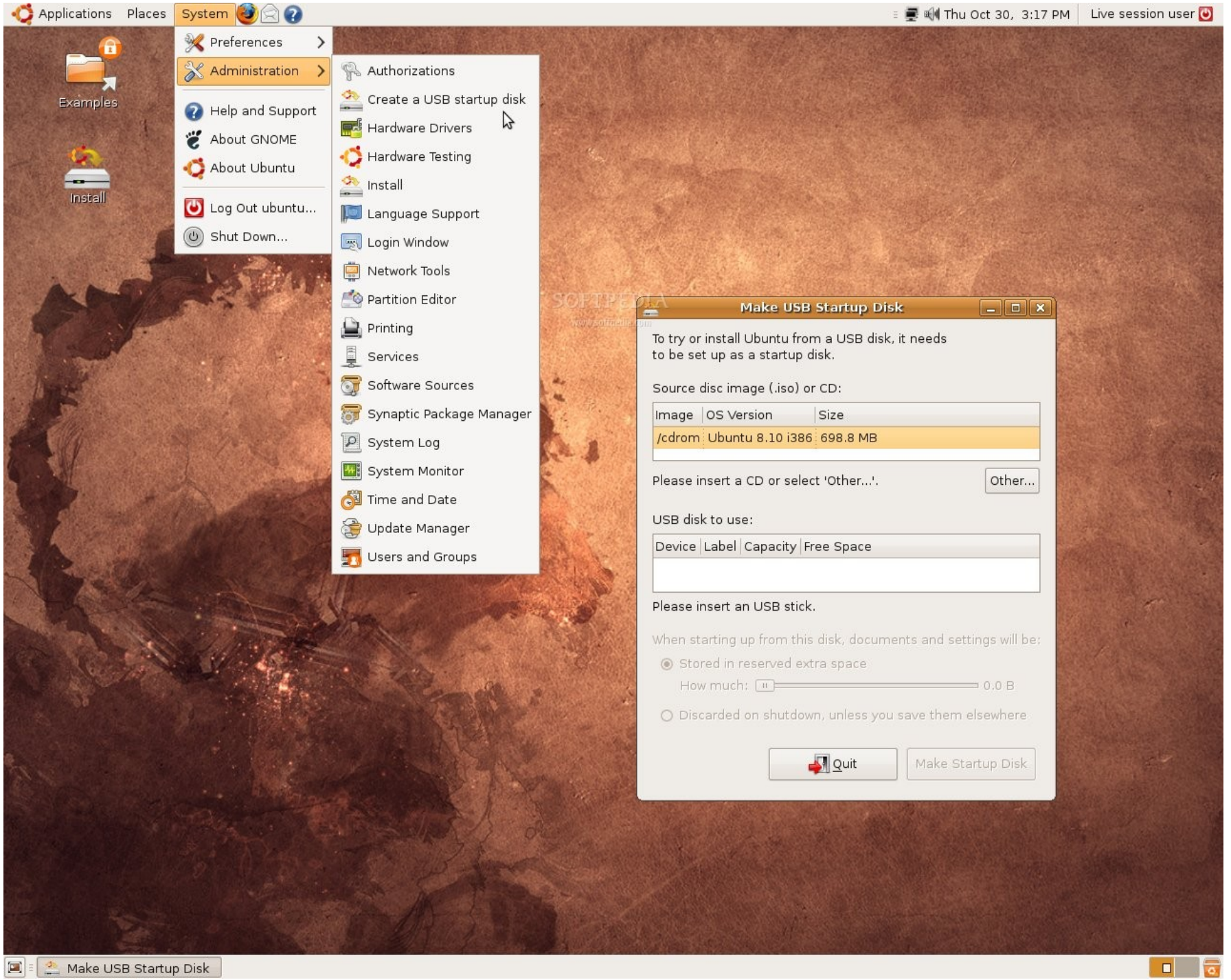
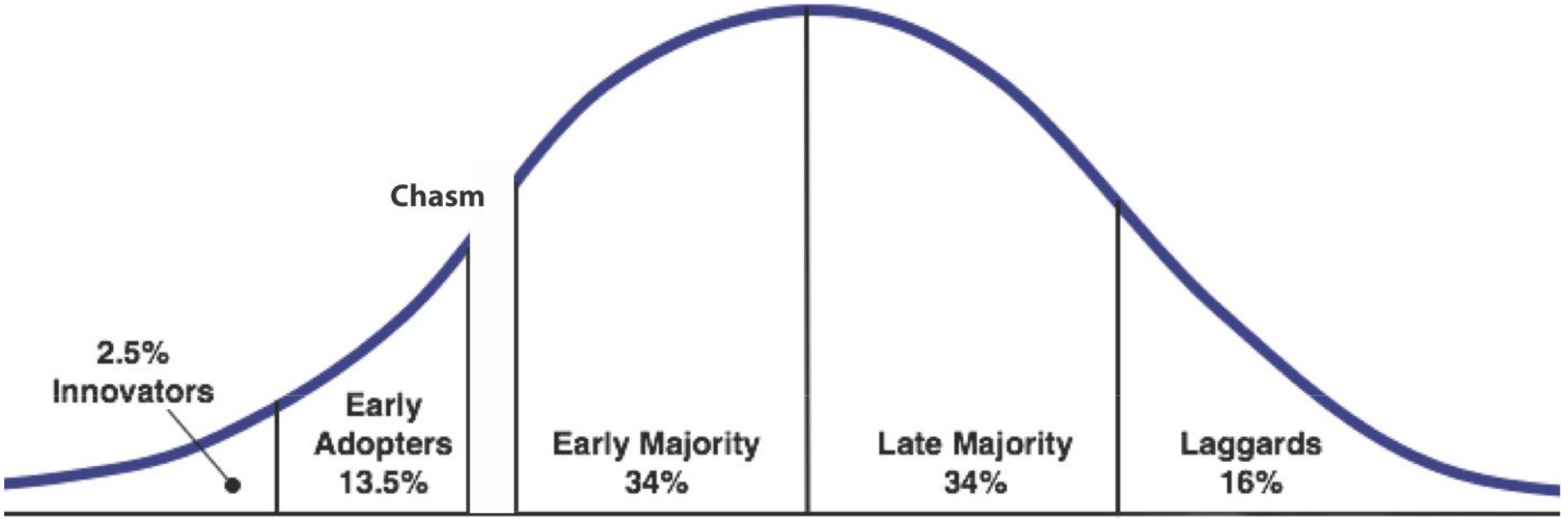

Applications
Computer
Sun 6 Jul, 08:41
user
File
Edit
View
Places
Help
Desktop
user
1 item, Free space: 5.6 GB
ubuntu
user

CANONICAL


Applications
Places
System
Thu Oct 30, 3:17 PM
Live session user
Examples
Install
Preferences
Administration
Help and Support
About GNOME
About Ubuntu
Log Out ubuntu...
Shut Down...
Authorizations
Create a USB startup disk
Hardware Drivers
Hardware Testing
Install
Language Support
Login Window
Network Tools
Partition Editor
Printing
Services
Software Sources
Synaptic Package Manager
System Log
System Monitor
Time and Date
Update Manager
Users and Groups
Make USB Startup Disk
To try or install Ubuntu from a USB disk, it needs to be set up as a startup disk.
Source disc image (.iso) or CD:
Image
OS Version
Size
/cdrom
Ubuntu 8.10 i386
698.8 MB
Please insert a CD or select 'Other...'.
Other...
USB disk to use:
Device
Label
Capacity
Free Space
Please insert an USB stick.
When starting up from this disk, documents and settings will be:
Stored in reserved extra space
How much:
0.0 B
Discarded on shutdown, unless you save them elsewhere
Quit
Make Startup Disk
Make USB Startup Disk


Chasm
2.5%
Innovators
Early
Adopters
13.5%
Early Majority
34%
Late Majority
34%
Laggards
16%

We need to
challenge ourselves.

the **ubuntu** project

the **ubuntu** project

product

Our philosophy

Our work is driven by a belief that software should be free and accessible to all.

We believe that every computer user:

- Should have the freedom to download, run, copy, distribute, study, share, change and improve their software for any purpose, without paying licensing fees.
- Should be able to use their software in the language of their choice.
- Should be able to use all software regardless of disability.
- Our philosophy is reflected in the software we produce, the way we distribute it and our licensing terms, too - Ubuntu Licence Policy.

Install Ubuntu and you can rest assured that all our software meets these ideals. Plus, we are continually working to ensure that every piece of software you could possibly need is available under a licence that gives you those freedoms.

Free software

Ubuntu software is free. Always was, always will be. Free software gives everyone the freedom to use it however they want and share with whoever they like. This freedom has huge benefits. At one end of the spectrum it enables the Ubuntu community to grow and share its

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12:04
open-source experts from all over the world, Ubuntu is available
in 24 languages and ready for download today.
It's open source.
Our global community is made up of thousands of people who want
to help build the best open-source operating system in the world.

SEARCH
12:10
Events
28
DEC 2012
27
DEC 2012
Select
Import
Camera
12:10
Wednesday, 2 January
14 tweets received
SEARCH
Music
Recently played
Lana Del Rey
Kylie Minogue
Ciara
Marina and the Diamonds

12:10
14 tweets received
Lois Mcqueen
Aaron Kleinberg
Lola Chang
Password
Toomas Vilms
Anna Olson
SEARCH
Videos
Featured
GO FOR THE KILL
KILL BILL
THE FOURTH FILM BY QUENTIN TARANTINO
MARCH OF PENGUINS
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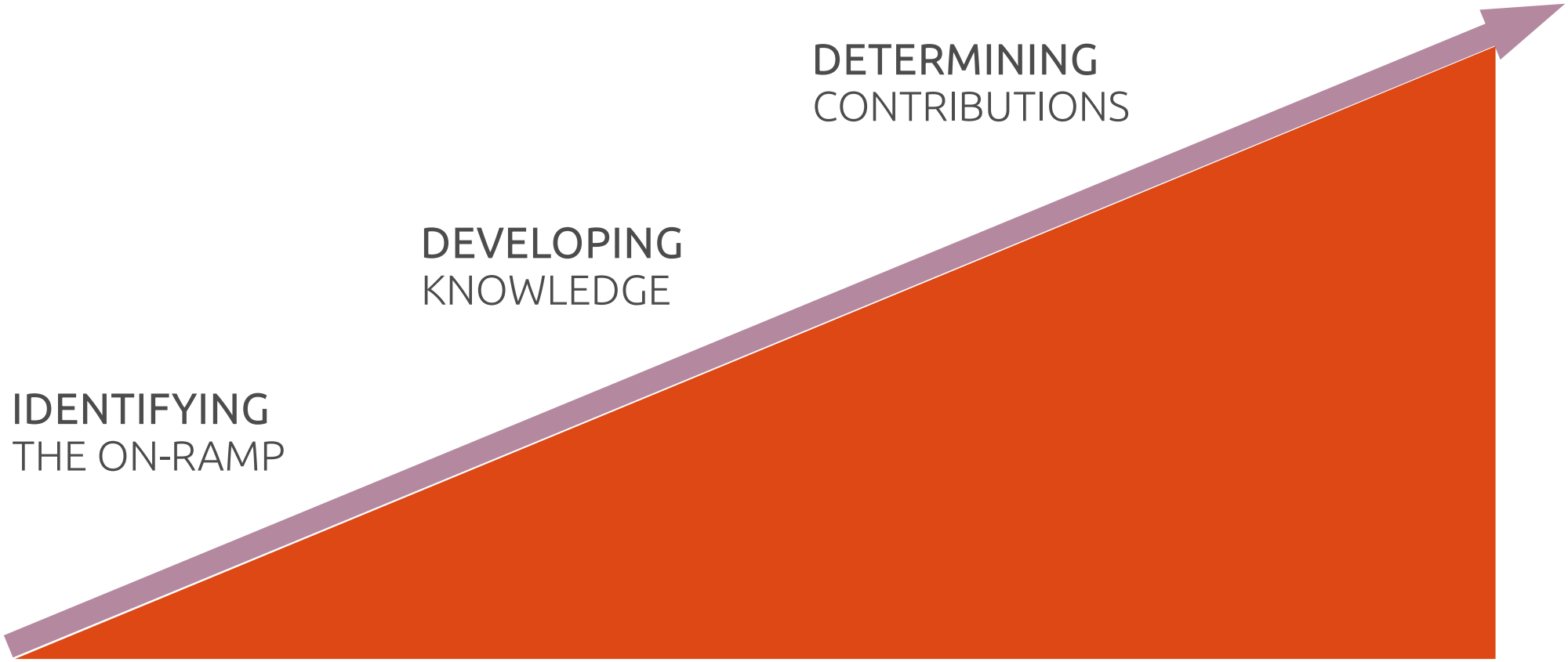
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KUDOS
DETERMINING
CONTRIBUTIONS
DEVELOPING
KNOWLEDGE
IDENTIFYING
THE ON-RAMP

velocity and transparency

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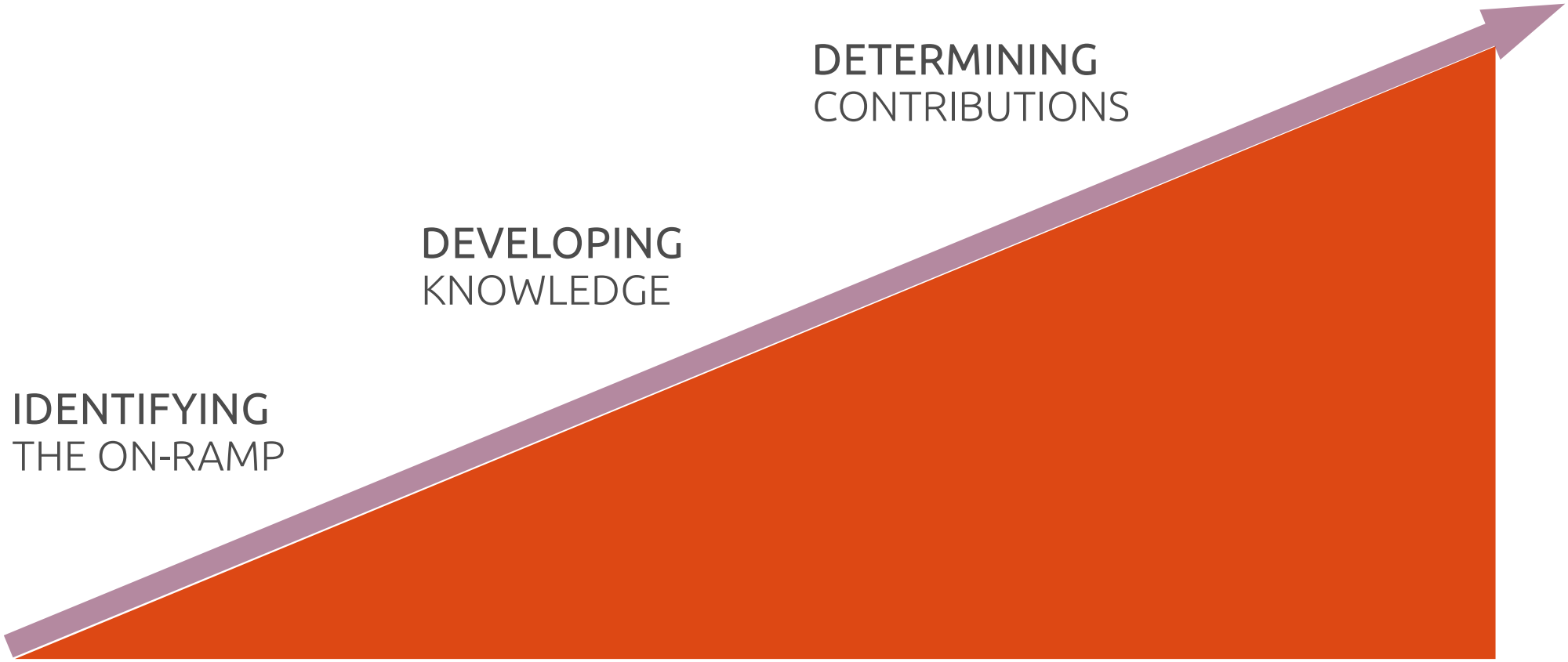
project product

powerful user experiences

design → development → quality

exploring **new** audiences


GROWING
KUDOS
DETERMINING
CONTRIBUTIONS
DEVELOPING
KNOWLEDGE
IDENTIFYING
THE ON-RAMP

CANONICAL

VALVE

visibility

COMMUNITYLEADERSHIPSUMMIT
www.communityleadershipsummit.com

The **Armstrong** Contradiction

The **Armstrong** Contradiction

“when a seeming force for good and human progression turns around and bites you in the ass in a visible and public way, thus biting other motivated individuals in the ass too”.

some people
are just **assholes**.

focus on clarity and contributions, not ambiguity and arguments.

endless opportunity

Q&A

www.jonobacon.org @jonobacon jono@ubuntu.com

USABILITY TESTING

SAN LORENZO **F**