

Deploying Radically Democratizing Release

I'm here for the revolution

Deployment is not release

Deploying Radically

Martin Luther



or

Che Guevera?



@wiredferret

**Radicals see the
value of change**

Change matters to everyone

- Universal literacy
- Marriage of the clergy
- Overthrowing corrupt leaders

Democratic Release


Everyone is
empowered

Democratic Release

Everyone is
empowered

Democratic release —reverse-Andon line?





**Release is about
business needs**

**9s don't
matter if the
customer is
unhappy.**

— @mipsytipsy

**Customers
don't count
without
revenue**

— business

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**Martin says:
What if the people
could self-serve?**

Che says:
Disempowerment
leads to
disengagement

But how do we liberate the code?

Feature Flags

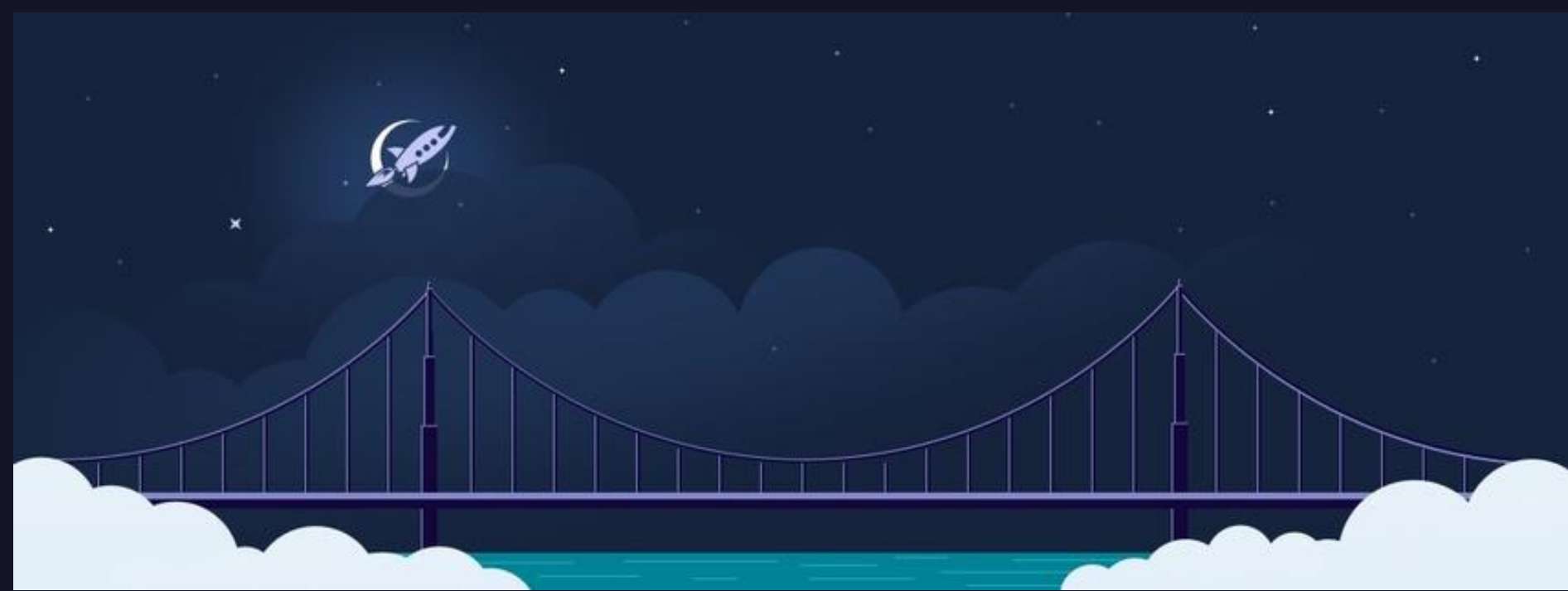
What's a feature flag?

Control code
after you
deploy it

**Martin says:
We all deserve
grace**

**Che says:
We all deserve
rights**

**Toggle says:
Go faster,
be safer,
include everyone.**



launchdarkly.com/heidi