

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?



A collage of British currency, including several 20-pound banknotes and various coins, with a central text overlay. The banknotes feature the portrait of Queen Elizabeth II and the text 'BANK OF ENGLAND' and '20 POUNDS'. The coins include the Queen's Crown and the Queen's Beheading. The text overlay is a large, bold, black font on a white background.

**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

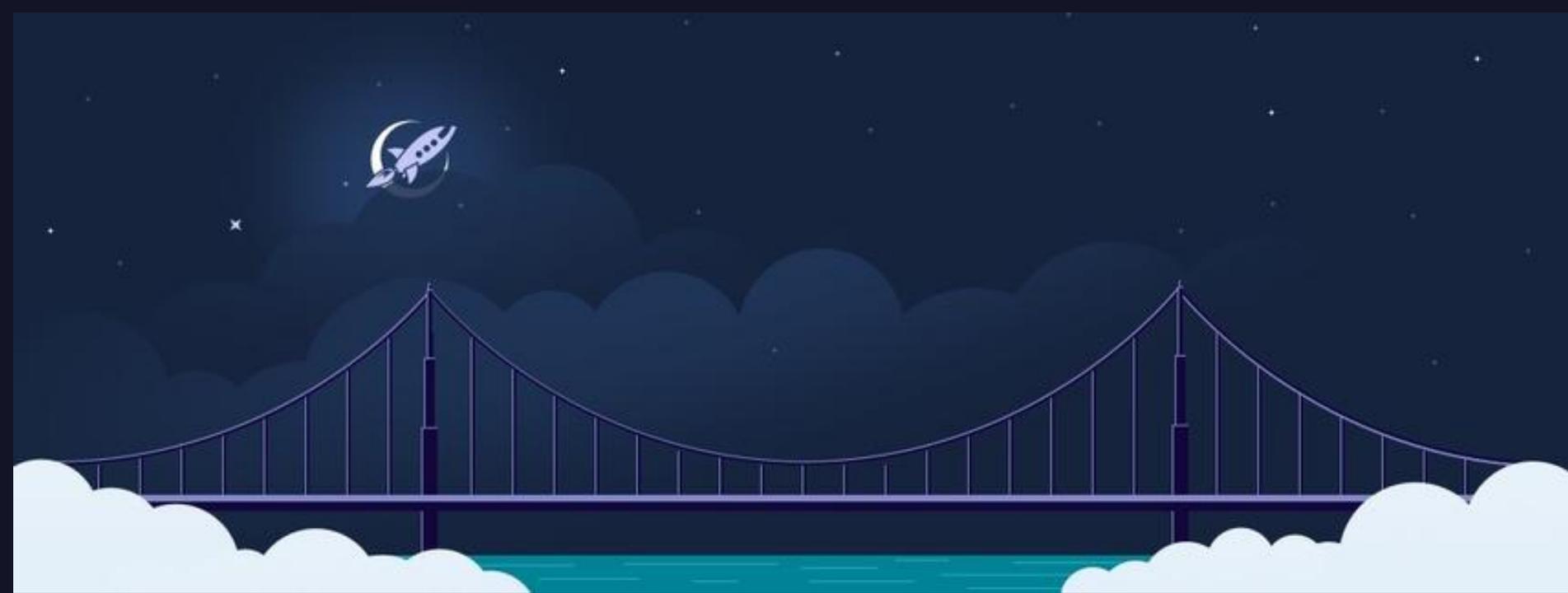
What's a feature flag?

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