

Building a no-drAma community

benny Vasquez

Chair, AlmaLinux OS Foundation

SFSCon 2024



first: let's be real



first: let's be real

drAma != drama

first: let's be real

Disagreement != fighting

the lessons





the lesson

Building together = fun

transforming what it means to think of tribal communication. Smart leaders are grabbing those tools and putting them to work.

What Tribes Leave Behind

Build a company and you'll leave a trace. A factory, advertising, the nonrecyclable junk produced as a result of your efforts.

Thinking about stuff is easy because we can see and touch and hold stuff. Stuff seems to matter, because it's here, right now.

Tribes, though, aren't about stuff. They're about connection.

One of my favorite organizations, the Acumen Fund, just celebrated its seventh anniversary. This nonprofit funds entrepreneurs in the developing world, using trade and ownership and commerce as a replacement for achievement-stifling aid.

Acumen makes connections. It is growing a tribe of committed, talented people who are spreading a message of empowerment, respect, and growth. Here's what amazed me, though: unlike the residue of stuff, the tribal connections you can create with leadership grow; they don't fade. As the organization matures and touches more people, those connections lead to more connections. The tribe thrives; it delivers value

and it spreads. Internet folks call this viral activity, or a virtuous cycle. The better you do, the better you do. Connections lead to connections. Great ideas spread.

Anatomy of a Movement

Senator Bill Bradley defines a movement as having three elements:

1. A narrative that tells a story about who we are and the future we're trying to build
2. A connection between and among the leader and the tribe
3. Something to do—the fewer limits, the better

Too often organizations fail to do anything but the third.

Wikipedia

How did Wikipedia become one of the top ten sites on the Internet? It has only about a dozen full-time employees and had no source of revenue other than small donations.

The way that Jimmy Wales, Wikipedia's cofounder, built the tribe is instructive. He attracted a small group of people

the lesson

Start by helping



Everything is cool in the beginning.

The client communicates their needs. You set expectations.

Enthusiasm and excitement all 'round.



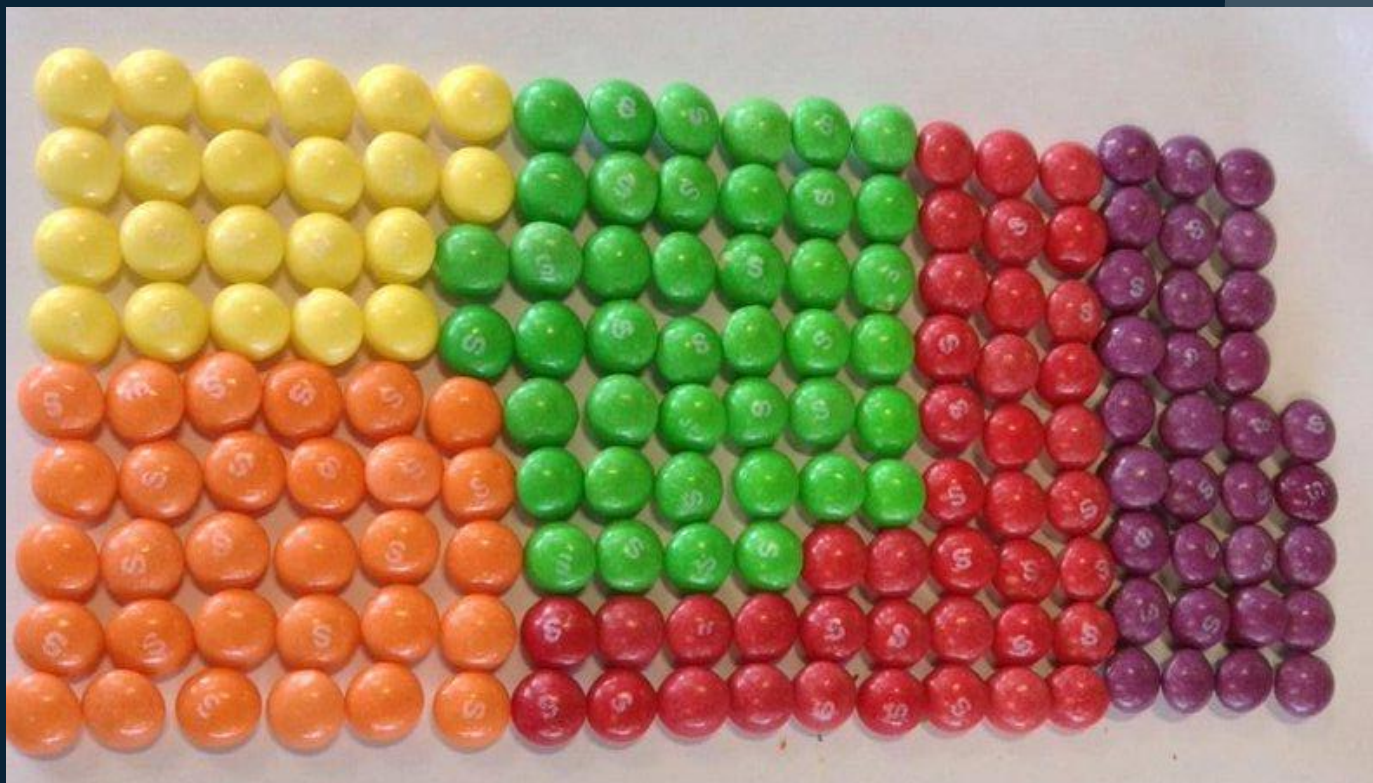
the lesson

Your humanity helps you



the lesson

(complete) honesty beats all



the lesson

Keep your community
whole



Bringing it all together

List

Guides

Be helpful

Be human

Be honest

Keep your
community
whole



1) respect your community

1) respect your community



1) respect your community



1) respect your community



1) respect your community



2) hold yourself
accountable

2) hold yourself accountable



Ad personalization

You turned ad personalization off. You can turn it back on to make your ads more useful to you.

Ad personalization is OFF

2) hold yourself accountable

LastPass says hackers accessed its systems for just 4 days

Password management software provider LastPass has announced in an update published last week that the August security incident allowed the hackers to access its systems for "just 4 days." LastPass says it hasn't found any evidence that the malicious actors accessed any customer data or encrypted

password vaults. This, they :
separated from, and has no
Development environment d
does not have any access to
their persistent access to ir
using multi-factor authentic:

Uber says there is no evidence that users' private information was compromised

In an update regarding the recent breach of its internal computer systems, Uber has stated, "we have no evidence that the incident involved access to sensitive user data (like trip history)." All its services, including Uber, Uber Eats, Uber Freight, and the Uber Driver app remain operational. However the company has not revealed details about the attack, and as posted at Security Affairs several experts have suggested inline that the company "downplayed the incident and has no clear idea about the depth of the intrusion."

2) hold yourself accountable

When you accidentally hit your little brother too hard and you gotta revive him before mom sees



3) enable human
connection



3) enable human connection

connection = communication

3) enable human connection

connection = empathy

Lists

Guides

Be helpful

Be human

Be honest

Keep your
community
whole

Advice

1) respect your
community

2) hold yourself
accountable

3) enable human
connection

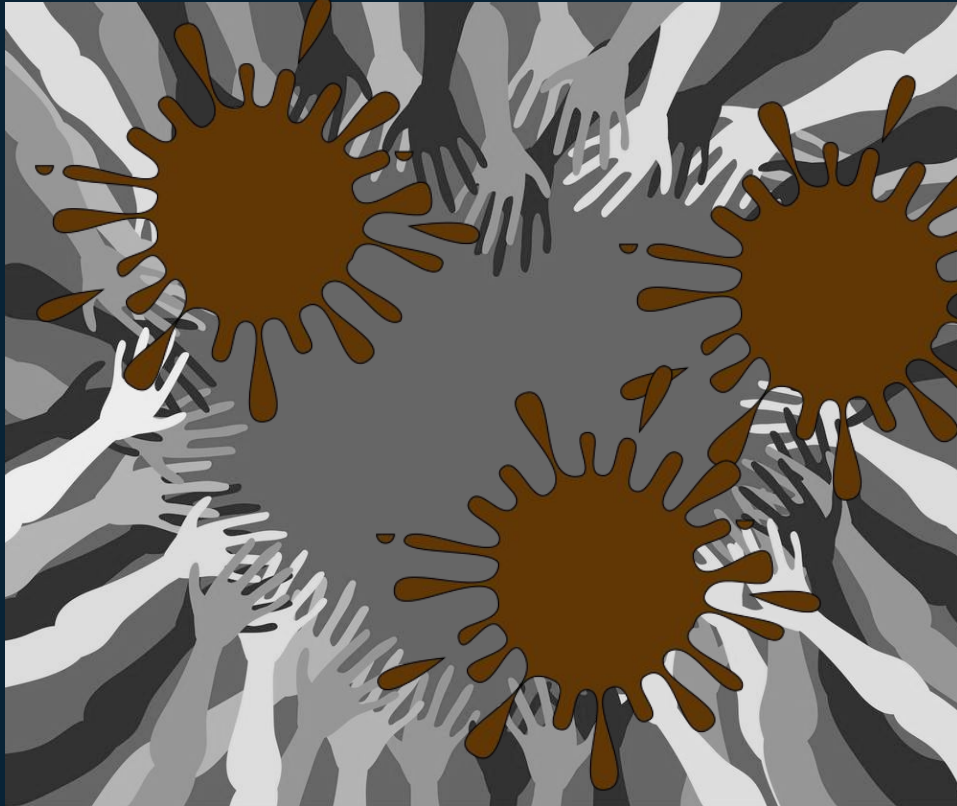




when someone reacts
negatively



when someone reacts negatively



when someone reacts negatively

1. Check your
reaction
(and your
emotions)

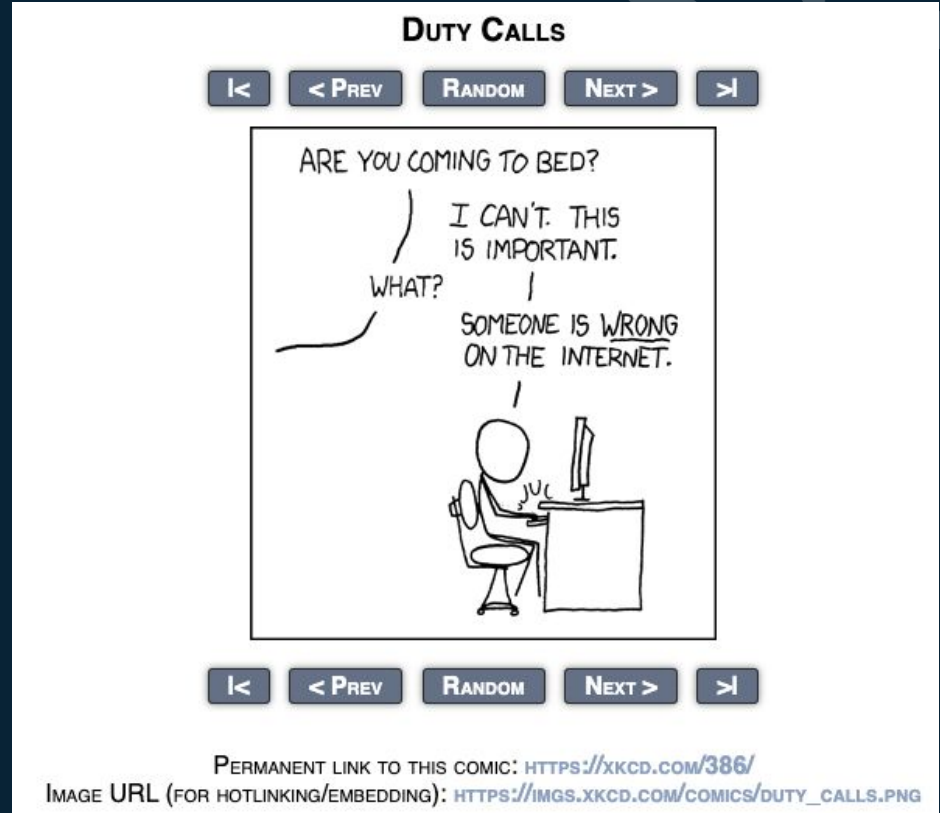


when someone reacts negatively

2. Filter out emotion to
find the problem

when someone reacts negatively

3. Only
correct
factually
inaccurate
information



when someone reacts negatively

4. Take it direct

when someone reacts negatively

5. Cull without delay



when someone reacts negatively

Note: Lead by example

List

Guides

Be helpful

Be human

Be honest

Keep your
community
whole

Advice

1) respect your
community

2) hold yourself
accountable

3) enable human
connection

Reactions

1. Check your
reaction

2. Filter emotion,
find the problem

3. Only correct facts

4. Take it direct

5. Cull without delay

limitations



limitations

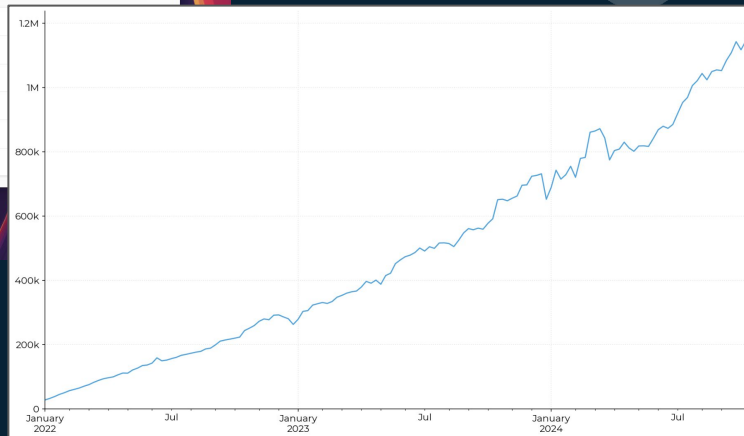
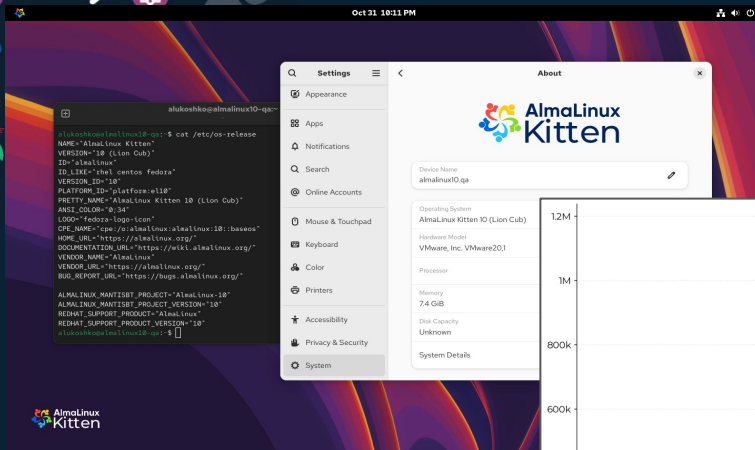
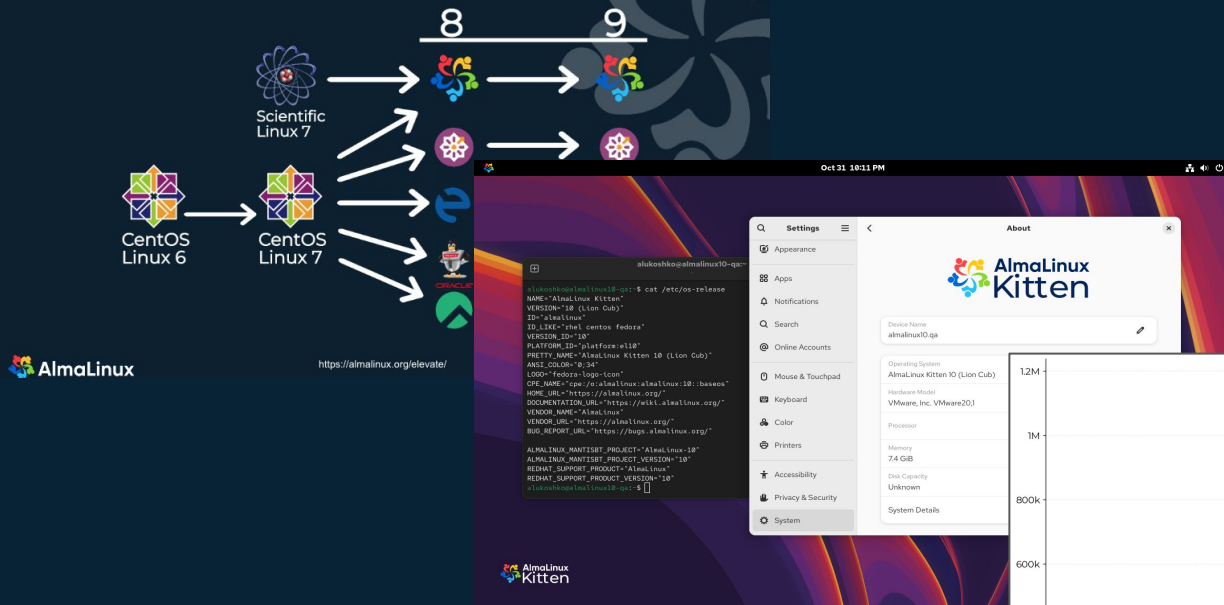


strengths



strengths

Project ELevate



List

Guides

Be helpful

Be human

Be honest

Keep your
community
whole

Advice

1) respect your
community

2) hold yourself
accountable

3) enable human
connection

Reactions

1. Check your
reaction

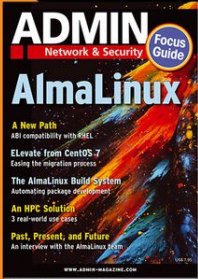
2. Filter emotion,
find the problem

3. Only correct facts

4. Take it direct

5. Cull without delay

Thank you!



Free Focus Guide
Get an introduction to the forever-free AlmaLinux OS.

Download now!









<https://mailchi.mp/admin-magazine.com/focusguide-almalinux>



hi, I'm benny
social.linux.pizza/@benny
@bennyvasquez
benny@almalinux.org



Places to find us:

-  chat.almalinux.org
-  x.com/almalinux
-  reddit.com/r/almalinux
-  lists.almalinux.org
-  almalinux.discourse.group
-  github.com/AlmaLinux
-  hub.docker.com/_/almalinux
-  almalinux.org