
…..or how to get promoted in 12 months
Healthdirect Australia

Ensuring all Australians have access to the right advice on the appropriate care for their health issue when they need it and where they need it.
You are at the heart of what we do:

Over 3.4M people access our services every month

5% of calls to healthdirect and GP After Hours services are from Aboriginal or Torres Strait Islanders

#1 Australian health information website

National Health Services Directory

800K people finding health services each month
1 concept

2 stories

12 months until your promotion

.... & a money back guarantee:
Abstraction: your challenge

Robert'); DROP TABLE Students;--
Abstraction: your challenge

Describe a famous place using less than ten words

(don’t mention the name of the place!)
Abstraction: your challenge

Demonstrate a famous place only using actions

(no words)
Abstraction

“The process of taking away or removing characteristics from something in order to reduce it to a set of essential characteristics.”
Abstraction
Abstraction
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<th>Abstractions</th>
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<td><strong>Xen</strong></td>
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<td><strong>Chef</strong></td>
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Can abstraction lead to distraction?

https://www.xkcd.com/974/
Abstracting work

Defining the work you do for others, as you would an API with a contract, is crucial to framing your performance and for focusing on the work that really matters.

Work done outside of these interface contracts risks becoming:

Faster.
Better.
Stupid.
A useful abstraction or distraction?
Odds are, technology is not the service your customers purchase & it’s also not the *real* reason your business hired you.

You were hired because *someone*, somewhere in your organisation, *believes* you can make a real difference to the services your company provides…

to *your* customers.
Our work can be hazardous

Automating for local efficiencies may mean you miss the abstracted benefit you were hired to provide

Dissonance: Brilliant Technology Automation != DevOps

Be aware of your focus, the behavior that it drives, and link it to customer benefits
“leaders and designers are often one and the same, it is important for leaders to recognize their challenge…as that of a designer”

Using abstraction in team design
Using abstraction in team design

Each team has unique declarations of:

- Purpose
- Responsibilities
- External dependencies
- Accountability measures
- Authority

Explicit definitions create an autonomous, accountable environment.

None of these tell them *how to do it.*
Making it real

Set the responsibility abstraction: improved Data Quality

Give authority over process, tooling and work priorities to the team

Make performance visible

800K people finding health services each month
An abstracted design outcome

85% (JUL)

80% (AUG, SEP)
An abstracted design outcome
Get reading
Join the transformation conversation

Culture & Transformation
corporate-rebels.com
Open Slack community

Organisational Design
theready.com
Open Slack community
email list
...what about my promotion in 12 months?