

Developer Thriving:

Why developers deserve more than satisfaction

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**Developer
Satisfaction**



**Developer
Productivity**

Developer • Satisfaction

What we *Want it to* Mean

- I feel motivated!
- I belong here!
- This is fulfilling!

What it *Actually* Means

- This is fine... I guess
- I like this enough.
- I am happy here

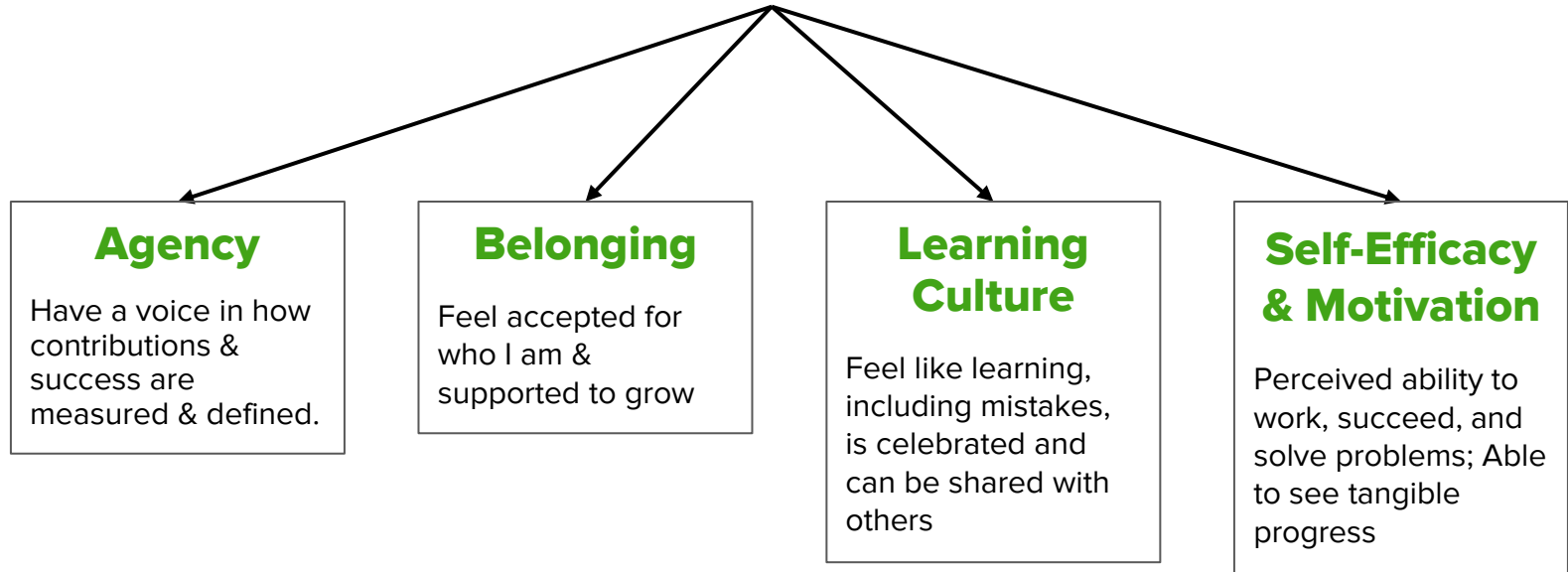
How companies increase it

- Magically happens
- Swag
- Gamification

Developers deserve better.

**What *is* developer
thriving?**

Developer • Thriving • Scale



Why **aim for
developer thriving?**

Aim for Developer **Thriving**

- Directly increases productivity
- Improve retention
- Help your team and others see their value

$F(1, 559) = 128.5, R^2 = .19, \beta = .44, p < .001$

How do you **increase**
developer thriving?

Visibility & Value

When developers feel like their work is seen, recognized, and valued, they experience greater thriving

“[in a feature demo] the credit was always given [to me as the engineer] and I think that gave me a huge sense of not only like ownership, but it's also quite empowering...” - IC

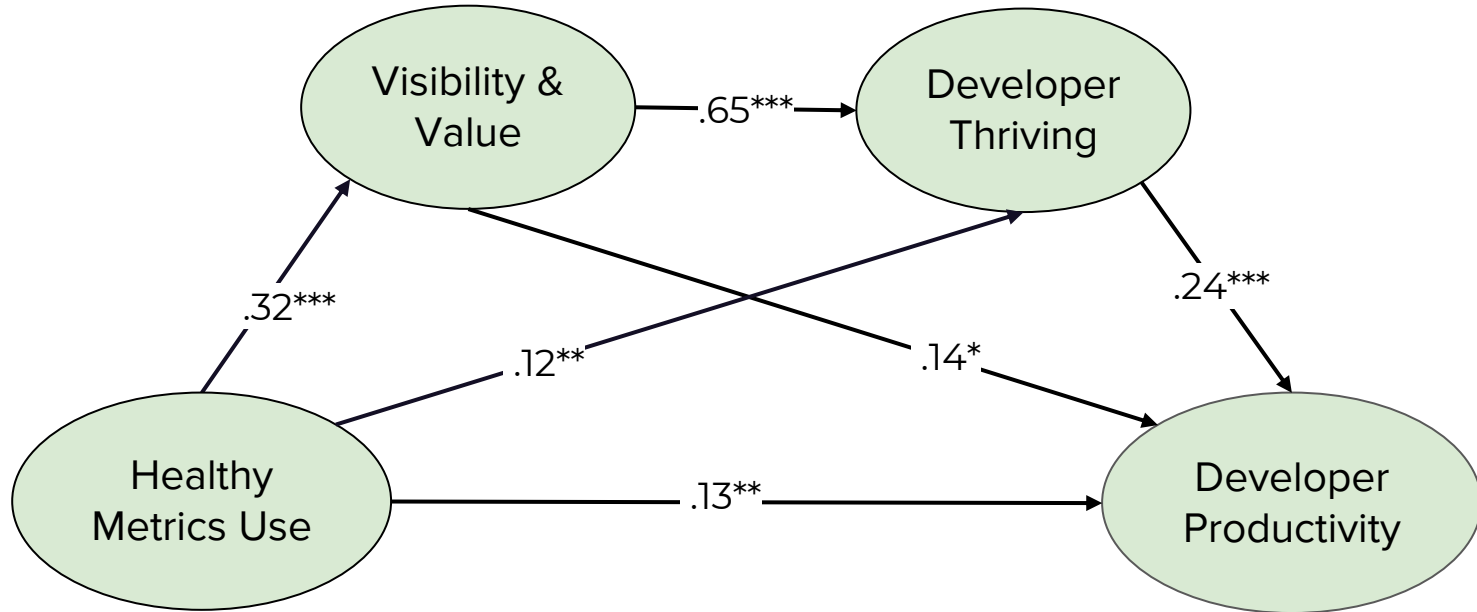
Healthy • Metrics

Tracking performance in a team-driven way using metrics that work for that team's context

“ ...along gender lines ... I've heard [people] talk about how the metrics have been equalizers for them compared to past development environments that they've been in.” - IC

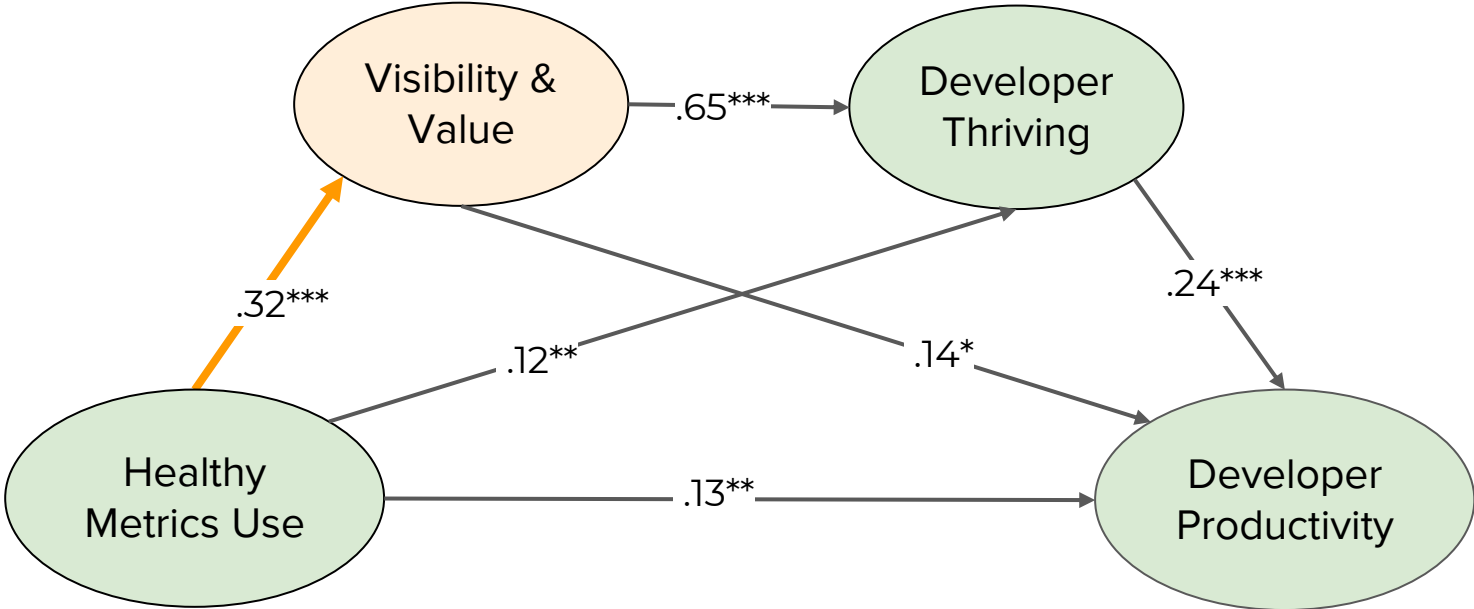
$$\beta = .16^{***}$$

Serial Mediation Model



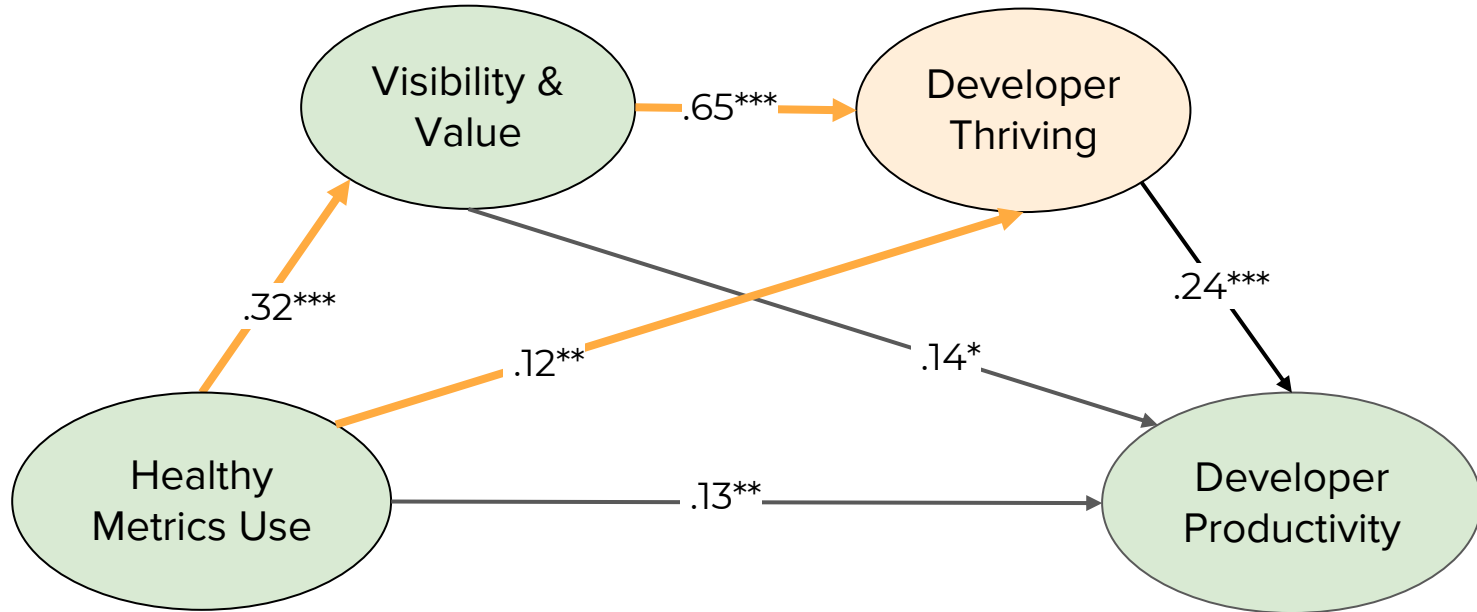
* $p \leq .05$
** $p \leq .01$
*** $p \leq .001$

Serial Mediation Model



* $p \leq .05$
** $p \leq .01$
*** $p \leq .001$

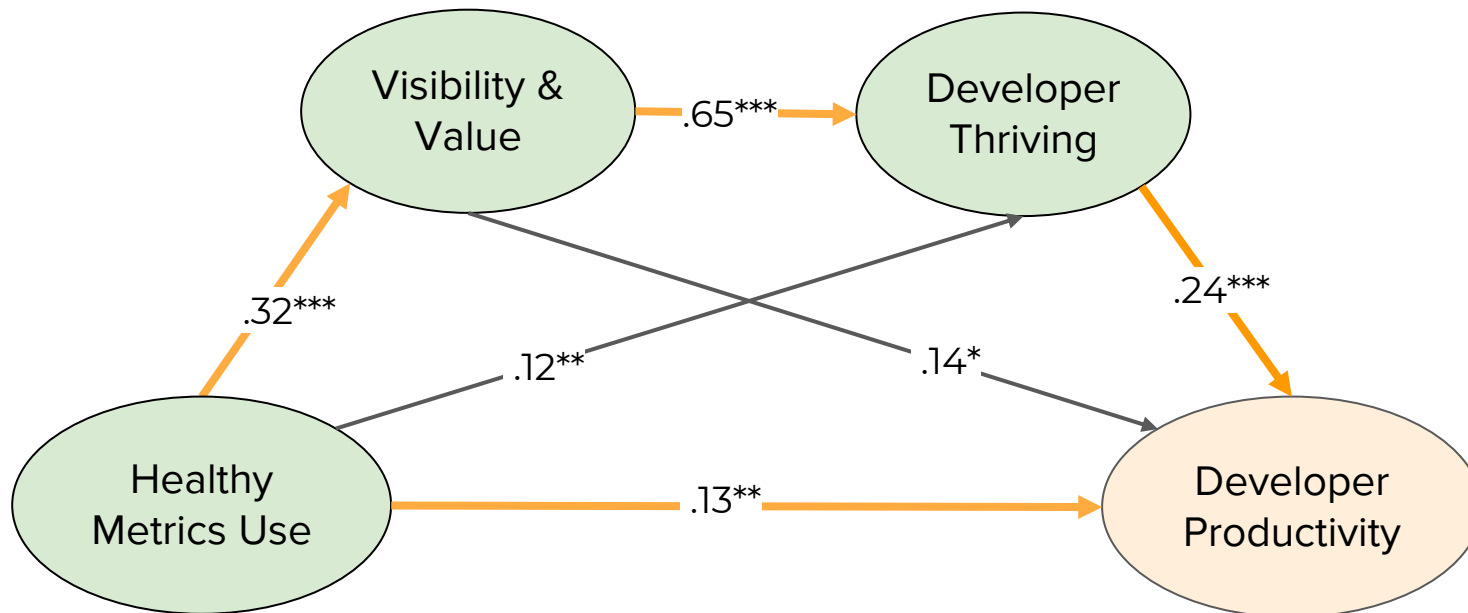
Serial Mediation Model



* $p \leq .05$
** $p \leq .01$
*** $p \leq .001$

$$\beta = .05^{***}$$

Serial Mediation Model



* $p \leq .05$

** $p \leq .01$

*** $p \leq .001$

DARE to do more

DIAGNOSE for gaps in thriving

AGREE on how you define and measure performance

RECOGNIZE and reward work and effort

EXPLORE our report for more insights



Developer Success Lab

Presented by  **FLOW**



DevSuccessLab.com

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