

Jonathan Lister Parsons
CTO

Scott Truitt
Product Management Director

QCon London
3 March 2020



QCon 2020 – Stories from the BeeHive

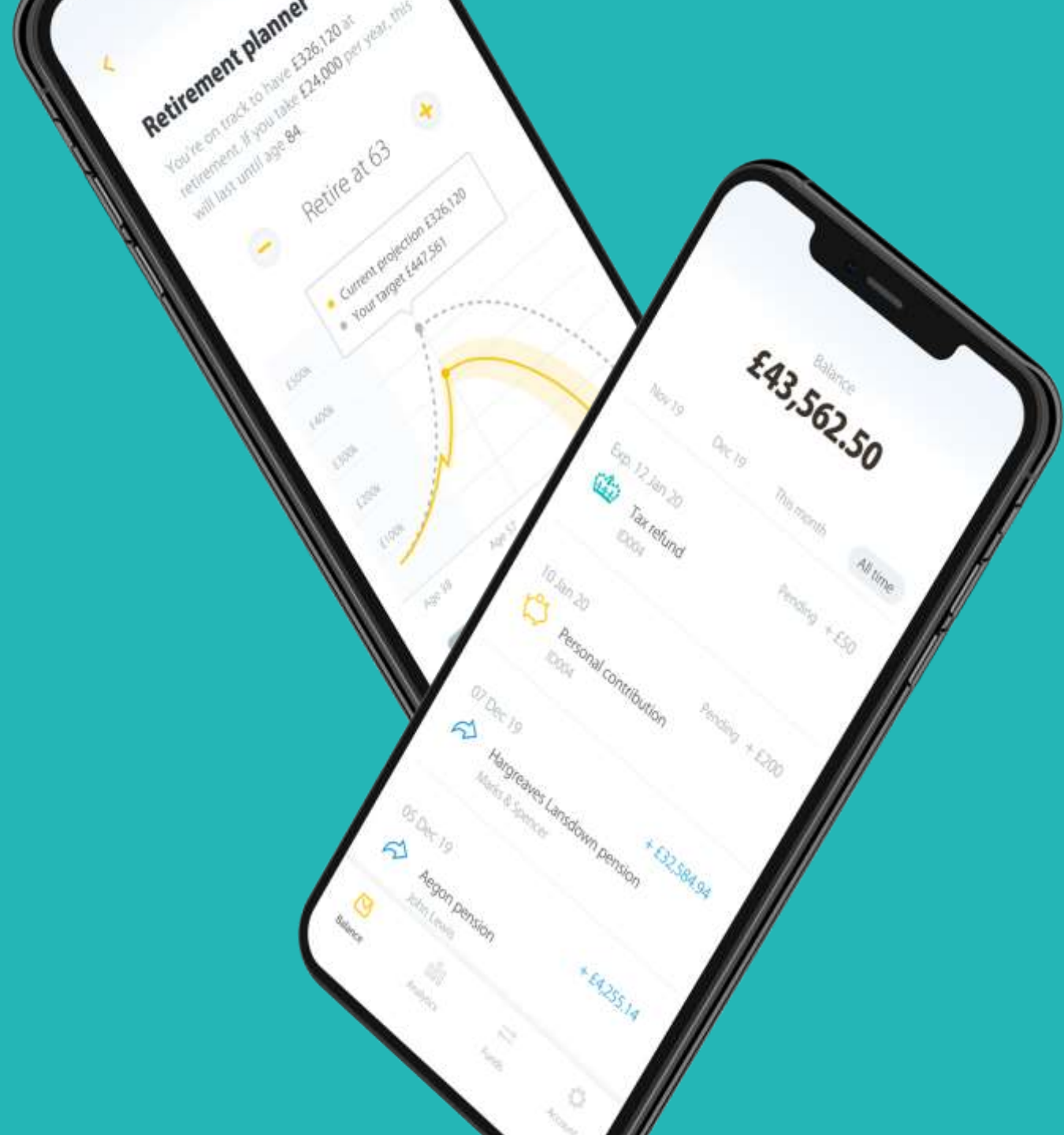
Jonathan Lister Parsons

CTO

Hello!

I'm Jonathan, CTO @ PensionBee

Jonathan Lister Parsons
@jayfresh
www.pensionbee.com



This talk - Stories from the BeeHive

...is not a talk about building technology

...is a talk about using technology

It is really a talk about culture

A few things to get off my chest

Business is the best place to create meaningful change

Culture makes the biggest difference

Good technology underpins good culture

Let's get a little bit meta

Every day...

The sum of everyone's actions

= an economy



Photo credit:
@gsfc on Flickr

If we want a better tomorrow

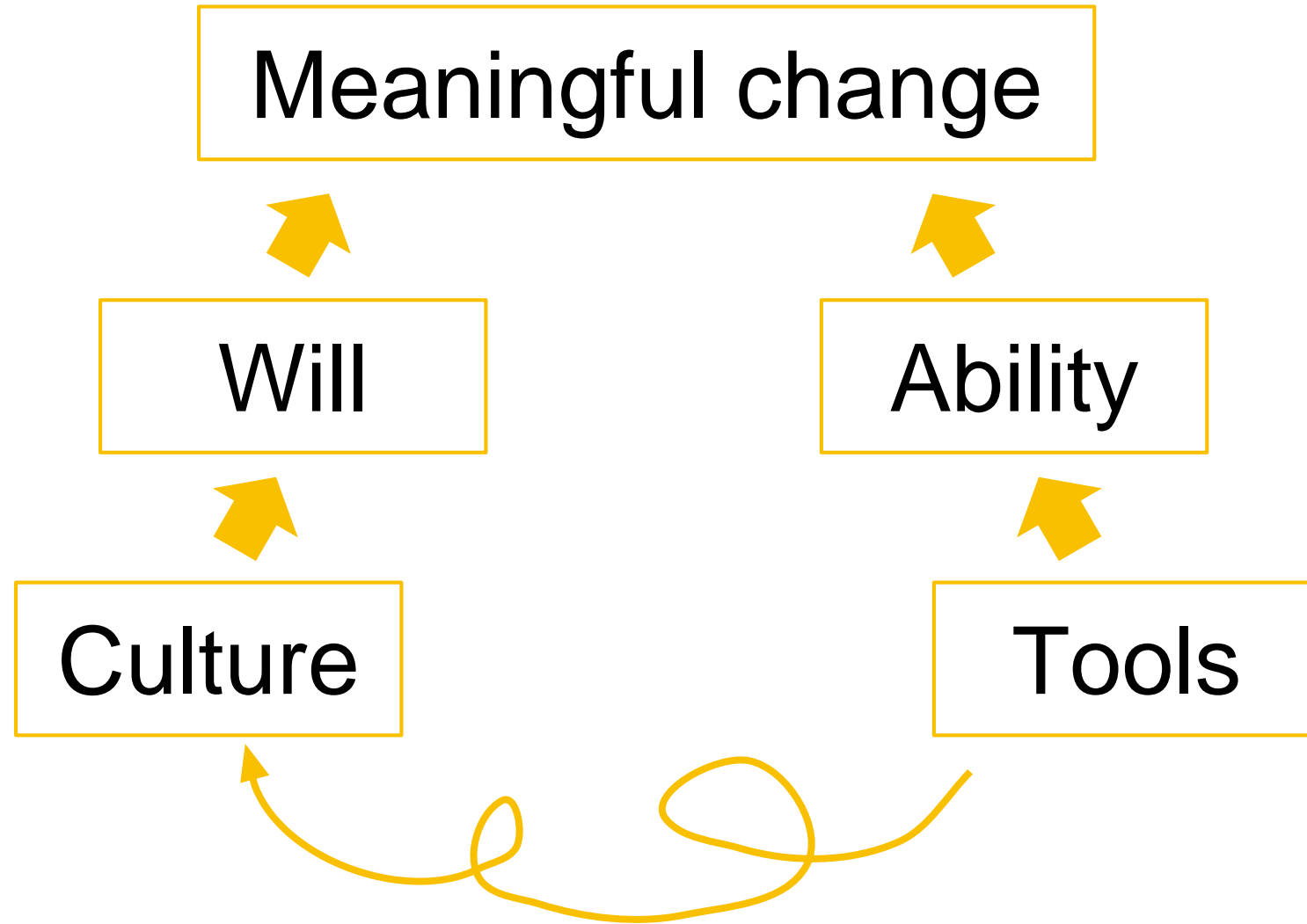
We need to achieve meaningful change

We need to understand where meaningful change comes from

This is not just about GDP – but it affects that too



Photo credit:
@gsfc on Flickr

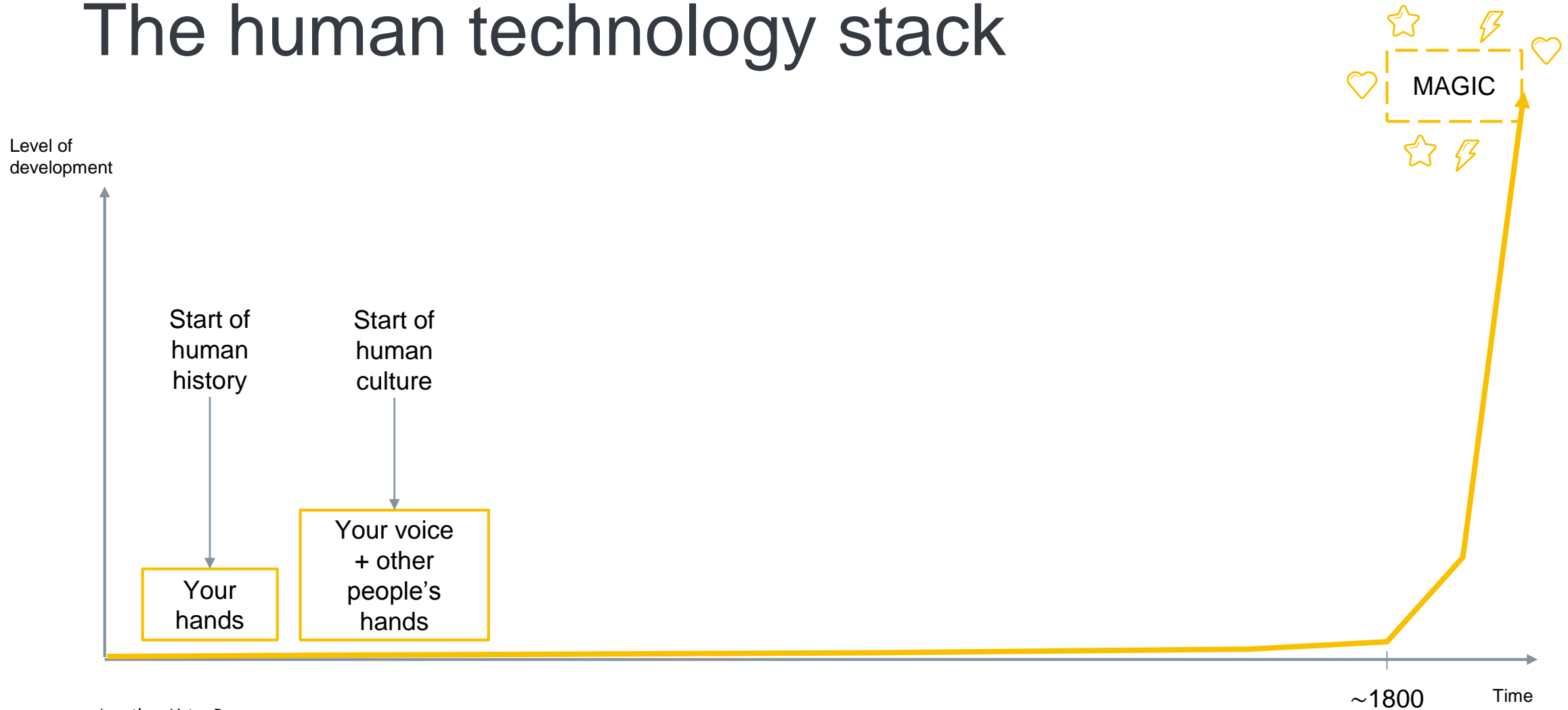


Tools = technology

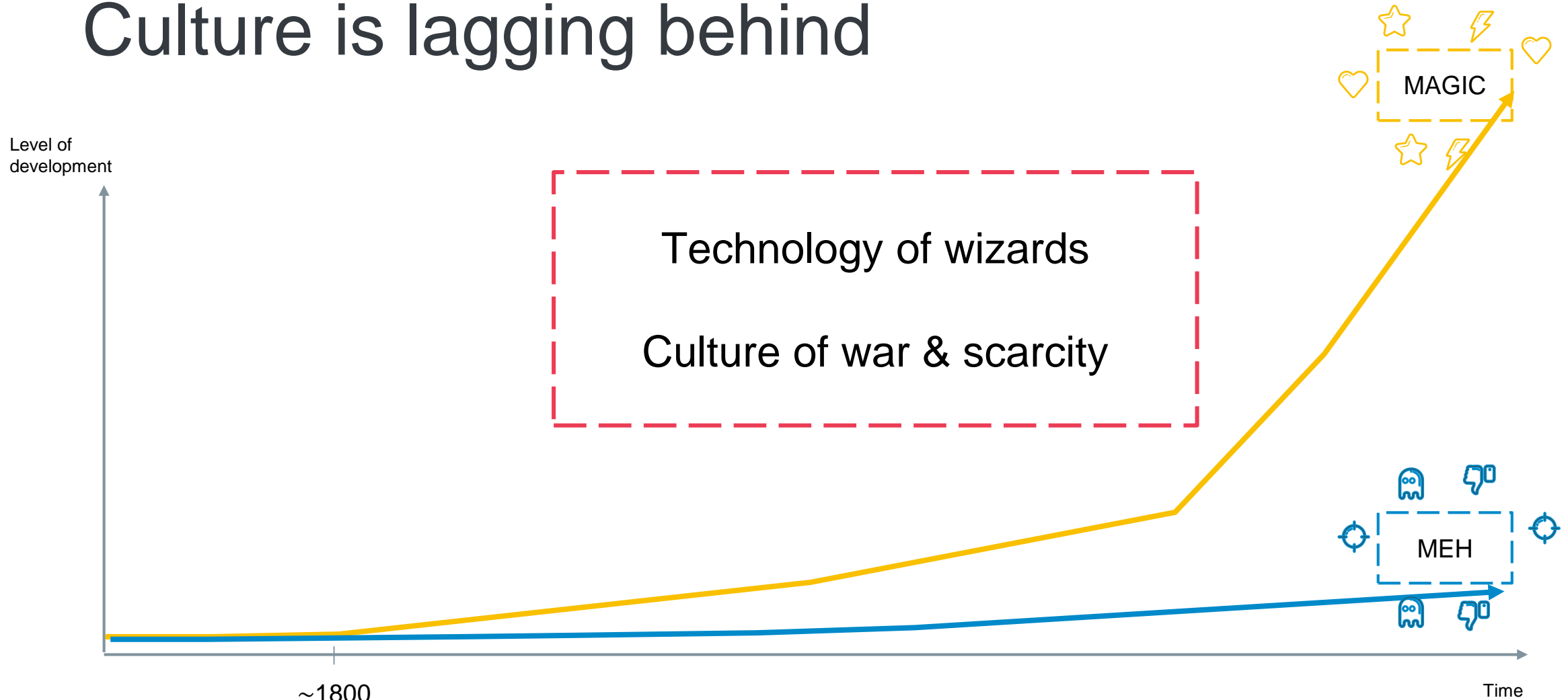
“Technology is crystallised knowledge”

– @csugden

The human technology stack



Culture is lagging behind



So here's our CMO in an inflatable unicorn



Jonathan Lister Parsons
@jayfresh
www.pensionbee.com

Story time – making it real

01 The story of the 1-star review


What's my purpose?

02 The story of Happiness!

What's my progression?

03 The story of a robot named Armie

Putting up with the productivity status quo

 **trustpilot** APP 21:23

Mark


Wow...so pleased I have found...





Wow...so pleased I have found Pensionbee...already spread the word ! Ollie my Beekeeper has been so so helpful. A simple and concise solution to combine your pensions A +++

Reference number

PB-329174

★★★★★ Verified 16 Feb

 Reply

 6  3  3 

The story of the 1-star review

What's my purpose?

Cultural problem #1



★★★★★ Verified 14 Feb



In a world where technology is
blamed for dehumanising people

Your tools can humanise your
customers

Side point:

Rituals

- **Stand-up**
 - **Show ‘n’ Tell**
 - **Book club**
 - **Code club**
 - **Lunch ‘n’ Learn**
 - **Diversity calendar**
 - **Donut time!**
 - **...**
- **Project scoping**
 - **Kick-offs**
 - **Multi-disciplinary teams**
 - **Pairing**
 - **Retrospectives**
 - **...**



The story of Happiness!

What's my progression?

Cultural problem #2

Happy team = happy customers

When one team is 50% of the company, how can they all progress?

Giving the right tools to the right people



Business
Analysts



Developers



Marketeers



pensionbee • Follow
London, United Kingdom



pensionbee Good morning and happy Monday! Armie is here to make sorting your pension even easier 🙌 What have you got on for this week?

#ourteamisbetterthanyours #robots
#tech #startuplife #londonstartup
#robotics #fintech #pensions
#techmagic

137w



sthoyem That's really cool! Where did you get the robot from? Or did you guys make it from scratch...

111w Reply



361 views

JULY 10, 2017

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The story of a robot named Armie

Putting up with the productivity status quo

Cultural problem #3

Broken processes...



Broken processes...

Jonathan Lister Parsons
@jayfresh
www.pensionbee.com



This is one month's
worth of inbound post

Yes, really



www.pensionbee.com/armie

This is not just for
customers

BeeStorm!

Collects internal feedback

Helps prioritise based on impact

People can see what's happened to their feedback

Productivity is life or death

In summary

01 Culture is the most important thing you have to drive meaningful change

02 Technologists have the power to build tools to make your culture scale

The Ask

Find a cultural problem.

Fix it.

Repeat.



Pension **Life**

Pensions made simple.