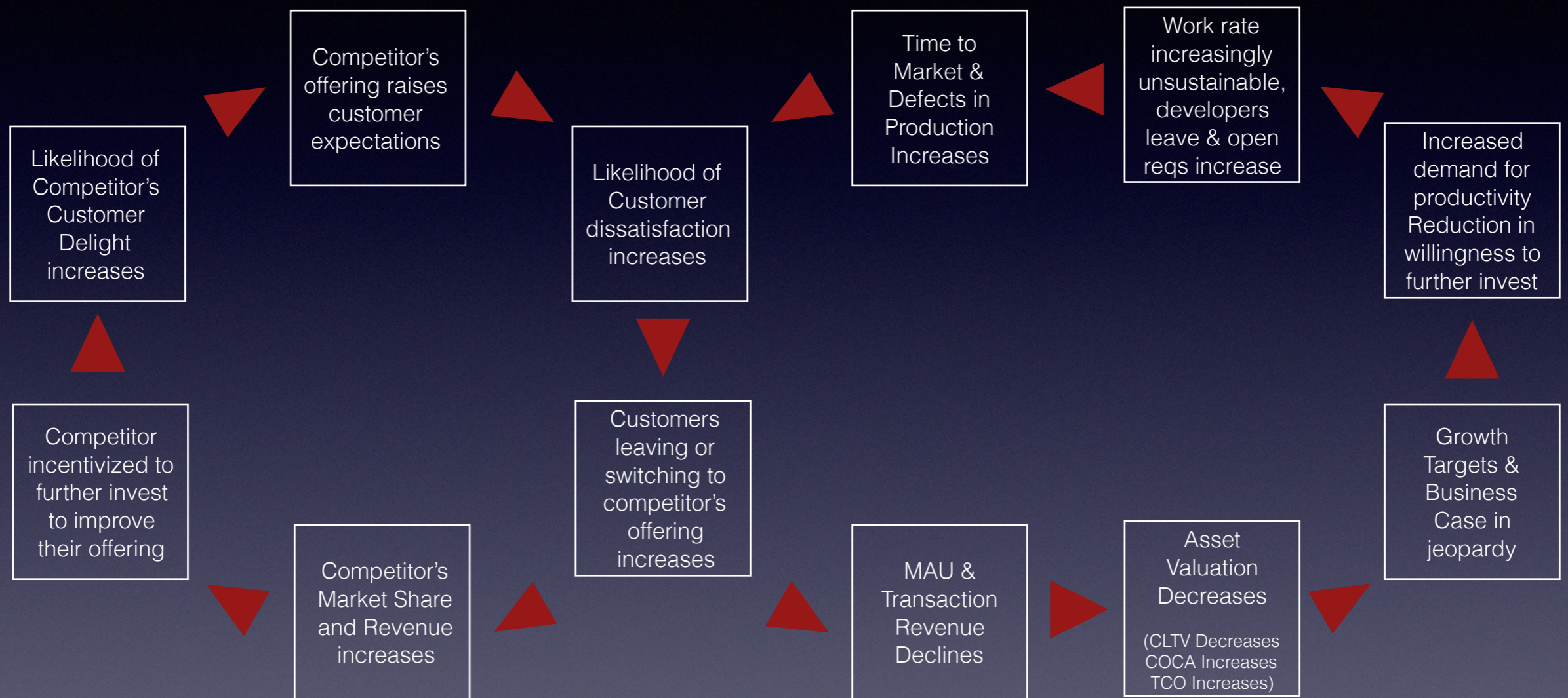


# Vicious & Virtuous Cycles

Arresting and Reversing the Vicious Cycles that Kill  
Customer Growth and Developer Productivity

[playbooksandpathways.com](http://playbooksandpathways.com)  
Experts in Reducing Time to Market and in the process  
creating Bullet Proof Kickass Teams

# Vicious Cycles for Customer Growth and Developer Productivity



Given the costs, the impacts and what's at stake...

there's a case to be made for getting very interested in what's in the way of actually causing...

- Time to Market,
- Defects in Production, and
- Developer Turnover

to decline to acceptable levels and remain stable

# Virtuous Cycles for Customer Growth and Developer Productivity

