

Tuesday, December 24, 2019

## General Magic LLC

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### Product, Operations & Engineering

I'm ready to commit to projects provided we are a good match. I deal strictly with interesting companies and ideas, because I like to make cool products and collaborate with talented folks and build lasting relationships.

I intend to be independent in the performance of my services. I shall have the right to control and determine the method and means of performing the services, and retain the right to work for other clients during the time frame of the relationship with clients unless otherwise agreed. I'm responsible for all expenses required for performance of services, except in cases where these services are explicit dependencies of the client projects.

I take an Open Source first approach to making software, unless the client objects to that on some reasonable grounds. The client owns the copyright to the project and is not under a free software or open source license unless requested.

### How to give me really useful feedback

This section will walk you through how to give me really effective feedback.

#### **THE GOLDEN RULE OF EFFECTIVE FEEDBACK**

**If something isn't working, tell me  
why and i'll fix it.**

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## Please do...

**DO** feel free to be honest about things you don't like. If you don't tell me what you think isn't working, i'll show you the same thing again and again.

**DO** point out and go into as much detail as possible as to why you feel something is not working. More than anything, your reasoning is critical to solving the problem.

**DO** speak to your goals and priorities for the project.

**DO** tell me why I'm wrong about certain design and development decisions I'll made. Part of the process is finding those holes.

**DO** limit the amount of people participating in the review cycle to as small as possible - for faster, more succinct feedback.

## Please don't...

**DON'T** mock up designs or alterations to our designs or code in photoshop, word, or any other program. Doing so is counter productive because we then must reverse engineer the whole thing to find out what you were trying to solve. This results in lost time, and budget.

**DON'T** prescribe solutions, because prescriptive feedback also needs to be unpacked, and reverse engineered to get to the real issue.

**DON'T** forget you hired an expert and your job is to be the business expert.

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*“Don't hire a dog, and then bark yourself.” – David Ogilvy <sup>1</sup>*

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<sup>1</sup> Agreements signed between Yao Adzaku (“General Magic LLC”) and my Clients are also subject to the terms in this document. I reserve the right to modify this document at any time without notice to you. You are encouraged to refer to this document regularly or speak with me for any clarifications.