

Lord of Your OWN Rings



 @donasarkar
@brandonleblanc

 insider.windows.com

Once upon a time...

```
Product myProduct = new Product();
```



myProduct

myProduct



customers

Connecting To America Online...



Cancel

DAWSON'S CREEK



@donasarkar

@brandonleblanc

What is success?

sales

90s

active
users

2000s

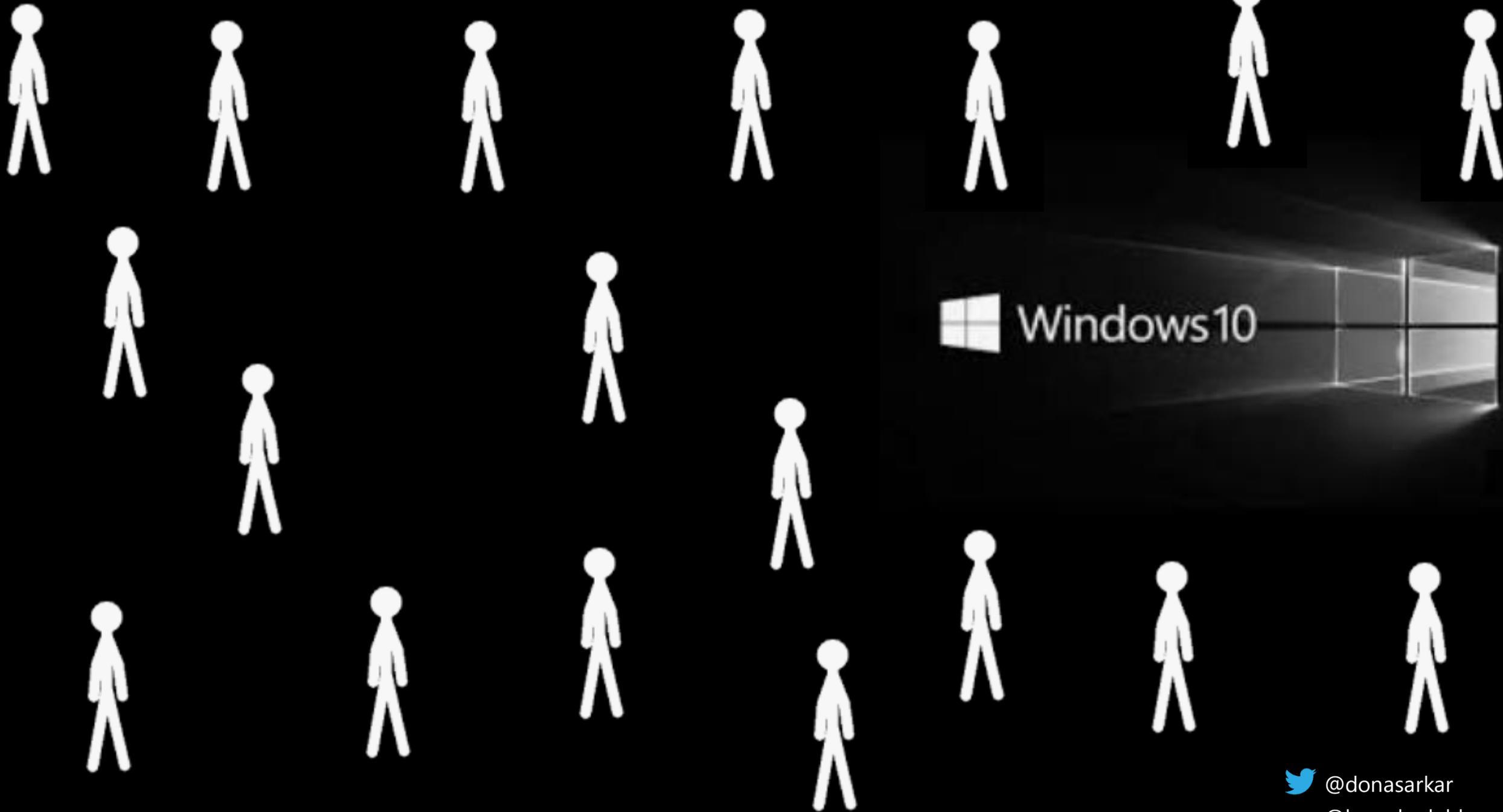
community's
success

now



@donasarkar

@brandonleblanc



apps x drivers x usage

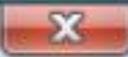


CoCreating_With > Creating_For



JOSEPHINE
OIE DE PAI





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MICROSOFT WINDOWS 7 OPERATING SYSTEM BETA

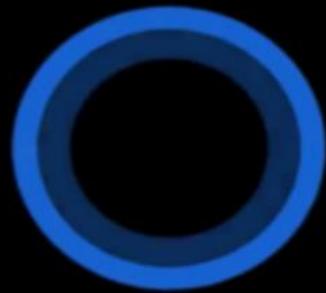
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UBER



Hi. I'm Cortana.





First Citizens Bank (Eddie_Leonard)

everyone has a **problem**

everyone knows the **solution**

everyone wants a **community**



GEEK OUT

Windows Insider Program
IS FOR PEOPLE WHO KNOW...

DLL is not the new OMG

PXE boot \neq girl punk band

BIOS is not a plant-based fuel

preview.windows.com

In 2014, we decided pre-release our OS as we developed it

Maybe 100K people

How about over 2M?







#WindowsInsiders are the
millions who represent the billions
(15M!)



@donasarkar

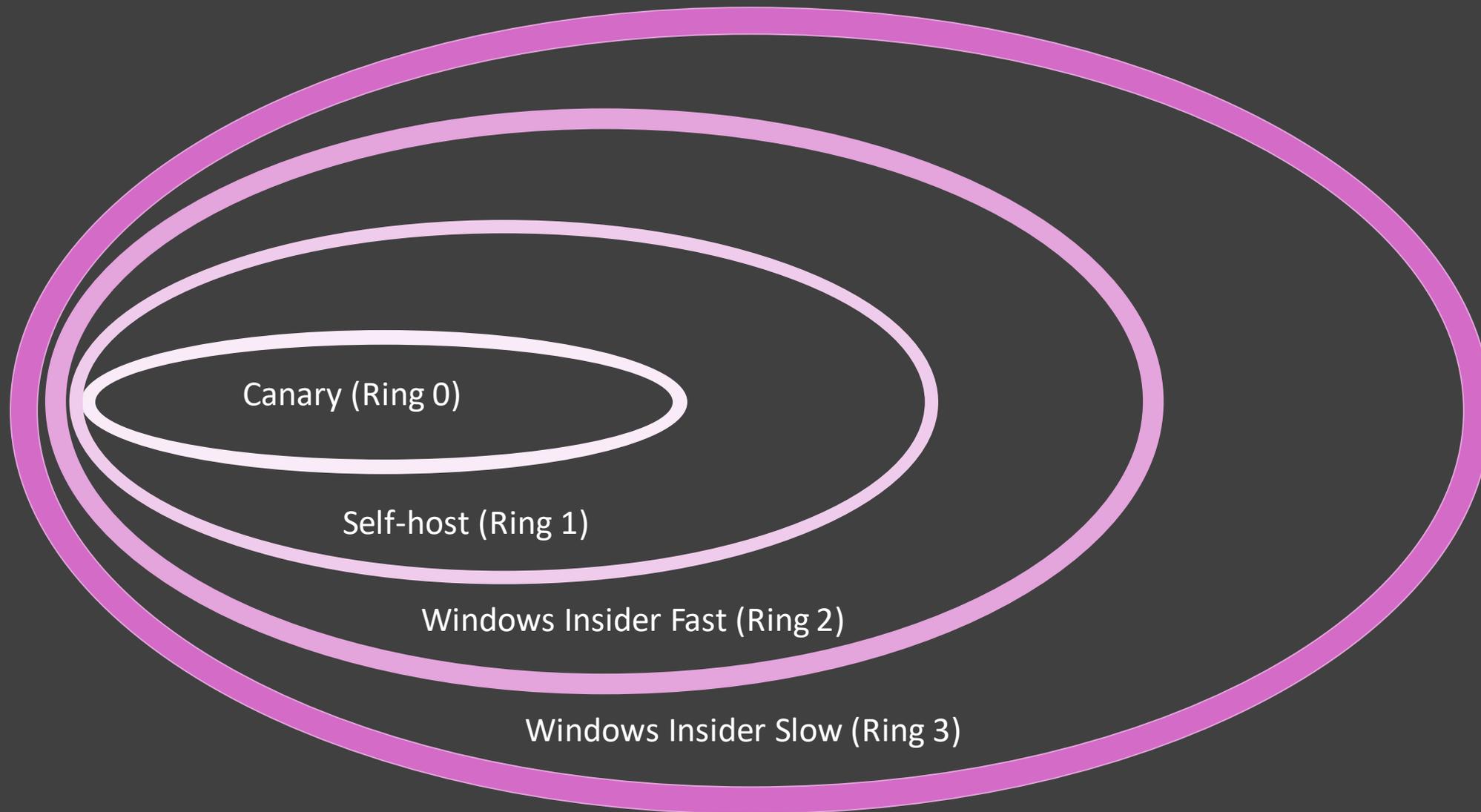
@brandonleblanc

The
Windows
Insider
Program is...

Flighting pre-release
Windows

Getting feedback on
these builds

Community engagement



Flight Test Builds to Rings

☰ All feedback My feedback

Search feedback [+ Add new feedback](#)

Sort: **Trending** Filter: **None** Device: **PC** Category: **All Categories**

Introducing Collections

A lot of you asked us to merge duplicate feedback, so we built Collections to do just that. Collections will show in search results instead of the individual feedback they represent. If your feedback is in a collection, use the My feedback filter to find it.

Your search results may contain collections that represent feedback related to your search even if the collection title doesn't contain your exact search terms.

26209 **Audio is not working in Windows 10**
Upvote Working on it - An official response has been posted
Category [Devices and Drivers > Audio and sound](#)
Last upvoted about an hour ago on builds 10240 - 17755
Work item [View query](#) Tracking multiple items
Comments 1785

1877 **The network troubleshooter isn't solving my network issues (Windows version 1803 and higher)**
Upvote Looking into it
Category [Network and Internet > Network Troubleshooter](#)
Last upvoted about an hour ago on builds 10586 - 18247
Work item [View query](#) Tracking multiple items
Comments 184

835 **I would like to customize individual news sources on the Start and New Tab pages**
Upvote An official response has been posted
Category [Microsoft Edge > Start and new tab pages](#)
Last upvoted 33 minutes ago on builds 10240 - 18247
Work item [View query](#) Tracking multiple items
Comments 28

156 **Code: 0x00000190**
Upvote Can't open the stor
Category [Microsoft Store > WishList](#)
Last upvoted 33 minutes ago on builds 10240 - 17134

Dona Sarkar

Windows Insider @windowsinsider

Many thanks to [#WindowsInsider](#) Ryan P. for letting us know about an issue with the USERNAME environment variable. We fixed this issue in Build 17724. Keep the feedback coming! [aka.ms/AA2kplb?utm_ca ...](#) [#CloseTheLoop](#) [#InsiderFixes](#) [#Windows10](#)

Feedback Hub - Windows Insider
insider.windows.com

3:13 PM - 28 Sep 2018

8 Retweets 29 Likes

3 8 29

Add another Tweet

Corrine @SecurityGarden · Sep 28
Replying to @windowsinsider
With everything else you have to do, love that you are taking the time to recognize [#InsiderFixes](#) this way. [#CloseTheLoop](#) [#Windows10](#) [#WindowsInsiders](#)

4

Feedback and Closing-the-loop



Community



Validating with data and insights is the best way to keep up with rapidly changing technology.

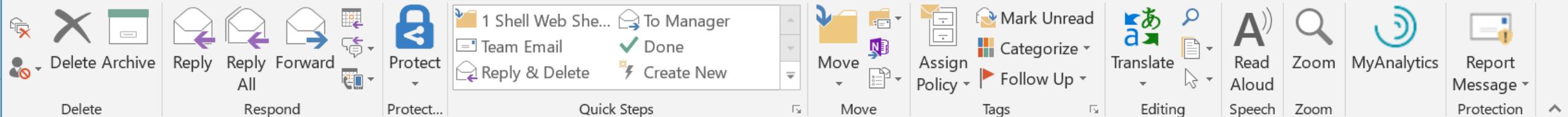


You maximize the value to your organization when you start preparing for what's next.



You can't compete in tomorrow's digital world with yesterday's tech.

1. Have a clear **WHY** they should invest (that benefits them)



Tue 11/7/2017 5:52 AM

Leonard, Eddie <Eddie.Leonard@firstcitizens.com>

RE: Greetings from Redmond

To Blair Glennon

Follow up. Completed on Tuesday, November 7, 2017.
 You replied to this message on 11/7/2017 4:35 PM.

Insider Build Tracking.xlsx
 14 KB

As for blockers, as I mentioned previously the AAD is the only blocker right now. I think we have clearly set expectations to the build quality, so that should not be an issue. On the tools side, there are the couple of things I mentioned during your guys' session at Ignite:

- A simplified build release notes site. I am thinking something like my spreadsheet with a link to each build release notes. If I recall, this is already in the works.
- A way to moderate and/or gather feedback that internal folks wish to leave on the Feedback Hub. This would allow us to determine what is an internal issue (i.e. GPO, etc.) and what truly should be posted for the world to see.
- Ability to sync, deploy, and track Insider Builds via ConfigMgr. Tracking can be done via custom reports already, but a section in the Servicing portion of the console with dashboard items would be ninja!

2. Co-create with them

So while I have your attention, maybe you can help me out. I asked this question during the "What's New for IT in Fall Creators Update" webinar with Nathan Mercer and Michael Niehaus last week. Nathan responded to tweet him about it to which I did (and included Dona), but have not received any response as of yet. Downside of Twitter I suppose, too many tweets to read 😊

So the question was, is there a way to determine if a Global Admin has already registered (and registered correctly) your domain with WIP4Biz? I'm asking because I had

3. Be their advocate and celebrate their wins

We just returned from #MSIgnite in Orlando, one of our biggest events with around 30K attendees. Our team absolutely loves to get on planes and meet our community in-person so being able to meet thousands of Insiders in person was a dream come true.

This year, we decided to try something different and invite two Insiders to be our special guests to speak on stage with us and participate in all of our events.



Eddie (Left) & Paul (Right).

- **Paul Warren** is a Senior Technical Specialist at Auckland Council who has been leading the Windows 10, WIP4Biz and Office 365 ProPlus in his organization.
- **Eddie Leonard** is a Systems Engineer Consultant at First Citizen's Bank who has been leading the Windows 10, Windows Analytics and WIP4Biz adoption at his company. Also [check out Eddie's insights from Ignite](#) he published to LinkedIn!

We have worked with these two wonderful humans for over two years to co-create our WIP4Biz program and many aspects of WIP. It was an honor to have them on stage to introduce the work they have shaped so much of. They were both *brilliant* throughout the conference at hero-making both their own organizations and the Insider program. They both ran around and hustled many other organizations to adopt the WIP4Biz lifestyle.



4. Share your **stage**



Dona Sarkar @donasarkar · Jul 9

My [#WindowsInsiders](#), I brought [#NinjaCat](#) to work to help me unpack my office and look at what he's done. [#Windows10](#)



← ↻ 143 ❤️ 489 📊 ⋮

5. Have **inside** jokes and symbols



6. **Meet** regularly virtually or in-person



Dona Sarkar ✓
@donasarkar

Um....should I start getting nervous NOW, or wait till then? @scottgu #MSAUIGNITE



Aaron Dinnage @AaronDinnage
Microsoft Ignite Australia tickets are now on sale
14-17 February 2017, Gold Coast
msftignite.com.au
#MSAulanite @scottau @donasarkar

RETWEETS 13
LIKES 107



2:56 AM - 20 Sep 2016



Reply to @scottgu



Rich Woods @TheRichWoods · Sep 20
@donasarkar For tips on speaking, you should read this book called "You H...
me at 'Hello, World'"



Rich Woods @TheRichWoods · Sep 20
@donasarkar You might have heard of it



Aakash Sharma ❤️ + @aakash006sharma · Sep 20
@donasarkar @scottgu No, don't get nervous. I'm with you 😂 😎

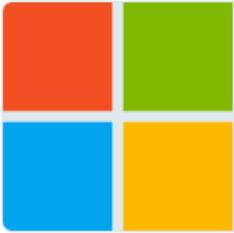


with drive. My passion has always been there, but just having that one person go "you can do it, and I wanna support you however way I can" make me so revived. In mid 2014 I was diagnosed with psychosis, and dealing with anxiety and depression. I was falling down a hole and looking for a permanent solution to a temporary problem. I then discovered the insider program, and I felt like I was apart of something meaningful.

7. Be **vulnerable** and make it safe for THEM to be vulnerable

Dona @ #Starwest @donasarkar · Sep 29
My secret plan to help our IT Pro #WindowsInsiders learn Cloud Architect skills for the future has begun!

This 2 min video by @film_girl is probably the best overview of what the heck @Azure even is I've ever seen. Everyone should watch it <3



What is Azure?
Learn what cloud computing means and how Azure is more than just a place to run your virtual machines.
docs.microsoft.com

8 73 242

Dona @ #Starwest @donasarkar · Sep 29
I'm a dev who knows nothing about Cloud Architecture. Let's learn together.

2 37

Will St. Germain IV @WISMSFT · Oct 1
Replying to @donasarkar @film_girl @Azure
Bravo, I feel a lot of smaller organizations are still not quite sure what the "cloud" is and if @Microsoft has a cloud. Well done to quickly describe @Azure.

1 1

Christcreama Warren @film_girl · Oct 1
I showed this to my mom and was like, "this is what I do" and she was like "finally, I sort of understand" 🥰🥰🥰

1 4

Dona @ #Starwest @donasarkar · Oct 1
Yessss

4

Mohamed Adam Mohamed Khan @Googleme001 · Sep 29
Replying to @donasarkar @film_girl @Azure
The video is very informative and within two minutes "How does Azure work?" is explained. Please watch the video and join Microsoft Learn to learn for free. Thank me later.

#Azure #IntroductionToAzure
#MicrosoftLearn #Microsoft #CodeNoSleep



Microsoft Learn
The skills required to advance your career and earn your spot at the top do not come easily. Now there's a more rewarding approach to hands-on learning that helps yo...
docs.microsoft.com

1 2

Simon Allison #WIMVP @simonallisonuk · Sep 30
Replying to @donasarkar @film_girl @Azure
It reminded me of Bill Gates video on code.org - How computers work, @donasarkar even though I created my first azure VM two years ago I still learnt that you can resize a VM to make it a production VM - very good



Code.org: Anybody can Learn
Every student in every school deserves the opportunity to study computer science.
code.org

1

Dave Munson @Mundon · Sep 29
Replying to @donasarkar @film_girl @Azure
I'm a sysadmin who knows practically nothing about the cloud. Thanks for sharing this.

1

8. Keep learning together



Brandon LeBlanc @brandonleblanc · 18h

I did a thing today with @donasarkar today. She is really pushing me out of my comfort zone to do more public speaking and I am immensely grateful.
#MSHOLAImpact



You

12 1 67



Otmane Fettal @OFettal · 1h

and here i am one year later , the Team Leader of our School's ENACTUS team , i've never thought i'll be close to that one day , i'm getting better each and every day , People who encourage you and make you do more are incredibly rare and they deserve a huge thanks

1 2



James @jamesewoods · 57m

+ 1 this! I'm on the Student Council this year and it requires me to talk quite a bit in front of people, but I'm so incredibly introverted and quiet. The people around me have been the most important in helping me to speak. Still not there yet, but love hearing others doing it!

1 2



Dona @ #Starwest @donasarkar · 54m

I love these stories. YES to having people around you who will force you into situations where you have to. I used to be terrified of public speaking. Having a main presenter and me being a panelist or a guest speaker really helps. Also being interviewed on stage works.

3 1 3



Otmane Fettal

@OFettal

Follow

Replying to @donasarkar @jamesewoods @brandonleblanc

We're here to help each other achieve more , look at the Windows insider program for instance , how it changed the lives of many people , including me , talking about it was definitely the spark of many friendships i have now , lots of experience i got from talking about Windows

2:31 PM - 3 Oct 2018

1 2

9. Help them connect to one another

Top Secret Plan

Steal Pens

?

Make Profit

Step 1

Step 2

Step 3



10. Embrace shenanigans



Dona Sarkar ✓

@donasarkar

So...@DJ_EddieL and @thenewnumber2, how do you two feel about co-presenting a thing at #MSIgnite with me that opens with HELLO DELINQUENTS...DOES YOUR BOSS KNOW WHAT SHENNANIGANS YOU'RE ABOUT TO CAUSE IN YOUR ORG?

I see @JBGlennon is not amused.

5:29 PM - 24 Aug 2018

1 Retweet 9 Likes



2 1 9



Add another Tweet



Paul Warren @thenewnumber2 · 13m

Replying to @donasarkar @DJ_EddieL @JBGlennon

Hell yeah!! I'm all in...

1 1



Dona Sarkar ✓ @donasarkar · 5m

There's my fave delinquent!

1



Eddie Leonard @DJ_EddieL · 1m

Replying to @donasarkar @thenewnumber2 @JBGlennon

I'm in! Probably wouldn't be the first time I got a talking too! 😄😄😄👊

1

Homework:

Build your testing COMMUNITY

What would you do if you could not fail?



@donasarkar

@brandonleblanc

If you're using Windows
and/or Office in your
company

Join the **movement!**
<http://aka.ms/m365insiders>

