

# Lessons from Etsy: **The Secrets to a Successful Remote Culture**

Brad Greenlee

brad@etsy.com

@bgreenlee

Etsy

Search for items or shops

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Favorites

You

Cart

33

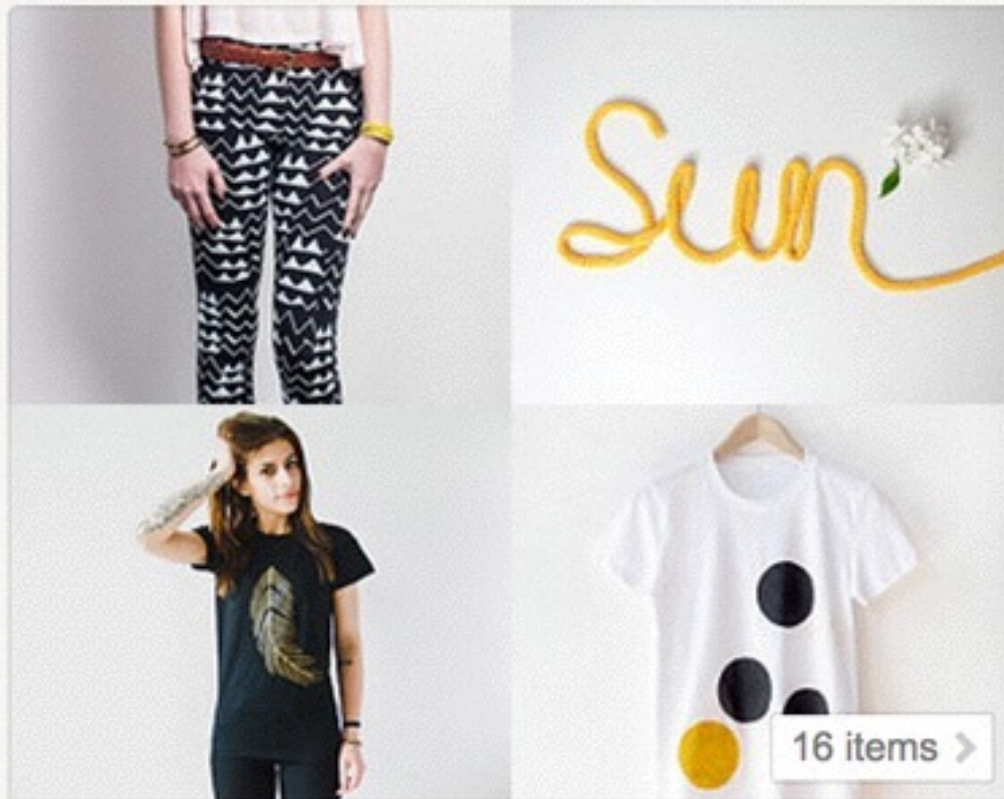
### Your Feed

Following

Interactions



Recently Favorited Items



16 items >

Round Yellow Winter  
List curated by Studio BaraBom



229 items >

TheThingsThatWere ★★★★★  
The Things That Were - cool vint...



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[Holidays](#)

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[Mobile Accessories](#)

### Story Behind the Shop [See more](#)



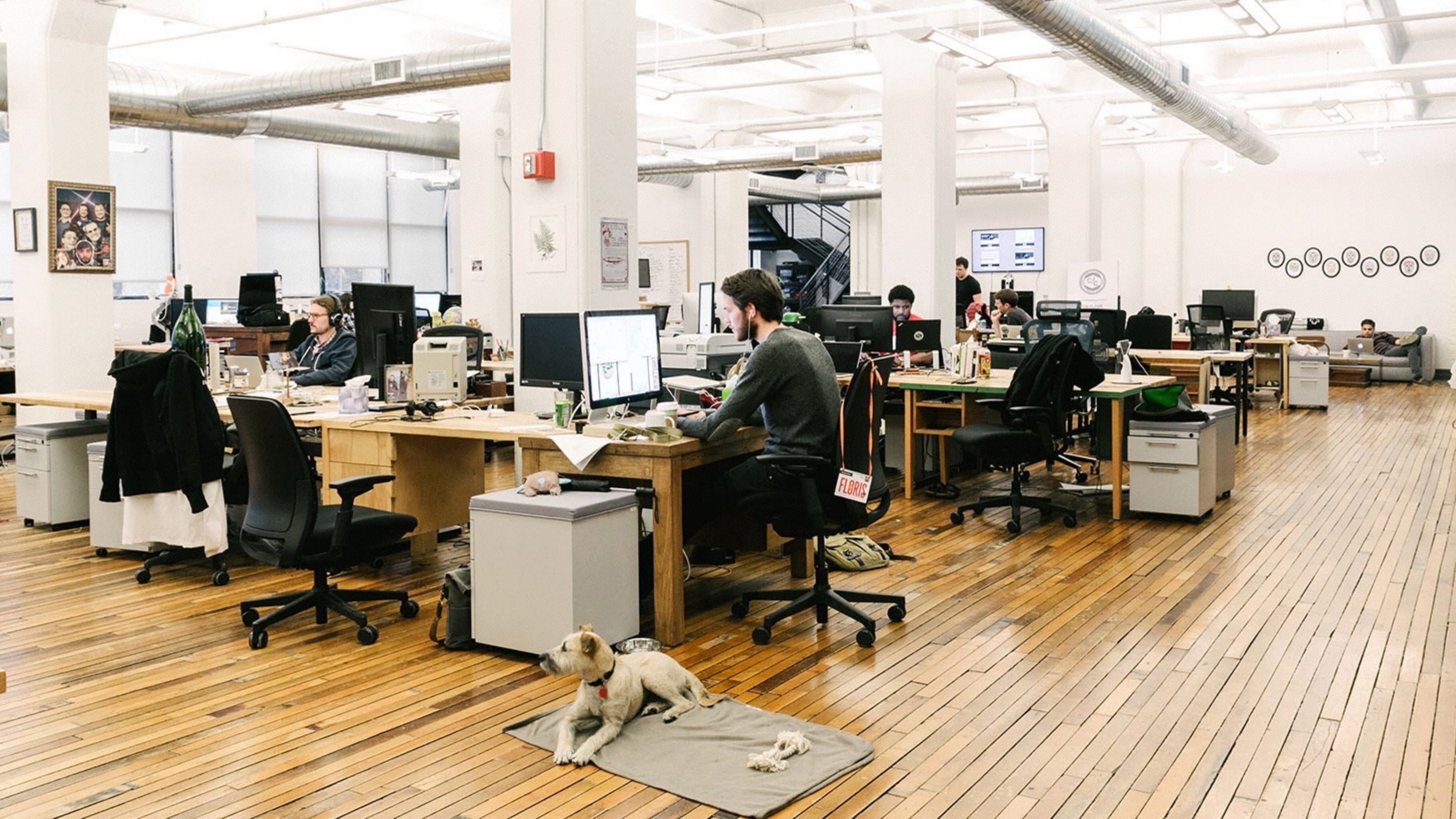
**clapclapdesign**

"My line is named Clap Clap because clapping your hands makes you happy!"

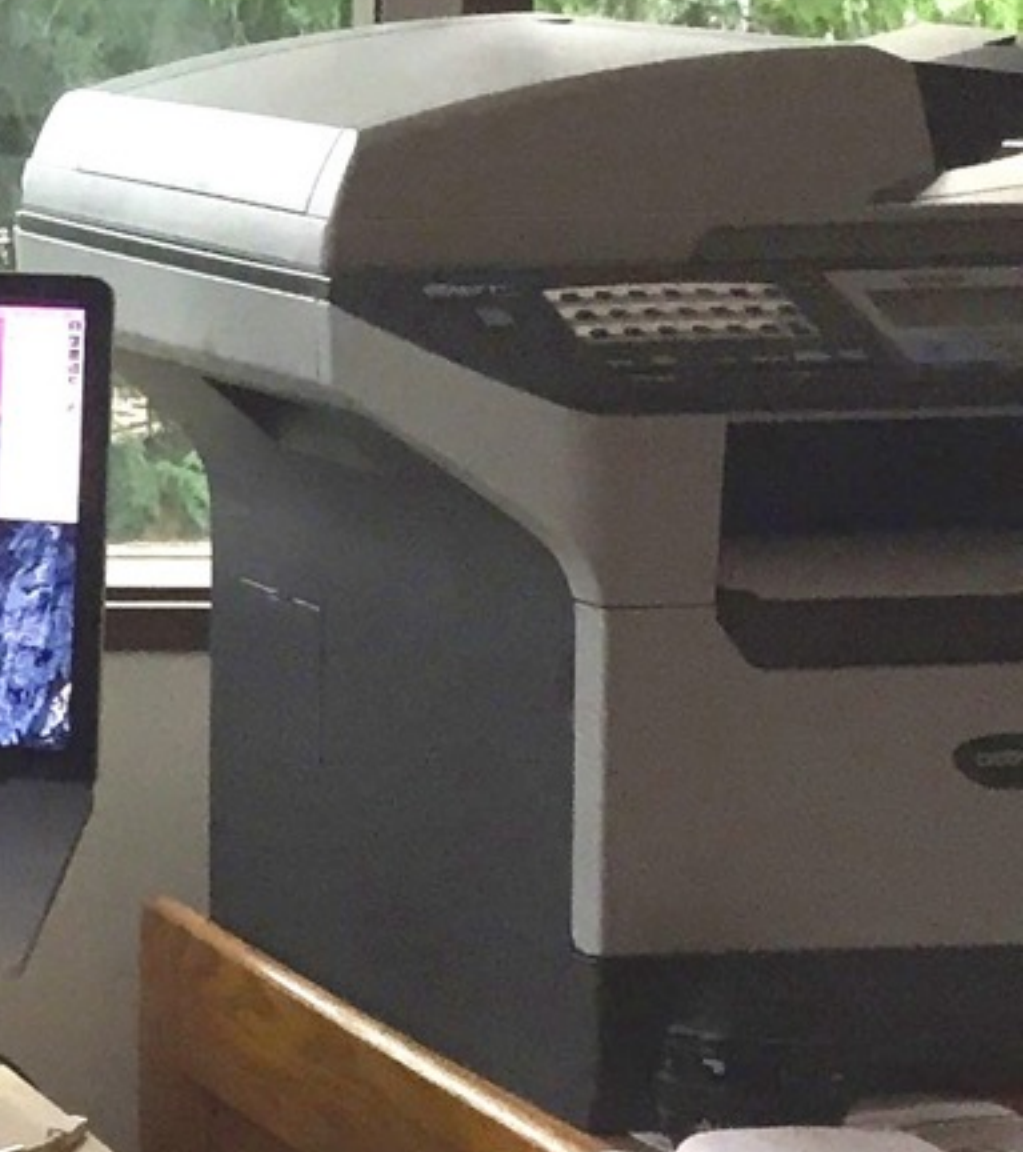
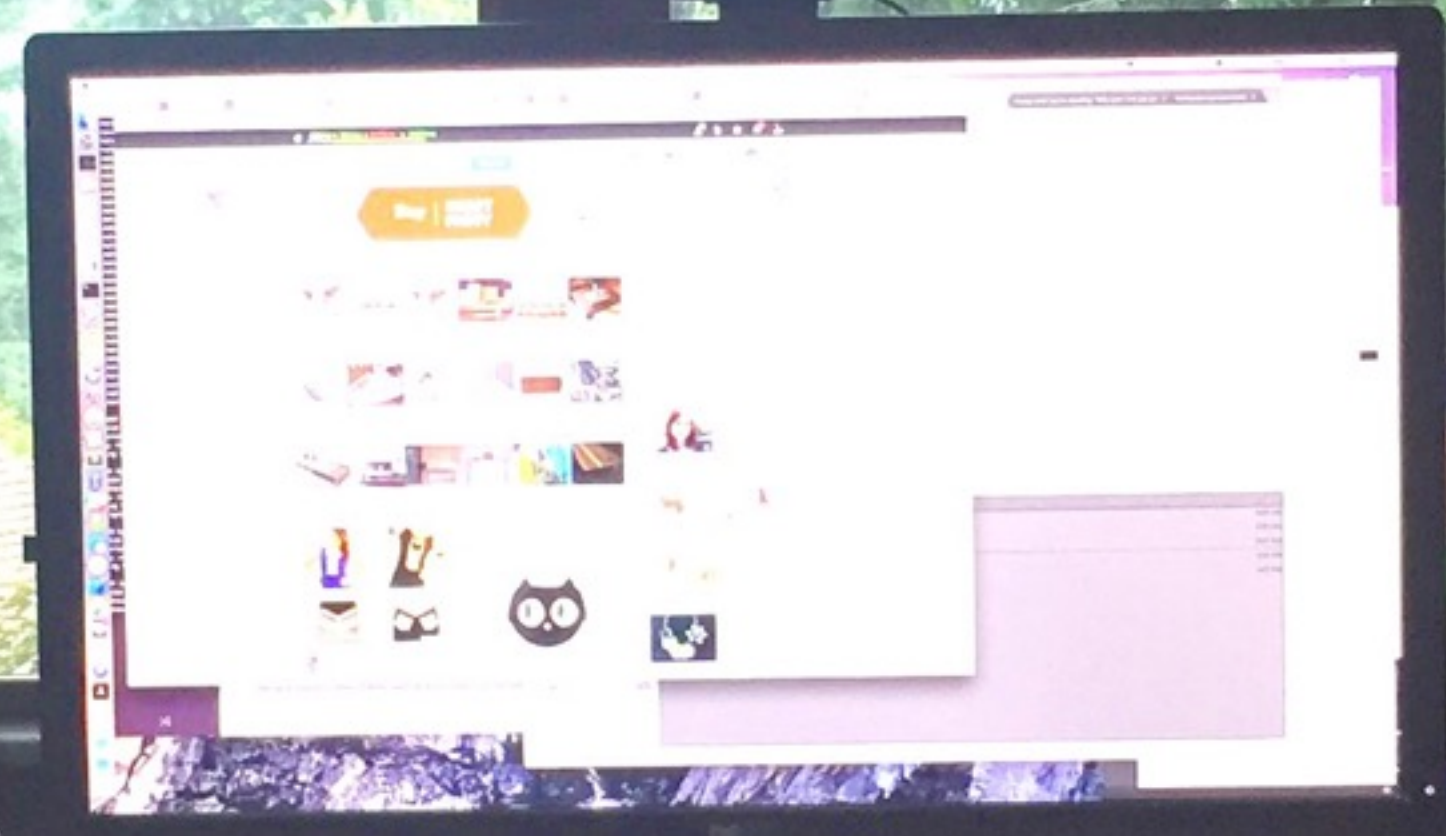
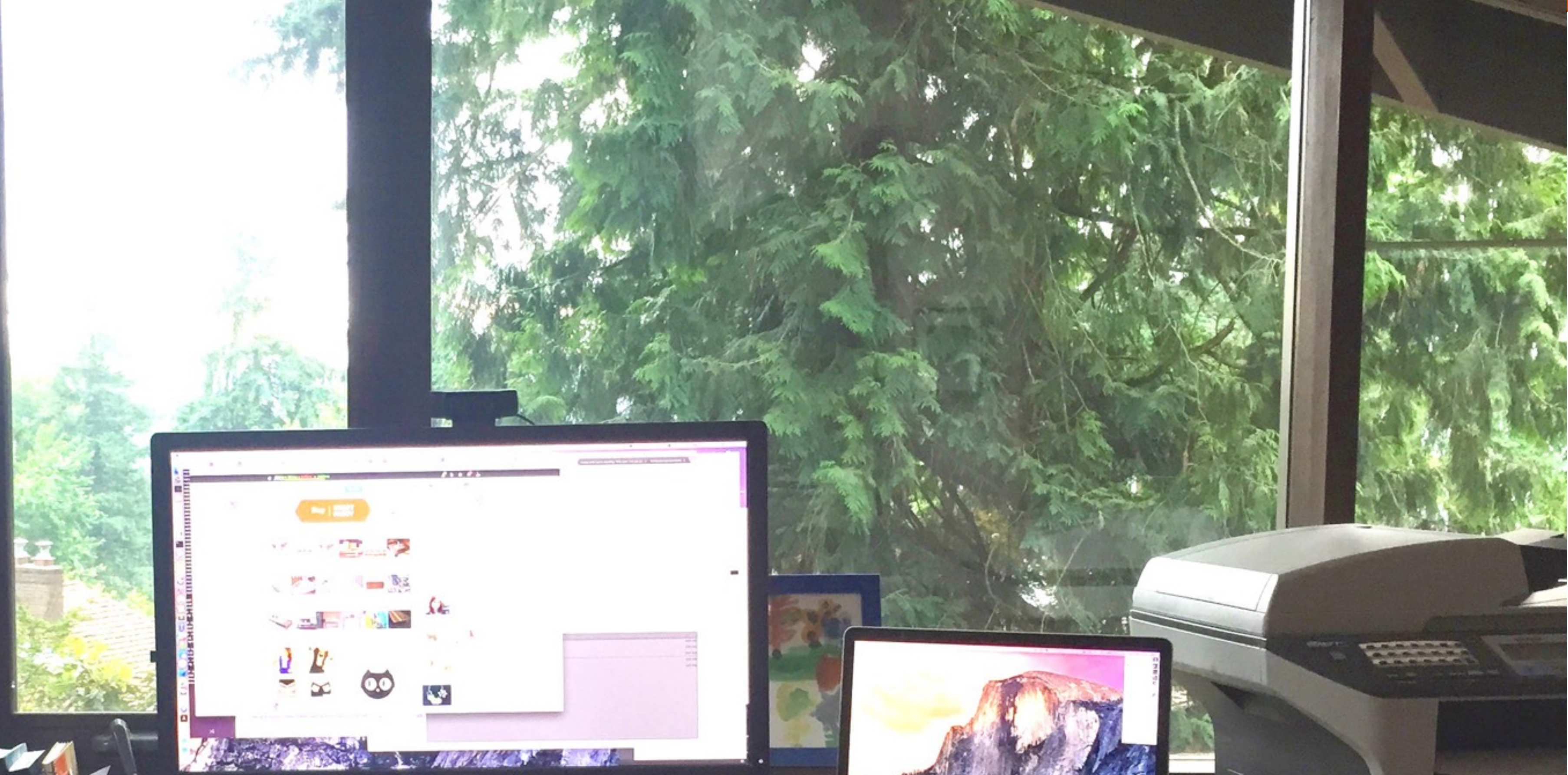
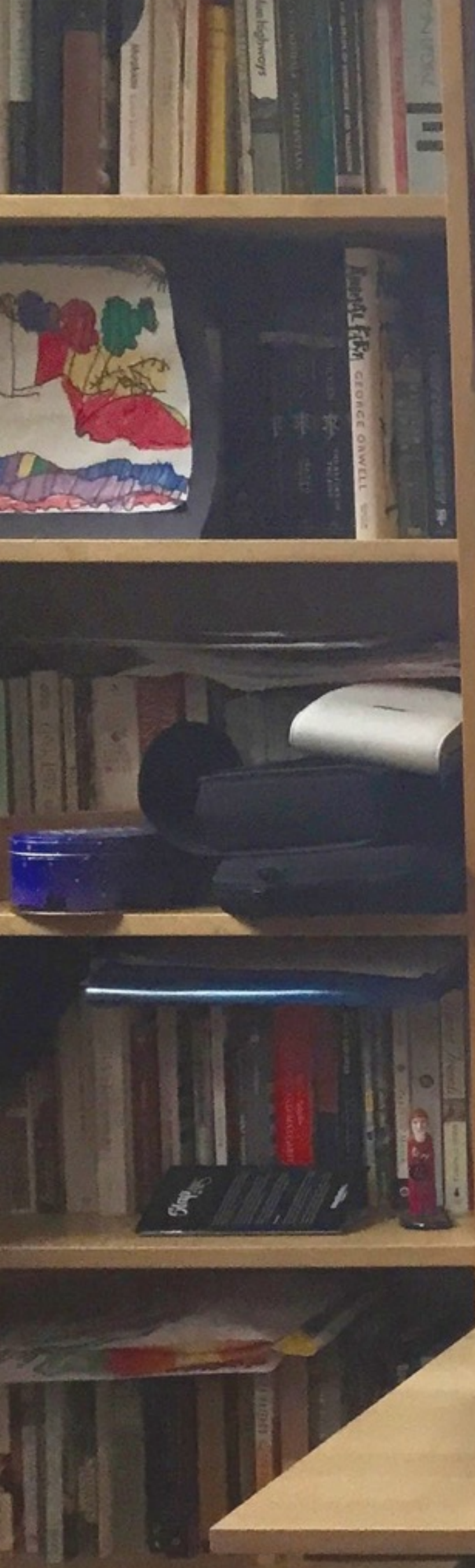
[Read the story and tour their studio](#)



### More From the Etsy Blog [See more](#)







**Who are you?**

# Agenda

> Advice for Organizations

# Agenda

- > Advice for Organizations
- > Advice for Remotes



# Agenda

> Advice for Organizations

> Advice for Remotes

~~> Why Remote?~~

From the authors of the *New York Times* bestseller *Rework*



**REMOTE**  
**OFFICE NOT REQUIRED**

Jason Fried and David Heinemeier Hansson  
FOUNDERS OF 37SIGNALS

**Advice  
for  
Organizations**

# Critical Mass



**Communication**

# Chat

irc.etsycorp.com

Channels

- #data-eng
- #etsynomics
- #etsysfittest
- #eventpipe
- #python
- #git
- #golang
- #remotes
- #sublime
- #config 1
- #coreplatform 6
- #data
- #devtools 5
- #etsy
- #f-train
- #hadoop
- #hardware
- #humanfactors
- #newhires
- #push 14
- #search
- #superbit
- #sysops
- #vertica
- #XGEO
- #marcom
- #helpdesk
- #autobots
- #design
- #payments
- #wholesale
- #logstash

brad\_ftrain Online

#remotes

the internet is made of babies

Search

annika Thursday 9:58 AM  
sdubois: <https://www.imperialviolet.org/2014/02/22/applebug.html>

sdubois Thursday 9:59 AM  
oof  
I mean come on this is just ugly  
<https://gist.github.com/dchest/1091803#file-1-openbsd-L48>

```
1 2 3 4 5 6 7 8 9
10
main(argc, argv)
int argc;
char *argv[];
{
    int i;

    argc--;
    for(i=1; i<=argc; i++)
        printf("%s%c", argv[i], i==argc? '\n': ' ');
}
```

0 - UNIX Fifth Edition hosted with ❤ by GitHub [view raw](#)

```
1 /*      $OpenBSD: echo.c,v 1.7 2009/10/27 23:59:21 deraadt Exp $      */
2 /*      $NetBSD: echo.c,v 1.6 1995/03/21 09:04:27 cgd Exp $      */
3
4 /*
5  * Copyright (c) 1989, 1993
6  *   The Regents of the University of California. All rights reserved
```

Because I stop parsing the code, and make sure the logic makes sense every time I see patterns that are odd

pwright Thursday 10:20 AM  
?learn adam\_s | "i used to be into tabs"

irccat Thursday 10:20 AM  
OK, learned adam\_s.

brad Thursday 10:25 AM  
I was into tabs before they were cool.

rhall Thursday 10:28 AM  
are carriage return linefeed pairs cool ironically

Rasmus Thursday 10:28 AM  
definitely not


# #push

<b>jdonato</b>	.join
pushbot has set topic: jdonato	
<b>pushbot</b>	jdonato : You're up
<b>jdonato</b>	.in
pushbot has set topic: jdonato*	
<b>pushbot</b>	jdonato : everyone is ready
<b>irccat</b>	<b>CHEF:</b> Nishan Subedi uploaded role <a href="https://github.etsycorp.com/gist/7354150ec9a">LaptopiOSDev.json</a> <a href="https://github.etsycorp.com/gist/7354150ec9a">https://github.etsycorp.com/gist/7354150ec9a</a>
<b>nikki</b>	jdonato can i join with you
<b>jdonato</b>	sure
<b>nikki</b>	awesome
	.join with jdonato
pushbot has set topic: jdonato* + nikki	
<b>pushbot</b>	jdonato nikki : You're up
<b>nikki</b>	.in
pushbot has set topic: jdonato* + nikki*	
<b>pushbot</b>	jdonato nikki : everyone is ready
<b>devbot</b>	Etsy build, test and princess started by jdonato
pushbot has set topic: <build> jdonato + nikki	
<b>Jenkins</b>	Starting build #32967 for job qa

# Alerting

laurensperber ?pizza

irccat halp beer




whiskey cookies pizza foxtrot gaga potato cake

devbot PRODUCTION deployed by cjanke build: c9b8352b10-20150529-174437-UTC took: 90.9 seconds  
diff: <http://et.sy/5usc4t0> runlog: <http://et.sy/2i30318>

Jenkins Project prod-config build #9320: SUCCESS in 42 sec: <http://ci.etsycorp.com/job/prod-config/9320/>

pushbot laurensperber : prod-config tests have passed

laurensperber got some errors i've never seen before during the prod step of this config deploy:






**brad** ?weather @mohit


**irccat** Jaipur, Rajasthan, India at 18:50: 35°C (95°F)  
Foggy in the morning and breezy in the evening. 26°C (79°F) to 39°C (102°F)

**brad** cool today!

**mohit** morning brad

yeah, just as am I preparing to leave

 **pwright**  
?learn adam\_s | "i used to be into tabs"

 **irccat**  
OK, learned adam\_s.

**moishe** ?++ sdubois

**irccat** One more plus for sdubois! sdubois now has 213 pluses!

**elise** ?++ sdubois

**irccat** One more plus for sdubois! sdubois now has 214 pluses!

**moishe** YES

**amit** ?visit

**irccat** Use ?visit to add yourself to the Brooklyn Visits calendar.  
Usage: ?visit <from> <to>

**amit** ?visit 9/14 9/18

**irccat** Click to add a Google calendar event: <http://et.sy/pfsoacc>

**jthiel** ?nag down logsterrest01.ny4 1w

**irccat** Downtime scheduled: [logsterrest01.ny4](#) (1 week)

**bburry** ?nag down imgwriter01.ny5

**irccat** Downtime scheduled: [imgwriter01.ny5](#) (60 minutes)

# Hack the System



[ETSY.COM/SHOP/STORIEDTHREADS](https://www.etsy.com/shop/storiedthreads)

# #remotes



**knorton**

remotes: anyone had good/bad VC experiences in elton prawn?

I've had two bad meetings in there (choppy audio) and I'm trying to figure out if the room has a problem.



**moishe**

knorton: I think it's because it's so echo-y

the AEC kicks in and all hell breaks loose

a lot of the new rooms in 400 have that problm



**anthony**

yeah 400 is terrible in that regard



**knorton**

moishe: oh, yeah, may be what's going on.



**moishe**

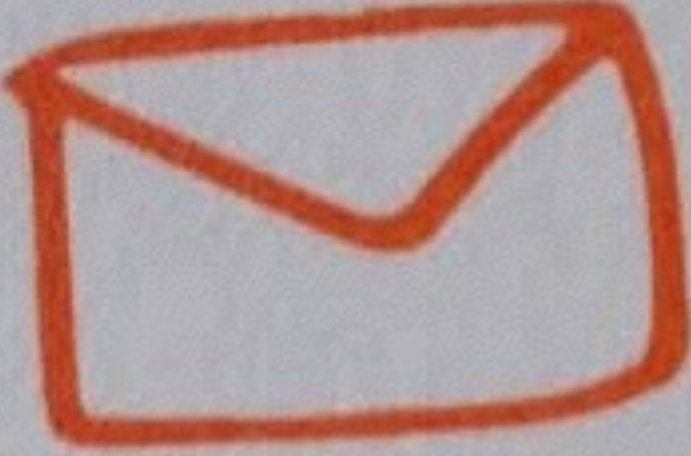

one mitigation is to make sure nobody's laptops are blocking the speaker

a lot of the time that makes things much worse


**Shorter, More  
Frequent**

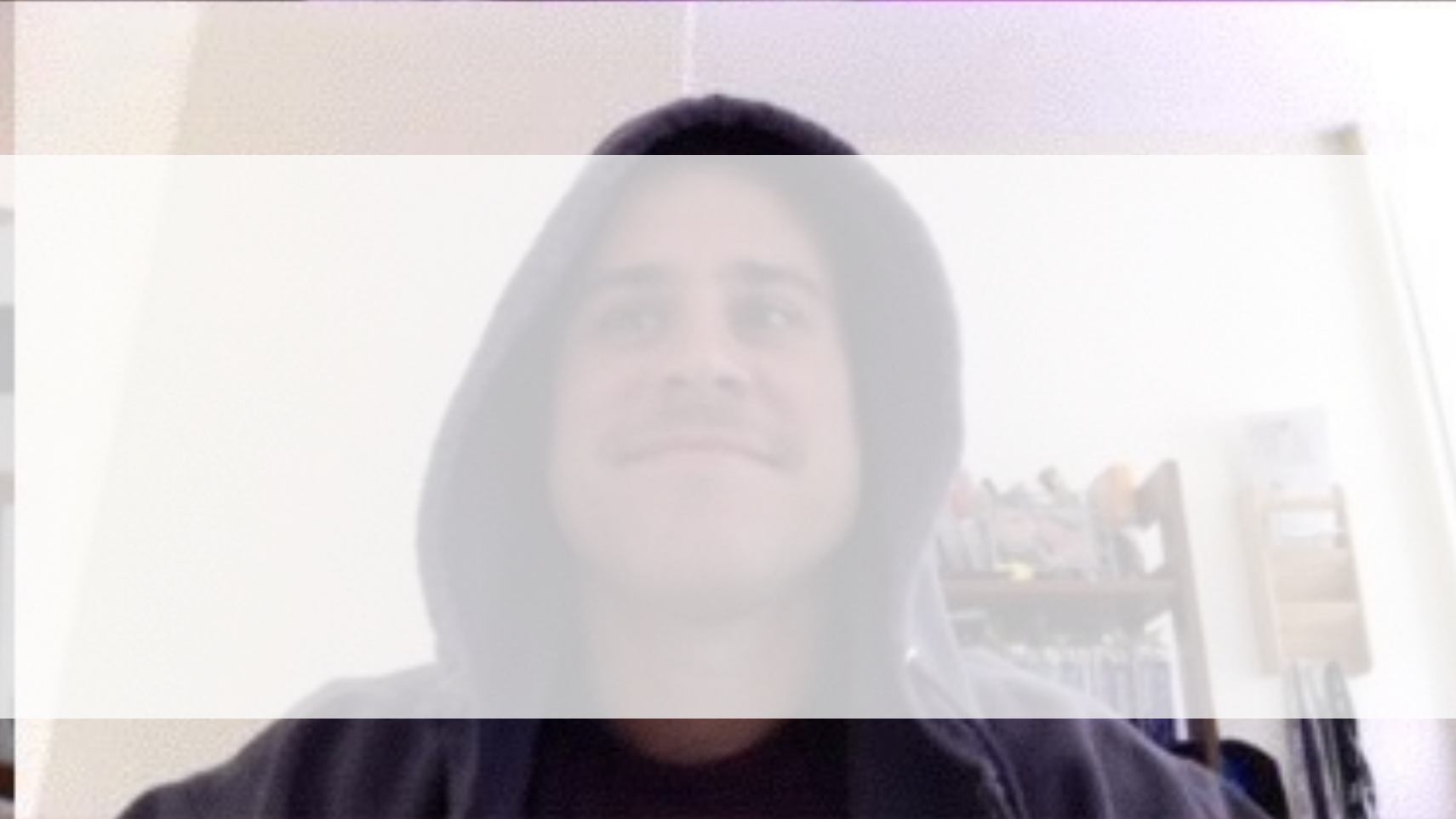
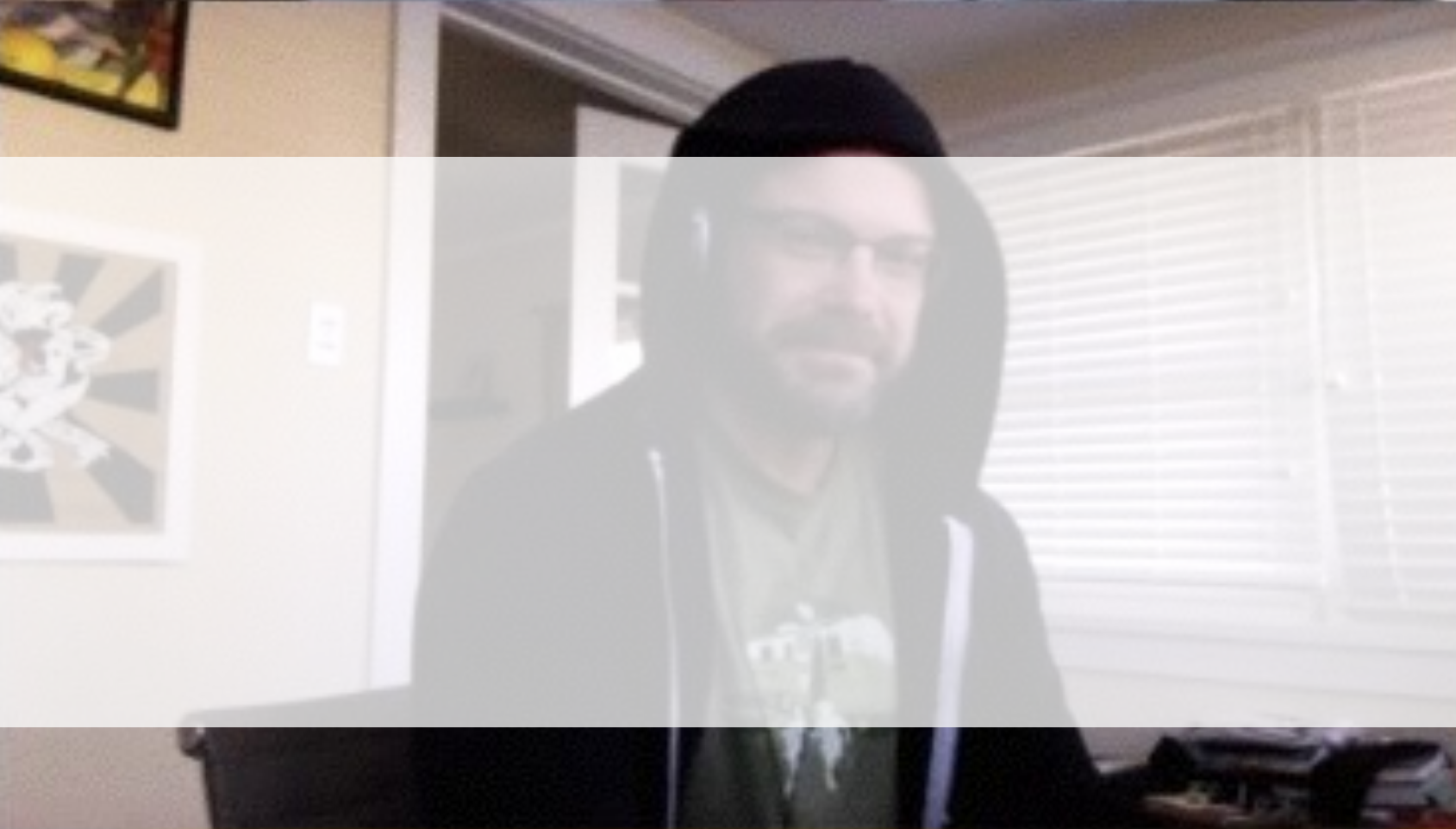
**>**

**Longer, Less  
Frequent**

 ETSY is 

A REPLY-ALL

 CULTURE



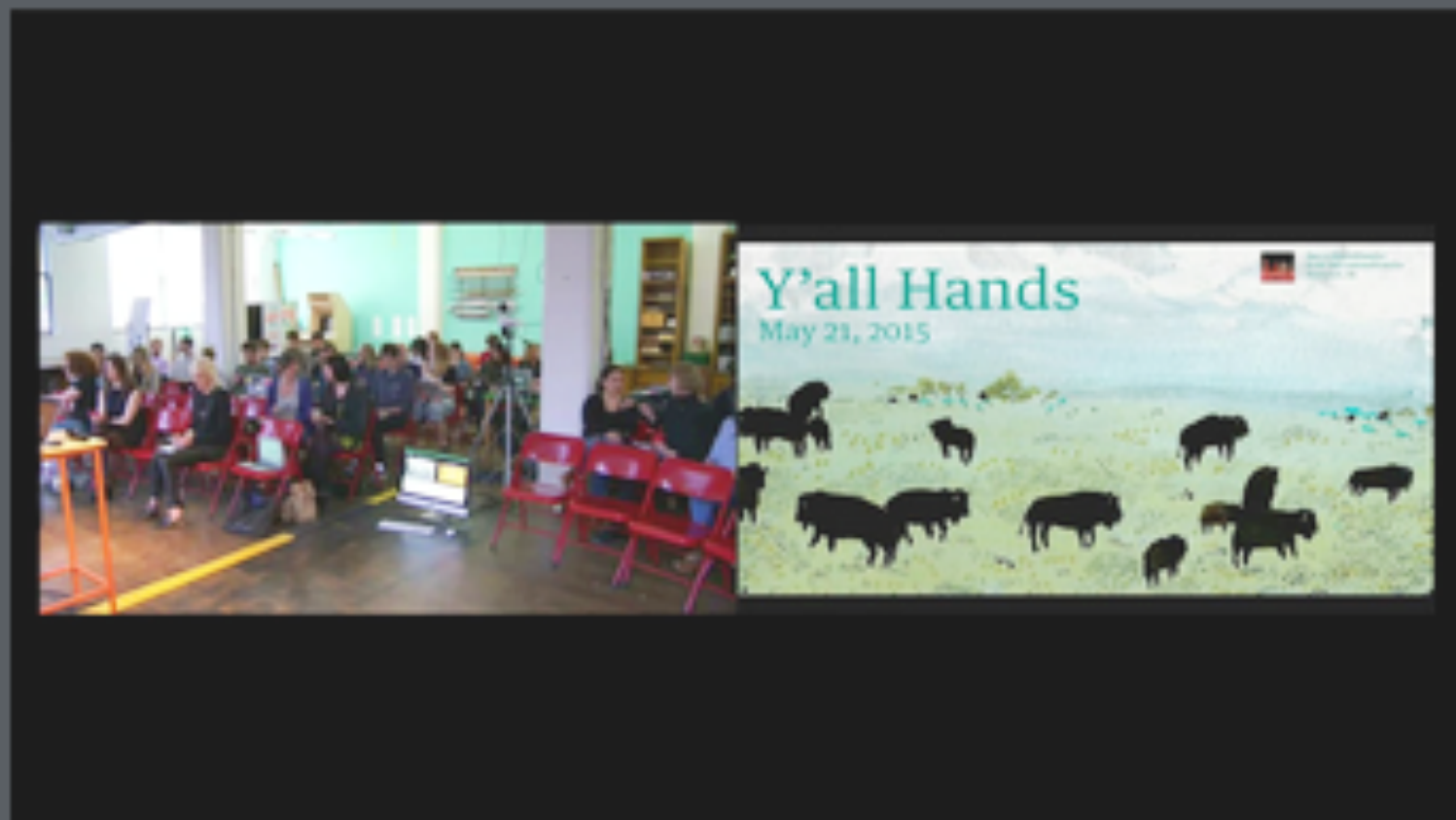


**Make it Easy**

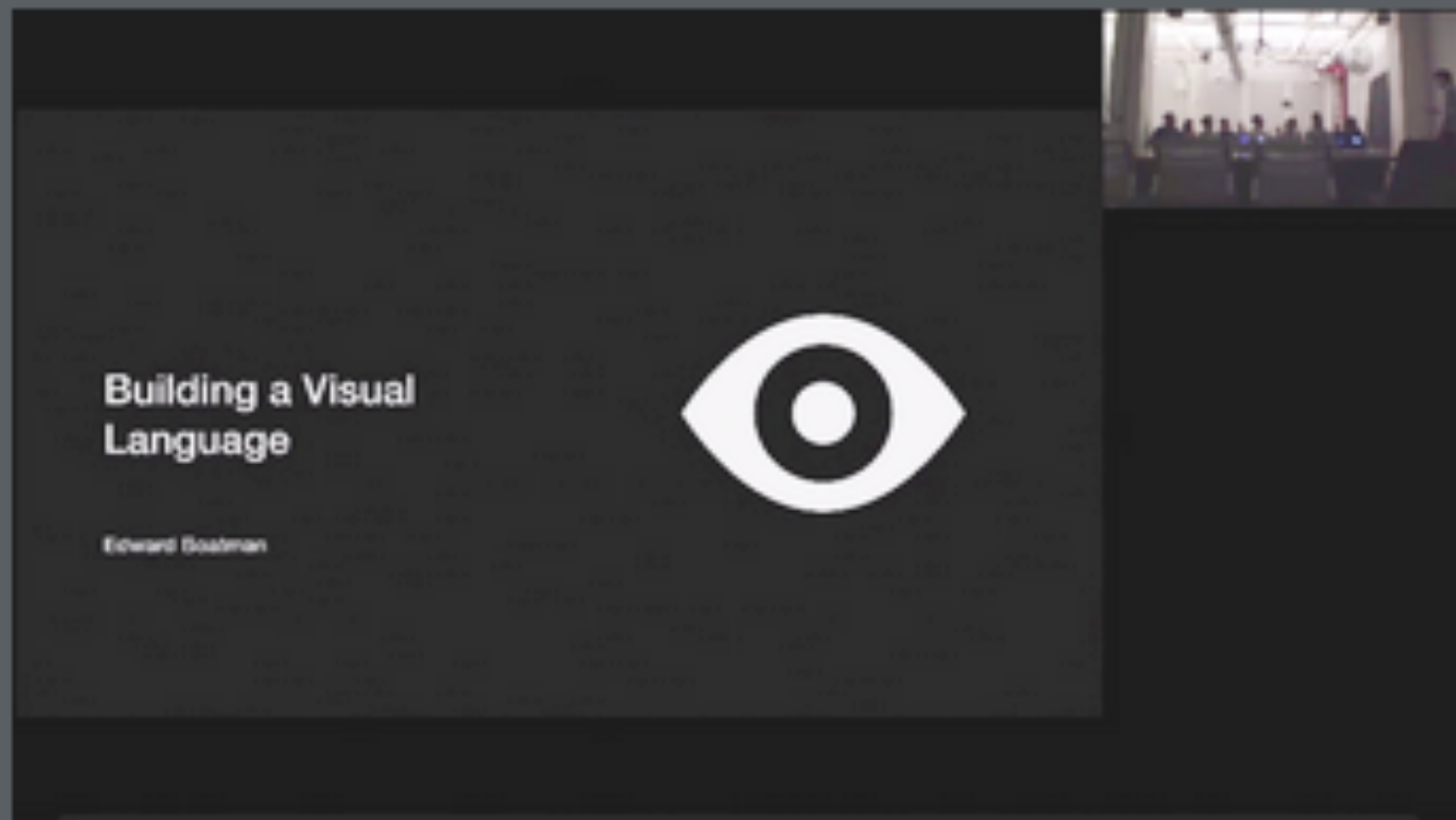


# Information Sharing

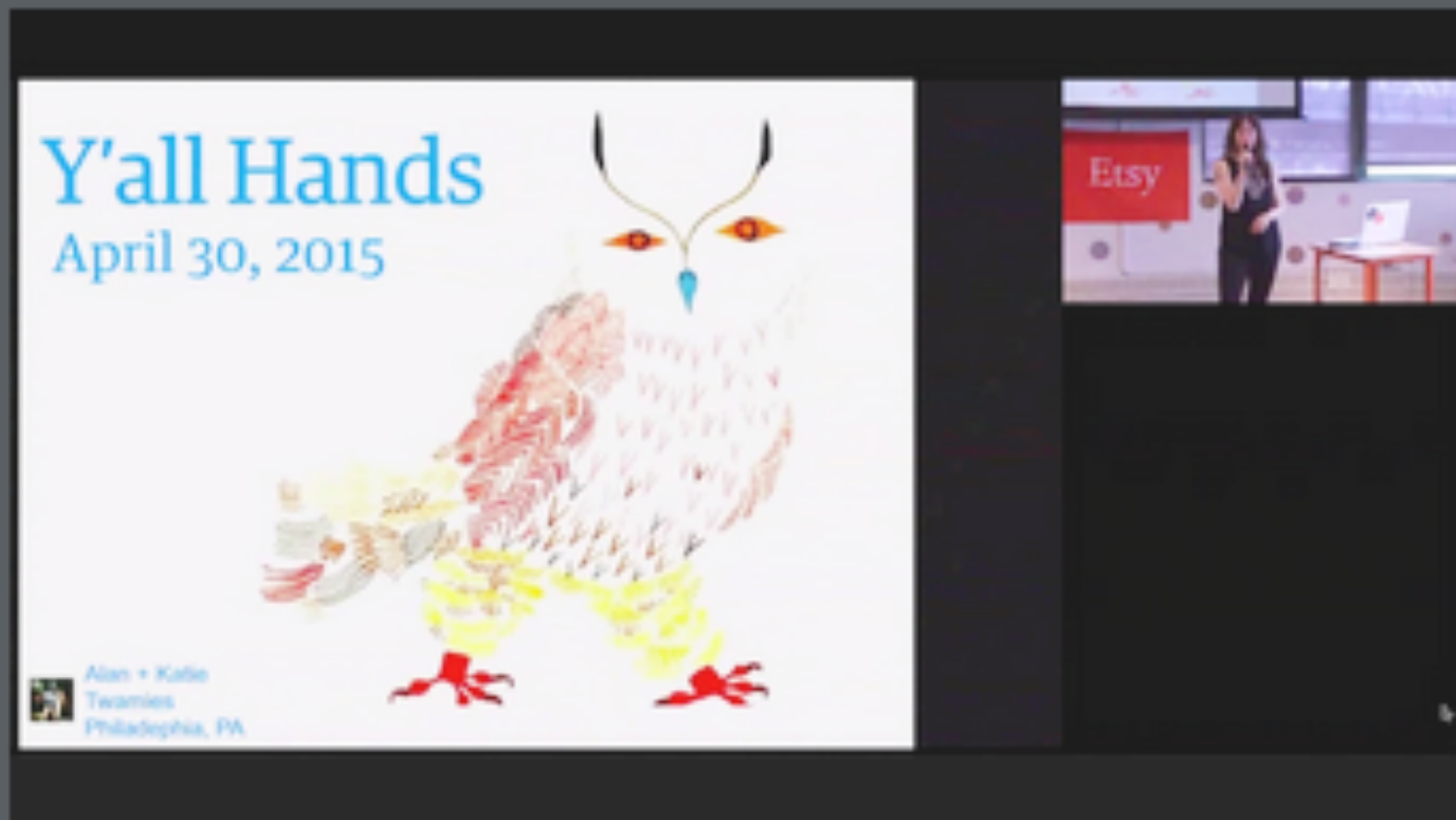
# Recent Videos



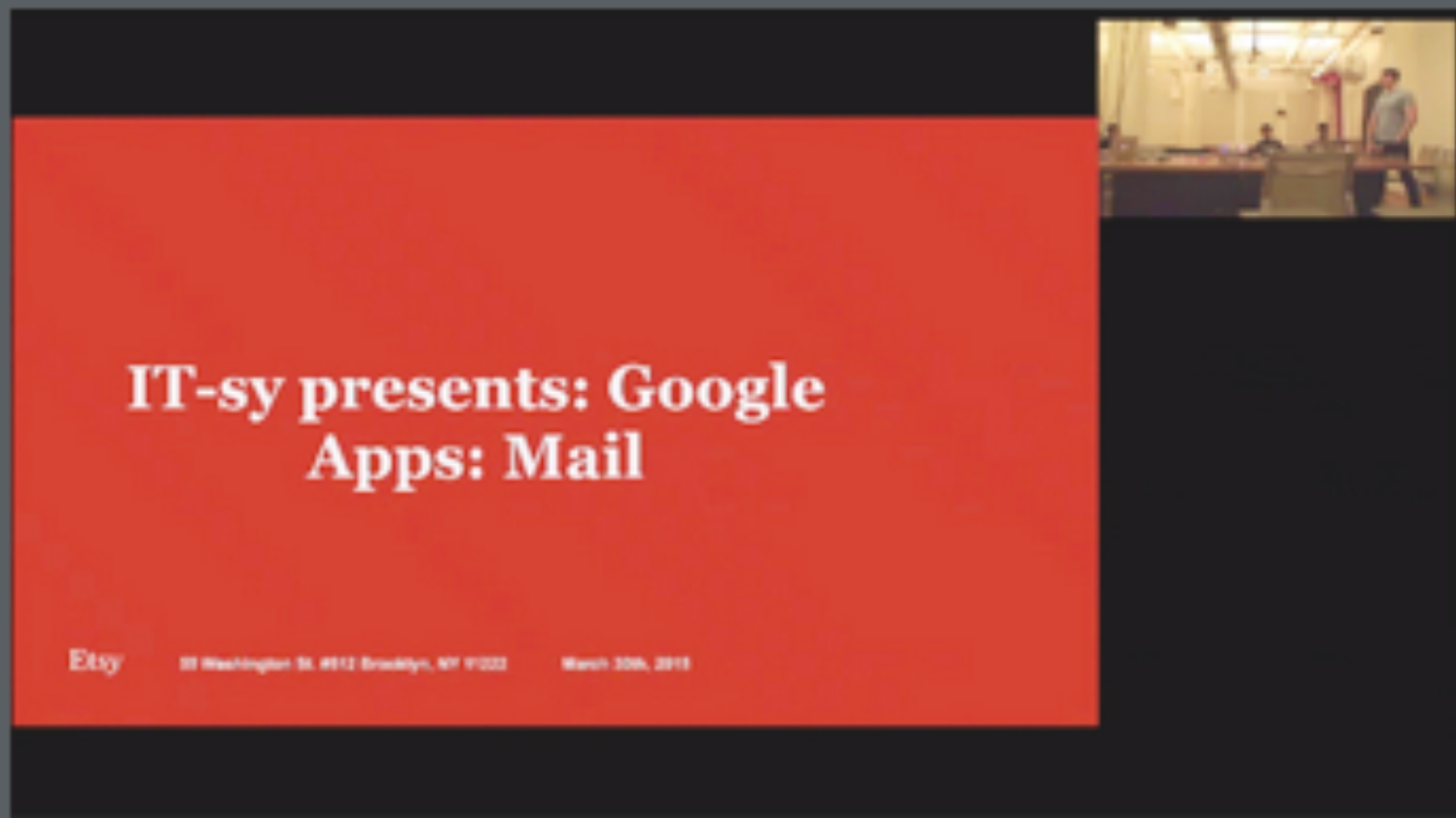
**Y'all Hands | May 2015**  
May 21, 2015



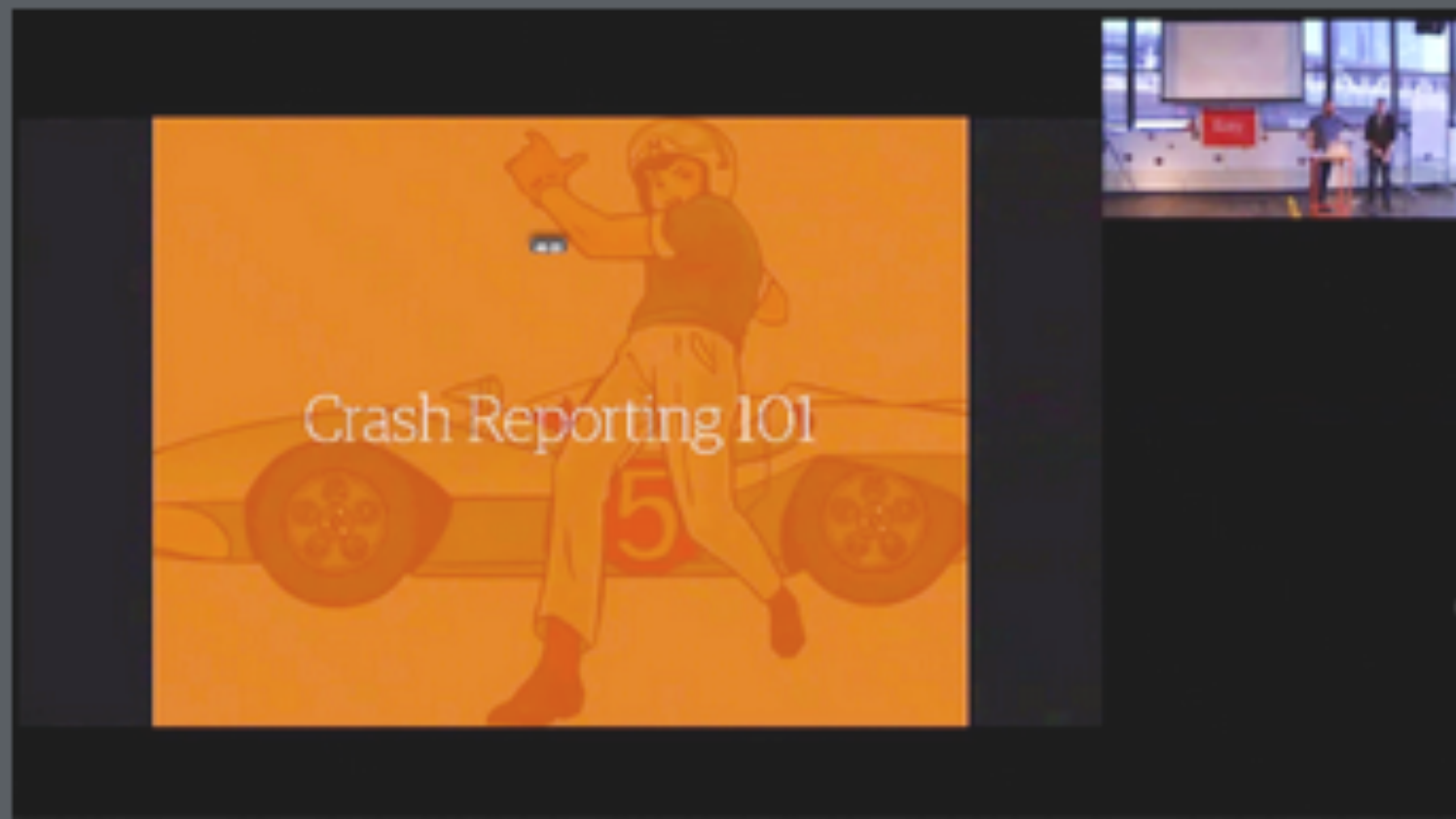
**Design Family Hour: Edward Boatman, cofounder and Designer of the Noun Project**  
May 1, 2015



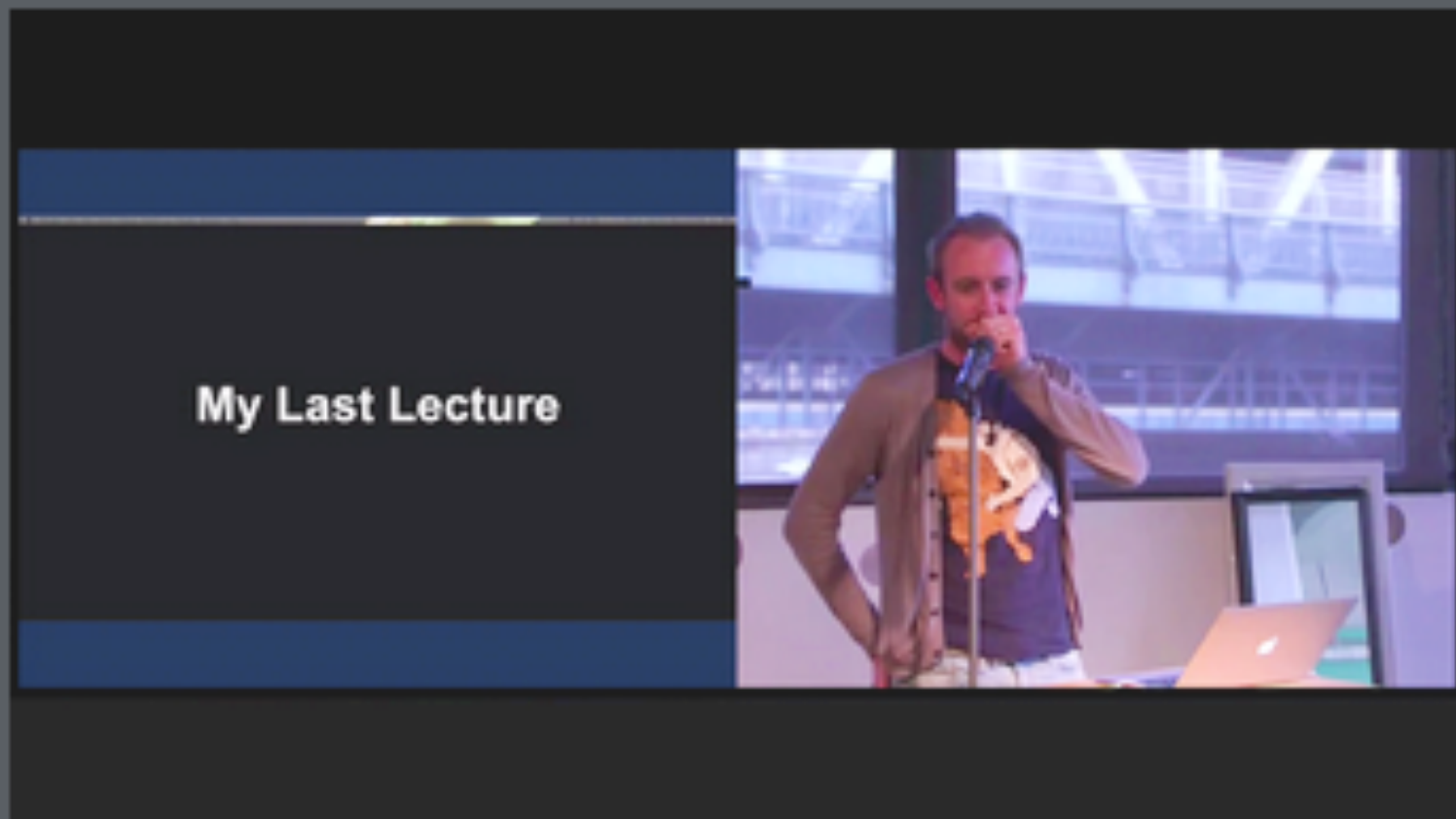
**Y'all Hands | April 2015**  
April 30, 2015



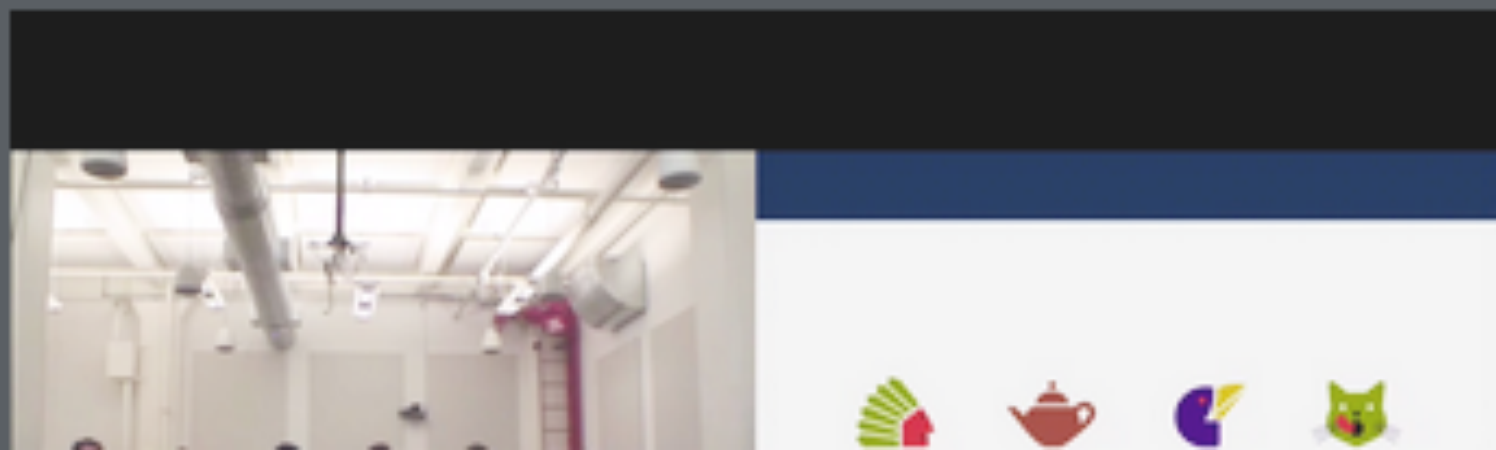
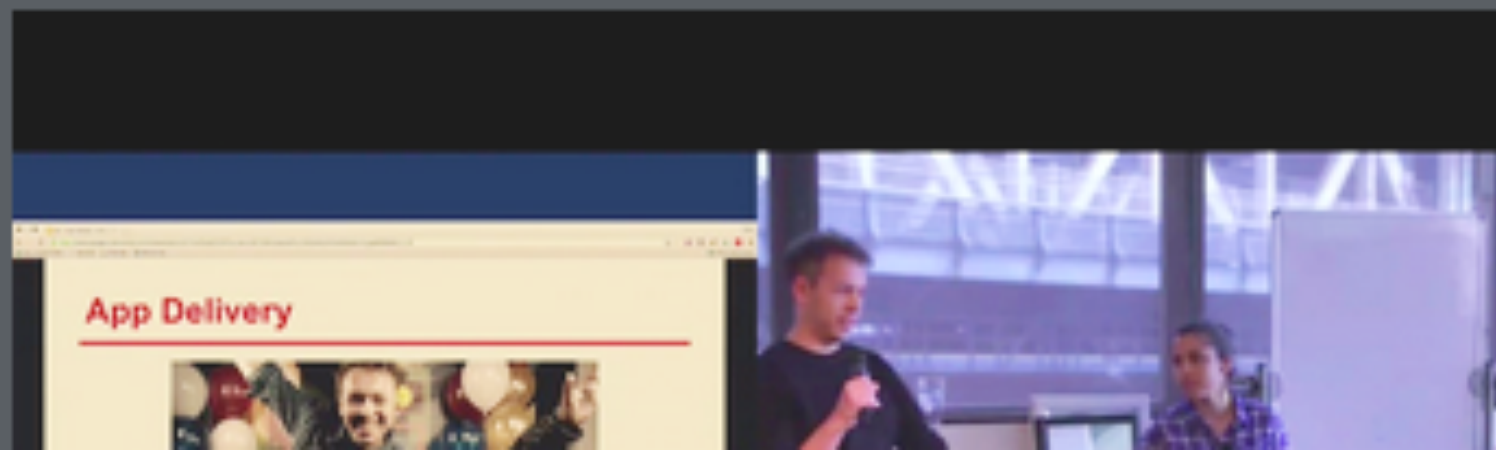
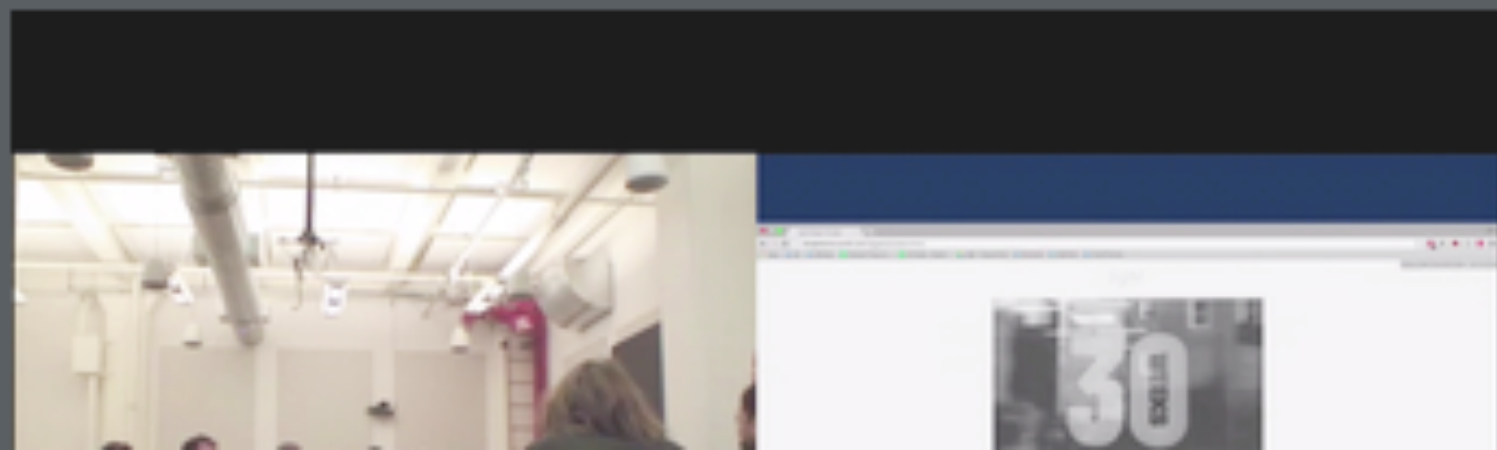
**IT:sy Google Apps: Mail**  
April 29, 2015



**Lunch and Learn: Crash Reporting 101**  
April 29, 2015



**Last Lecture**  
April 27, 2015



“On days when I can't make it into work, I'm thankful that Etsy's invested in a video conferencing system that allows me to hold basically any meeting remotely.”

— Lara Hogan, Etsy Sr. Engineering Manager

**Have a  
Remote Advocate**



**Managing**

# Hiring

1:1



# Daily Check-ins



# Make Visits Special



<https://www.etsy.com/shop/LittleDovie>

# Save me a Seat



<https://www.etsy.com/shop/OrmstonSaintUK>



# Go Remote

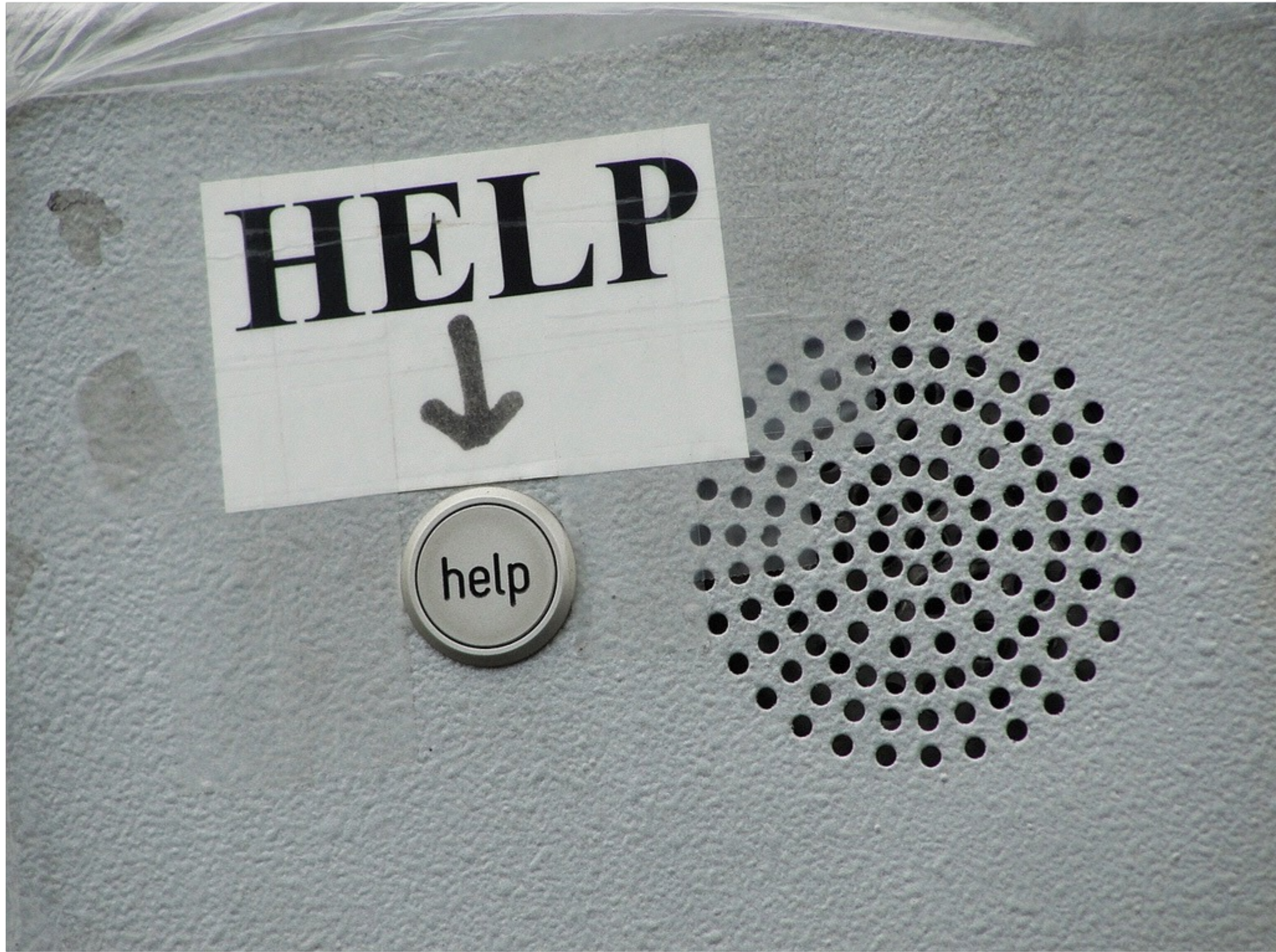
# Remote-Friendly Policies

**Visits**

**Home Office**

**&**

**Coworking**





**One of Us!**



**Culture**

**Etsy's mission:  
to reimagine commerce  
in ways that build a more  
fulfilling and lasting  
world**

Every Etsy  
employee  
has at least  
one seller  
in their city



**Be Mindful**

# Work in Progress



<https://www.etsy.com/shop/shawnstpeter>

**Open Office  
Plans Suck**



# WiFi is Hard



**Remote  
Collaboration is  
Hard**

# Fear of Remotes

# Advice for Remotes

**Visiting**

**Home Office**

**Don't Forget  
to  
Go "Home"**



**Own  
Your  
Schedule**



**Be Loud**



**Connect**

# Mixer

Mixer Me Managers Design Engineering Hudson Core About

## My Mixer Settings

**Email:**  
bgreenlee@etsy.com


**Name:**  
Used in the mixer email and should be your first and last name.  
Brad Greenlee

**Do you have an assistant? Add their username here:**  
Optional: If you have an assistant that manages your calendar, add their LDAP username here. It should be of the form first letter of first name, last name (eg. jgoulah)

**Participating Mixers**  
Select the peer groups for mixers you'd like to participate in.

Design  NO  
Engineering  YES  
Hudson  NO  
Core  NO

Save



Engineering Mixer Inbox x

**mixerbot@etsy.com** May 25 (9 days ago) ☆

to sgronim, me

Hello [Spike Gronim](#) and [Brad Greenlee](#)! You're getting this email because you opted into the Engineering Mixer. Schedule some time together for lunch/coffee/beer sometime this week or next. If you are paired with a remote employee, hop on Vidyo together!

You can adjust your mixer settings [here](#)

**Get the  
Inside Scoop**

# Alone Together



**##remotes on freenode**

**remotes.club**

**Conclusion**

**Remotes  
can be  
successful**



**It requires effort**

**on**

**both sides**

# Thank you

[brad@etsy.com](mailto:brad@etsy.com)

[@bgreenlee](#)

## Questions?