

Leading Rust Adoption

Discovery Workshop

An on-site workshop for software development managers tasked with leading Rust adoption in their department or organization.

You will learn:

- What successful Rust adoption looks like for your organization
- What engineers can contribute, and what they need
- Your role in guiding your team and providing what's needed
- Actionable insight into how to get started

Book workshop

Contact Hugo at hugo@tweedegolf.com to book the workshop, or ask any remaining questions.

Trainers

Suzanne Thiessen-Bolder is an independent change and leadership expert with extensive experience as a global transformation program manager, and trainer in sectors such as life sciences, energy, infrastructure, and public services. She guides complex transformations with a strong focus on both human dynamics and organizational processes. As a critical friend and strategic advisor, she equips leaders with the tools and insights needed to drive sustainable change—combining clarity, energy, and a pragmatic, people-centered approach.

Hugo van de Pol is director at Tweede golf, a software development company specializing in Rust. He has been working on global Rust adoption since 2018 and has organized and hosted the Industry Track at RustWeek for the last two years. Besides advocating for Rust, Hugo advocates for the adoption of memory safe technologies as an important pillar for building software that's truly secure by design.



Detailed contents

This 3-part workshop is a mixture of:

- Short explanations of change theory concepts
- Examples of Rust adoption at large organizations
- Short interactive brainstorm sessions and reflections to connect those concepts and examples to your specific situation

Part 1 - 1 hour: When is Rust adoption successful?

- Mapping out your situation: Who is involved? Who needs to change what they do?
- What does success look like? How do people behave? How do they feel? What is needed to sustain this success and make it the new normal?

Part 2 - 1 hour: It's all about people

- The ADKAR* model
- What phase are we currently in?
- What do people need?
- Who can contribute?
- What should I, as a leader, do?

*ADKAR stands for Awareness, Decision/Desire, Knowledge, Ability, Reinforcement

Part 3 - 1 hour: Getting started

- Sketching a path forward for the next 3 months
- What are the milestones to work towards?
- What actions to take?
- What support do I need and from whom?

Wrap-up - 30 min: Reflection on the workshop contents and Q&A

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Investment

Individual, on-site workshop:

€ 1750 ex VAT

Small group (max 3), on-site workshop:

€ 2350 ex VAT