

# 3 trends that will shape your Salesforce career

10 years: consulting

20 years: Salesforce

30 years: BA & change

**IAN GOTTS**

**CEO Elements.cloud**

E: [ian@elements.cloud](mailto:ian@elements.cloud)

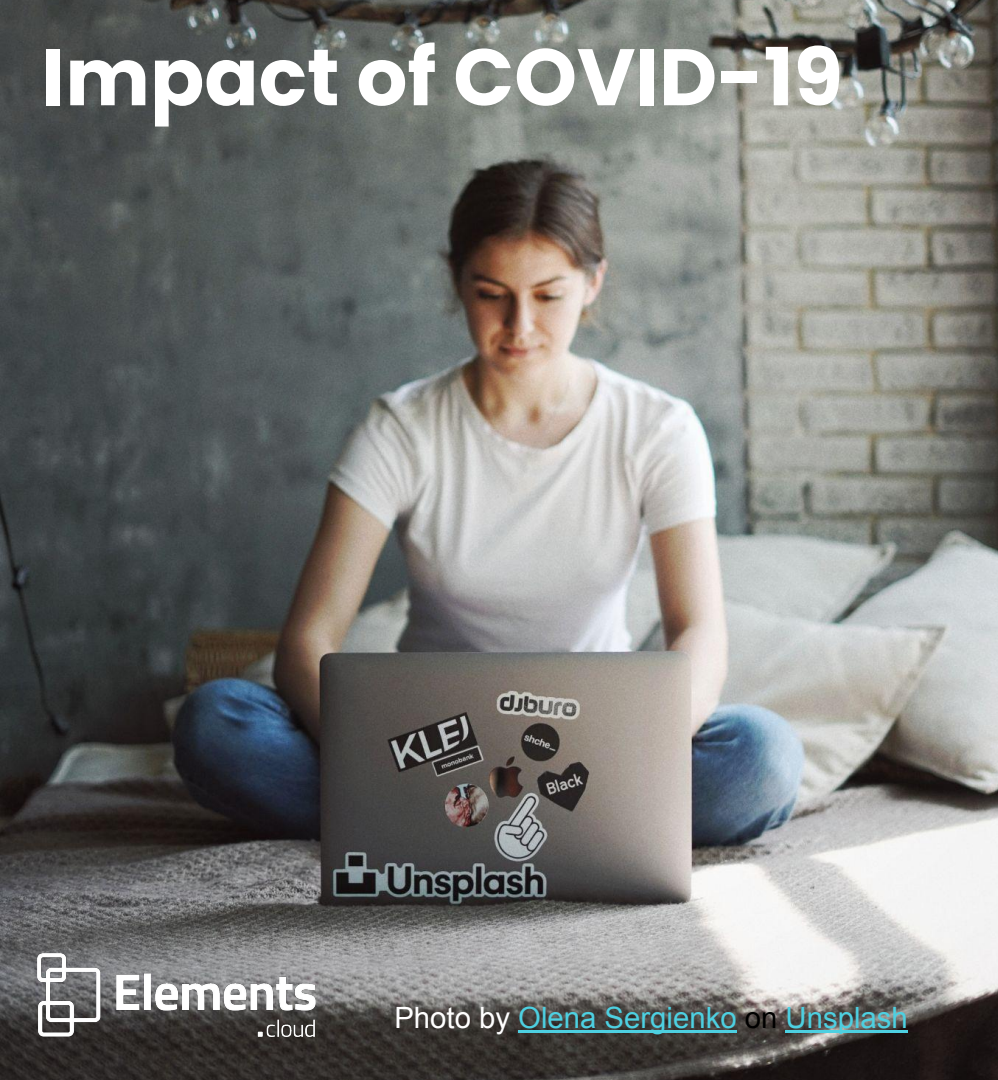
LI: [/iangotts](#)



# Thank you to all the Tahoe Dreamin' Sponsors



# Impact of COVID-19



# Impact of COVID-19



# Salesforce is not a thing



SALES



SERVICE



MARKETING



COMMERCE



ANALYTICS



INTEGRATION



SLACK



PLATFORM



INDUSTRIES



HEALTH



SUSTAINABILITY



EINSTEIN AI



EXPERIENCES

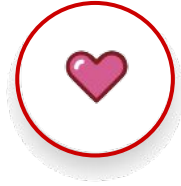


TRUTH

# Salesforce is not a thing



SALES



SERVICE



MARKETING



COMMERCE



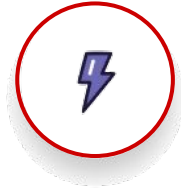
ANALYTICS



INTEGRATION



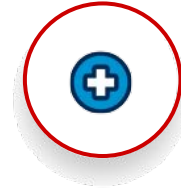
SLACK



PLATFORM



INDUSTRIES



HEALTH



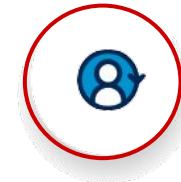
SUSTAINABILITY



EINSTEIN AI



EXPERIENCES



TRUTH

# Can you just...

***“We need to track Org Discovery”***

Picklist or  
Record Type?

# Any change impacts multiple systems

***“We need to track Org Discovery”***

Website

Elements.cloud

Integromat

**Salesforce platform**

Slack

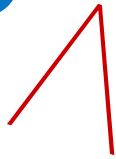
Intercom

Mailchimp

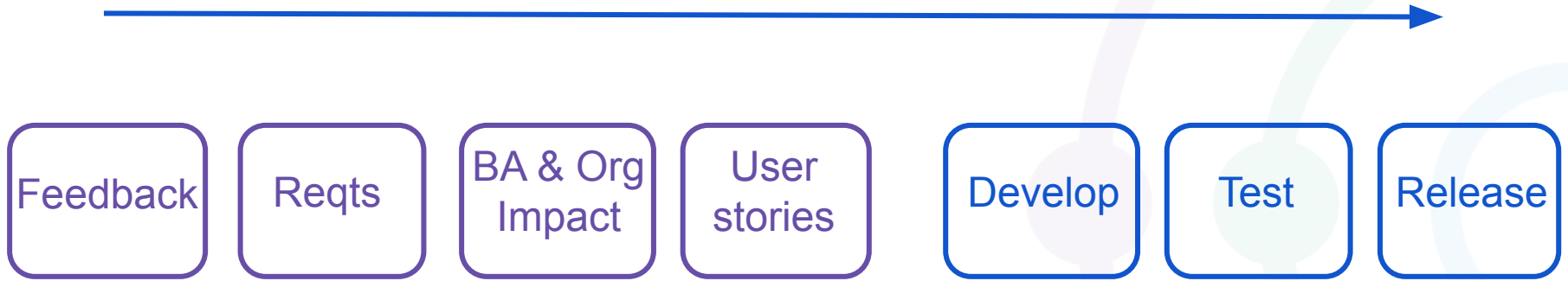


implementation

# 3 trends



# Implementation lifecycle



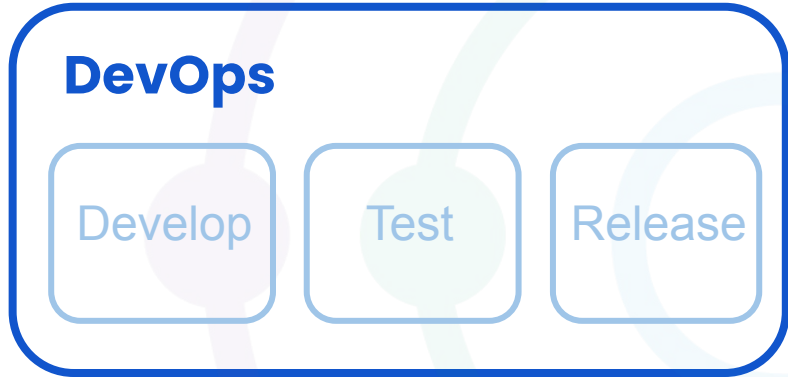
# 3 implementation trends

Feedback

Reqs

BA & Org  
Impact

User  
stories



The faster we go,  
the farther we go in  
the wrong direction



# 3 implementation trends

## Change Intelligence

Feedback

Reqs

BA & Org  
Impact

User  
stories

## DevOps

Develop

Test

Release

# 3 implementation trends

## Center of Excellence

### Change Intelligence

Feedback

Reqts

BA & Org  
Impact

User  
stories

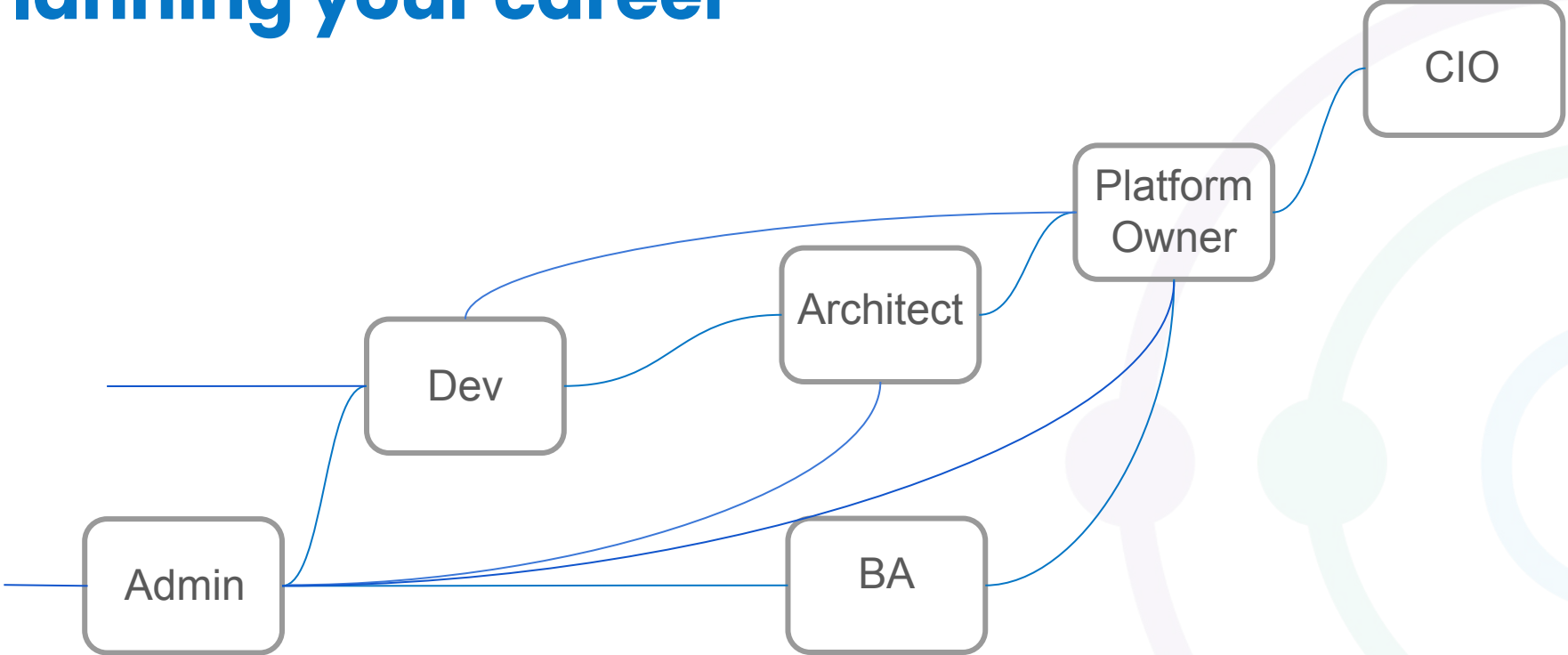
### DevOps

Develop

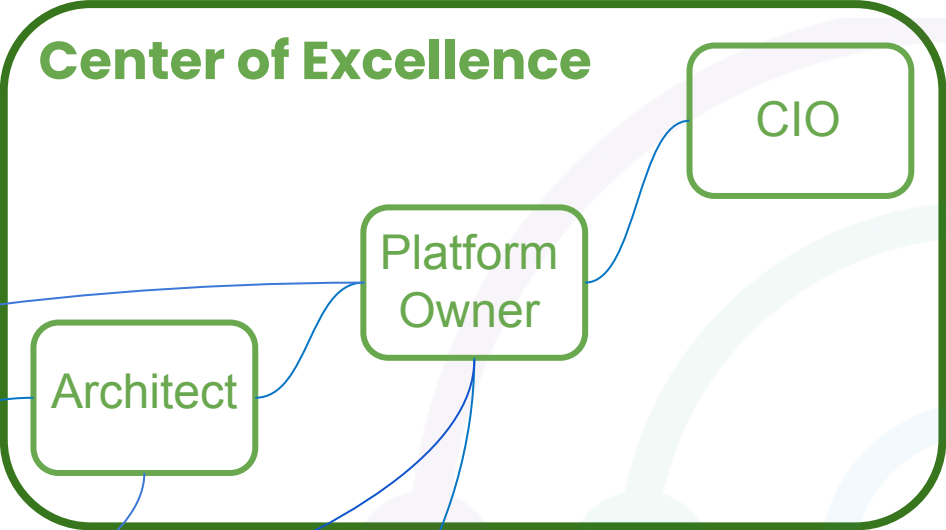
Test

Release

# Planning your career

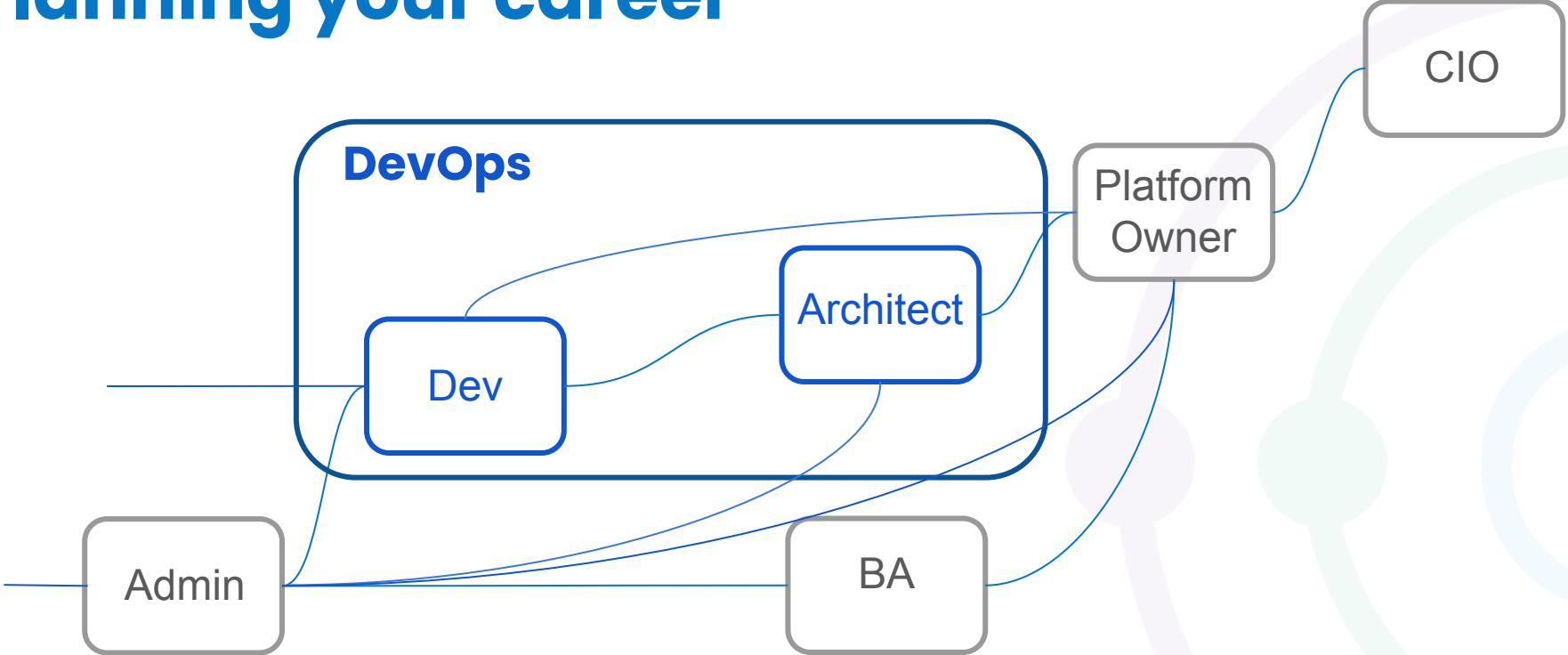


# Planning your career

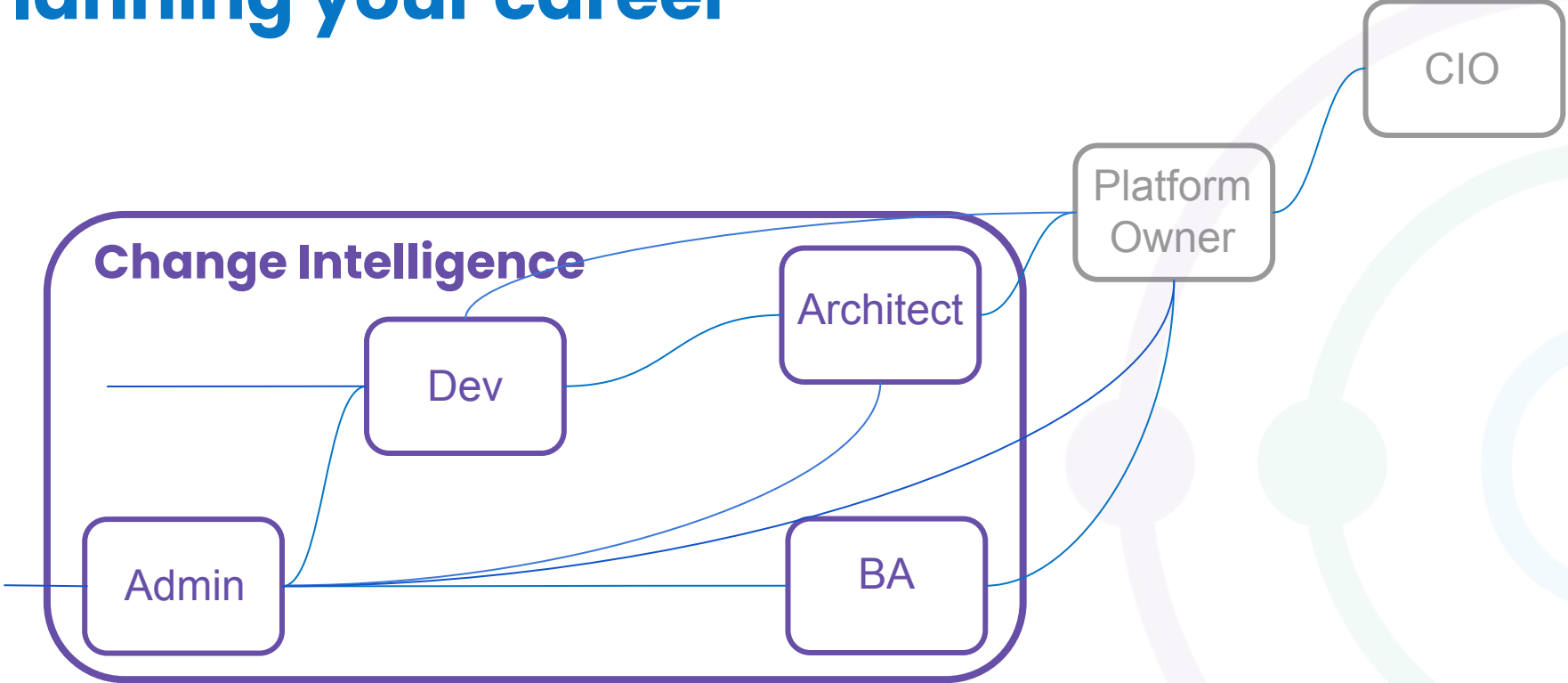




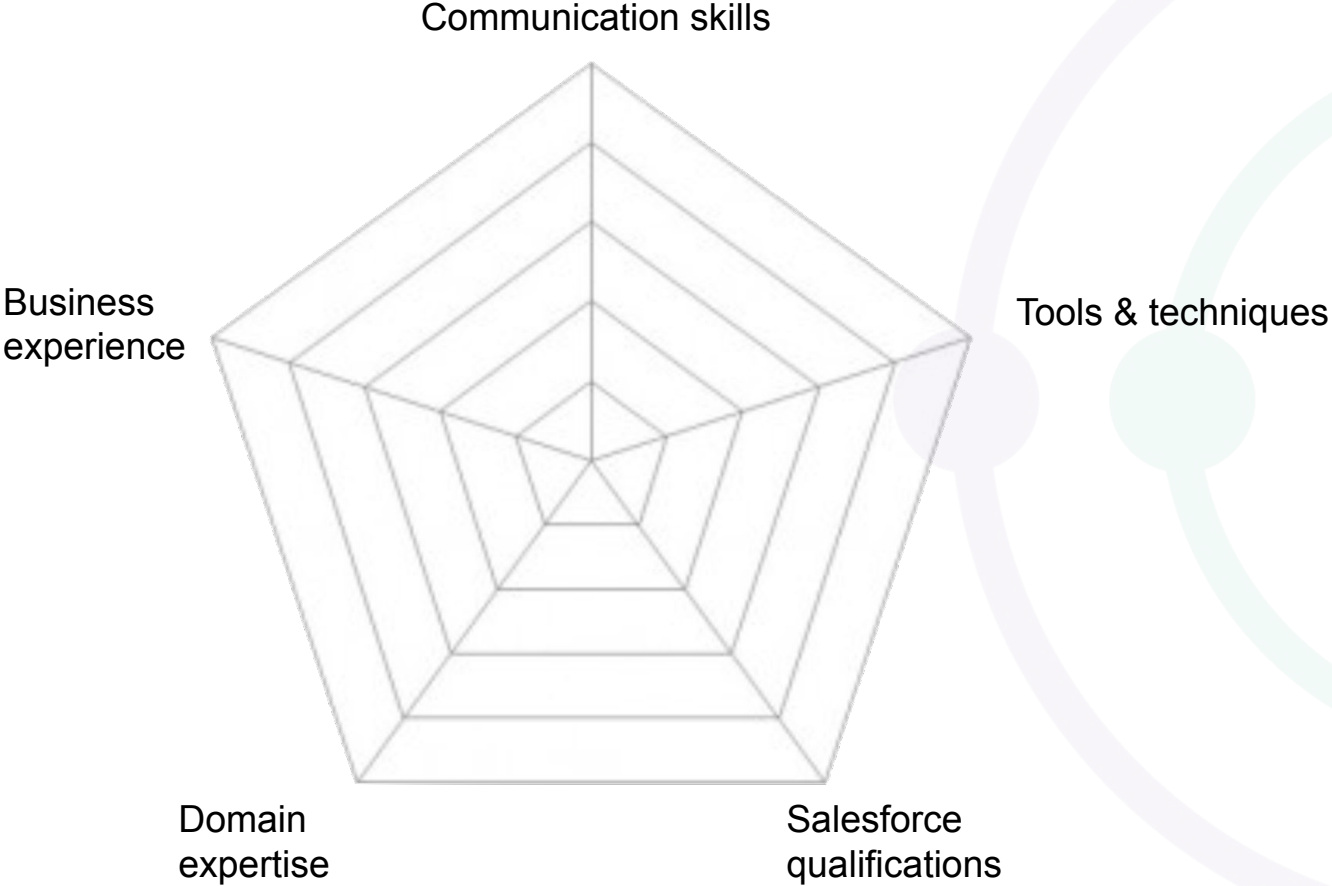
# Planning your career



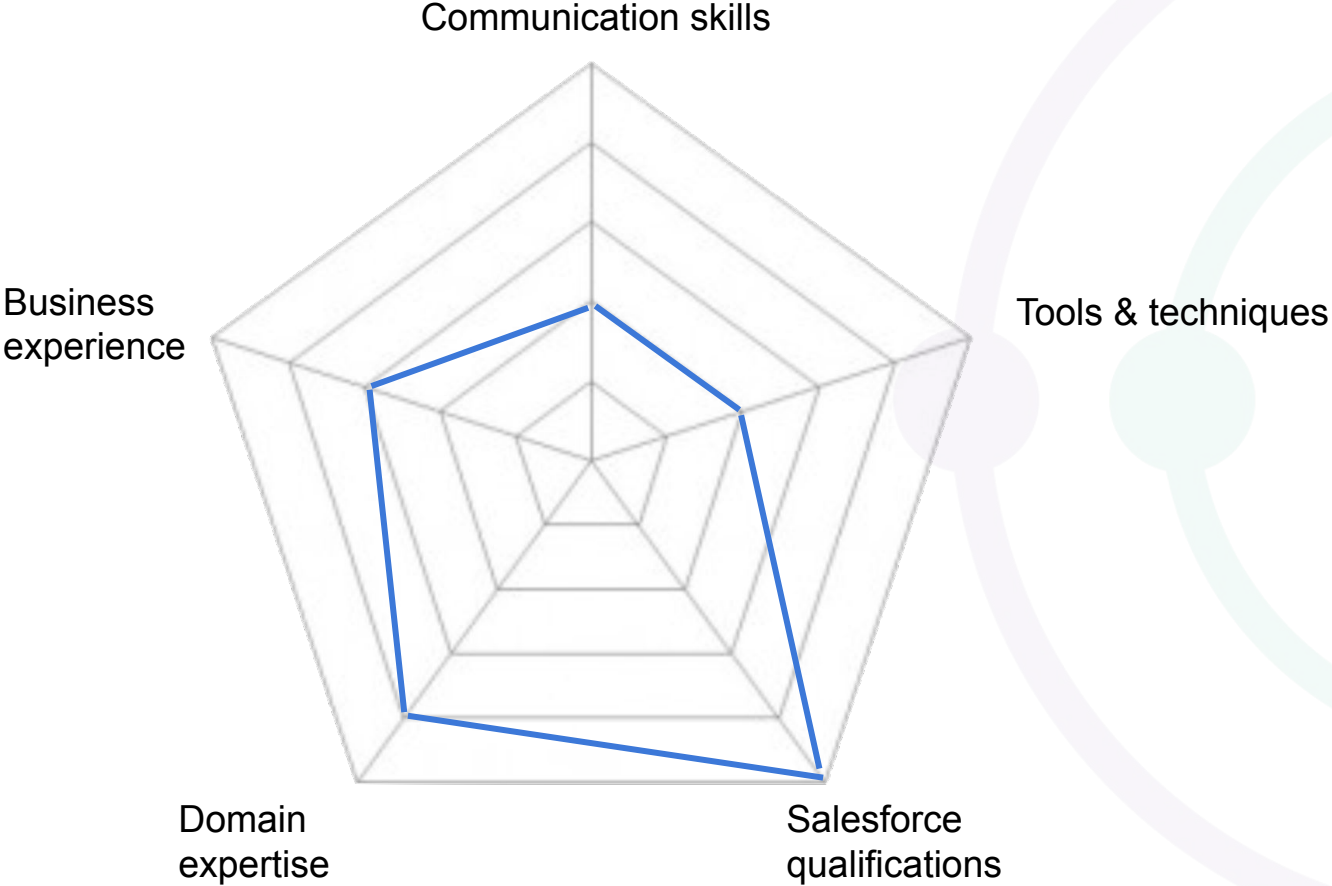
# Planning your career



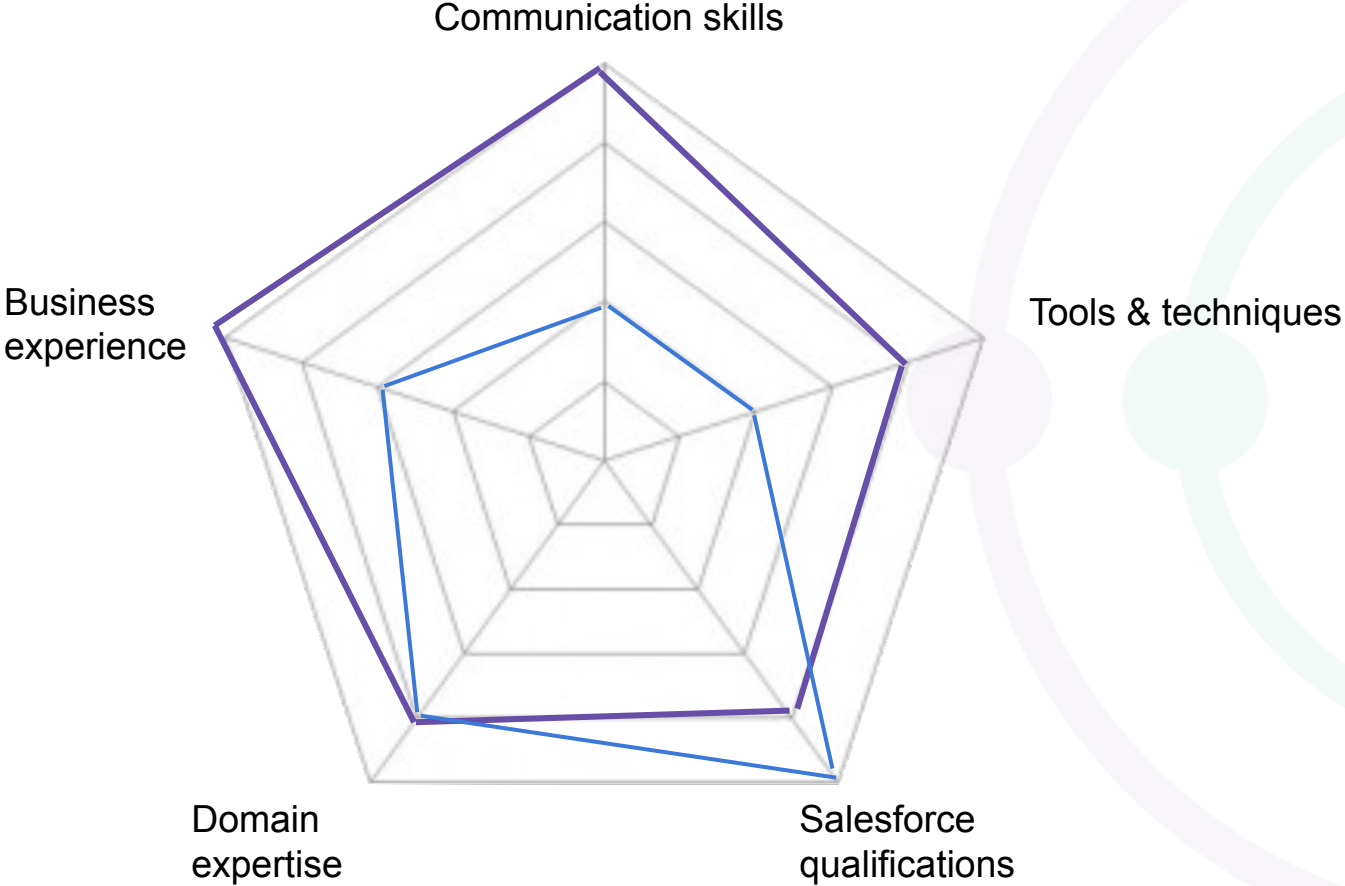
# Planning your career



# Planning your career: SF Admin



# Planning your career: BA



Just ask...



# Resources

Trailhead

SF Certifications

[architect.salesforce.com](https://architect.salesforce.com)

[academy.elements.cloud](https://academy.elements.cloud)

[devopslaunchpad.com](https://devopslaunchpad.com)

[elements.cloud/coe](https://elements.cloud/coe)



**IAN GOTTS**

**CEO Elements.cloud**

E: [ian@elements.cloud](mailto:ian@elements.cloud)

LI: [/iangotts](https://www.linkedin.com/company/elementscloud)