



“Never criminalize pride in craft”

From [Jeff Veen](#):

It reinforces my belief that teams need a culture that values attention to detail when building products. Tiny annoyances so often get neglected as we rush to ship, but the consequences accumulate, souring the whole brand. It's not a long journey from “Ugh, these AirTags...” to “Apple has lost their way...”

But in my experience, those rough edges seldom go unnoticed by someone, somewhere, who was unable to stop the momentum of a product release for such an “insignificant” flaw. Or, even more consequentially, they did not feel it was safe to do so.

I want to quote so much of this essay, so I'm going to do just that.

I've always felt that culture is made of the accumulation of small acts of gracious leadership: acknowledging moments of bravery during a retro, teasing out a reticent comment during a product review, and on and on. It can come from other places too, but it is most effective when it comes from the top.

If you're leading a team remember: Never criminalize pride in craft.

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5th December 2025

“And then the system crashes”

4th December 2025

“More nuanced, more expert, in...”

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