
AWS
re:Invent
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DEI123

# rrecess connects people who communicate differently

Bee Law (she/they)

Founder and CEO
rrecess

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# What we will cover

What it means to “communicate differently”

Why this demographic is important

How we are supporting this demographic

How you can support too!

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# What do you notice?



Bee Law

Founder and CEO



Joel Ramirez

CTO

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# What you don’t notice



Bee Law

Autism



Joel Ramirez

ADHD

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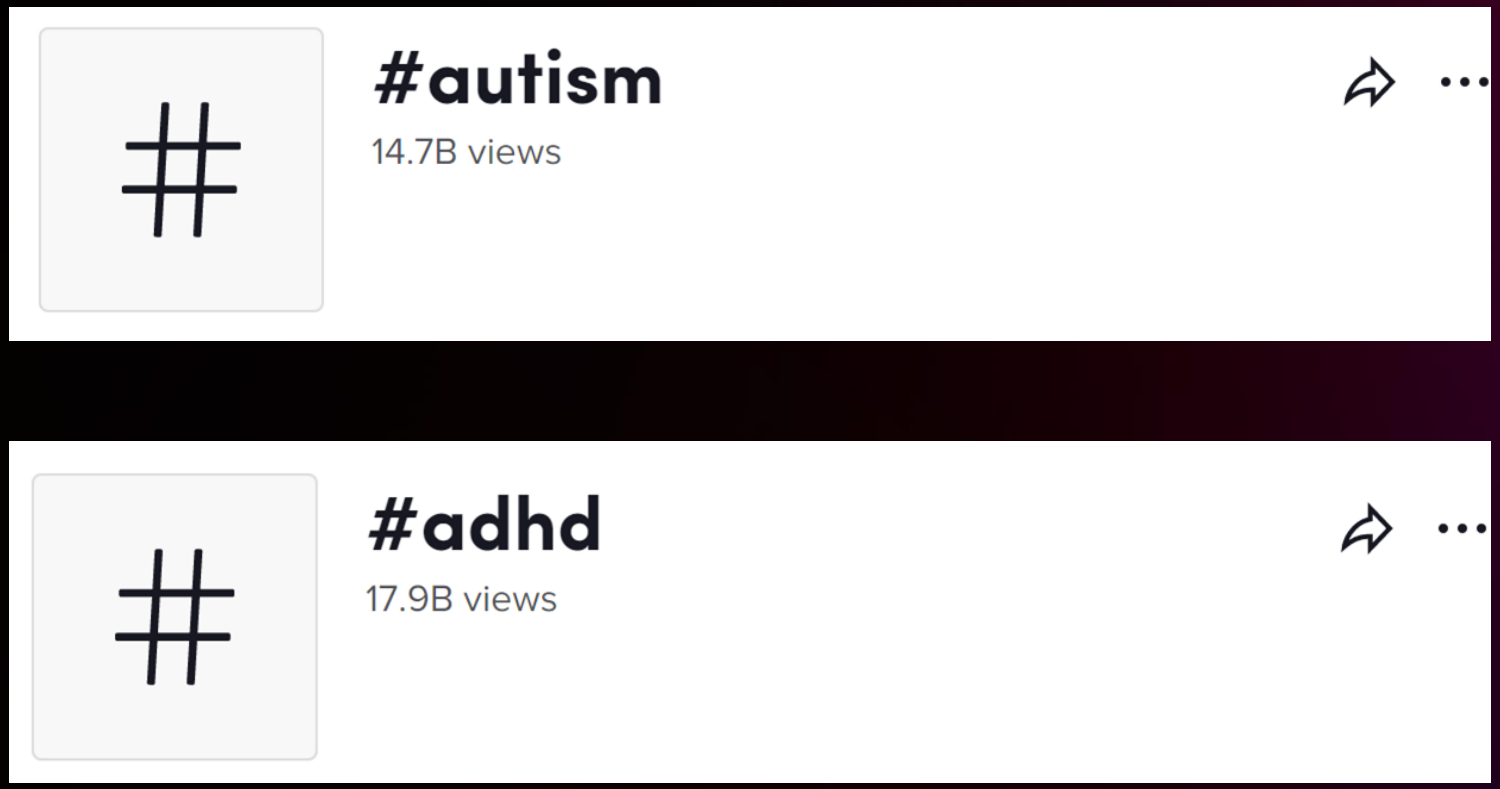
# The world we live in




Source: Newsday

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# The next gen will communicate differently




Source: TikTok

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# We are “building differently”

No texting

No DMs to slide into

Time-boxed engagement

Harnessing cohorts

“One less obligation”







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# We are “working differently”

Simplify communication channels

Direct channels for feedback

Organized knowledge base

Buffer for the unexpected

Open to personalized tools



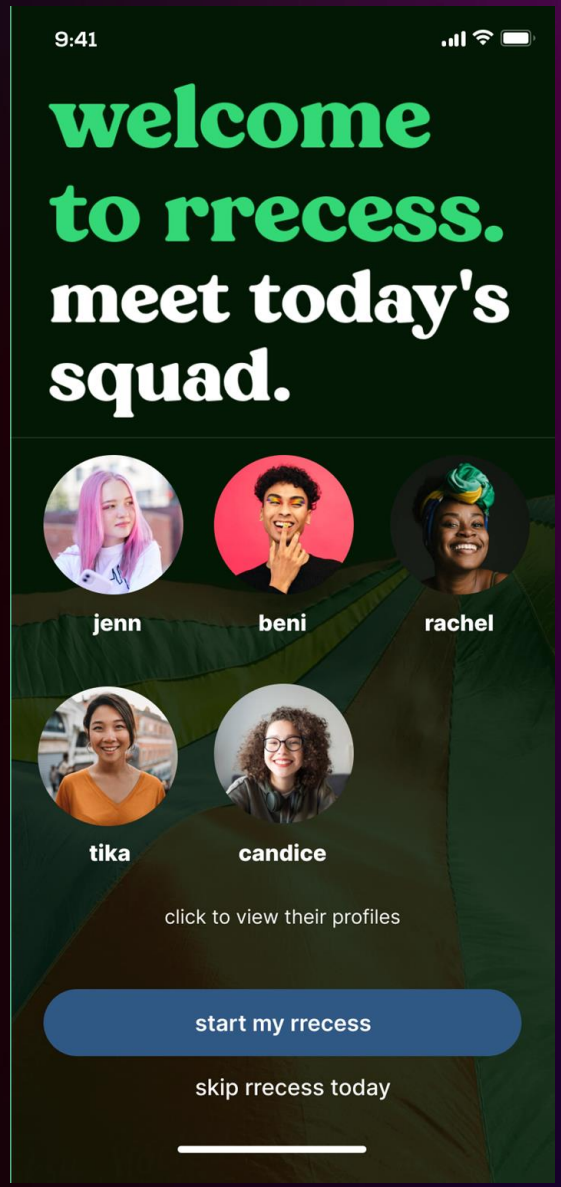
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# We are “growing differently”

Involving many users as we build

Affinity group cohorts vs. “the mass”




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# How you can “build differently”

Reconsider ways users connect

Streamline your product roadmap

Follow the research on Alpha Gen

Communicate changes early




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# How you can “work differently”

Streamline your communication

Get organized!

Plan for the most marginalized

Be open to new tools



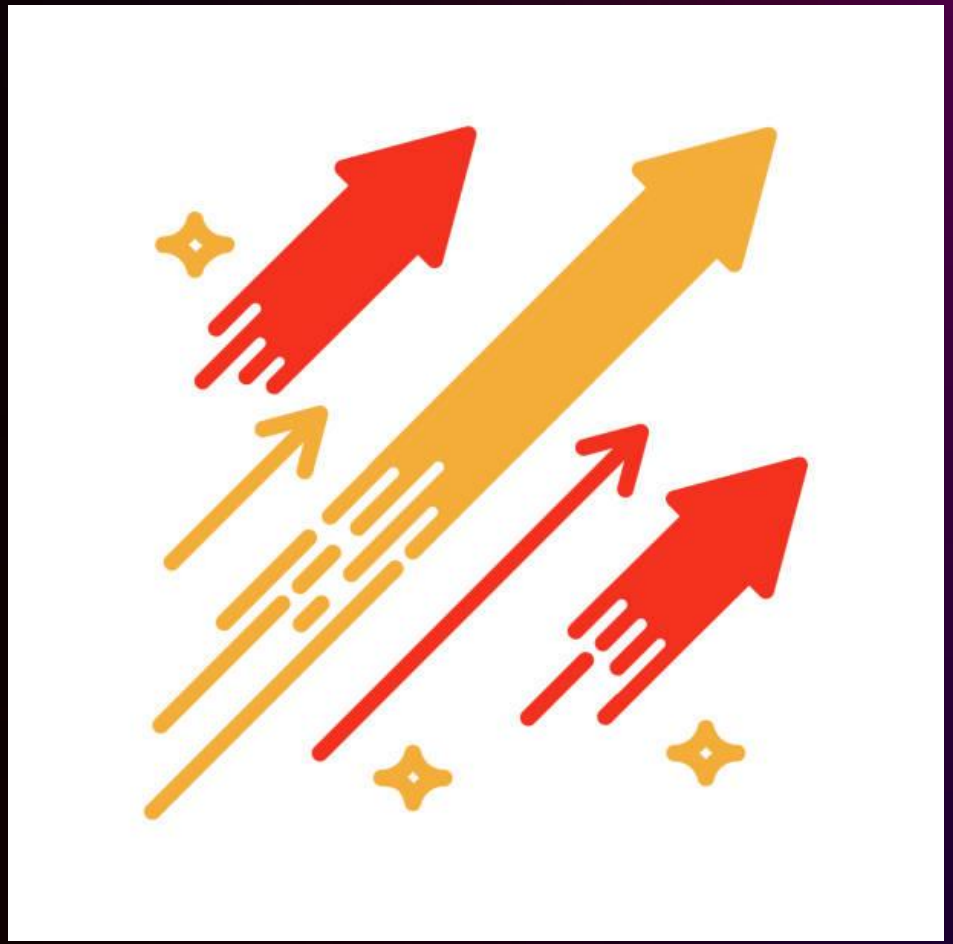
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# How you can “grow differently”

Diversify your customer discovery

Remove feedback barriers

Make sure your GTM strategy aligns



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# Change is inevitable.
# Growth is optional.

**John C. Maxwell**
Author

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# Thank you!

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