

HOW MASE AND MASER WOULD PLAY A CRITICAL ROLE IN THE SOFTWARE INDUSTRY

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Abstract

The dynamic nature of the software industry demands more than just technical proficiency; it requires a combination of soft skills, personal attributes, and effective interpersonal relationships. This paper introduces two frameworks, MASE (Mindset, Attitude, Skills, Efforts) and MASER (Mindset, Attitude, Skills, Efforts, and Relationships), as critical enablers for individual and organizational success in software development. By emphasizing holistic development, these frameworks address challenges such as team collaboration, adaptability, and the integration of technical and soft skills in the modern workforce. This paper explores the theoretical foundation, practical implications, and case studies illustrating the transformative impact of MASE and MASER in the software industry.

Keywords : MASE (Mindset, Attitude, Skills, Efforts), MASER (Mindset, Attitude, Skills, Efforts, Relationships), Soft Skills and Technical Integration, Human-Centric Software Development, Team Dynamics in Technology, Leadership in Software Projects, Organizational Behaviour in Tech

I. INTRODUCTION

The software industry is a complex, fast-paced environment requiring a multidisciplinary approach to problem-solving and innovation. Traditional success metrics focus heavily on technical expertise while often overlooking the importance of mindset, attitude, and interpersonal relationships. This paper proposes MASE and MASER as comprehensive frameworks that integrate psychological and relational aspects into professional growth, thereby addressing gaps in existing methodologies.

OBJECTIVE: Understanding that MASE principles are the 4 key foundational aspects to success at work and in life. These principles are the underlining aspects that help define and explain how some Leaders and People have EXTRAORDINARY RESULTS and seem to rocket ship up in their careers and success.

II. FRAMEWORKS OVERVIEW

2.1 MASE: Mindset, Attitude, Skills, Efforts

- **MINDSET** - Your mindset, how you see the world, how you think about the world, whether

you're in a Positive Mode, or Negative, Growth/Fixed.
How you see, think, believe and interpret the world!

- **ATTITUDE** - Is how you show up, the outward portrayal of your mindset, your enthusiasm, your passion or lack thereof. Attitude is a critical component because it can have a big additive effect on the others around you, or a negative effect.
It's also the #1 thing that leaders/hiring managers are looking for in hiring and promoting!
- **SKILLS** - These are the **HARD SKILLS**, the technical skills, the core functional skills and the key things you may have learned in College or Certification program.
These are also the **SOFT SKILLS** that you have as well --- communication skills, organization, prioritization, ability to handle/perform under pressure and stress, etc.
Skills and the ability to learn skills is key to anyone's success, the learning never stops!
- **EFFORT** - This is your motivation, your drive, your work ethics, how you show up every day, your willingness to jump in and help out with anything that needs to get done and ultimately your ability to get things **DONE**.
You can have all the skills, coaching, training, advantages, brains in the world, but if you do not **TAKE ACTION** and put the **EFFORT** in, you will always be behind!

2.2 MASER: Extending MASE with Relationships

MASER incorporates Relationships into the MASE framework to emphasize:

- Building trust and rapport within teams.
- Effective communication across functional and cultural boundaries.
- Stakeholder engagement and customer collaboration.

III. THE MASE SUCCESS FORMULA

IMPORTANT: Knowing the MASE success principles allows you to define, rate and:

- Review your own historical progress and default modes
- Evaluate where your current capabilities, strengths and opportunities are
- Identify where to focus on and improve

Mindset X Attitude X Skills X Effort = Total Success/ Performance

Mindset	X	Attitude	X	Skill	X	Effort	=	Total Success/ Performance
1	X	1	X	1	X	1	=	1
1	X	1	X	1	X	2	=	2
1	X	1	X	2	X	2	=	4
5	X	5	X	5	X	5	=	625
10	X	10	X	10	X	10	=	10,000
10	X	0	X	10	X	10	=	0
10	X	-2	X	10	X	10	=	-2000

All 4 of these factors are then **MULTIPLIED TOGETHER** to equate to total performance and

success. The table above describes how:

- When you are first starting out in anything, you are about at a 1 on all 4 of the MASE factors, which means your overall performance is a 1.
- But the moment you improve 1 factor, from a 1 to a 2, your overall score becomes a 2, which means YOU'VE DOUBLED YOUR PERFORMANCE!!
- If you now start shadowing someone, taking classes, and your skill increases from a 1 to a 2... you have now DOUBLED YOUR PERFORMANCE AGAIN!!! From a 2 to a 4!

CAUTION: It is also important to understand that if you're struggling in one area, it will hold you back in your overall total performance. In a **NEGATIVE MINDSET** or **ATTITUDE** or any of the 4 factors, you can fall into the "NEGATIVE or DOWNWARD SPIRAL" and you literally go backwards in your success and bring others down with you!

IV. HOW TO APPLY THE MASE SUCCESS FORMULA IN YOUR LIFE



There are 4 ways to apply these principles in your life:

1. Review your own historical progress and default modes
2. Evaluate where your current capabilities, strengths and opportunities are
3. Identify where to focus on and improve
4. Evaluate others that you admire or have seen have really awesome success

Actions:

Reflect on a time when you were extremely successful, it might have been on a specific project, or even in a sport or activity. What was that situation and what would you rank from 1-10 each of the MASE factors?

e.g. I led a Xfinity Mobile project at Comcast, and it helped to make Agent's life easier by transitioning the complex tool Customer Relationship Management (CRM) into a polished UI.

M = 9, A = 9, S = 8, E = 10 = 6,480 out of 10,000

Reflect on your current capabilities in your current role. Note: You may want to reference what

you entered in the pre-program quiz, this may be the same, or be different

e.g. I am a leader right now and am struggling with my mindset a little bit, which also may have some ties into the skills I need to be successful in this role need improvement. Managing lots of complexity and constantly changing priorities.

M = 6, A = 9, S = 8, E = 9 = 3,888 out of 10,000

Based on this which of the 4 MASE Success Factors do you feel that you need to focus on the MOST to help you get to the next level? Why?

Modeling others that have achieved or already accomplished the things you want to accomplish. Who in your life is someone you look up to, admire and could model in some ways? How would you rate their MASE Values & Strengths?

Someone I admire is _____.

They are a ____ on Mindset, some things do they well are:

They are a ____ on Attitude, some things do they well are:

They are a ____ on Skills, some things do they well are:

They are a ____ on Effort, some things do they well are:

If I chose 1 thing this person does really well, that I could improve on, it would be:

Pulling it all together... commit to taking action on:

1. The top area you identified as the BIGGEST opportunity for you in the MASE model.
2. The top area you identified from a mentor/leader that you'd like to model and get better at!

Over the next week I will commit to ACTION, I PLAN TO and WILL DO the following:

e.g. I will read 10 pages a day on a book on XYZ, I will ask a question on the next coaching call on areas to improve XZY, I will research XYZ, I will ask my mentor how to improve XYZ.

V. THE ROLE OF MASE AND MASER IN THE SOFTWARE INDUSTRY

5.1. Addressing Key Challenges

The software industry faces several challenges, including talent retention, skill gaps, and evolving project requirements. MASE and MASER address these challenges as follows:

- **Talent Retention:** By fostering a growth-oriented mindset and strong relationships, organizations can create a supportive culture that encourages loyalty.
- **Skill Development:** Continuous learning and the development of both technical and interpersonal skills are integral to staying competitive.
- **Adaptability:** A positive attitude and collaborative relationships enable teams to adapt to rapidly changing requirements.

5.2. Enhancing Teamwork and Collaboration

MASER's emphasis on relationships highlights the importance of teamwork in software development. Agile methodologies, for instance, rely heavily on cross-functional collaboration. MASER promotes:

- **Effective Communication:** Ensuring clear, concise, and open channels of dialogue.
- **Conflict Resolution:** Building trust and empathy to resolve conflicts constructively.
- **Collective Problem-Solving:** Leveraging diverse perspectives to generate innovative solutions.

5.3. Driving Innovation

Innovation is a key differentiator in the software industry. MASE and MASER contribute to innovation by fostering:

- **Creative Thinking:** A growth mind-set encourages exploration and experimentation.
- **Supportive Environments:** Strong relationships and positive attitudes create environments where new ideas can thrive.

VI. IMPLEMENTATION OF MASE AND MASER IN ORGANIZATIONS

6.1. Leadership Development

Leaders play a pivotal role in instilling the principles of MASE and MASER. Organizations can implement training programs focused on developing growth mindsets, positive attitudes, and relationship-building skills among leaders.

6.2. Employee Engagement Initiatives

- **Skill Development Workshops:** Focused on technical, managerial, and interpersonal skills.
- **Mentorship Programs:** Facilitating relationships between experienced and junior employees to promote knowledge sharing.
- **Recognition and Rewards:** Encouraging sustained efforts by acknowledging contributions.

6.3. Integrating into Agile Practices

Agile development frameworks can be enhanced by embedding MASE and MASER principles into sprint planning, retrospectives, and daily stand-ups. For example:

- **Mind-set and Attitude:** Encouraging teams to view challenges as opportunities for learning.
- **Relationships:** Promoting cross-functional collaboration during backlog grooming and sprint

execution.

VII. BENEFITS OF MASE AND MASER IN THE SOFTWARE INDUSTRY

7.1. Improved Productivity

Positive mind-sets, attitudes, and relationships lead to increased motivation and efficiency in teams, resulting in higher productivity.

7.2. Enhanced Innovation

The frameworks create environments conducive to innovation by promoting creative thinking and collaborative problem-solving.

7.3. Better Retention and Morale

By focusing on holistic employee well-being and relationships, organizations can reduce attrition rates and boost morale.

7.4. Scalability and Sustainability

The adaptability instilled by MASE and MASER ensures that teams and organizations can scale efficiently while maintaining sustainable practices.

VIII. CHALLENGES IN ADOPTING MASE AND MASER

- **Resistance to Change:** Individuals and organizations may resist adopting new mindsets or practices.
- **Measurement of Intangibles:** Attributes like attitude and relationships are difficult to quantify, making progress harder to track.
- **Consistency:** Maintaining consistent implementation across teams and projects can be challenging.

IX. FUTURE DIRECTIONS

The integration of MASE and MASER principles with emerging technologies such as artificial intelligence (AI) and machine learning (ML) could lead to automated tools for assessing and improving mind-set, attitude, skills, efforts, and relationships. For example:

- **AI-Driven Feedback:** Leveraging sentiment analysis to provide insights into team attitudes and relationships.
- **Skill Assessment Platforms:** Using ML to identify skill gaps and recommend personalized training programs.

X. CONCLUSION

MASE and MASER provide a comprehensive framework for addressing the multifaceted challenges of the software industry. By emphasizing mind-set, attitude, skills, efforts, and relationships, these frameworks promote holistic growth for individuals and teams. Their application can drive innovation, enhance collaboration, and foster sustainable organizational success. As the software industry continues to evolve, adopting MASE and MASER principles will

be critical to staying competitive and achieving long-term goals.

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