

A personal reflection on the things happened in the past weeks in the TYPO3 Universe!

At the 10th annual general assembly of the TYPO3 Association (T3A) the members voted for an initiative to restructure the association and move forward towards bringing in more business related topics. As I have been contacted by quite some people in the past days, questions are rising, and obviously some guys care what I think, I'd like to share my very personal opinion and view on some of the things that lay ahead.

The vote for scenario 3. Means what?

First of all, it has been decided that the association should elaborate a plan in order to restructure its organization. These measures should enable the community to permanently develop the TYPO3 products and focus on commercial aspects that the market requires. I know it sounds super-conceptual. What the details are going to look, I honestly have no clue yet. Above all, **Scenario 3** is a vision. How far we will be able to develop this vision and what can be put into reality is not clear yet. Olivier and I, along with the Board and the EAB, put a lot of energy into finding out what the majority of our members really want. The result was that we realized they would like something as scenario no 3. The voting, luckily quite clearly, did confirm this assumption.

This professionalization is indeed not about replacing something we already had by more commerce, but it's about adding a dimension that we see is needed in today's markets to be successful. It's as important though, to care about our existing values and to strengthen them.

The next months will show what can come out of this momentum and what goals can actually be reached. I, and I guess my colleagues from the Board and the EAB will work intensively to achieve great things. Some first positives signs emerged already on Friday this week, when we had a look into future funding.

And suddenly, it feels like TYPO3 is reactivated!

The time for the GA couldn't be happier. **Mathias** and Benni did an incredible job the past months with CMS, tackling a lot of issues, implementing new stuff and almost more importantly attracted people to TYPO3 again. In some way, what Mathias is doing confirms the concept of having Full-Time-Product-Owners. To be fair, one has to say that Mathias just is the perfect fit for this role. In the beginning I underestimated what kind of drive this can generate – and how fast this drive is getting a grip on customers. Just a couple of days before the GA I was in a phone call with a representative of a prospect and when I mentioned TYPO3 she went like “Oh, very good. I heard there are a lot of good things going on now”. Of course this only is an example – but an incredibly motivating one.

The Dialogue Days and the decision came into a fruitful environment. The past 3 days I have been contacted by so far foreign-for-me TYPO3 people. Occasionally, I was congratulated and thanked what is embarrassing to me because I understand myself and Olivier as some sort of advocates of change, integration and peace. We believe, that totally different people can focus on their common grounds and can achieve great things.

We have to be clear: The strategy to build a successor for CMS failed. Instead we now have to CMS products and all these discussions without results on positioning of the products and the question if CMS will be continued paralyzed the development of this community significantly. And the T3A did not manage to resolve this looming conflicts in the community.

Actually we never wanted to have tow CMS, but TYPO3 on a new foundation with modern features. The uncertainty of recent years brought us into this sort of downturn and unfortunately Neos was neither able to take on the whole community. Nevertheless, Neos is a very interesting product that is recognized by the CMS industry.

Neos?

Will there be a separation? Honestly: I think it's already here for quite some time; at TYPO3 events you find less and less Neos people, the Inspiring Conf is a (cool) dedicated event. I get the impression that the formal cannot catch up with the reality. And between the T3A and the Neos team there is this smoldering conflict that makes discussions so hard since there was a budget cut by the T3A some years ago. Indeed, this is not something I take amiss to the Neos people. To the contrary: The T3A with its conceptual idleness (piggy bank) was a partner very hard to deal with. I am even happier that these times are over now. You should not make the mistake to confuse

the T3A today with the T3A 5 years ago. Today, completely different people are in charge, maintaining a totally different mindset. And there is gravity again.

Back to Neos: 3 weeks ago I organized a meeting for everyone who liked to attend on the topic of “CMS, Neos and the T3A”. The main objective has been to reestablish a dialogue and I guess that worked out pretty well. And I learned at this event, that there are a lot of good ways to work together aside of 2-product-strategies, groups and organizations. And I got encouraged in the conviction, that we need a joint solution for this conflict and the future. A one-way decision will lead to nowhere and will affect us all in a bad way. There is already a follow up in planning and you are very much invited.

Leadership claim

The T3A now aims for some sort of leadership claim. At first, this sounds scary, but it's not at all. Because we have decided in the T3A strategy sessions that we understand leadership in a serving manner. We'd like to stick to the concept of **Servant Leadership**. This means that our leadership is all about making the work and life of community members easier. We aim to do this by offering services for our members in areas where nobody is keen to do stuff and where we can produce synergies with different teams. We as well do this by looking and raising funding and other resources to enable permanent development (code). The aim shall be to combine free and paid work in a way that enables us to move on with core and marketing work. And to combine in a way, which is fair for the vast majority of people. This is a true challenge.

At the same time, the T3A shall move towards a lot more democracy in order to involve as many as possible in even relatively small decisions. Until now, this has not been the case. Yes, this is another true challenge – in terms of organization as well as culture.

A new Era

I would wish for TYPO3 that we finally can step into a new era. An era that is coined by collaboration, communication, honesty, a fair “drive”, massive success in the markets and an environment that automatically attracts new and young folks to join TYPO3 and experience its spirit. And we could evolve internationally. The base to do this is mutual respect, which is enabling everybody to share his opinion and be heard. But also this kind of respect that allows being merciful if things did not work out, without repeating the same mistakes again. In order to start into this era, we need to put behind the past in a good way and to “think in new ways”. And eventually start DOING things again. Quite some people already started the doing again, and I hope that as many as possible will follow in order to make TYPO3 what it should be: A leading international Open Source project in the field of CMS.