

# The sizzle reel that says things that nobody understands

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At the end of project milestones, some organizations have a tradition of asking each team within the organization to produce a a “sizzle reel” highlighting the work that they have accomplished. These short videos are then gathered together and shown at the organizational group meeting so everybody can show off their work and receive appropriate kudos from other teams in the organization.

Another source of these “sizzle reels” is a group showing off its work as a form of advertisement. For example, a team may have developed a new tool or technology and want to get the word out. Or they may have made improvements to their existing technology, and they want to announce the next revision to their existing customers.

One thing I would like to remind people who are creating these short videos: Understand your audience.

It is not uncommon for these little videos to brag about accomplishments in terms that are not comprehensible to people who aren’t on the team.

We are always working on improving performance, and during this milestone, we tried out a new way to turboencabulate the dependency net, which produced a metonomic phase cycle period of 15 milliseconds.

Like, [I’m happy for you though, or sorry that happened.](#)

Go ahead and include those details if it makes your team feel good. (Particularly the developers who worked hard on the new turboencabulator.) But please also give a brief explanation that makes sense to the outsiders who are watching your video.

On large data sets, we found that this lowered run times by as much as 30%, though improvements of 10% are more typical.