

Microspeak: Cadence

 devblogs.microsoft.com/oldnewthing/20110308-00

March 8, 2011



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Originally, the term *cadence* meant *the rate at which a regular event recurs*, possibly with variations, but with an overall cycle that repeats. For example, the cadence for team meetings might be “Every Monday, with a longer meeting on the last meeting of each month.”

Project X is on a six-month release cadence, whereas Project Y takes two to three years between releases.

Q: What was the cadence of email requests you sent out to drive contributions?

A: We started with an announcement in September, with two follow-up messages in the next month.

In what I suspect is a case of *I want to use this cool word other people are using, even though I don't know exactly what it means*, the term has been applied more broadly to mean *schedule* or *timeline*, even for nonrecurring events. Sample usage: “What is our cadence for making this available outside the United States?”

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