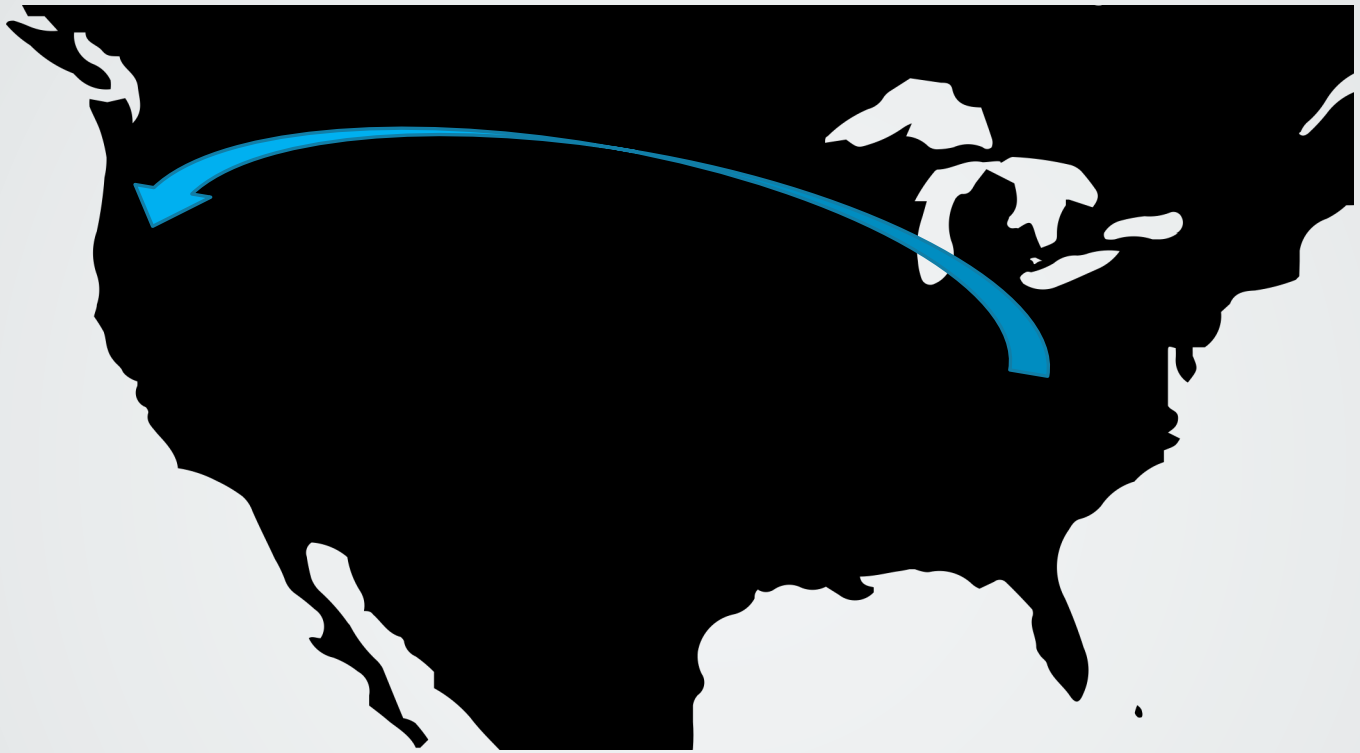

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Ashley McGlone
@GoateePFE

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Getting Started with PowerShell Core on Windows, Mac, and Linux

Ashley

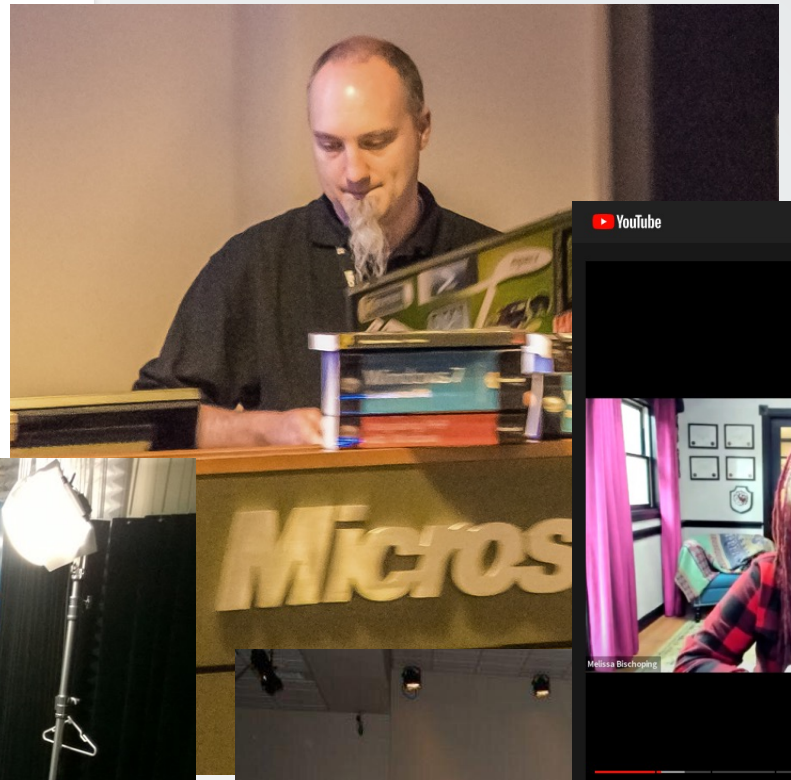
June 9th, 2017

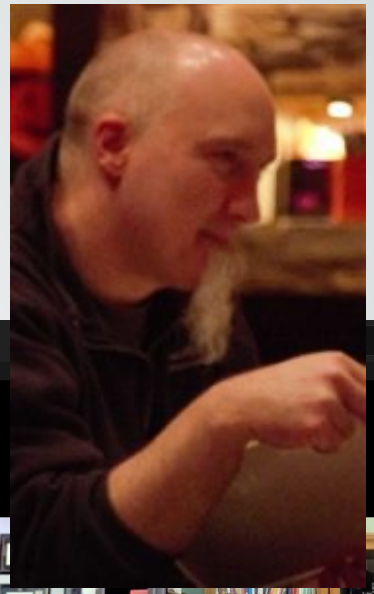
Today we have a guest post from *Honorary Script Guy* and *Microsoft Premier Field Engineer* Ashley McGlone, also known as GoateePFE.

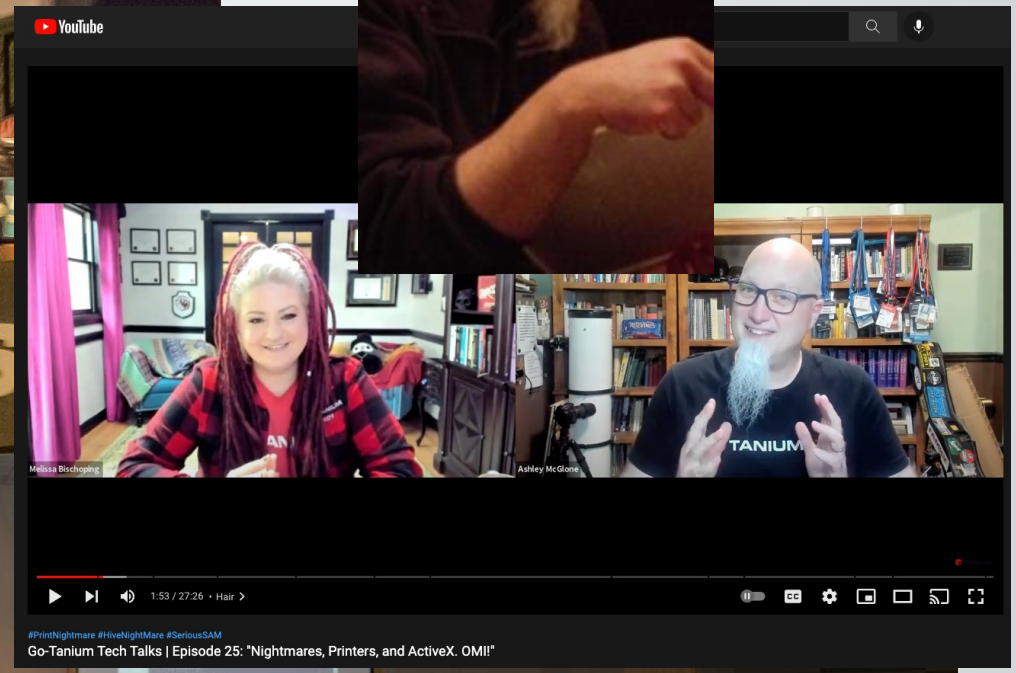
This is deeper than Coke vs. Pepsi or Ford vs. Chevy. We are breaking down the barriers. Cats and dogs living together. Are you ready for this?

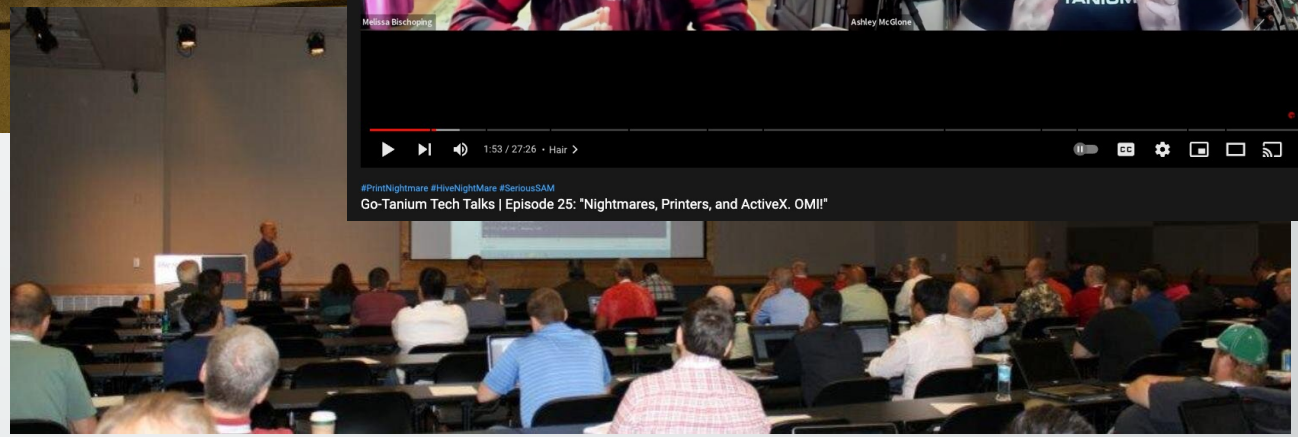
What is PowerShell Core?

The next release of PowerShell (6.0) was open-sourced last year and is currently in beta. However, it is *PowerShell Core* designed to run cross-platform on Windows, Mac, and Linux. PowerShell Core runs









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#PSHSummit

Ashley McGlone
@GoateePFE

AUTOMATE YOUR CAREER WITH A PERSONAL BRAND

MR. ASHLEY MCGLONE

TECHNOLOGY STRATEGIST – TANIUM

@GoateePFE

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WHAT IS A PERSONAL BRAND?

Reputation - What do people get when they work with you?

Taking that online takes it to the next level.

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Ashley McGlone
@GoateePFE

WHEN A PROSPECTIVE EMPLOYER SEARCHES FOR YOU ONLINE, WHAT WILL THEY FIND?

Will it open the door and make the interview an afterthought?

Will your reputation precede you?

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@GoateePFE

PERSONAL BRAND AS ART

- Mission
- Message
- Media

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@GoateePFE

WHY ARE WE HERE?

We want to learn.

Who do we learn from?

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@GoateePFE

MISSION: HELP PEOPLE

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WHY BUILD A PERSONAL BRAND?

Help others.

Bi-product: Automate your career.

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MESSAGE
WHAT DO I TALK ABOUT?

- Niche - intersection of two interests
- Problem solving – what did you fix last week?
- Real world need
- FAQs
- Research in the field and lab

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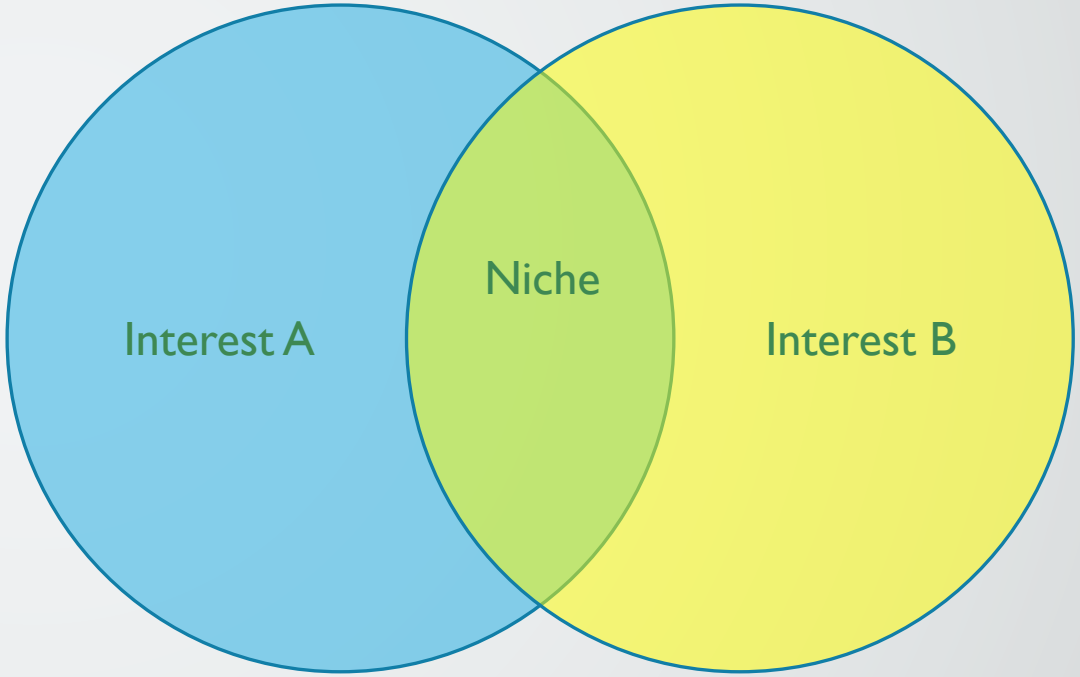
MESSAGE: NICHE
WHO AM I? WHO IS MY AUDIENCE?

Plenty of people do A.

Plenty of people do B.

But few do A & B.

That's your niche.



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MESSAGE: THE PROBLEM SOLVER
DIRTY JOBS / DO HARD THINGS

- Think of the technology or challenge you dread the most…
- PKI, migrations, integrations, refactor X to Y, MacOS automation, database tuning, etc.
- @QuinnyPig – AWS bill deciphering
- @nocentino – Intersection of PowerShell and Linux (among other things)

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MEDIA: YOUR CANVAS
CHOOSE A COMBO WITH AN ANCHOR

In-Person	Written	Audio	Monetize
Conference stage	Books	Podcast	Substack
User groups	Magazines	Discord	Patreon
Mentoring	Blog	Clubhouse	Training sites
Training	Email		Articles
	Social Media	Video	Ads
	Chat	Video sites	~~Books~~
	Forums	Streaming	
	Website	Video meeting	
	Newsletter	Training	
	Code sharing	Webinars	

In-Person
Written
Audio
Video

one:one
one:many
many:many

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MEDIA: IDENTITY
HOW OTHERS RECOGNIZE ME ONLINE

- Social media handle – knowem.com
  - Unique across all social platforms
  - Memorable
  - Not tied to your company or job title
- Headshot / Avatar – fiverr.com – @marcduiker
  - Your brand logo for visual recognition
- Bio
  - Credentials
  - A personal interest
  - Endorsements

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SUCCESS FACTORS

- Mentors
- Content creators community
- Consistency
- Journal: ideas, stories, humor, analogies
- Practice / doing it
- Community / Social
- Take the long view. SpaceX/Blue Origin didn't happen in a day.

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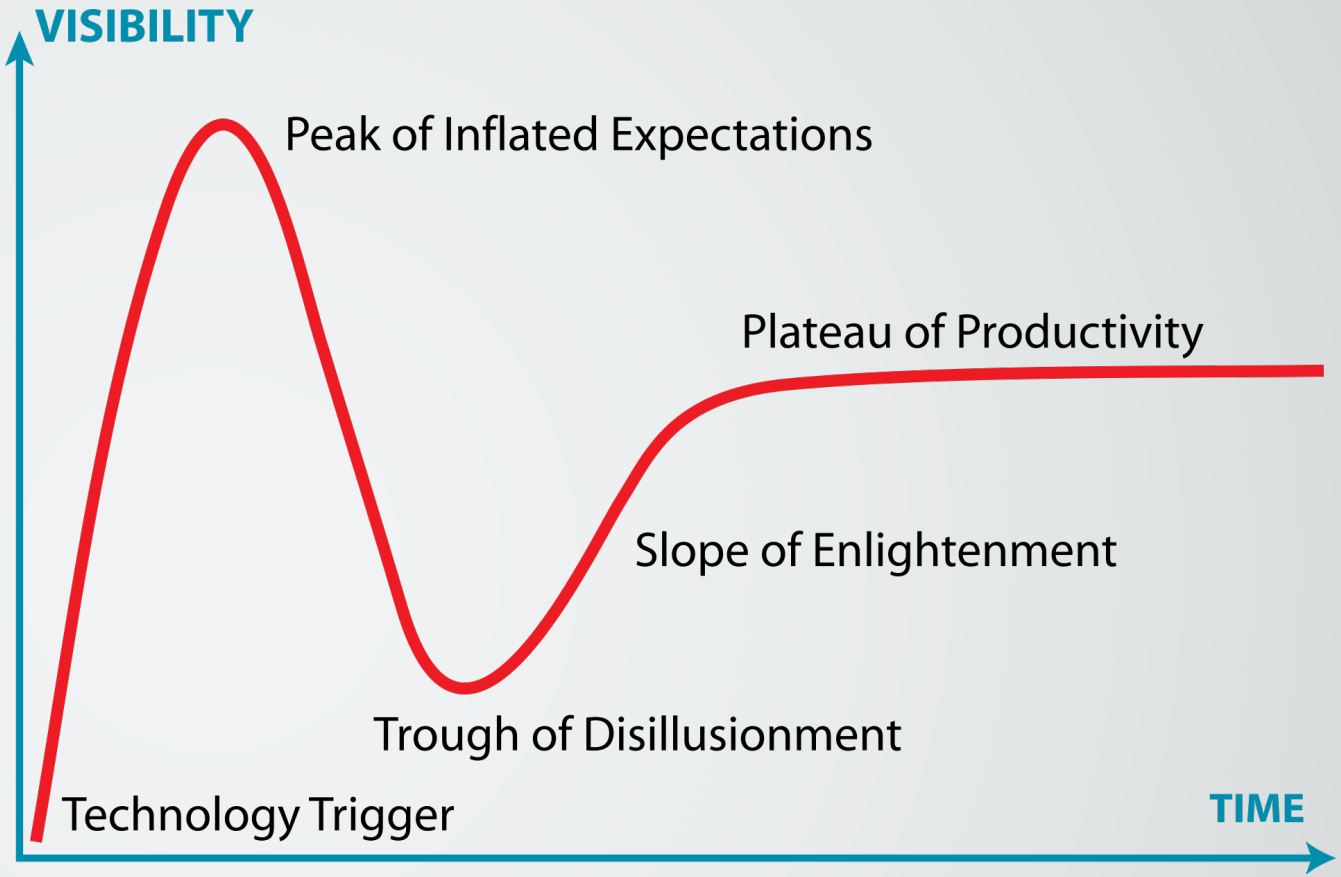
COMMITMENT



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https://en.wikipedia.org/wiki/Gartner_hype_cycle

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CARE AND FEEDING

- Review metrics - What landed? What didn't? Surprises about what sticks
- File kudos – use them to endorse your credibility later, justify the effort
- Answer comments
- Behold the long tail! Accumulated content will take on a life of its own.
  - Occasionally I get messages from people about content I wrote 5-10 years ago.
- Promotion - If you believe in your content, don't you want to help more people?
  - See *Superfans* by Pat Flynn

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THINGS I GOT RIGHT

- Addressing real world needs with thorough solutions. Do good work.
- Engaging in community (Twitter, user groups, conferences)
- Highlighting the work of others
- Adding personal flavor
- Metrics (Google Analytics, views, countries, linked from, linked within, etc.)
- Following advice of mentors
- Catching a tech wave when people are searching for answers
- Impacting lives of readers

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THINGS I GOT WRONG

- Social media handle tied to my former job title
- Talking too much about myself
- Spamming forums with my latest post, without building relationship in those forums
- Not following advice of mentor (missed a tech wave)
- Getting "the big head"

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ELEPHANT IN THE ROOM: TALKING ABOUT YOURSELF

- Most folks don't like arrogant, conceited people. I don't want to be "that guy".
- It's awkward. I still don't like it. Sometimes it's necessary.
- Humbly establish your credibility with a new audience using the words of others:
  - "Attendees of Ashley's sessions have said that he is both informative and entertaining."
- Give attention to the help, not yourself.
  - Put focus on the problem you're solving and how to help your audience.
- Don't open your presentation with you. Open with the problem or story or attention thing.
  - Advice from Dr James Whittaker (nsfw?). Make your content so good they ask about you afterward.

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3,000 YEAR OLD PERSONAL BRAND PROVERBS

Proverbs 22:1 - REPUTATION

A good name is to be chosen rather than great riches,

and favor is better than silver or gold.

Proverbs 22:4 - HUMILITY

The reward for humility and fear of the Lord

is riches and honor and life.

Proverbs 27:2 - ENDORSEMENT

Let another praise you, and not your own mouth;

a stranger, and not your own lips.

Proverbs 27:21 - CAUTION

The crucible is for silver, and the furnace is for gold,

and a man is tested by his praise.

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HOW DO I BUILD A PERSONAL BRAND? MISSION, MESSAGE, MEDIA

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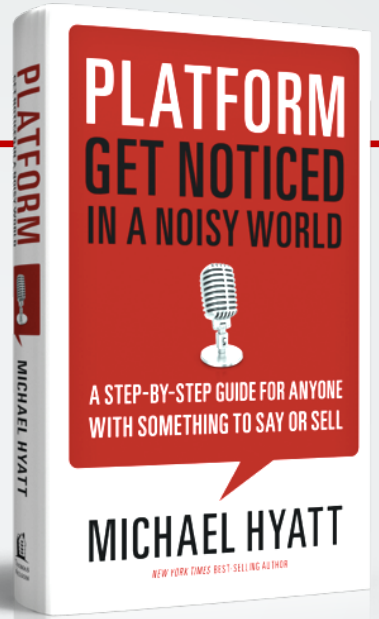
Ashley McGlone
@GoateePFE

RESOURCES

- Michael Hyatt - *Platform*
- Pat Flynn - *Superfans*
- Avatars / Headshots
  - Fiverr.com - graphics / music
  - @marcduiker - 8bit
  - @reverentgeek David Neal
- Knowem.com - handle search
- Toastmasters
- LinkedIn / Twitter – Let's continue the conversation.



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From: David ********
Sent: Tuesday, August 29, 2017 11:39 AM
To: Ashley McGlone (GOATEEPFE)
Subject: RE: New-TimeSpan -Start '9/1/2017'

Thank you for all your contributions to the community. Your work has had a tremendous impact. Here is a 30,000' view of how it has helped my career:

- Helped me get out of a bad job into a good one.
- Caused an employer to create a position to promote me into.
- Had enough fun with it that I put 'PowerShell Enthusiast' on my LinkedIn profile, resulting in a cold-call from my current employer, MSFT. 😊

Best wishes in your future endeavors,
-David

AUTOMATE YOUR CAREER WITH A PERSONAL BRAND

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TECHNOLOGY STRATEGIST – TANIUM

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https://github.com/GoateePFE/PowerShellSummit2022

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