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W/S/C
Explorations Track
2018

#WSC2018Conf
@WriteSpeakCode

WELCOME!

I'm your explorations host

Kara Carrell

Software Developer Apprentice @ **TableXI Chicago, IL**
Catch me on the interwebs at **@KaraAJC**

FOUNDATIONS | EXPLORATIONS

11:10 AM

Writing, Performing and Building an audience for YouTube
Studio Arte (Secondary Venue)

GOOGLE DEVELOPER STUDIO

1:10 PM

LUNCH
Studio Arte (Secondary Venue)

1:55 PM

The Full Story: Presenting Complete Ideas
Studio Arte (Secondary Venue)

CATT SMALL

2:30 PM

My Github is Bare
Studio Arte (Secondary Venue)

HEATHER HERRINGTON

3:00 PM

Speak Your Truth: Passion
Studio Arte (Secondary Venue)

WRITE/SPEAK/CODE

KARA CARRELL

3:15 PM

Zine-Making Workshop
Studio Arte (Secondary Venue)

AMY WIBOWO

Today's Schedule

WRITE / SPEAK / CODE

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GOOGLE DEVELOPER STUDIO

Enjoy Lunch!

In order to serve everyone, we will call groups to line up for lunch in this order:

- Multiple dietary restrictions + Halal
- Vegan
- Gluten-Free
- Vegetarian + Other dietary restrictions
- Everyone in Explorations ;)

WRITE / SPEAK / CODE

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CATT SMALL

The Full Story: Presenting Complete Ideas

Write/Speak/Code – Catt Small

Today we'll discuss:

How and why storytelling is important in presentations and writing.

A bit about myself

I am...

- Senior Product Designer, **Etsy**
- Game Developer
- Maker of various things
- Avid public speaker and writer!

TEDx

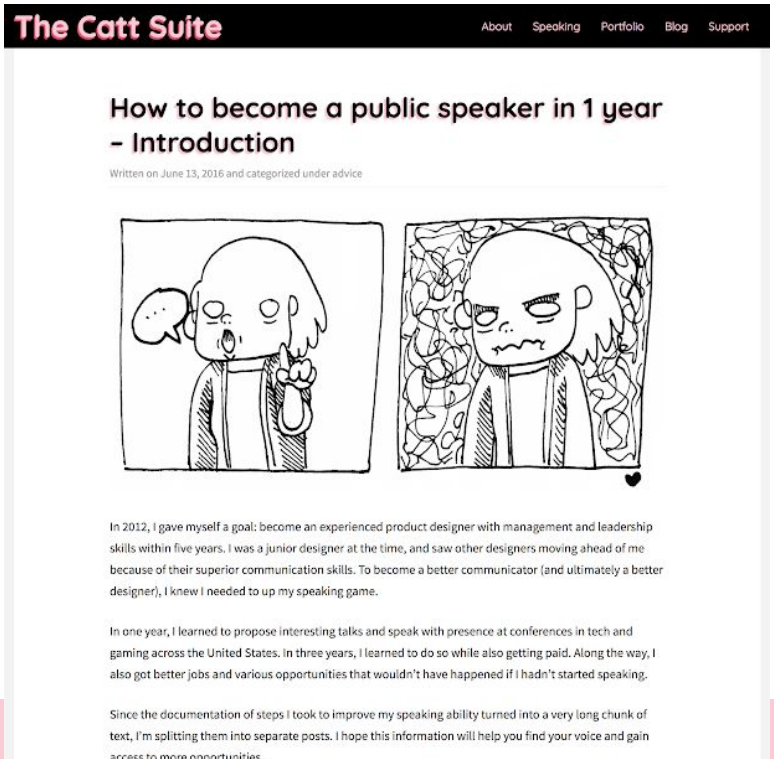
Beyond Tellerrand

https://www.flickr.com/photos/szene/albums/72157668372457665

AIGA Design

FusionConf

Writing



The Catt Suite

About Speaking Portfolio Blog Support

How to become a public speaker in 1 year – Introduction

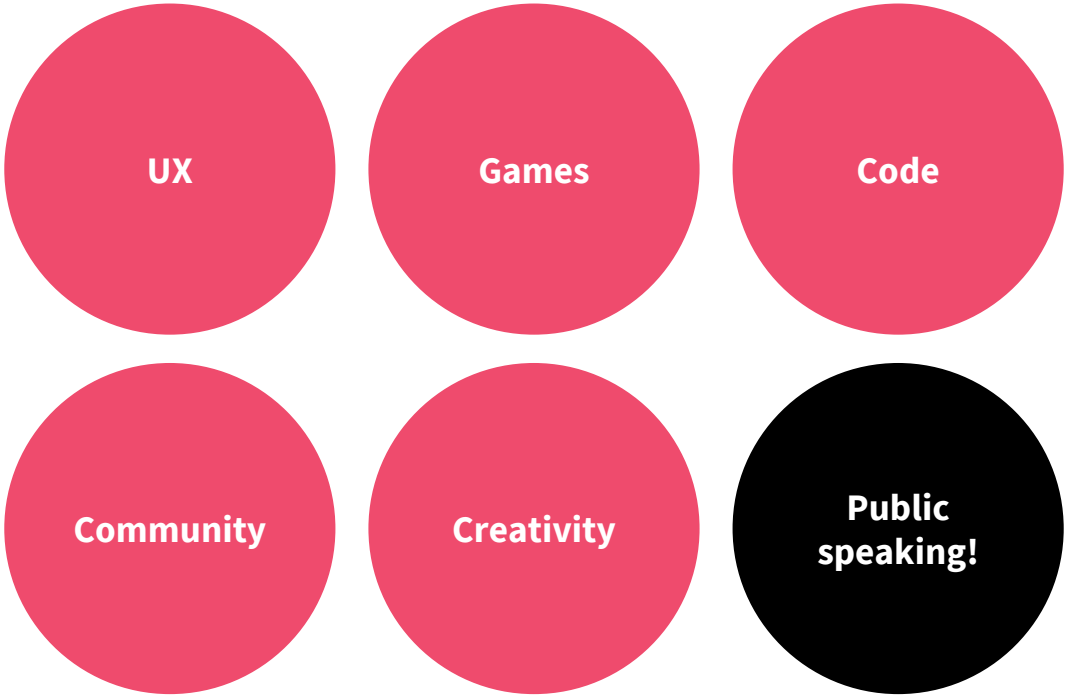
Written on June 13, 2016 and categorized under advice

In 2012, I gave myself a goal: become an experienced product designer with management and leadership skills within five years. I was a junior designer at the time, and saw other designers moving ahead of me because of their superior communication skills. To become a better communicator (and ultimately a better designer), I knew I needed to up my speaking game.

In one year, I learned to propose interesting talks and speak with presence at conferences in tech and gaming across the United States. In three years, I learned to do so while also getting paid. Along the way, I also got better jobs and various opportunities that wouldn't have happened if I hadn't started speaking.

Since the documentation of steps I took to improve my speaking ability turned into a very long chunk of text, I'm splitting them into separate posts. I hope this information will help you find your voice and gain

Lots of topics



One technique worked across all these spaces.

STORYTELLING

What is storytelling?

> **The social and cultural activity of sharing stories**, often with improvisation, theatrics, or embellishment.

Wikipedia

Components of a story

Plot

A sequence of events that affect other events inside a story.

Characters

One or more beings within a story.

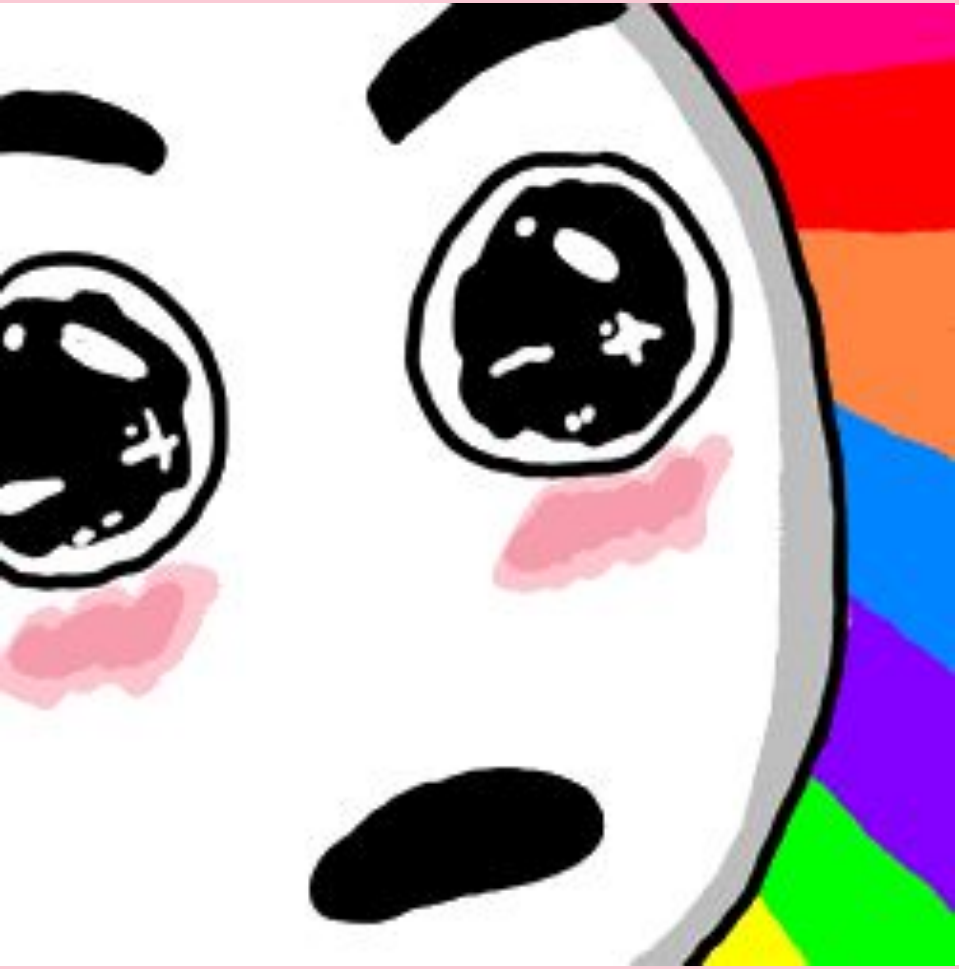
Point of view

The perspective through which a story is communicated.

Why does storytelling matter?

People engage more.

Primed from childhood



Finish

Start

People relate more.

> This could’ve totally happened to me!

Everyone listening to a story

Real human being

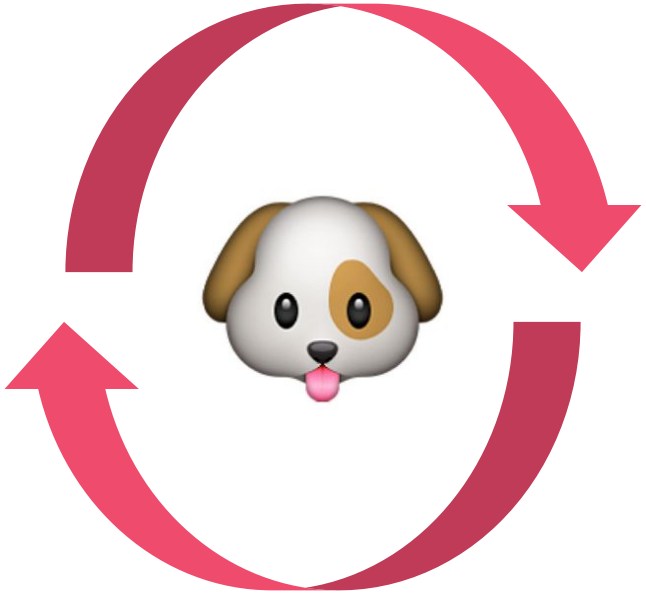
People understand more.

> The hippocampus gets the opportunity to draw on **previously stored patterns** and **compare the new to the old**. Some of those analogy components might bring up **personal memories** that will provide another learning link.

Marilee “Brain Lady” Sprenger

> Functions are like teaching a dog to fetch.

Me teaching a JavaScript class

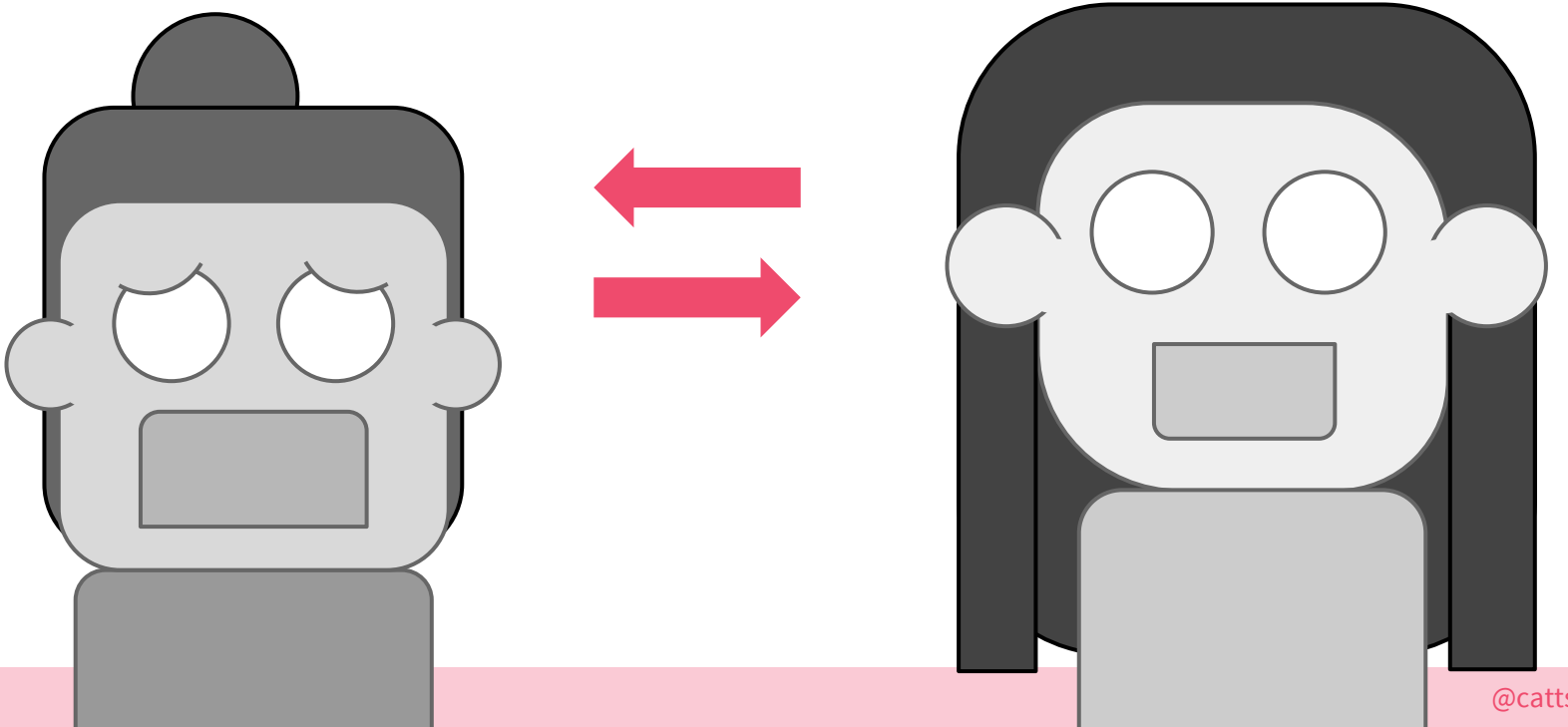


> Here’s how tools distracted me in the past.

Me onstage at FITC

My mistake

Their success



People remember more.

Stories have **emotional components** that attract the amygdala, the emotional center of the brain. They also have **beginnings, middles, and ends** that make sense to the **hippocampus**, the structure that helps store these episodes.

Marilee “Brain Lady” Sprenger

How to use storytelling

Overarching idea
Story 1
Story 2
Story 3

Abstract

1–3 paragraphs that answer the following:

- What are you talking about?
- What problem are you trying to solve?
- What will attendees learn?

Mind map

Technology as a silver bullet

Designing socially impactful experiences

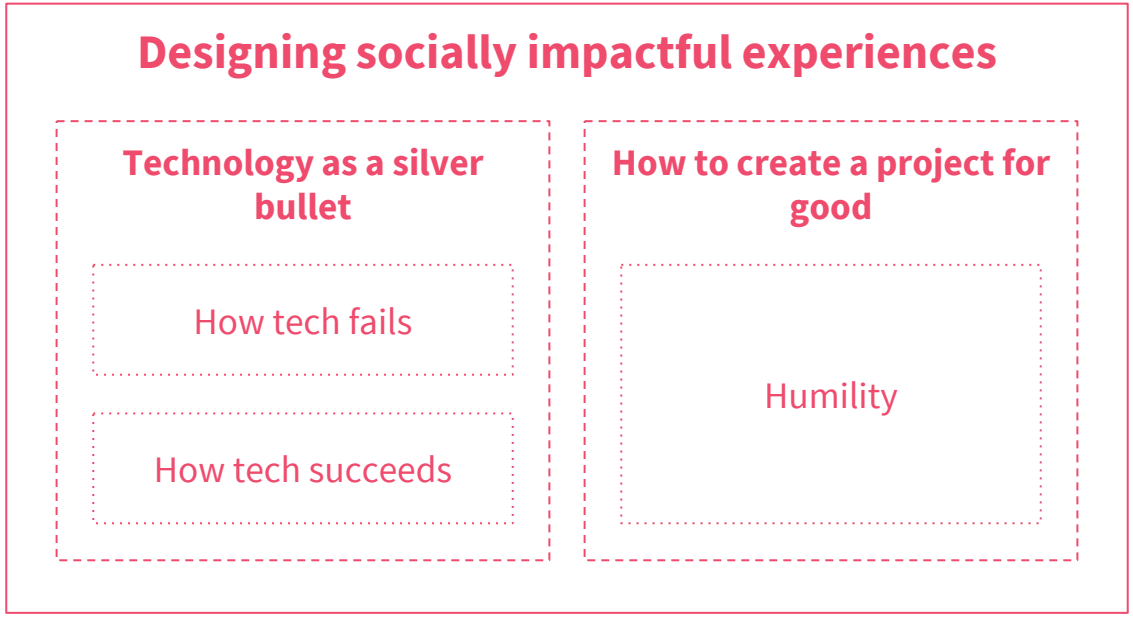
How to create a project for good

How tech succeeds

How tech fails

Humility

Arrange outline



Drill down

- Intro - 1 min
- Technology as a silver bullet - 5 min
  - Technology has been improving for centuries
  - It has helped with countless issues
  - However, this doesnt always end so well
  - Why do we think about tech this way, even when its repeatedly proven to not be a solution for everything?
- How tech fails people with good intentions - 10 min
  - Many people naturally want to help others
  - We see problems happening to ourselves that we want to solve
  - We see problems happening to others too
  - We were told we can change the world
  - We use the skills we have
  - Inflated egos
- Creating a project for good that won't fix all the problems - 15 min
- Principles to follow - 10 min
- Conclusion - 4 min

Identify opportunities

- Intro - 1 min
- Technology as a silver bullet - 5 min
  - Technology has been improving for centuries
  - It has helped with countless issues
  - However, this doesnt always end so well
  - Why do we think about tech this way, even when its repeatedly proven to not be a solution for everything?
- **How tech fails people with good intentions** - 10 min
  - Many people naturally want to help others
  - We see problems happening to ourselves that we want to solve
  - We see problems happening to others too
  - We were told we can change the world
  - We use the skills we have
  - Inflated egos
- **Creating a project for good that won't fix all the problems** - 15 min
- Principles to follow - 10 min
- Conclusion - 4 min

Story:
Examples of past failures

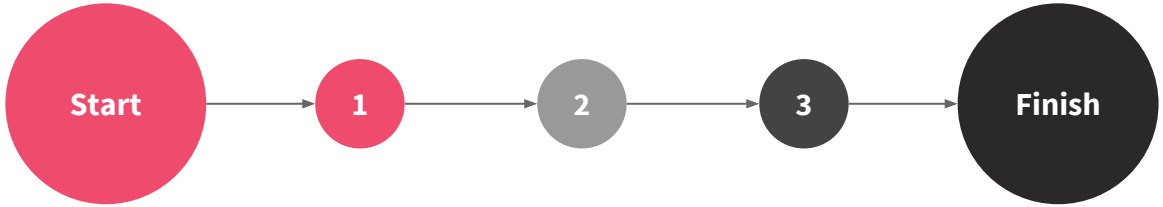
Story:
My project and what I learned

INSERT into **outline** VALUES **stories**;

Lessons learned

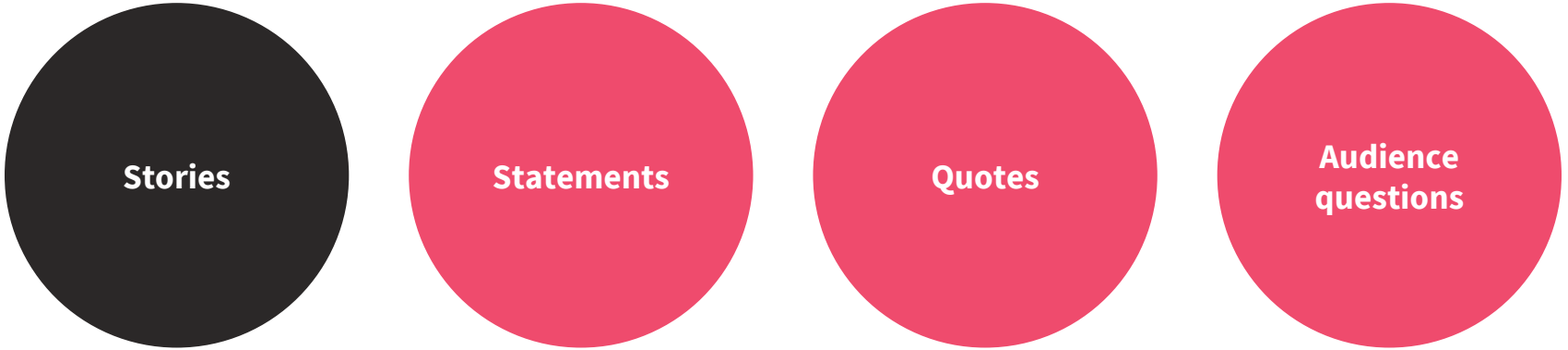
Lesson 1:
Stories should be simple.

Easy to follow

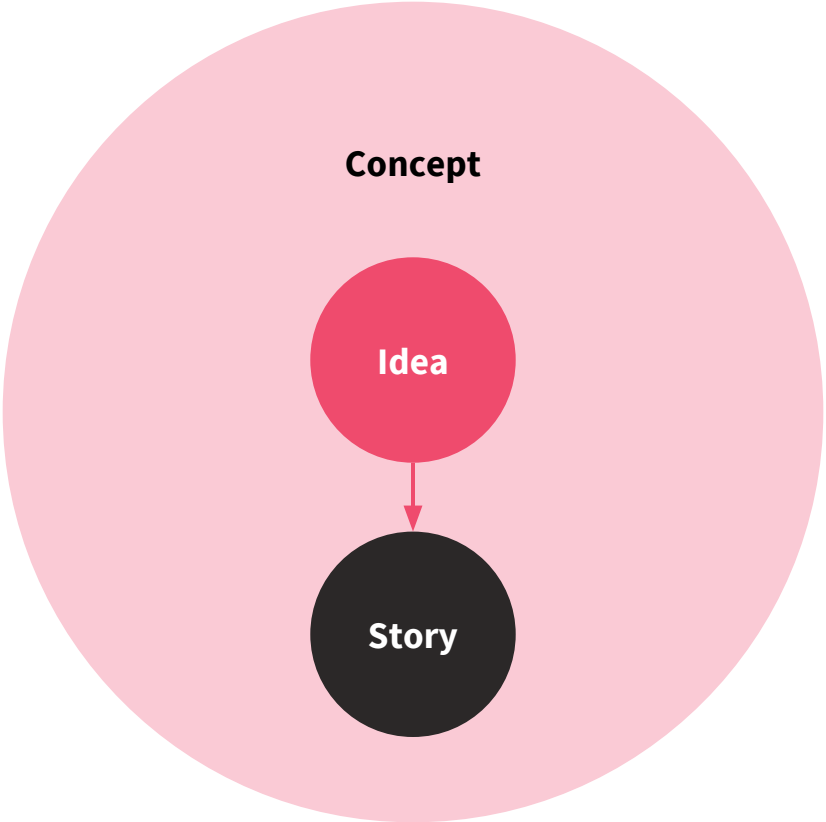


Lesson 2:
Stories should be low in quantity.

One of many techniques



Lesson 3:
Stories should be relevant.


Concept
Idea
Story

Lesson 4:

Stories should be down-to-earth.

Real human being

Lesson 5:
Stories should be easy to recall.

If no one remembers,
it’s not worth your time.

Wrap up

In summary:

- Stories can be used to make your talk more engaging.
- Listeners retain information more when stories are included.
- People relate to stories.

Advice for storytelling

- Always outline your content first.
- Consider your audience at all times.
- Make sure your sub-stories relatable, simple, and topical.

Thank you.

Questions?

Tweet **@cattsmall**

Email **catt@cattsmall.com**

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HEATHER HERRINGTON

Content Warning

Suicide (statistics)

Mental health (self-care)

My Github is Bare

•••

Heather Herrington, DVM
@EventsDoctor

So, who am I?

Veterinarian focused on emergency and shelter medicine

Event planning business owner specializing in month-of wedding coordination

Software developer

Lived in 8 states

Been to 6 countries (so far...)

Army veteran

Married to an awesome dude - We live with a dog and 3 cats

@EventsDoctor

Veterinary Medicine and Me

Attended the University of Minnesota Twin Cities

Small animal internship

Started out doing emergency medicine

Transitioned to shelter medicine

Brief stints pursuing other options - research, pathology

@EventsDoctor

PASSION

Why Did I Quit?

Didn’t actually practice medicine

Emotionally difficult

Owners can be cruel

Never really left work at work

Suicide Risk Among Veterinarians

More than 1 in 6 US veterinarians has considered suicide, and female veterinarians were 3.5x as likely to die from suicide as members of the U.S. general population (2014 CDC study)

Veterinarians suffer from feelings of hopelessness, depression, and other psychiatric disorders 2-3x more than the general populations (JAVMA article, 2015)

According to studies in the British Veterinarian Association's journal, The Veterinary Record, suicide rates are at least 2x those of doctors and dentists, and 4-6x higher than the general population

Work-Related Stressors

Long working hours

After hours on-call duties

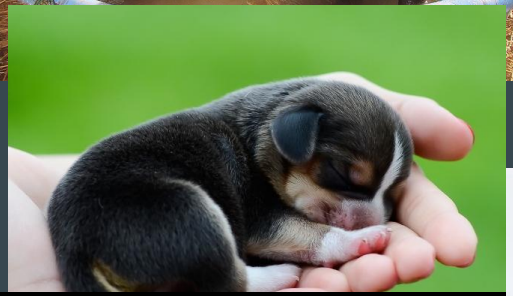
Conflictual relationships with peers, managers, and clients

High client expectations

Lack of resources

Concerns about maintaining skills

Can Vet J. 2015 Jan; 56(1): 89-92, Suicide in veterinary medicine: Let's talk about it



Software Bootcamp - Ada Developers Academy

11-month program in Seattle

Women and non-binary students only

Tuition-free

5 months in the classroom, 1 month for capstone project, 5 months internship

Ruby, Rails, JavaScript, CS Fundamentals

Social justice issues, salary negotiation, interview prep

The Developer Job Application Process

Scour job sites for postings
Hit up LinkedIn and other contacts for referrals
Submit resume
Wait
Wait more
Hopefully get an HR screen phone call
Wait
Talk to hiring manager
Multi-hour on-site interview
Whiteboarding
Take-home project
Wait
Wait more
Get offer
Negotiate
Accept offer

Overwhelmed by the Job Postings ...

Highly self-motivated

Driven

Elegant

Cutting-edge

Awesome

Motivated

Keen attention

Allergic to bugs

Batman and/or Catwoman

Passionate

Evangelize unit testing

Dynamic

Love to code

Rapidly adapt

Learn quickly

Excited

Challenging

Super fast paced

Be innovative

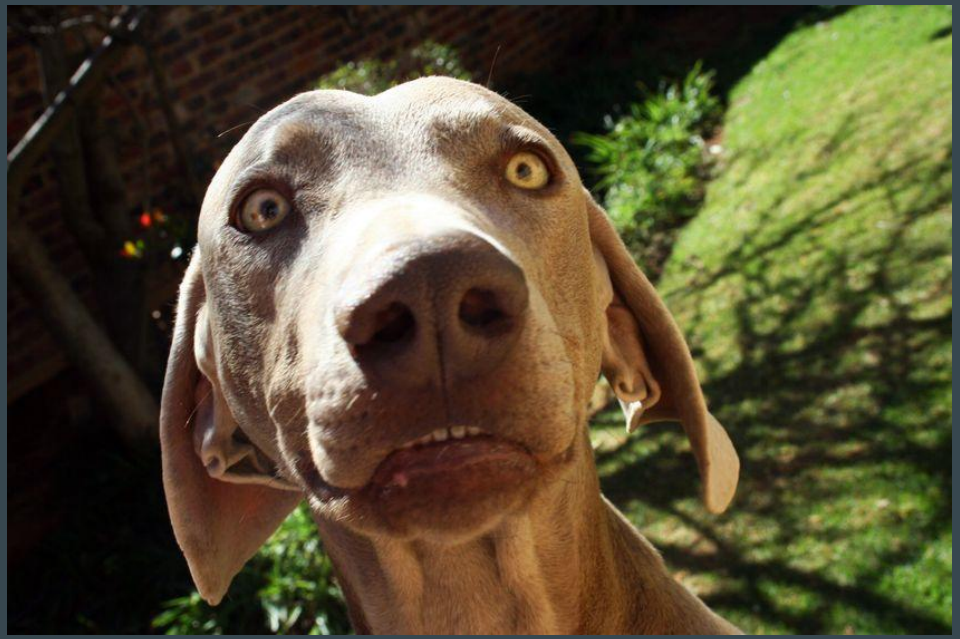
Fast-moving

State-of-the-art

You want to try work at a place where you are racing to keep up,
not waiting for your peers to catch you

@EventsDoctor

or



@EventsDoctor

Take Home Projects - AKA (Usually) Free Labor

Are not always time-boxed

Can take anywhere from a few hours to a few days

Are sometimes onerous and overly complex

Can be especially challenging for parents, caregivers, applicants with a life

Rarely is compensation given

PASSION - Good or Bad?

The Good:

It's good to enjoy what you do

Might lead to greater productivity

Increased engagement with what you do

Can provide a sense of purpose

The Bad:

Can cause burnout

Might interfere with other forms of self care

Less time with family and friends

Less time to pursue other hobbies

The Ugly:

Career Burnout - Causes

Lack of work - life balance and downtime

Working >50 hours per week

Expectation that you are always available

Burnout - Mental and Physical Health Effects

Tiredness and sleep deprivation

Excessive stress and anxiety

Increased frustration at work

Loss of interest or passion for work

Strong, recurring desire to quit or change professions

Depression

Weight gain or weight loss

Heart disease

Immune disorders

What About the Unpassionate?

It's okay!

Instead of Passion, look for the following traits:

- Autonomy
- Respect
- Competence
- Creativity
- A sense of impact

Please Take Care of Yourself - The Benefits

Better productivity - Say “no” to what doesn’t matter and make time for what does

Improved disease resistance - A rested body has a better immune system

Enhanced self-esteem - You matter enough to treat yourself well

Increased self-knowledge - What do you truly love?

More to give - Take care of yourself first

Stereotypical Self Care

Mani/pedi

Massage

Take vacation days

Meditate

Gratitude journal

Do yoga

Declutter

Unplug

Take a long bath

Nap

Garden

Read a good book

Watch funny videos on YouTube

Knit

Let's Get Creative Self Care

Make art

Dance

Go to a sporting event

Do a mud run

Do a good deed

Learn something new

Cull your friends list

Take a chance

Clean

Play video games

Talk to yourself

Throw money at a problem

People watch

And many more!

To Sum It Up ...

Being a veterinarian is really, really hard

Technical job interviews are broken

Passion can be good and bad

Burnout is definitely bad

Not having career passion is perfectly okay

Take care of yourself however works for you

“Too many veterinarians have no personal interests. They volunteer at the animal shelter. They work. Some have no way of getting away from the intense pressure of animal care. You’ve got to get outside of the profession and find a way to let your brain slow down, quiet down, be distracted.”

-- Dr. Jim Wilson, a law-trained veterinarian

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Speak Your Truth:
PASSION

Creative Exercise: What's the **sauce**?

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Speak Your Truth:
PASSION

What ways are you passionate about your work? How does work relate to your passions? Must you be passionate about your work? What are the advantages and disadvantages?

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