

# WRITE/SPEAK/CODE

## Day 1: Write

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# Day 1: Write - Icebreaker



## Introduce yourself to 3 people

- name
- what you do
- one thing you hope to get out of this session
- favorite book or tv show as a child + why you loved it
- if you could shrink/grow an animal to the size of your palm, what would it be?

# Day 1: Write - Goals

Morning: Write a professional bio

Afternoon: Write a blog post

# Day 1: Write - Agenda

Morning: Write a professional bio

10:30am - Reframing your Narrative

12:30pm - Tapping into our Expertise

1pm - Lunch

2pm - Writing for Developers Panel

Afternoon: Write a blog post

3:00pm - Pseudocode It!

4:30pm - Pens to Paper

# Day 1: Write

by the way...



is to do on your own



is for sharing out loud



is for speaking with others

# Day 1: Write - Agenda

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## Day 1: Write - Reframing your narrative



# IMPOSTOR SYNDROME

A grayscale photograph of a person sitting on a wooden bench, looking out over a calm body of water towards a range of mountains. The person is seen from the back, wearing a dark jacket. The scene is misty or overcast, with the mountains appearing soft in the distance. The foreground shows some dark, scrubby vegetation.



# Day 1: Write - Reframing your narrative

## What is Imposter Syndrome?

- inability to internalize accomplishments
- “I shouldn’t be here” feeling
- convinced you are a fraud

## Day 1: Write - Reframing your narrative

### Do these words sound familiar? (maybe internally?)

- **“just”** - It was **“just”** a bug fix, no big deal
- **“only”** - Oh, I **“only”** did part of it, it was mostly my coworker
- **“well...”** - **“Well...”** I guess I’m decent at public speaking so I do it every now and then
- **“good timing”** - I got to work on this project based on **“good timing”**
- **“luck”** - I got **“lucky”** with my first programming job

## Day 1: Write - Reframing your narrative



"I have written eleven books,  
but each time I think, '*Uh oh,  
they're going to find out now.  
I've run a game on everybody,  
and they're going to find me out.*'"

– Maya Angelou



# Day 1: Write - Reframing your narrative

Why does this matter?



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# Day 1: Write - Reframing your narrative

## tech is communal

- teams, pairing
- open source
- stack overflow
- conferences
- books and blogs

**So what do we do about it?**

A woman with dark hair and black-rimmed glasses is shown from the chest up. She has a wide-eyed, open-mouthed expression, looking upwards and to the sides. Her hands are raised to the sides of her face, with her fingers spread. The background is a solid light gray.

Option #1: acknowledge & move forward

“Seriously, I’ve just realized that almost everyone is a fraud, so I try not to feel too bad about it.” - *Tina Fey*



# Day 1: Write - Reframing your narrative

## Option #2: re-contextualize



# Day 1: Write - Reframing your narrative



## Option #3: collect the data

- write 10 accomplishments (or more) in 2 minutes

# Day 1: Write - Reframing your narrative



## Option #3: collect the data

- write 10 accomplishments (or more)
- **share an accomplishment** with a pair for 4 minutes
  - without using self-deprecating language
  - let your pair compliment you: *“wow that’s really impressive”*
  - receive the compliment: *“thank you” “that’s right!”*

# Day 1: Write - Reframing your narrative

## Option #4: teach



- write 5 things, related to tech that you can teach (or more)

# Day 1: Write - Reframing your narrative

## craft your credibility



- what gives someone credibility?

# Day 1: Write - Reframing your narrative

## craft your credibility

- what gives someone credibility?
- how can you create credibility for yourself?

# Day 1: Write - Reframing your narrative

## craft your credibility

- knowledge
- experience
- shiny bauble

# Day 1: Write - Reframing your narrative

## craft your credibility

- knowledge - what you know
- experience - what you've done, who you know
- shiny bauble - an impressive fun fact that's unique to you



# Day 1: Write - Reframing your narrative

## craft your credibility

- knowledge - what you know
- experience - what you've done, who you know
- shiny bauble - an impressive fun fact that's unique to you

*what do i need to know about you to trust what you have to say?*

# Day 1: Write - Reframing your narrative

## craft your bauble



- what's your shiny bauble? it's all about street cred. identify and write five.
  - results you've created
  - awards/honors
  - mainstream press
  - impressive institution you've been associated with
  - formal education or training you've had

# Day 1: Write - Reframing your narrative

## craft your narrative



- re-introduce yourself
- find a partner and introduce yourself (again)

*"Hi! I'm [name] .*

*I'm a [knowledge] at/with [experience] .*

*I also [shiny bauble] ."*

# Day 1: Write **your bio**

## **write** your bio

Because who doesn't love writing about themselves?



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# Day 1: Write **your bio**

## **write** your bio

- include all parts of you!
  - roles
  - skills
  - strengths
  - experiences
  - values
  - challenges



# Day 1: Write **your bio**

## **write** your roles



- what are your roles on your team / organization / projects? list as many roles as you can in 2 mins
  - tech lead
  - SME
  - facilitator
  - project manager
  - designer
  - enabler

# Day 1: Write **your bio**

## **write your skills**



- what do you know? list as many as you can in 2 mins
  - languages (HTML, Java, PHP)
  - frameworks (django, angular, rails etc.)
  - tools (make, rake, WordPress)
  - documentation, testing, project management, etc.

# Day 1: Write **your bio**

## **write your strengths**



- what do you consider a strength? what do others highlight in your feedback sessions? list as many as you can in 2 mins
  - bug fixer
  - leader
  - pioneer of process
  - alignment
  - keeper of context



# Day 1: Write **your bio**

## **write** your experiences



- what have you done? list as many as you can in 2 mins!
  - jobs, internships, apprenticeships
  - organizations you're affiliated with
  - schools/education/certifications
  - projects (work or personal)

# Day 1: Write **your** bio

## **write** your values



- what values are most meaningful to you? list 5 and why they're meaningful to you - 5 mins!

(see next slide)

# Day 1: Write **your bio**

accomplishment	efficiency	inner harmony	recognition
adventure	excellence	integrity	security
challenge	fairness	introspection	self-knowledge
community	family	justice	self-reliance
compassion	free time	knowledge	self-respect
competition	friendships	leadership	stability
cooperation	growth	loyalty	truth
courage	helping others	meaningful work	will-power
creativity	honesty	mentorship	
decisiveness	independence	persistence	



# Day 1: Write **your bio**

## **write** your gifts from your challenges



- what were your challenges and how did you grow from them? list as many as you can in 2 mins
  - What lesson did I learn?
  - What strengthened and reinforced my roots?

# Day 1: Write **your bio**

## **review** your expertise areas



- from your list, what are you...
  - most excited about?
  - most proud of?
  - want to use in the future?
  - embarrassed about?
  - *are there reoccurring threads or themes...?*

# Day 1: Write **your bio**

## **review** your expertise areas

- a few handy tips before we get started...

# Day 1: Write **your bio**

## **review** your expertise areas

- a few handy tips before we get started...
  - show, don't tell. descriptive language is EVERYTHING.

# Day 1: Write **your bio**

**review** your expertise areas

are you a “creative leader that consistently meets stated goals?”

or do you

**harness** ideas, **wrangle** agile teams, **obsess over cultivating** an **inclusive culture**, and **shepherd** junior developers through mentorship and



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# Day 1: Write **your bio**

## **review** your expertise areas



- rephrase your strengths, skills and experiences using active and engaging language. - 5 mins

# Day 1: Write **your bio**

## **write** your value proposition

- what's your unique VALUE PROPOSITION?

# Day 1: Write **your bio**

## **write** your value proposition

- what's your unique VALUE PROPOSITION?



- articulate your value proposition. what can your reader, follower, potential employer expect from you? - 2 mins

# Day 1: Write **your bio**

## **write your bio**

- additional tips
  - use the tools you have
  - quantify with data
  - invert the “negatives”
  - give credit to personal experience!

# Day 1: Write **your bio**

## **write your bio**



- write a short draft of your bio
  - i work at/do \_\_\_\_\_
  - i've been a \_\_\_\_\_ for \_\_\_\_ years
  - recently, i \_\_\_\_\_
  - i organize \_\_\_\_\_
  - i build/i've built \_\_\_\_\_
  - i lead/i've led \_\_\_\_\_
  - in my spare time, i \_\_\_\_\_
  - i'm obsessed with/have a passion for \_\_\_\_\_
  - i work with people who \_\_\_\_\_

# Day 1: Write **your bio**

## **share your bio**



- find a (new) pair and share your bio
  - take turns reading it out loud
  - each person shares 3 pieces of ASK feedback

## Day 1: Write - summary so far...

- Talked about Imposter Syndrome
- 10 accomplishments
- 5 things we can teach
- 5 shiny baubles
- roles
- skills
- strengths
- experiences
- values
- gifts from challenges
- rephrased with active language
- value proposition
- **wrote a bio!!!**



**Let's take a quick break!**

See you in 10 mins





# Day 1: Write - Agenda

Morning: Write a professional bio

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1pm - Lunch

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# Day 1: Write - Tapping into our expertise

...so what do you want to say?

# Day 1: Write - Tapping into our expertise

## generate ideas



- pick a color
  - **red**: as developers/designers/etc we should do more of
  - **orange**: something i can teach
  - **yellow**: bad advice for beginners
  - **green**: favorite tool/technique/module and why
  - **blue**: a hack i used to accomplish \_\_\_\_
  - **brown**: something i thought would be useful but didn't



# Day 1: Write - Tapping into our expertise

## generate ideas



- write down any ideas coming out of M&M exercise!
- a few additional ideas
  - when i started my current role, i wish I had known\_\_\_\_
  - why \_\_\_\_\_ was a mistake and what i learned
  - why \_\_\_\_\_ looks like a mistake but isn't
  - 5 good ideas we should steal from \_\_\_\_\_
  - why we should be paying more attention to \_\_\_\_\_

# Day 1: Write - Tapping into our expertise

## list topic ideas



- write down 20 topic ideas for 5 min. **GO!**

# Day 1: Write - Tapping into our expertise

## list topic ideas



- write down 20 topic ideas for 5 min. **GO!**
- **share your topics** with a (new) pair for 2 minutes!
  - **THIS IS YOUR LUNCH BUDDY!!**

**Lunch time!!!**



See you here for the writer's panel at  
2:00pm!

Music is @ <http://bit.ly/wsc-power-songs>

# Day 1: Write - LUNCH

**LUNCH until 2pm**

Music @ <http://bit.ly/wsc-power-songs>

Resources @ <http://bit.ly/wsc2017conf>

Pivotal® MailChimp



INSTRUMENT



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# Day 1: Writer's Panel



Lara  
Hogan



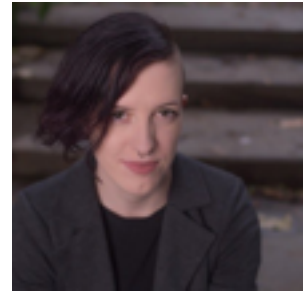
Alexandra Millatmal,  
Moderator

Katel  
LeDû



Angie  
Jones

Katherine  
Daniels



# Day 1: Write - Agenda

Morning: Write a professional bio

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# Day 1: Write - Some things first

FYI

- put your stickers where they are visible
- add your expertise to your name tag
- **resources:** [bit.ly/wsc2017conf](https://bit.ly/wsc2017conf)
- need **slack channel invite/have feedback?** email: [info@writespeakcode.com](mailto:info@writespeakcode.com)
- **slack channels to join:** #2017-wsc-conference and #blogs
- **follow us on twitter and insta:** @writespeakcode

## Day 1: Write - Warm up

# Stretching with Emily Heist-Moss!!



# Day 1: Write - Pseudocode It!

## **write** an outline

- **outline!!** - like pseudocode for you writing.

# Day 1: Write - Pseudocode It!

## write an outline

- why outline?
  - structure
  - think through your topic
  - eliminate writers block
  - save yourself time

# Day 1: Write - Pseudocode It!

## **write** an outline

- blog outlines
  - journalism
  - film
  - fiction
  - listicle

# Day 1: Write - Pseudocode It!

## #1 - **write** an outline “journalism style”

- journalism
  - lede
  - thesis
  - argument
  - to be sure





# Day 1: Write - Pseudocode It!

## #1 - **write** an outline “journalism style”

- journalism
  - **lede** - around a newshook
  - **thesis** - statement of argument
  - **argument** - based on evidence (in 3's)

<u>argument 1</u>	<u>argument 2</u>	<u>argument 3</u>
• evidence	• evidence	• evidence
• evidence	• evidence	• evidence
• conclusion	• conclusion	• conclusion
  - **to be sure** - address flaws in your argument and obvious counter

# Day 1: Write - Pseudocode It!

## #2 - **write** an outline “film style”

- film
  - pixar and the “magic formula”



# Day 1: Write - Pseudocode It!

## #2 - **write** an outline “film style”

- the pixar story spine
  - one upon a time there was a
  - every day
  - one day
  - because of that
  - because of that
  - until finally



# Day 1: Write - Pseudocode It!

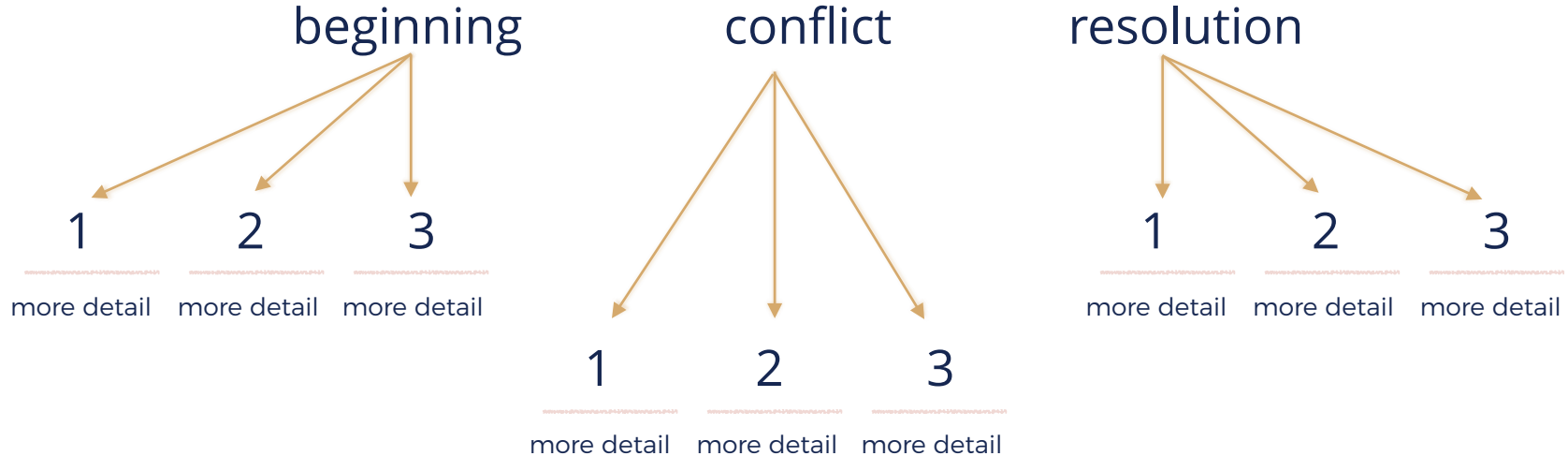
## #3 - **write** an outline “fiction style”

- fiction
  - basic narrative structure



# Day 1: Write - Pseudocode It!

## #3 - **write** an outline “fiction style”



# Day 1: Write - Pseudocode It!

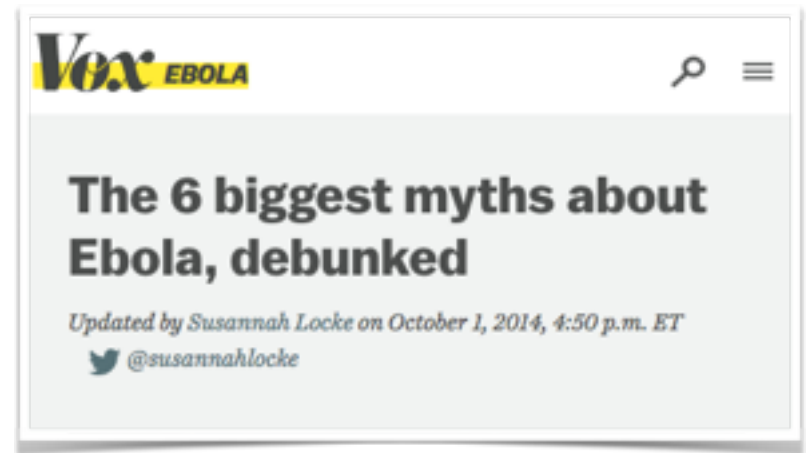
## #4 - **write** an outline “listicle style”



# Day 1: Write - Pseudocode It!

## #4 - **write** an outline “listicle style”

- rethinking the listicle



# Day 1: Write - Pseudocode It!

## #4 - **write** an outline “listicle style”

- rethinking the listicle
  - problem/set up
  - steps (1, 2, 3...)
  - conclusion



# Day 1: Write - Pseudocode It!

## write your blog outline



- choose a topic and write a blog outline for 10 mins

journalism

lede  
thesis  
argument  
to be sure...

film

once upon a time  
everyday  
one day  
because of that  
because of that  
until finally...

fiction

beginning

- more detail
- more detail
- more detail

conflict

- more detail
- more detail
- more detail

resolution

- more detail
- more detail

listicle

problem  
set up  
steps (1, 2, 3)  
conclusion



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# Day 1: Write - Pseudocode It!

## share your blog outline



- share your outline with a (new) partner for 10 mins
  - read each others outlines
  - each person shares 3 pieces of ASK feedback

# Day 1: Write - Pseudocode It!

## refine your blog outline



- for 10 mins

journalism

lede  
thesis  
argument  
to be sure...

film

once upon a time  
everyday  
one day  
because of that  
because of that  
until finally...

fiction

beginning

- more detail
- more detail
- more detail

conflict

- more detail
- more detail
- more detail

resolution

- more detail
- more detail

listicle

problem  
set up  
steps (1, 2, 3)  
conclusion



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**Let's take a snack/bio break!**

See you in 30 mins



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# Day 1: Write a blog post

## write your blog post



- spend 20 mins writing a draft of your blog post based on the outline you created

# Day 1: Write a blog post

## share your blog outline



- share your draft post with a (new) partner for 10 mins
  - read each others drafts
  - each person shares 3 pieces of ASK feedback
  - power pose!

# Day 1: Write a blog post

## continue writing your blog post



- spend another 15 minutes continuing your blog post



# Day 1: Write a blog post

## publish your blog post - 4 minutes



- share with your peers
- if you want, join **#blogs** slack channel & post for feedback
- submit your blog post here: <http://bit.ly/share-my-blog>
- WSC can:
  - tweet about your blog post
  - host it in an upcoming newsletter
  - include it on our website!



# Day 1: Write a blog post

## next steps - 2 minutes



- what are your goals for blogging for the next three months?
  - add reminders in slack to remind you of todos
- what does success look like?
- share info if you want with your table = accountability group
  - can start slack convo and do a check-in in 3 months
- takeovers

# Day 1: Write a blog post

**wrap it up!**



- aha moments and takeaways

## Day 1: Write - summary

- Talked about Imposter Syndrome
- 10 accomplishments
- 5 things we can teach
- 5 shiny baubles
- roles
- skills
- strengths
- experiences
- values
- gifts from challenges
- rephrased with active language
- value proposition
- **wrote a bio!!!**
- **wrote 20 blog topics**
- **wrote & shared an outline!!**
- **wrote & shared a blog post!!**



**THANK YOU!**

stay in touch!

**email** — [neha@writespeakcode.com](mailto:neha@writespeakcode.com)

**slack channel** — #blogs