



WRITE/SPEAK/CODE

Day 1: Write

#wsc2017conf | <your handle here> | @writespeakcode

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?



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10:15-10:30 — 15 minutes (5 per person)

Day 1: Write - Goals

Morning: Write a professional bio

Afternoon: Write a blog post

We'll be focusing on two goals for you today — to get you to write a bio and to get you to write a post.

Each of you comes from different perspectives and experience levels so this is highly action-oriented and interactive to get you to think about what YOU need right now.

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

This is how we are getting you to our main goals. In our first two hours we'll be going over some background, history, what a narrative is, and get a bio out of our brains.

By the time we hit lunch, we'll have, in our hands, at least 20 blog topics for us to write about through a series of brainstorming activities.

Day 1: Write

by the way...



is to do on your own



is for sharing out loud



is for speaking with others



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Day 1: Write - Agenda

Morning: Write a professional bio

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This is how we are getting you to our main goals. In our first two hours we'll be going over some background, history, what a narrative is, and get a bio out of our brains. By lunch time, we'll have generated at least 20 topics for you to blog on through a bunch of exercises we have in store.

Day 1: Write - Reframing your narrative



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10:32-10:34 — 2 mins

- raise your hand if already have a blog, or are currently writing or contributing to other publications. ask why people are not.
- this is a writing workshop, and we're going to do a lot of that by the time the day is over
- but before we start we first we need to figure out what we're going to say and why we're not already saying it? why aren't we blogging? why aren't we speaking at conferences? why aren't we sharing our voice?
 - most of us feel like we have to be an expert in order for someone to want to read what we have to say.
 - at write/speak/code we do a full-day workshop called "own your expertise" where we work with women to deconstruct this concept and to employ it in a way that's empowering. if you've been the next few slides may be review for you, but still useful and relevant.
- how many of you consider yourself an expert?
- **What are a few characteristics of an expert?**
- **what do you think is the biggest barrier to believing you're an expert in a particular subject?**

Biggest barrier - don't BELIEVE you can



Have you ever thought...

“Oh crap! Everyone is going to realize I have no idea what I’m doing.”

- didn’t start coding when you were 12
- don’t work on side projects, “just for fun”

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



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10:35

i know what you're thinking - not another talk on imposter syndrome. Trust me this isn't that. Just a brief overview then we're moving on.

So, its the belief you're going to eventually be “found out”

dismiss success, so the feeling never really goes away

while it may be more severe for women and minorities, its a phenomena that's experienced across racial and gender lines.

especially acute in professions where people's work is constantly under review by talented peers, such as academia or Open Source Software, or when taking on a new job.

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



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- often use self deprecating language when describing the success they’ve had in the past.
- people with impostor syndrome attribute success to external factors and describe accomplishments with qualifiers
 - “I just happened to be at the right place at the right time.”
- on the flip side the attribute failure to themselves: ability, effort.

Day 1: Write - Reframing your narrative



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10:36

"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



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this matters

the problem with this...it's not just your missed opportunity. everyone is held back

some of us work on teams that pair program everyday, most if not all of us have used stack overflow to solve complicated coding challenges, we attend conferences, we read technical books and blogs, if everyone was afraid to share their voice, where would we be.



So what do we do about it?

cool, so it looks like there's so commonality here, and if we're all feeling this way, then what should we do about it?

here are a few strategies to combat imposter syndrome with increasing depth...

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.”

well we could acknowledge it and move forward...

Day 1: Write - Reframing your narrative

Option #2: re-contextualize



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or we can reframe the conversation, and understand we have nothing to prove...everything to share.

and recontextualize our own experiences..

Invert - i.e. being a student, youth, generalist, specialist, age - make it a value

are you an expert at:

being a beginner?

learning?

being a generalist?

being a specialist?

transitioning?

Day 1: Write - Reframing your narrative



Option #3: collect the data

- write 10 accomplishments (or more) in 2 minutes



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10:40-10:42 — 2 minutes

you can't fix what you don't measure.

Take 2 mins and write 10 accomplishments

- Think of an accomplishment where you'd normally use diminishing language
- Rephrase to yourself without that language
- Write it down

How many got 5, 8, 10, 12, 15?

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!"*



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10:43-10:47 — 4 minutes (2min/person)

Switch and repeat!

Day 1: Write - Reframing your narrative

Option #4: teach



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



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10:48-10:50 — 2 minutes

- at devbootcamp we always have 3 cohorts of students on campus at 3 different levels at a time to. This is key to our pedagogical approach, to foster a learning and teaching/culture of mentorship...teaching builds confidence and solidifies what you know...

Day 1: Write - Reframing your narrative

craft your credibility



- what gives someone credibility?



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10:52-10:54 — 2 minutes

- 2mins
- ask everyone 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



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credibility: 3 main parts

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?



you can have multiple baubles - different for different people; it all comes down to "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



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10:58-11:03 — 5 minutes

5 mins each

brainstorm ex with groups?

Harvard, Google, yrs. experience; self-taught; previous industry + tech

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] ."



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11:05-11:10 — 5 minutes

"Hi I'm Rebecca. I'm a software engineer with 10 years of professional development experience."

"Hi I'm Rebecca. I'm a speaker with experience running day long workshops, teaching coding at a bootcamp, and speaking at a national conference."

"Hi I'm Rebecca. I'm a Tech Manager with experience building a start-up from scratch, scaling a growing start-up, and developing software professional for over 10 years."

Day 1: Write **your bio**

write your bio

Because who doesn't love writing about themselves?



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how many of you already have a bio?

how many of you have a bio that you've updated in the last 3 months?

if this is you, feel free to work on a more customized bio for this exercise or try the exercise from scratch and see where you end up!

Day 1: Write **your bio**

write your bio

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



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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



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11:12-11:14 — 2 minutes

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.



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11:16-11:18 — 2 minutes

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



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11:20-11:22 — 2 minutes

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)



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11:24-11:26 — 2 minutes

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)



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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	



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11:28-11:30 — 2 minutes

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?



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11:32-11:34 — 2 minutes

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...?*



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11:36-11:38 — 2 minutes

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.



“Don’t just say you’re creative. Make sure you reference specific projects you worked on that demonstrate your creativity,” she says.

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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action verbs - <http://career.opcd.wfu.edu/files/2011/05/Action-Verbs-for-Resumes.pdf>

Lots of us are fans, enthusiasts, thinkers and gurus on our social media profiles. But might it be more powerful if we talked instead about harnessing ideas, wrangling revenue, obsessing over culture and shepherding our teams?

The “show, don’t tell” principle of writing means focusing on what you do, not who you are – and that means action verbs. Try this list of action verbs for resumes and see if any of them add a little power to your profile.

LinkedIn senior manager for corporate communications Krista Canfield says the more details, the better to add some show to your tell.

Day 1: Write **your bio**

review your expertise areas



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



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11:40-11:42 — 2 minutes

Day 1: Write **your bio**

write your value proposition

- what's your unique VALUE PROPOSITION?



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No matter what feats you've accomplished, potential followers mostly want to know one thing about you: What's in it for me? In marketing, that's known as a value proposition – the promise of value to be delivered. What can followers expect from you? What value do you bring?

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



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11:43-11:45 — 2 minutes

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!



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we just created a long list of everything you know and you've done. and you've done a lot, so share that.

Invert - i.e. being a student, youth, generalist, specialist, age - make it a value

failure is important because of what you learn from it, it's powerful, so share that in your story.

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 _____



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11:45-12:00 — 15 minutes

i organize...

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



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12:00-12:10 — 10 minutes

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



12:10-12:20 — 10 minutes

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Afternoon: Write a blog post

3:00pm - Pseudocode It!

4:30pm - Pens to Paper

Day 1: Write - Tapping into our expertise

...so what do you want to say?



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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



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12:28-12:43 — 15 minutes
15 mins

to quickly review - right now we have lists on what we know, our experience our accomplishments, we have granular breakdowns of projects/products we've worked on and we talked about bugs we've fixed, things we can teach, hacks we've used, our favorite tools...

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 ____



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12:45-12:50 — 5 minutes

more:

What do you know now that you didn't know a year ago?

What do you find yourself explaining to other programmers?

the pros & cons of ____

W

Day 1: Write - Tapping into our expertise

list topic ideas



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



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12:50-12:55 — 5 minutes

5 mins - take all of that and write 20 blog post topics

People say/do ... but this is why they're wrong [Heresy]

Comparison of 2+ add-on packages

5 good ideas we should steal from ...

Here's how I got to wear the hero/fool cape at work. And the lesson.

I want to do ... but I need your help [Call for assistance]

Write the topic that would have helped you for the last thing you googled for

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!!**



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12:55-12:57 — 2 minutes

Lunch time!!!



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

Think about what blog idea you might want to focus on over lunch
1:00pm

Day 1: Writer's Panel

WRITING FOR DEVELOPERS PANEL

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2:00pm

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 - Warm up



Find someone new (again)!

- name
- show your favorite stretch to do (do it together?)
- favorite part of the panel
- best blog post you read recently
- 10 minutes



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3:00-3:10 — 10 minutes

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



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Would you build a house without blueprints? No, probably not. That would be a recipe for disaster. The same could be said for writing without an outline. An outline gives your writing structure and helps you organize your thoughts from start to finish, to ensure you get your point across or tell a good story.

eliminate writers block -

if you're having a hard time getting your writing kicked off, an outline can help you break down your subject into manageable chunks. Outlining can help you get over the hump and get your thoughts on paper (or your screen)

save yourself time -

You can also figure out which areas you might need to research information, get visuals or interview an expert for (i.e - one of your friends in this room). Of course, you can figure out what information to omit as well.

Day 1: Write - Pseudocode It!

write an outline

- blog outlines
 - journalism
 - film
 - fiction
 - listicle



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i'm going to share 4 styles of outlines you can use to craft your blog post

Day 1: Write - Pseudocode It!

write an outline “journalism style”

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



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3:15

what is the op ed project? - increasing the range of voices in journalism...encouraging the participation of women in the industry.

Day 1: Write - Pseudocode It!

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



arguments
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- lede - newshook - angle or approach
 - problem everyone has and no one is talking about
 - current trend
 - accepted and no one is talking about it
 - pop culture
- topic or thesis: developers and designers can work better together if they use an incremental agile approach to collaboration
- argument:
 - examples: lines of code, anecdotes, personal experience, precedence, research, stats
- to be sure:
 - acknowledge & dismiss - yes, the site will look ugly but other way ends up ugly anyway
 - validate & trump - yes, the site will look ugly, but only for a short period of time + then look even better & get there faster than the other way
 - personal caveat - it's hard for me to see the site look so ugly - hurts me - but i've been able to let that go and trust the process
 - change the frame - ugly is good. our focus should be on user trust and experience. "beauty" in that sense isn't important.

Day 1: Write - Pseudocode It!

write an outline “film style”

- film
 - pixar and the “magic formula”



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3:17

A couple of years ago Pixar’s former story artist, Emma Coats tweeted out pixar’s 22 rules of storytelling. and they’re brilliant tidbits like:

- Come up with your ending before you figure out your middle. Seriously. Endings are hard, get yours working up front.
- When you’re stuck, make a list of events that WOULDN’T happen next. Lots of times the material to get you unstuck will show up.

Day 1: Write - Pseudocode It!

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 _____



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but she also tweeted this gem, which is the basis of the story arc for almost every Pixar film.

Once upon a time there was a team of designers and developers

Every day developers would finish a story and designers would come over and re-review the work and give an incomprehensible amount of critical feedback - everyone was pissed.

One day we decided to stop working like that and instead release design incrementally

Because of that our team is happier and more productive

Because of that our code is more concise and easier to maintain

Until finally, you have a team of people working harmoniously with each other rather than in opposition.

Day 1: Write - Pseudocode It!

write an outline “fiction style”

- fiction
 - basic narrative structure



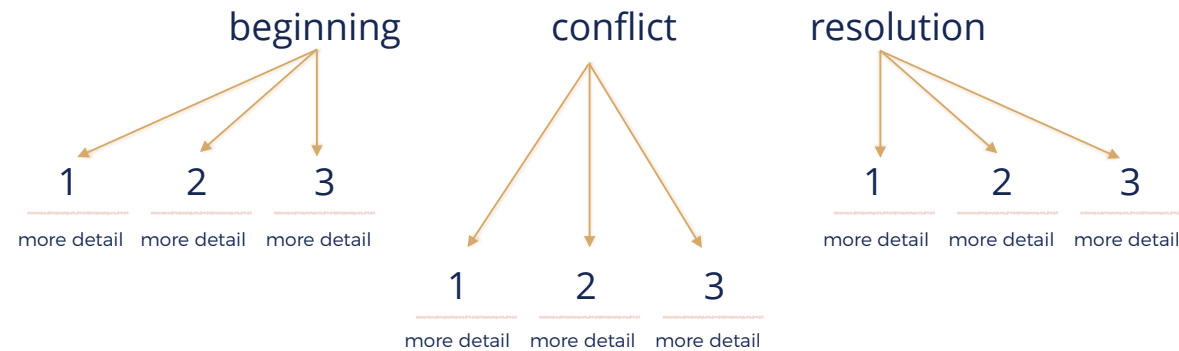
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3:19

Day 1: Write - Pseudocode It!

write an outline "fiction style"



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beginning: team of designers and developers

1: devs agile; 2: designs spend lots of time perfecting designs and getting sign off; 3: design focused product

conflict: frustrating working experience

1: devs - tech limits; 2: design - not what asked; 3: slow feedback cycle

resolution: new process "incremental design"

1: devs review design early; 2: deploy parts of design; 3: designers review at each deploy, everyone is happier

Day 1: Write - Pseudocode It!

write an outline “listicle style”

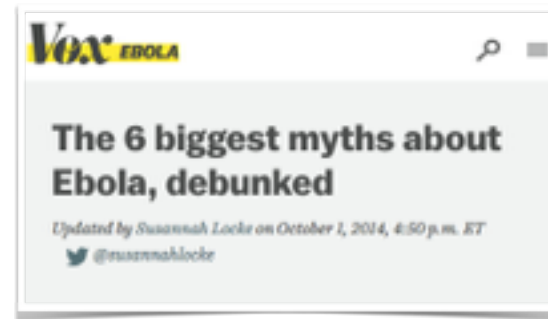


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Day 1: Write - Pseudocode It!

write an outline “listicle style”

- rethinking the listicle



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If we can find ways to present the news in a more engaging, digestible format, we can reach a whole segment of the population that otherwise would have never been informed.

Day 1: Write - Pseudocode It!

write an outline “listicle style”

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



8 simple steps ...” or “The Best and Worst....”

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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3:25-3:35 — 10 minutes

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



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3:40-3:50 — 10 minutes

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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3:50-4:00 — 10 minutes

Let's take a snack/bio break!

See you in 30 mins



4:00-4:30 — 10 minutes

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

For the next hour we'll be writing a blog post, getting feedback, and sharing it out!

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



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4:30-4:50 — 20 minutes

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!



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4:50-5:00 — 10 minutes

Day 1: Write a blog post

continue writing your blog post



- spend another 15 minutes continuing your blog post



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5:00-5:15 — 15 minutes

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!



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5:15-5:19 — 4 minutes

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



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5:20-5:22 — 5 minutes

Day 1: Write a blog post

wrap it up!



- aha moments and takeaways



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5:22-5:27 — 5 minutes

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

slack channel — #blogs

5:30pm