

The DevRel Layoff Survival Guide

@ShyRuparel

Founding Developer Advocate @ Superblocks
DevRelCon 2023



I hope you never
need this talk



Numbers

Via [Layoffs.fyi](#)

15,823

Layoffs in 2021

164,744

Layoffs in 2022

233,668

Layoffs to Date 2023





“Corporations are not set up or
incentivised to care about
their parts.”

–Heidi Waterhouse

Layoffs can happen
to any of us.





I know because
it happened to me.

Agenda

01

Warning
signs

02

You can
prepare

03

The moment

04

Emerging
Stronger



01

Warning Signs

Traditional Warning Signs

Management
Changes

Eliminating
products

Hiring
Freezes

Cost
Cutting



`“The layoffs will continue until
(investor) morale improves”`

`–Ron Miller, Alex Wilhelm
(TechCrunch)`

Δ Stocks via Forbes post layoff

+5%

Spotify

+5%

Google

+50%

Meta

+50%

Amazon

+20%

Wayfair

+40%

Coinbase



“The Tech Economy Sucks.”

–Randall Degges



02

You can prepare

Personal Vulnerabilities

Money



Documents



Network





Let's talk Money.




3 Months



“Make sure you resolve
[expenses] as soon as you can.
Because [they won't] really
have incentive to pay you back
for something.”

–Heidi Waterhouse



Do your expenses
in real time.



Documents

Download

Access not guaranteed

HR Documents

Everything you've signed.

Info re: stocks + comp.

Public work samples

Public code and content.

Video

and Writing

Performance Docs

Reviews.

Peer feedback.

Nothing proprietary

Leave all the proprietary stuff on the corporate machines.

Cache your network



At Work

Get the non-contact info
from anyone you want to
might want to stay in
touch with.
LinkedIn



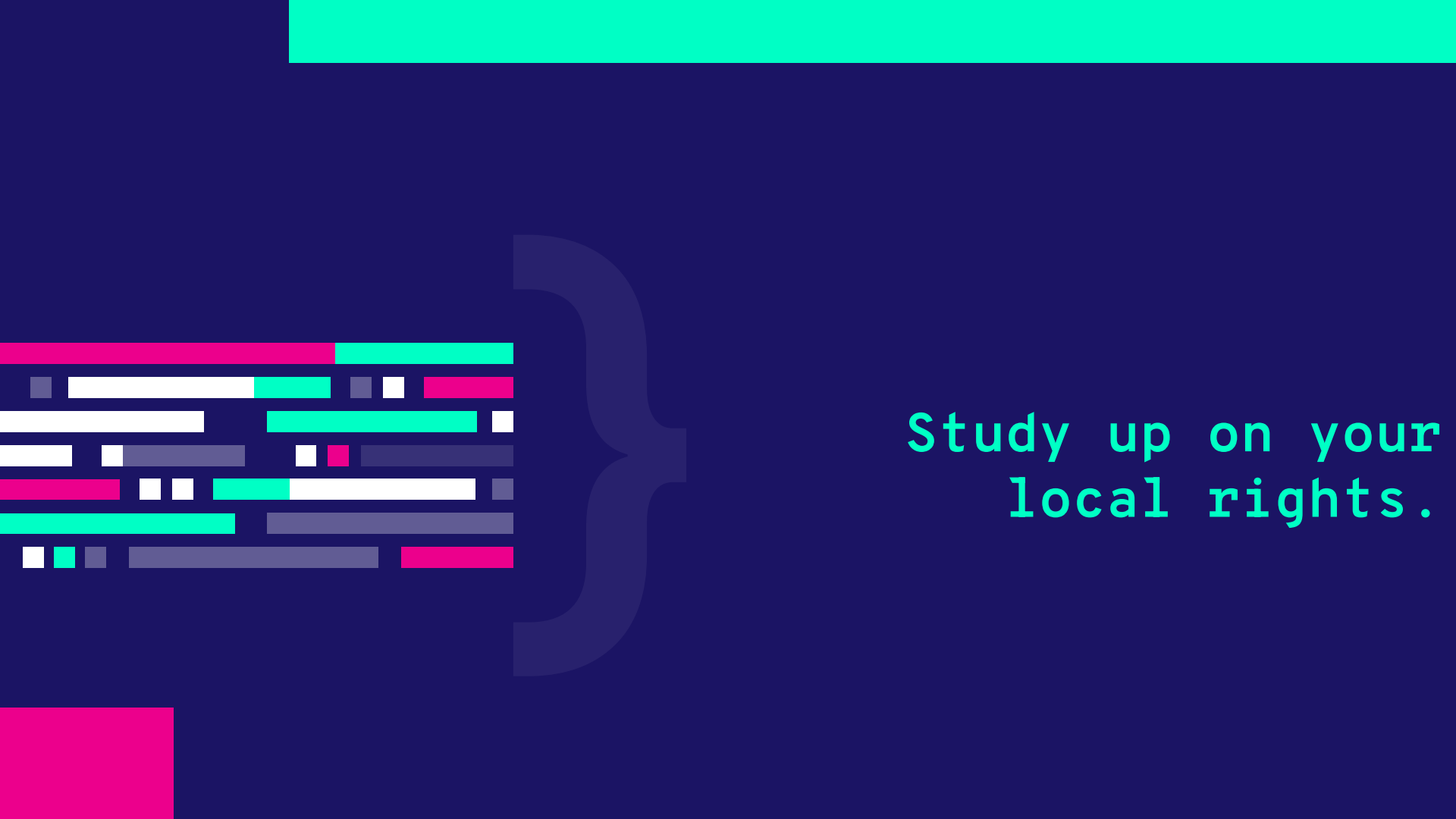
Outside Work

Always make sure to have a
non-work email way to
connect.
Twitter, DevRelSlack



Find an
employment lawyer



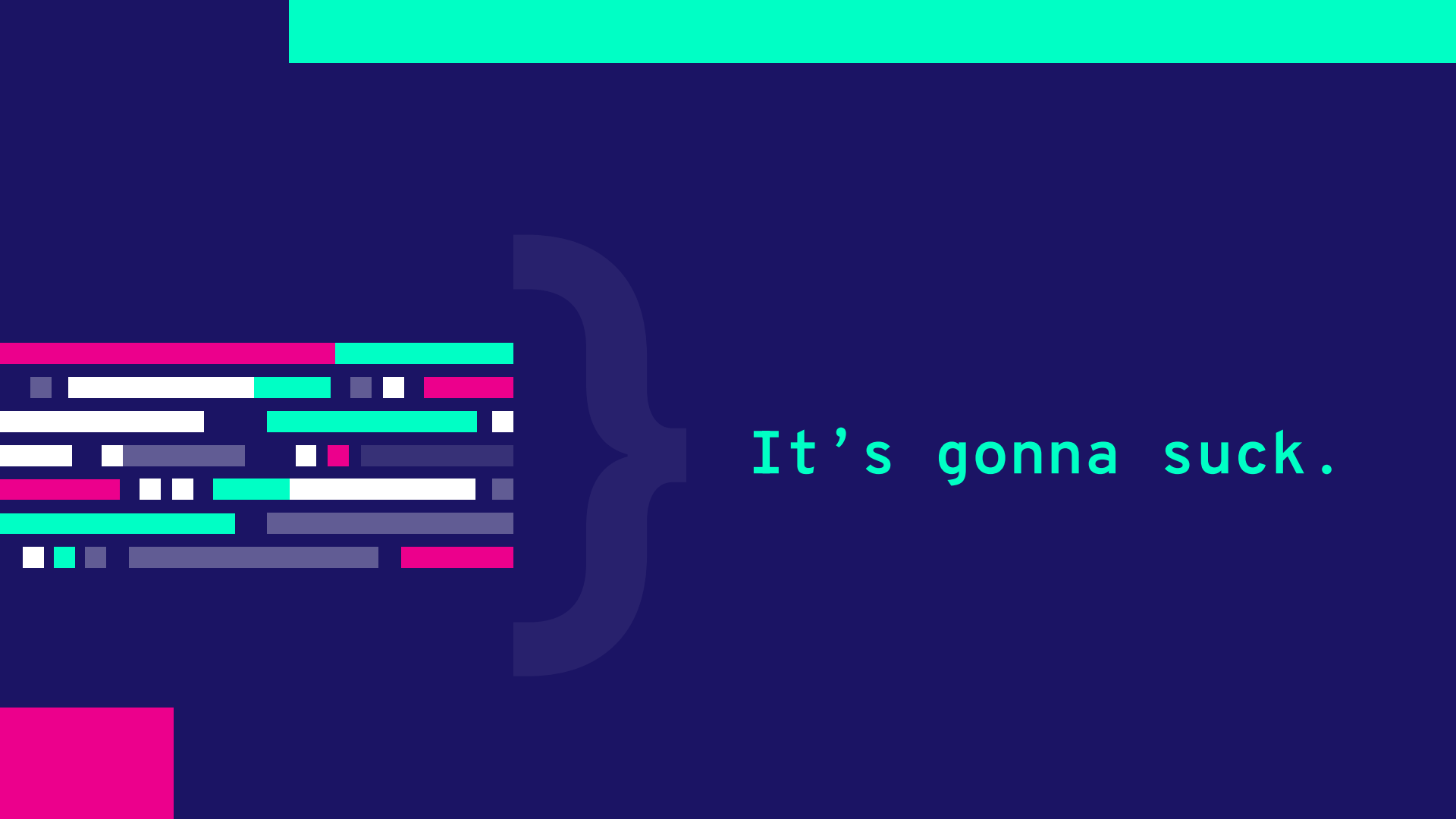


Study up on your
local rights.



03

The Moment



It's gonna suck.

Timeline

Getting
Summoned



The event




What
happens
next?





**You will have
minimal warning.**



Meeting Format



1/1

Will get asked for a very last minute 1/1 or sent an email.



In a group

Will typically get a very last minute cal invite.



HR is not your friend



**Do Not Sign
Anything.**





If legal, record the
call

Get info re: Paycheck & Healthcare





The short-term aftermath



It's ok to have
feelings.




`“You don’t need the validation
from the people who hired you.”`

–Wesley Faulkner



You don't have to
take severance.




**Forward everything
to your employment
lawyer**





**“Avoid Rush Decisions. The
necessity to make decisions
often leads to bad ones.”**

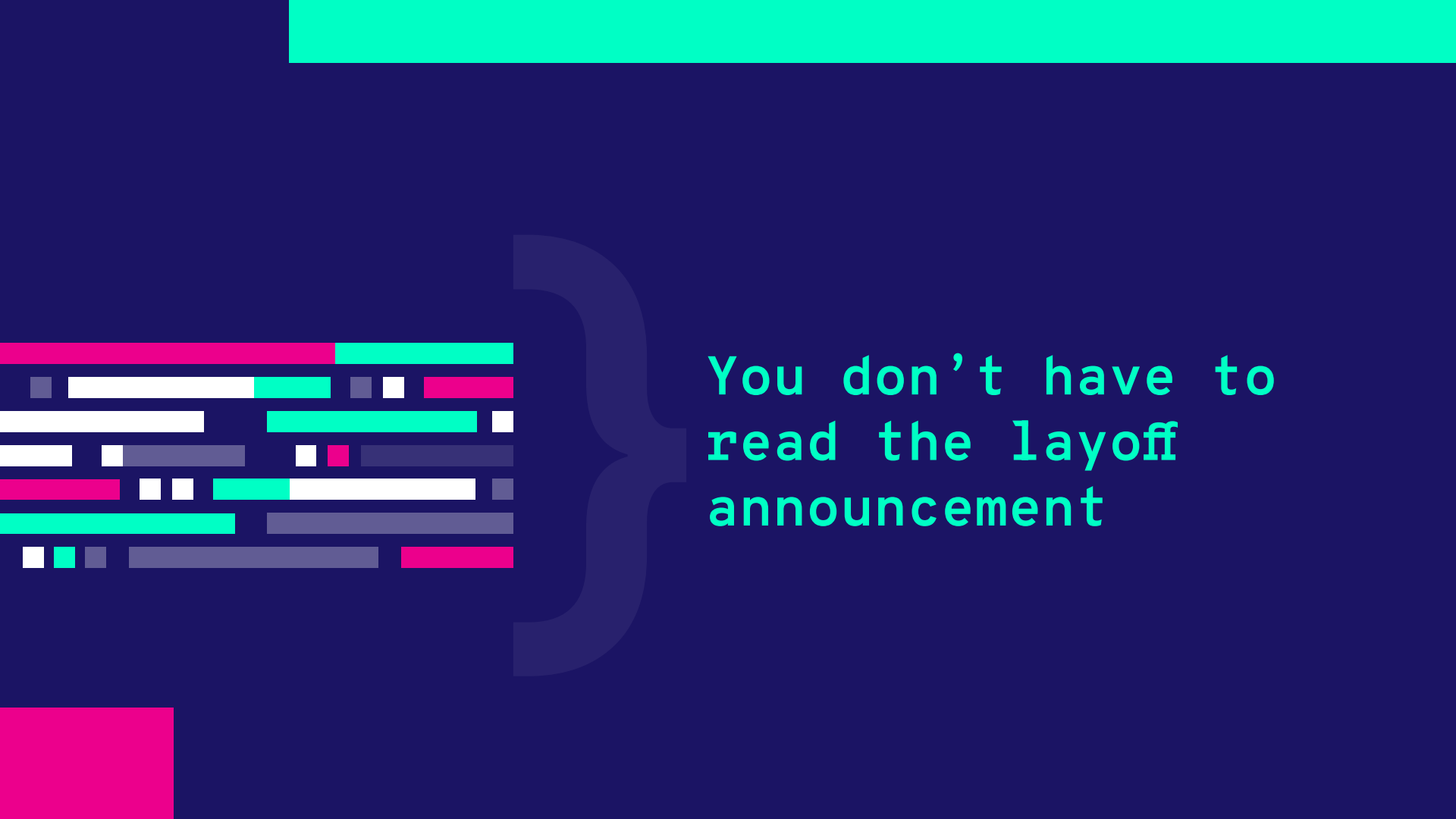
–Myrsini Koukiasa



```
curl_easy_setopt(comm, CURLOPT_URL, url);  
if (curl_easy_perform(comm) != CURLE_OK)  
{  
    fprintf(stderr, "Failed to set URL [%s]\n", errorbuf);  
    return 1;  
}  
  
curl_easy_setopt(comm, CURLOPT_FOLLOWLOCATION,  
                 CURLOPT_FOLLOWLOCATION);  
if (curl_easy_perform(comm) != CURLE_OK)  
{  
    fprintf(stderr, "Failed to set redirect option [%s]\n", errorbuf);  
    return 1;  
}  
  
curl_easy_setopt(comm, CURLOPT_WRITEFUNCTION,  
                 curl_write_callback);  
if (curl_easy_perform(comm) != CURLE_OK)  
{  
    fprintf(stderr, "Failed to set writer [%s]\n", errorbuf);  
    return 1;  
}
```

Turn off your computer





You don't have to
read the layoff
announcement



```
curl_easy_setopt(comm, CURLOPT_URL, url);  
if (curl_easy_perform(comm) != CURLE_OK)  
    fprintf(stderr, "Failed to set URL [%s]\n", errorbuf);  
else;  
    curl_easy_setopt(comm, CURLOPT_FOLLOWLOCATION,  
        1);  
    curl_easy_setopt(comm, CURLOPT_WRITEFUNCTION,  
        write_callback);  
    curl_easy_setopt(comm, CURLOPT_WRITER, &writer);  
    if (curl_easy_perform(comm) != CURLE_OK)  
        fprintf(stderr, "Failed to set writer [%s]\n", errorbuf);  
    else  
        fprintf(stderr, "Success\n");  
}
```

Block your ex





Go seek comfort from
friends/family/pets



TL ; DR

Delete Facebook Hit the Gym Lawyer Up





04

Emerging Stronger



It's ok to
continue to have
feelings.



Layoffs are a Trauma




You're not alone





Reach out to your
co-workers that also
got laid off



**Double check who
owns your alumni
channels before
posting**





ShyRuparel

@ShyRuparel



Really sad that Tuesday was my last day at Docker. They let me go along with a ton of other really fantastic coworkers.

I'm starting to look my next thing. If you know any open roles looking for someone with 8 years of [#DevRel](#) experience I'd love to hear about it!

3:57 pm · 8 Sep 2022

53 Reposts 11 Quotes 199 Likes 12 Bookmarks



Post your reply!

Reply

Tell us
when you're
ready

Print the nice things



Randall Hunt @jrhunt · 8 Sep 2022

I've worked with Shy hundreds of times over the last 10 years.

I cannot recommend him highly enough. His ability to empathize with developers and find actionable outcomes is second to none.

He knows the pulse of developer communities and would be a great manager and mentor.



ShyRuparel @ShyRuparel · 8 Sep 2022

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2



10



Tim Fogarty @tfogo · 8 Sep 2022

Shy is one of the most thoughtful and dedicated people I know. He has a real gift for teaching others about tech, a knack for finding that spark that makes a product interesting to developers.

If you need somebody like that on your team, you should reach out!



ShyRuparel @ShyRuparel · 8 Sep 2022

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1



3



Richard Murby @RSMMurby · 8 Sep 2022

One of my favorite people in [#devrel](#) - please check out Shy's work and let others who are hiring know!



ShyRuparel @ShyRuparel · 8 Sep 2022



Reclaim your identity

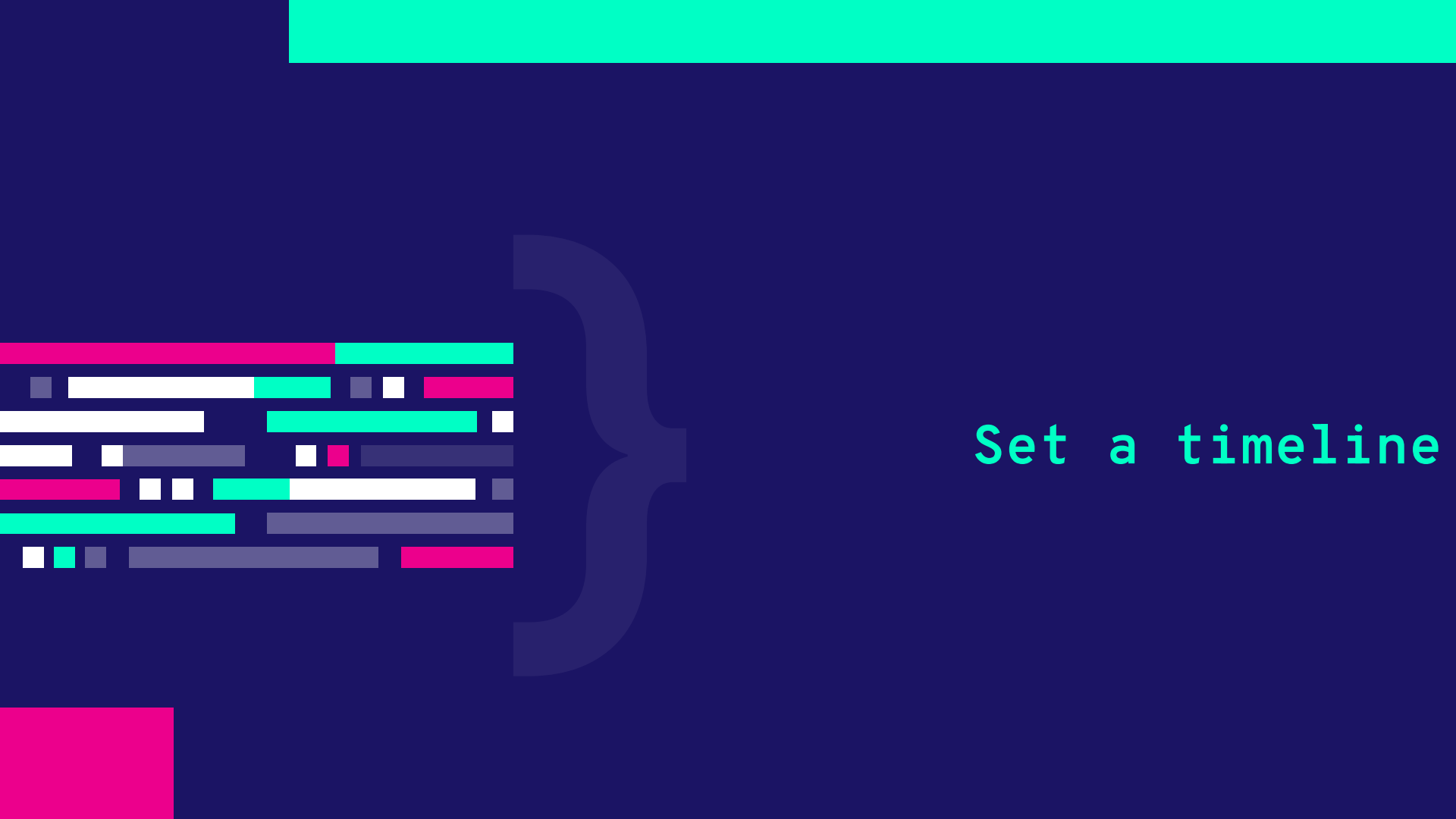


Therapy is
fantastic





Finding your next thing



Set a timeline

Healthcare





Set a budget and
apply for
unemployment

— DEVREL & COMMUNITY

Navigating the DevRel Job Market



Tessa Kriesel

Aug 16, 2022 — 2 min read

Where to Find DevRel Jobs

I wrote a piece last year with a great [list of places to look for DevRel jobs](#), including the following resources:

- [Uncommon job board](#)
- [DevRel Collective](#)
- [DevRel Weekly newsletter](#)
- [DevRelX jobs](#)
- [DeveloperRelations.com](#)
- [Community Manager jobs](#)

Where to look

Where to look

The image shows a laptop screen with two windows open. The background window is a Discord channel named "# recruiting" with a list of 34 members. The foreground window is an Airtable gallery view titled "Gallery Of Jobs" containing 10 job listings. The listings are arranged in two rows of five. Each listing card displays the job title, date posted, contact information, role, location, and a type tag (e.g., "Full-time").

Discord Channel: # recruiting

- # diversity
- # dogs
- # europe
- # events
- # gamedev-devrel
- # general
- # health
- # keyboards
- # kubcon
- # moaning
- # moderators
- # neurodiversity
- # new-york-new-york
- # on-the-road-again
- # pycon
- # recruiting
- # san-francisco-bayarea
- # solo-devrel
- # swag
- # tools-i-use
- # toronto
- # travel-tips
- # twitch-streaming
- # vancouver
- # videogames
- # virtual-events
- # welcome
- # wins
- # devrelcon
- + Add channels
- Direct messages

Airtable Gallery: Gallery Of Jobs

| LaunchDarkly | deepset | GitBook | Vonage | Vonage |
|---|---|--|--|--|
| DATE POSTED (YYYY/MM/DD) 2023-08-30 | DATE POSTED (YYYY/MM/DD) 2023-08-25 | DATE POSTED (YYYY/MM/DD) 2023-08-22 | DATE POSTED (YYYY/MM/DD) 2023-08-21 | DATE POSTED (YYYY/MM/DD) 2023-08-21 |
| CONTACT Cody DeArkland | CONTACT Tuana Celik | CONTACT Addison Schultz | CONTACT Rachel Sunderland | CONTACT Rachel Sunderland |
| POSTER CONTACT cdearkland@launchdarkly.com | POSTER CONTACT tuana.celik@deepset.ai | POSTER CONTACT addison@gitbook.com | POSTER CONTACT rachel.sunderland@vonage.com | POSTER CONTACT rachel.sunderland@vonage.com |
| ROLE Developer Experience Engineer | ROLE Developer Advocate | ROLE Technical Content Writer | ROLE Director of Events | ROLE Head of Product Marketing, Net... |
| LOCATION REMOTE SUMMARY US - Remote: Yes | LOCATION REMOTE SUMMARY US - Remote: Yes | LOCATION REMOTE SUMMARY US, Europe & UK - Remote: Yes | LOCATION REMOTE SUMMARY US - Remote: Yes | LOCATION REMOTE SUMMARY US - Remote: Yes |
| URL https://boards.greenhouse.io/lau... | URL https://deepset.jobs.personio.de... | URL https://gitbook.gitbook.io/for-gi... | URL https://www.vonage.com/career... | URL https://www.vonage.com/career... |
| POSTED BY @brianfnaldi | POSTED BY Tuana Celik | POSTED BY addisonschultz | POSTED BY Rachel Sunderland | POSTED BY Rachel Sunderland |
| NOTES | NOTES | NOTES | NOTES | NOTES |
| TYPE Full-time | TYPE Full-time | TYPE Full-time | TYPE Full-time | TYPE Full-time |

| Bureauworks | Safe | Safe | Miro | Intercom |
|--|--|--|--|--|
| DATE POSTED (YYYY/MM/DD) 2023-08-18 | DATE POSTED (YYYY/MM/DD) 2023-08-16 | DATE POSTED (YYYY/MM/DD) 2023-08-01 | DATE POSTED (YYYY/MM/DD) 2023-07-12 | DATE POSTED (YYYY/MM/DD) 2023-06-12 |
| CONTACT | CONTACT | CONTACT | CONTACT | CONTACT |



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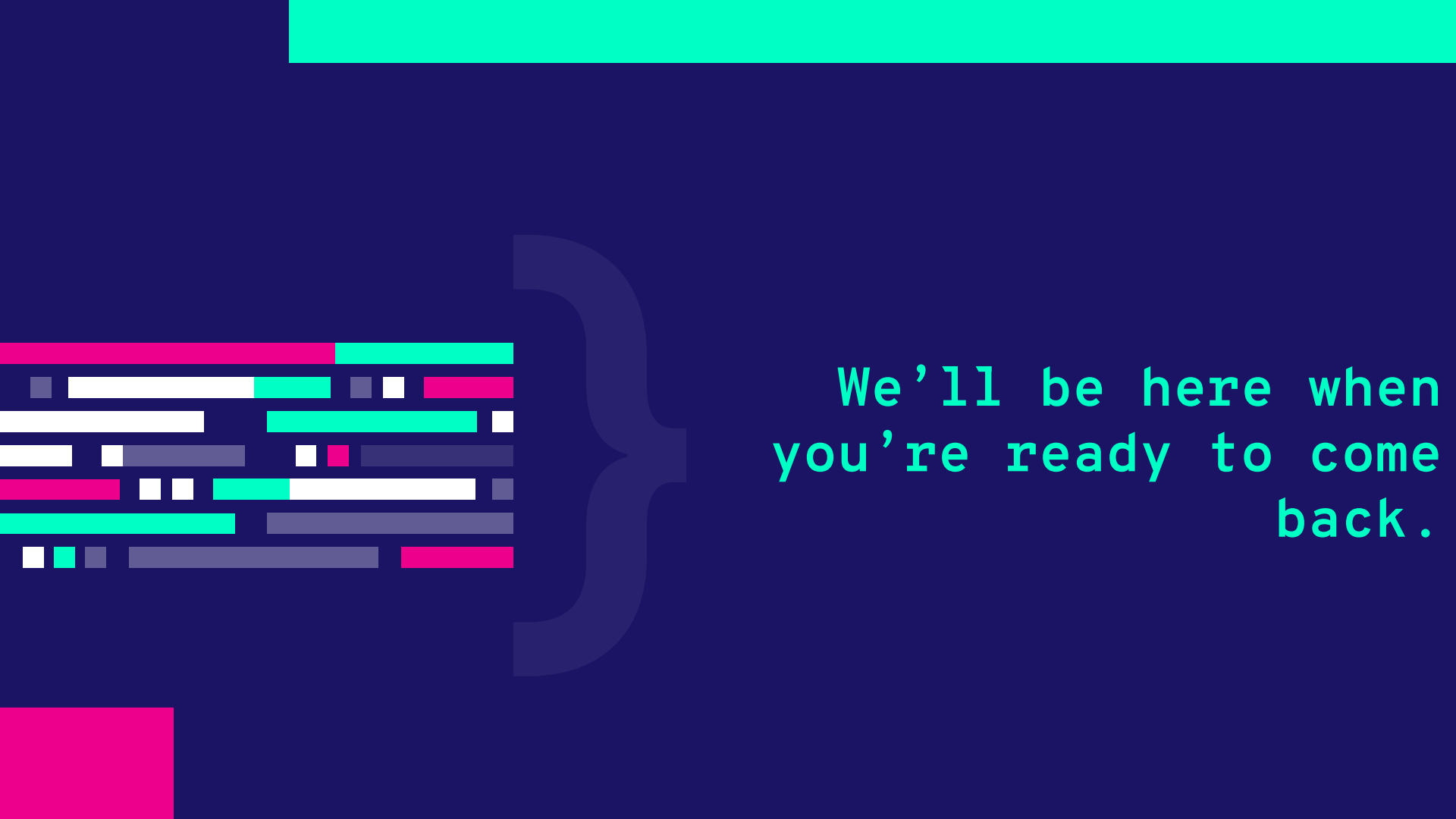
Post your reply!

Reply

Tell us
when you're
ready



It's ok to do
something else.



We'll be here when
you're ready to come
back.



I hope you never
need this talk

THANKS!

@ShyRupare1

Shy@ShyRupare1.com

Shy@Superblocks.com

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