

# Own Your Expertise

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Welcome!



@WriteSpeakCode #OwnUrExpertise @PivotalLabs



<write/speak/code>

# A few things ...

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means time to DO IT!



@WriteSpeakCode

#OwnUrExpertise



Huge thank you @PivotalLabs!!!

# Groups!

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# Overview of the Day

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- ✿ Impostor Syndrome
- ✿ Source of Credibility
- ✿ Find your expertise
- ✿ Topic generation
- ✿ Topic outline
- ✿ Write/Speak/Code break outs

# Martian Name

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Last name backwards

First name backwards

which means ...

something special to you

A close-up photograph of a woman with long, dark, wavy hair. She is looking directly at the camera with a slightly worried or thoughtful expression. Her eyes are light-colored. She is wearing a white, ruffled garment that appears to be a top or a dress. The lighting is soft, and the background is blurred.

# Impostor Syndrome

# Have you ever thought ...

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“Oh crap!

Everyone is going to realize I have  
no idea what I'm doing.”

# Do you feel like a fraud because ...

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- ✿ didn't start coding when you were 12
- ✿ don't work on side projects for "fun"

# How many of you ...

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considered not coming today  
because you weren't sure if you  
could be considered a "developer?"

A close-up photograph of a woman with long, dark, wavy hair. She is looking directly at the camera with a slightly worried or thoughtful expression. Her eyes are light-colored. She is wearing a white, ruffled garment that looks like a nightgown or pajama top. The lighting is soft and somewhat dramatic, highlighting her face and hair.

# Impostor Syndrome

Photo: <http://elephantwendigo.deviantart.com/art/Hunted-197538783>  
CC <http://creativecommons.org/licenses/by-nc/3.0/>

<write/speak/code><sup>01</sup>

Impostor syndrome “is a psychological phenomenon in which people are **unable to internalize their accomplishments**. Despite external evidence of their competence, those with the syndrome remain **convinced that they are frauds** and do not deserve the success they have achieved. **Proof of success is dismissed** as luck, timing, or as a result of deceiving others into thinking they are more intelligent and competent than they believe themselves to be.”

– Wikipedia

<write/speak/code>

Particularly true for

High Achieving Women

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<http://www.inc.com/abigail-tracy/goldieblox-will-be-the-first-small-business-with-a-superbowl-ad.html>

## Girls attribute

Success

external factors

Failure

herself

<write/speak/code>

“Being female means you and your work automatically stand a greater chance of being ignored, discounted, trivialized, devalued, and otherwise taken less seriously.”

*–Valerie Young*

<write/speak/code>

# HAS PHD IN THE SUBJECT



## YOU'RE TOO BUSY MANSPLAINING TO NOTICE



# Stereotype Threat

<https://www.flickr.com/photos/collegelibrary/8622645192/>



**“Even women who get into MIT, and major in engineering, often continue to second guess themselves, worrying that success was a mistake. So the first time they get a B on an exam, they switch to a major in the humanities. Yet males can get all C’s and think they’re doing great. It’s just normal for males to overestimate their success and for women to worry that they don’t deserve to be where they are. That insecurity often haunts them into their professional lives.”**

*—Dr. Maria Klawe*

**<write/speak/code>**

# It matters.

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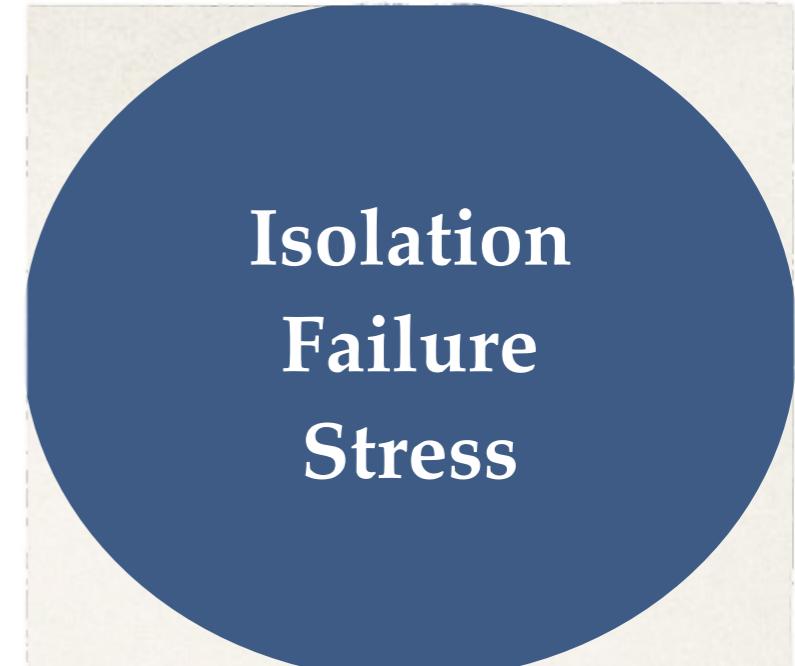
# Hold yourself back



(C) RFTF August 1 2012



hold  
yourself  
back



# Self-fulfilling

work too  
hard





# Tech is communal

Everyone is held back

- ❖ Teams, Pairing
- ❖ FLOSS
- ❖ Stack Overflow
- ❖ Conferences
- ❖ Books & blogs



# Own Your Expertise

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Break!



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<write/speak/code>

# What do we do?

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“I’ve realized  
almost  
everyone is a  
fraud so I try  
not to feel  
bad about it.”

*–Tina Fey*



# Share with other women



- 
- ✿ 1 or 2 willing to share says a self-deprecating thought she's had
  - ✿ Tell out loud to group
  - ✿ Others raise hands if felt that way
  - ✿ Discuss

# Objective Feedback

*from friends & support system or ...*

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- ✿ What's the problem?
- ✿ What's the worst that can happen?
- ✿ Is what you're feeling objectively true or just your perspective?



Sabrina Farmer  
Engineering Manager  
Google

# Language

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- ❖ “just”
- ❖ “only”
- ❖ “Well ...”
- ❖ “good timing”
- ❖ “luck”

# Thank you



- 
- ✿ Turn to your neighbor to find a pair
  - ✿ Give a compliment
  - ✿ Receive the compliment with a simple “thank you”
  - ✿ Switch and repeat

# Look at the data

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- ❖ positive feedback
- ❖ measurable progress
- ❖ accomplishments



# Victory Journal

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- ✿ Write 10 accomplishments

# Help others

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- ✿ Teach things you know
- ✿ Ask the first question *so someone else doesn't have to*
- ✿ Connect with others

# Teach

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- ✿ Write 5 things you could teach related to tech

# Remember what matters

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Which values relate to  
happiest, proudest, or most  
satisfied times in your life?

---

Choose 3

# Choose values related to your happiest or proudest times

- Accomplishment
- Accountability
- Achievement
- Activism
- Adventure
- Affection
- Ambition
- Autonomy
- Challenge
- Close relationships
- Commitment
- Community
- Compassion
- Competence
- Competition
- Confidence
- Coolness
- Cooperation
- Courage
- Creativity
- Credibility
- Decisiveness
- Economic security
- Effectiveness
- Efficiency
- Enthusiasm
- Excellence
- Excitement
- Fairness
- Family
- Free time
- Freedom
- Friendships
- Growth
- Health
- Helping others
- Helping society
- Honesty
- Independence
- Influence
- Inner harmony
- Insight
- Inspiration
- Integrity
- Introspection
- Justice
- Knowledge
- Leadership
- Loyalty
- Meaningful work
- Mentorship
- Merit
- Openness
- Persistence
- Pleasure
- Privacy
- Public service
- Quality
- Recognition
- Reputation
- Responsibility
- Security
- Self-knowledge
- Self-reliance
- Self-respect
- Stability
- Truth
- Vibrancy
- Volunteering
- Wealth
- Will-power
- Wisdom

Choose 1 value

Write a paragraph about why  
that value matters to you

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# Fake it 'til you make it.

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## Power Pose



# Own Your Expertise

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Lunch!



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# Source of Credibility

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# Credibility

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- ❖ Knowledge
- ❖ Experience
- ❖ Shiny Bauble

# Introduce yourself

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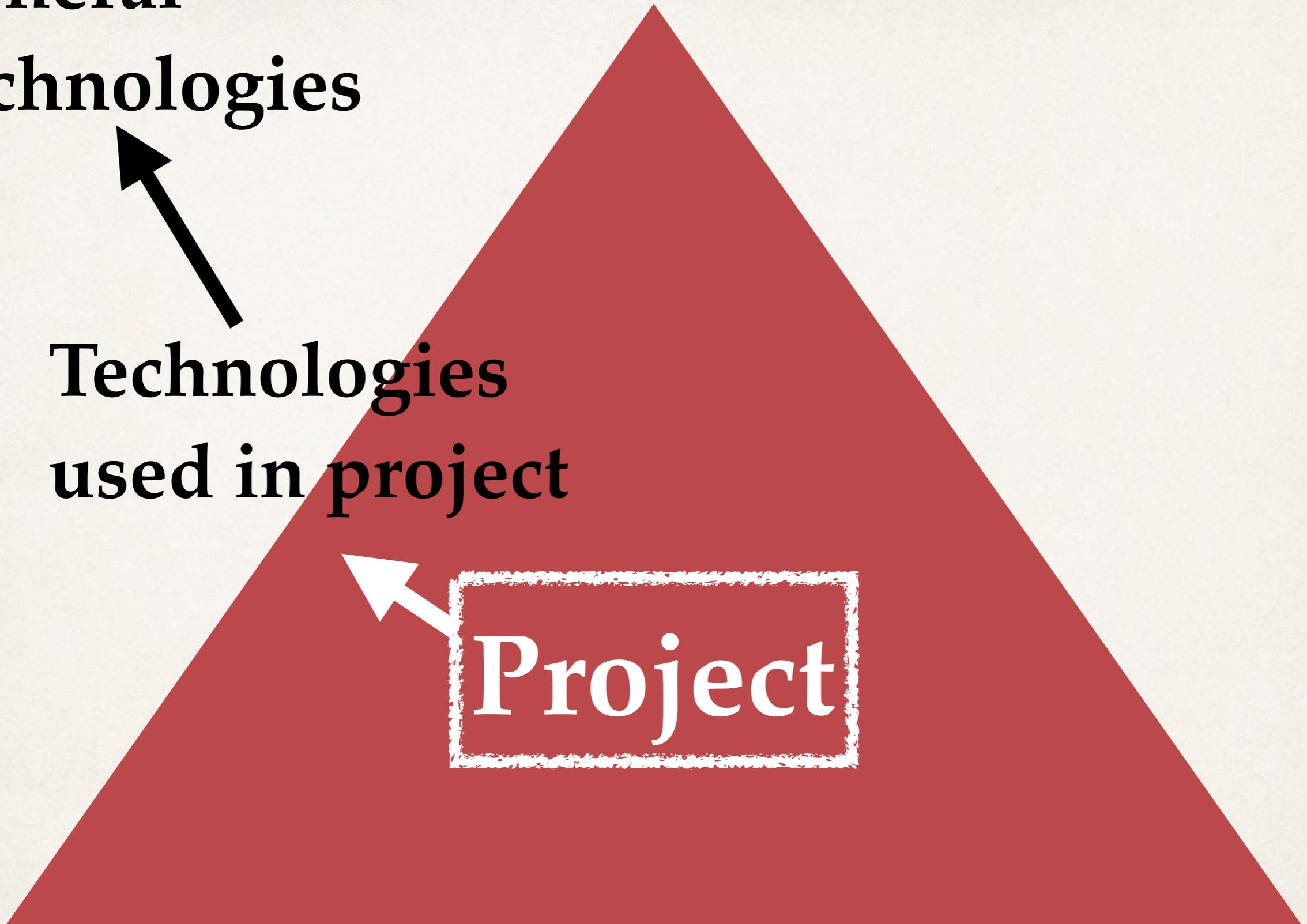


- ✿ Use the tools you have
- ✿ Quantify (Data!)
- ✿ Invert the “negatives”
- ✿ Give credit to personal experience

# General Technologies

Technologies  
used in project

Project



# What's your shiny bauble?

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# Experts

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- ✿ Credibility related to expertise
- ✿ coherence
- ✿ specificity
- ✿ timing
- ✿ matter of fact delivery
- ✿ jargon

I'm an expert at \_\_\_\_\_

because \_\_\_\_\_

# Own Your Expertise

---

Break!



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<write/speak/code>

# Reframe

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- ✿ teaching
- ✿ sharing
- ✿ narrating history
- ✿ being a role model
- ✿ **changing the world!**

# Fear for self

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- ✿ ignored
- ✿ laughed at
- ✿ being wrong



# Social responsibility

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# What do you know?

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## List

- ✿ Languages (HTML, Java etc)
- ✿ Frameworks (Django, Rspec, CakePHP)
- ✿ Tools (make, rake, WordPress)
- ✿ Documentation, Testing, Team, Project Management

# What have you done?

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## List

- ✿ Jobs
- ✿ Internships, volunteering, organizations
- ✿ Schools
- ✿ Projects (work or personal)

# Topics

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values  
knowledge  
experience  
accomplishments

5 minutes. 20 topics. Go!

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# Pick an M&M!



Answer the question for the M&M color

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- ✿ Brown: A hack I used to accomplish X
- ✿ Orange: Last bug I fixed
- ✿ Red: My favorite tool/technique/module/etc
- ✿ Green: Bad advice for beginners
- ✿ Yellow: Most painful tool to use
- ✿ Blue: Something I thought would be useful but didn't work.

# Own Your Expertise

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Break!



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<write/speak/code>

 Choose 1 topic

Let's expand your topic

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# Journalism

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# <h1> (lede)

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- ✿ Bold
- ✿ incontrovertible
- ✿ interesting, ethical, different, vivid - tell a story
- ✿ Capture attention

# Newshook

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- ❖ people talking about it
- ❖ accepted and no one talking about alternative
- ❖ conference, seasonal, current trend
- ❖ recent publication
- ❖ pop culture

# Argument

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# Evidence - in 3s

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- ❖ lines of code
- ❖ benchmark
- ❖ team velocity
- ❖ code
- ❖ quantify
- ❖ anecdote
- ❖ comparison
- ❖ personal experience
- ❖ precedence
- ❖ common sense
- ❖ example
- ❖ history, science, etc
- ❖ research
- ❖ stats

# Difference between being right and being effective

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# To be sure ...

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- ✿ Acknowledge and dismiss
- ✿ Validate and trump
- ✿ Personal caveat
- ✿ Change the frame

# Storytelling

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# Pixar

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## The magic formula



Once upon a time there was \_\_\_\_\_

Every day \_\_\_\_\_

One day \_\_\_\_\_

Because of that \_\_\_\_\_

Because of that \_\_\_\_\_

Until finally \_\_\_\_\_

# Create your outline

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## Journalism

- ✿ Lede
- ✿ Newshook
- ✿ Argument
- ✿ Evidence (3)
- ✿ To be sure ...

## Storytelling

- ✿ Once upon a time there was
- ✿ Every day
- ✿ One day
- ✿ Because of that
- ✿ Because of that
- ✿ Until finally

# Own Your Expertise

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Break!



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<write/speak/code>

# Choose a Track

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- ✿ Write - start blogging
- ✿ Speak - talk proposal
- ✿ Code - finding a OSS project

[bit.ly/WS2014](http://bit.ly/WS2014)



# Own Your Expertise

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Beyond the  
workshop!



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<write/speak/code>



[bit.ly/WS2014-Feedback](http://bit.ly/WS2014-Feedback)