WRITE / SPEAK / CODE

Own Your Expertise

RISE UP!

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Travis CI

#OwnYourExpertise | @writespeakcode | @wscchicago | @Pivotal | @Braintree | @DevMynd

Welcome!

Agenda

- Intro
- Consciousness Raising
- Lunch
- Discover & Own Your Expertise
- Closing
- Cocktails & Networking

Goals

- List of your expertise
- Get comfortable talking publicly about yourself & your expertise
- Start a project - writing, speaking, or coding - related to your expertise
- Become part of a community

Rise Up!!!!

Morning Agenda

- About Write/Speak/Code
- Inclusion & Working Agreement
- Ice breaker
- Ownership
- Power
- Visibility

WRITE / SPEAK / CODE

- Professional women & non-binary coders
- Safe space to explore, learn & grow
- Supportive community through peer mentorship
- Conferences, workshops, & meet ups
- NYC, Chicago, San Francisco, **and now LA!**
- Atlanta coming next year.

WRITE / SPEAK / CODE

thought leadership

blog posts, articles, podcasts, books, online courses

public speaking

conferences, work meetings, TEDx, interviews, teaching

code projects

open source contributions, new projects, entrepreneurship

WRITE / SPEAK / CODE

visibility

self-branding, community amplification, technical advancement

leadership

everyday & official leadership, career advancement (or not), negotiation

self-care

exploring the experience of marginalization, work/life balance, motherhood

What to expect

- Intense
- Supportive
- Individual, Pair, Small group exercise
- Very Interactive
- Move around (if possible)

Accessibility & Inclusion

Inclusion

- **Childcare room**: supervised play area for children
- **Mother's room**: private room equipped for pumping & nursing
- **Quiet room**: room for those needing quiet time or space to process
- **Bathrooms**: single occupancy/gender-neutral option

MailChimp

Femgineer

Accessibility

- People with **dietary restrictions eat first**
- **Front most seating** is for the **hard of hearing**
- Please use the **mic during Q&A** for those who are hard of hearing
- ASL Interpreters

Organizers

Kara Carrell @KaraAJC
Freelance Developer
Developer by day, CommuniTechie by night, and a Queer Blaxican changemaker always

Maddie Kasula @madelynkasula
Jr Software Consultant at DevMynd
Senior-level cheese plate creator and cat cuddler

Brittney Braxton @mintiib
Software Developer at Blue Cross Blue Shield
Interests include cats, coding, and crafting, all while enjoying tea. Currently software dev at BCBS

Erin Hochstatter @prettyhandsome
Software Consultant at DevMynd
Erin wants to make all the things — out of paper, yarn, paint, wood, ceramics, pixels and code — and help other people do the same.

Neha Batra @nerdneha
Senior Software Eng at Pivotal
Collects national park magnets and has a kanban board of chores on her wall

Jess Unrein @JLUnrein
Software Engineer at Sprout Social
Software engineer, writer, board gamer, public speaker, and community organizer.

Organizers/

Mentors

Caroline Kenworthy @carokenworthy
Front-end Developer at Someoddpilot
Loves CSS, contemporary poetry, camping, and just adopted a teeny tiny cat.

Carolyn Van Slyck @carolynvs
Software Developer
Women Who Go organizer, dep maintainer, and cloud nerd.

Mica Alaniz @_micada
Developer at Leapfrog Online
Is a Chicagoan first and foremost who builds apps for Fortune 500 companies, and just finished as technical director for a statewide political race.

Alison Stanton @alison985
Founder & Chief Problem Solver at Stanton Ventures
Using technology to empower audacious ideas.

Katie Simmons @katie_codes
Software Engineer at Jellyvision
Data witch that codes in Python and watches horror movies with her feline familiars.

Cora Fedesna @corainchicago
Developer at Mediaocean
Lived on four continents and makes ice cream from scratch.

Mentors/

Breakouts

Get writing!

Where to publish.

What's a good talk proposal?

Find conferences.

Write a proposal!

Intro to Git/Github.

Find OSS projects.

Code of Conduct

Code of Conduct

- Harassment-free environment
- Online & offline
- All affiliated events, outings
- Pronouns on badges
- Ask before posting on social media or publicly
- Report to organizers: mint sashes (trained in CoC) or navy sashes

We prioritize marginalized people's safety over privileged people's comfort

http://www.writespeakcode.com/about/code-of-conduct/

Harassment includes …

- **Offensive** comments related to **gender, gender identity and expression, sexual orientation, disability, mental illness, neuro(a)typicality, physical appearance, body size, age, race, or religion**.

- **Unwelcome** comments regarding a person's **lifestyle choices and practices**, including those related to **food, health, parenting, drugs, and employment**.

- Deliberate **misgendering** or use of 'dead' or rejected names.

- Gratuitous or off-topic sexual images or behavior in spaces where they're not appropriate.

Harassment includes ...

- **Harassing photography or recording**, including logging online activity for harassment purposes.
- **Sustained disruption of discussion**.
- Unwelcome sexual attention.
- Pattern of inappropriate social contact, such as requesting/assuming inappropriate levels of intimacy with others
- Continued one-on-one communication after requests to cease.

Ableist language

Alternatives for “crazy,” “lame”, “insane,” “sociopath,” “psychotic” etc

Frustrating: pointless, annoying, irritation, obnoxious

Intense: awesome, amazing, wild, fantastic

Bad: unpleasant, awful, uncool, gross, “the worst”

Intensifiers: really, very, intensely, wickedly, considerably, mad

Unreasonable: absurd, outrageous, unacceptable, ridiculous

Dangerous character: menacing, threatening, evil

Dorky: silly, cheesy, nonsensical, hooky, illogical

Bizarre: fathomless, daunting, overwhelming, bizarre, bottomless

Gendered Language

Non-binary not Gender Non-Conforming

Non-gendered words for addressing groups:

Folks, Y'all, Friends, Everyone, peeps

Ladies & Non-binary people, Women & Nbs ("En-bees")

If you are **not sure of a pronoun, ASK** don't assume

Pronoun practice

She gave an amazing talk on **her** passion about accessibility.

They wrote a fascinating blog post on **their** work teaching people of color to code.

Ze is creating a cool open source project showing examples of how to test from **zir** work with a legacy system.

Impact before intention

Calling out & responding

“That makes me uncomfortable. Please stop.”

“Thank you for letting me know. Can I follow up with you to better understand what I did wrong?”

Intersectionality at Write/Speak/Code

- Everyone is a women or non-binary
- Baseline shared experience: being ignored, ideas taken credit for

BUT

- Different types of oppression can be both the same AND different
- Experiencing multiple types of oppression at once is complicated
- Don’t dictate what someone “should” experience, feel, want
- Most of us have some sort of privilege *sometimes*

Holding Space

Current events are current

- Charlottesville
- The Google Memo
- Uber

“When we speak we are afraid our words will not be heard or welcomed. But when we are silent, we are still afraid. So it is better to speak.”

- Audre Lorde

You can show up and hold space

Compassion is to notice, feel, and respond

Empathy is compassion + imagination

The Three Touchstones for Showing Up

- Your kindness is your credential
- Listening speaks volumes
- Small gestures make a big difference

https://smile.amazon.com/There-No-Good-Card-This-ebook/dp/B019MMUAHE/

Do ...

- Listen. A lot.
- **Show up** - sit with them, get food, help with transportation or life logistics
- **Say ...** I'm sorry you're going through this*. I don't know what to say. I want to support you. Can I get you some water? Do you want me to stay? This shit is hard for any of us.
  *Only say you're sorry if you know for a fact they are upset. Otherwise try "How are you doing with that?"
- **Check in** - How are you doing today? What is that like for you?
- Let them know you're here - I'm thinking of you. Hope today is going Ok.
- Notice when you are trying to make yourself feel better. (e.g. touching them, talking, etc)

Don’t …

Try to fix it or make it better.

Foist - push advice or unappreciated overtures

Fret - anxiously reacting with neediness.

Say: There’s a reason for everything. Things will work out. At least it’s not you/cancer/ whatever!

Create a race to the bottom. Pain is pain. We don’t need to compete about who has it worse.

Force a conversation

Working Agreement & Feedback

Working agreement

- Speak from your experience
- Two people speak once before you speak twice
- Allow a person to finish speaking
- Prefer shared experience over advice (“should”)
- Silence is OK

Productive Conversation

- **Listen** with full attention.
- **Silence is OK**. Let silence be longer than you are comfortable with. People need time to process.
- When you don't know how to respond, **ask questions**. You won't always agree with what is said and that's Ok.
- **Summarize and repeat** what people are saying. No one listens well.
- "No" shuts down the conversation. Try: "**Yes, and ...**" or "I can see how ..."
- Pay attention to **nonverbal cues**, especially if person seems to be getting triggered, flooded, or overwhelmed.
- Self-manage your non-verbal cues.

Productive Feedback

- Actionable
- Specific
- Kind
- Contextual
- Encouraging - to individual and the group
- Within the recipients scope of skills
- Speak from your own experience

Framework for giving feedback

1. **Situation**: set the situation or context
2. **Behavior**: describe the person's behavior
3. **Impact**: state the impact on you of behavior
4. **Recommendation**: suggest an alternative behavior

"When you said the word 'expert', you immediately looked down. It made me feel like you didn't believe you were an expert. But you are! Try to focus on keeping eye contact with the group or the wall when saying that even if it makes you uncomfortable. Fake it 'til you become it!"

Don’t forget positive feedback

3 pieces of positive feedback = 1 piece of negative feedback

(up to 10:1)

Feedback Sandwich:

1. **Praise**: Identify strengths
2. **Issue**: Identify what needs to be improved or developed
3. **Opportunities**: Where and how to grow and improve

Framework for receiving feedback

1. **Mirror**: Summarize and repeat what was said. Make sure you understood.

2. **Empathy**: Show you understand their reasoning and emotions.

3. **Validation**: Ask questions that show you understand.

Pairing

- Be a **rubber ducky** first: ask to describe what they are trying to do, why, and how they have approached it
- **Prefer watching or navigating** (speaking instructions or ideas) over typing or driving
- Ask before taking the keyboard
- Think out loud
- **Explain** what you are doing or did or why something worked
- Be conscious of emotional state: frustrated, tired
- Be conscious of work style: experimental, deliberate, verbal, visual

Rise Up!

Rise Up!

But also ...

"CARING FOR MYSELF IS NOT SELF-INDULGENCE, IT IS SELF-PRESERVATION, AND THAT IS AN ACT OF POLITICAL WARFARE."

-AUDRE LORDE

https://www.wellandgood.com/good-advice/wellness-and-politics-post-election-trump/slide/4/

A few notes ...

“Do it!”
Individual, Pair, or Small Group Activity

Mentor facilitated Activity

Tweet! Share!
#OwnYourExpertise
@wscchicago @writespeakcode

Icebreaker

- Find a pair
- Share ...
  - Name
  - Your favorite book or tv show as a child
  - Contact info (twitter, email etc) *if you feel comfortable*

Ownership

Own Your Expertise

Own Your Expertise

1.To have something in your possession.

2.To beat someone in a game in a manner that displays a much greater le
ability.

3.To kick the proverbial shit out of someon

4.To administer a particularly rough act of se

5.To be the victim of an unfortunate calamity.

OWN

1.I own a computer. I paid $1 for something that I now own. It belongs to me so I own it.

2.I destroyed his units and base: I owned him. I have just owned a noob.

3.He got owned, he had to have 100 stitches.

4.Jane came up to my room and I owned her like a noob.

5.A meteorite has just hit my house so now I feel owned.

https://www.instagram.com/p/566uPARNFR/

Own

- pride
- responsibility
- accountability
- love
- bravery

- win
- dominate
- beat
- possess
- “kick the proverbial sh*t out of someone”
- “rough act of sex”

What other words do you associate with winning or domination?

Power

Power Word Association

- Find a (different!) pair
- Get an index card with a word
- Discuss how you associate that word with power

Power Word Association

- Get in a group of 2-3 pairs (i.e. 4-6 people)
- Share your pair's power word association
- Discuss your associations that word with power

Alternative Definitions: Own, Power

- Get in a group 3-5
- Come up with a 1-3 sentence definition of “own” and/or “power”
- The definitions should feel positive and approachable for YOU

Alternative Definitions

- Leadership
- Influence
- Empowerment
- Power-to

vs

- Domination
- External Power
- Control
- Power-over

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Power

Points of Power

- JPR French & B. Raven
- Social Psychologists
- 1959

Coercive Power

- Based on fear & intimidation
- Most direct & potentially harmful power
- Includes physical violence or the threat of it, or more subtle abilities to coerce through laws, policies, or withholding necessary resources.
- Isn't likely to engender deep loyalty, but it can certainly influence observable behavior.
- "If you've got 'em by the balls, their hearts and minds will follow." - LBJ

Reward Power

- Based on the ability to distribute rewards valued by others
- Salary, grocery money, compliments or other emotional support, letters of recommendation, votes—any sort of benefits or rewards that people want in exchange for desired behavior.
- Exchanges of reward power often based on a pragmatic calculation about how to get something done—good or bad.

“Legitimate” Power

- Based on one’s position in the formal hierarchy of an organization, the culturally sanctioned hierarchy of a family or group, or the legal or social power of a professional status.
- Think police, teacher, military officer, school crossing guard.
- People comply because of socially sanctioned position.
- When carried to extreme, some people carry out horrendous acts because they were ordered to do so by others holding “legitimate” power.

Expert Power

- Influence due to skills or knowledge one possesses.
- Doctors, lawyers, hairdressers, plumbers, and IT managers.
- Most often it's exercised as the power-to get something done in a positive way.

Referent Power

- Charisma-based power. Some people just have “it.”
- Celebrity power.
- Based in respect for someone’s personal traits or the resources he or she can bring to the table.
- People respond to this person’s influence because they like her, or he inspires them.
- Cult leaders have often used it to get their followers to cause harm to themselves or others.

Points of Power

- JPR French & B. Raven
- Social Psychologists
- 1959 - 5 points
- 1965 - 6th point

Informational Power

- Providing information to others that result in them thinking or taking acting in a new way

Is there a type of power missing?

Points of Power

- JPR French & B. Raven
- Social Psychologists
- 1959 - 5 points
- 1965 - 6th point
- 2017 - 7th point

Institutional Power

- Based on privilege or the unearned access to resources
- Supports the unequal distribution of resources enforced by cultural, political, economic institutions
- Does not require action or effort

Points of Power in your life

- Find a (different!) pair
- Discuss (for each type of power):
  - How do people you know use that type of power?
  - What do you like or dislike about it?
  - When have you used that type of power?

Points of Power in your life

- How do people you know use that type of power?
- What do you like or dislike about it?
- When have you used that type of power?

- **Coercive Power**: fear & intimidation
- **Reward Power**: ability to distribute rewards
- **Legitimate power**: socially sanctioned
- **Expert power**: influence due to skill or knowledge
- **Referent power**: charisma
- **Informational power**: providing information that creates change
- **Institutional power**: power of privilege

Points of Power

- ~~Coercive Power - fear & intimidation~~
- Reward Power - ability to distribute rewards
- Legitimate power - socially sanctioned
- **Expert power - influence due to skill or knowledge**
- Referent power - charisma
- Informational power: providing information that creates change
- Institutional power: power of privilege

Expert Power

- Influence & visibility
- Skills and knowledge you possess
- Get shit done / action

What song makes you feel powerful?

- Tweet it!
- #OwnYourExpertise @wscchicago

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Break

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Visibility

Raise your hand if you have ...

- Been ignored in a meeting

Raise your hand if you have ...

- *Been ignored in a meeting*
- **Had someone else take credit for your idea**

Raise your hand if you have …

- *Been ignored in a meeting*
- *Had someone else take credit for your idea*
- **Felt like you didn't belong in tech**

Raise your hand if you have …

- *Been ignored in a meeting*
- *Had someone else take credit for your idea*
- *Felt like you didn't belong in tech*
- **Wasn't sure if you were "qualified" to come here today**

Raise your hand if you have …

- *Been ignored in a meeting*
- *Had someone else take credit for your idea*
- *Felt like you didn't belong in tech*
- *Wasn't sure if you were "qualified" to come here today*
- **Been assumed to be not technical**

Raise your hand if you have …

- *Been ignored in a meeting*
- *Had someone else take credit for your idea*
- *Felt like you didn't belong in tech*
- *Wasn't sure if you were "qualified" to come here today*
- *Been assumed to be not technical*
- **Been the only woman or non-binary person on the team**

Raise your hand if you have …

- Been ignored in a meeting
- Had someone else take credit for your idea
- Felt like you didn’t belong in tech
- Wasn’t sure if you were “qualified” to come here today
- Been assumed to be not technical
- Been the only woman or non-binary person on the team

The power of visibility can never be underestimated.

— Margaret Cho —

AZ QUOTES

Margaret Hamilton, a programmer, sitting in a mock-up of an Apollo command module in 1969. Hamilton oversaw the code that enabled the *Eagle* to land on the moon that year.

AP

What Programming's Past Reveals About Today's Gender-Pay Gap

When men enter a female-heavy field, perceptions of women don't improve—perceptions of the job do.

The Computer Girls

BY LOIS MANDEL

A trainee gets $8,000 a year
...a girl "senior systems analyst"
gets $20,000—and up!
Maybe it's time to investigate....

Ann Richardson, IBM systems engineer, designs a bridge via computer. Above (left) she checks her facts with fellow systems engineer, Marvin V. Fuchs. Right, she feeds facts into the computer. Below, Ann demonstrates on a viewing screen how her facts designed the bridge, and makes changes with a "light pen."

Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job.

Now have come the big, dazzling computers—and a whole new kind of work for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

And if it doesn't sound like woman's work—well, it just is.

("I had this idea I'd be standing at a big machine and pressing buttons all day long," says a girl who programs for a Los Angeles bank. I couldn't have been further off the track. I figure out how the computer can solve a problem, and then instruct the machine to do it."

"It's just like planning a dinner," explains Dr. Grace Hopper, now a staff scientist in systems programming for Univac. (She helped develop the first electronic digital computer, the Eniac, in 1946.) "You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

What she's talking about is *aptitude*—the one most important quality a girl needs to become a programmer. She also needs a keen, logical mind. And if that zeroes out the old Billie Burke-Gracie Allen image of femininity, it's about time, because this is the age of the Computer Girls. There are twenty thousand of them in the United *(cont. on page 54)*

Photos by Henry Grossman. Dress by Gino Charles.

Now come the big dazzling computers—and a whole new kind of **work for women: programming**.

"It's just like planning a dinner. You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

–Grace Hopper

mhoye
@mhoye

Following

Your periodic reminder that knitting is a two-register counter machine, and is therefore Turing-complete.

Louis Opter @1opter
How the f. can people think/say that women can't write code, this is straight up assembly.

In what ways have women or non-binary people in your life been non-traditionally mathematical, analytical, or engineering minded?

- Find a (different!) pair
- Discuss

Let’s get visible

I like to take up space just because I can.

–Ani Difranco

Power Pose: The CEO

Power Pose: The Rockstar

Power Pose:
The Board Meeting

Marginalization is Isolating

- Stereotype Threat
- Think our problems are individual concerns that we must solve alone
- Other people have your problems! (or a variation)

Vulnerability Based Trust

Who are your people?

- Similar concerns & struggles (moms, PoC, Bootcamp Grad)
- Communities you are apart of (This one!)
- Just below you - teach them what you learned

Who are your people?

- Lead
- Follow
- Learn from

Amplify

How The Women On Obama's Staff Made Sure Their Voices Were Heard

KEVIN LAMARQUE / REUTERS

President Obama meeting with his national security team in 2014.

Breaking into a male-dominated industry is hard — breaking into a male-dominated administration might be even harder.

Who inspires or encourages YOU?

- Write them a message
- Tweet or send to them
- Tell us who they are!
- #OwnYourExpertise @wscchicago

What would you want people to say to you?

- Make a list!
- 1 minute!
- GO!

What would you want people to tweet to you?

Raise your hand if you said ...

- **Caring**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- **Generous**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- **Smart**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- *Smart*
- **Courageous**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- *Smart*
- *Courageous*
- **Ambitious**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- *Smart*
- *Courageous*
- *Ambitious*
- **Supportive**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- *Smart*
- *Courageous*
- *Ambitious*
- *Supportive*
- **Mentor**

What would you want people to tweet to you?

Raise your hand if you said ...

- *Caring*
- *Generous*
- *Smart*
- *Courageous*
- *Ambitious*
- *Supportive*
- *Mentor*
- **Influential**

What would you want people to tweet to you?

Raise your hand if you said ...

- Caring
- Generous
- Smart
- Courageous
- Ambitious
- Supportive
- Mentor
- Influential

How could someone support / help / amplify YOU?

- Find a (different!) pair
- Discuss how you would answer if someone asked how they could support / help / amplify you.

Who are your people?

- Find a (different!) pair
- Discuss who you could …
  - Train on a task
  - Delegate work to
  - aka “Work yourself out of a job”

Rose / Bud / Thorn

- Find a (different!) pair
- This is your **LUNCH BUDDY**!
- Prompt:
  - Rose: Something you are proud of
  - Bud: What you are learning/working on
  - Thorn: Area of improvement

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Lana Rakhman: @lanarakhman + lana.rakhman@getbraintree.com

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Hiring for: **Engineering** + **Support**

DEVMYND

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DevMynd Website: www.devmynd.com

Careers: devmynd.workable.com + devmynd.com/culture/careers

We're hiring! Senior/Lead Developers and Designers.

@DevMynd

Pivotal

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Pivotal Website: www.pivotal.io

Careers: www.pivotal.io/careers

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Own Your Expertise

Goals

- List of your expertise
- Get comfortable talking publicly about yourself & your expertise
- Start a project - writing, speaking, or coding - related to your expertise
- Become part of a community

Rise Up!!!!

Afternoon Agenda

- Making a list of topics, passions, skills, & experience
- Expanding & contracting a topic
- Choose a topic
- Write / Speak / Code about your topic
- More Write / Speak / Code for everyone
- Glamour Shots! (aka Headshots)

Making a list

(or Discovering your Expertise)

Your people

Review Your People

- Review the list you made earlier
- Who are Your People?

Your people's ...

- problems
- fears
- not being said
- make life easier
- make feel more supported & confident
- what to teach

Who do you follow or learn from?

- Find a (different!) pair
- Discuss:
  - Something they say or do that makes you go “Right on!”
  - Something they say or do that you disagree with.

Passions

Top 5 topics you discuss on ...

- social media
- dinner
- texts
- emails

No confirmation necessary

Vice President
Mike Pence

State
Rex Tillerson

Treasury
Steven Mnuchin

Defense
James Mattis

Attorney General
Jeff Sessions

Chief of Staff
Reince Priebus

Commerce
Wilbur Ross

Labor
Andrew Puzder

Health & Human Services
Tom Price

Energy
Rick Perry

Homeland Security
John Kelly

Senior Adviser
Stephen Bannon

Transportation
Elaine Chao

Housing & Urban Development
Ben Carson

Education
Betsy DeVos

http://www.cnn.com/2016/12/20/politics/donald-trump-cabinet-conservatives/

If you were a cabinet member, which would you be & why?

- **State** *(foreign relations, international affairs)*
- **Treasury** *(finance, business)*
- **Defense** *(security)*
- **Attorney General** *(legal, civil rights, social justice)*
- **Agriculture** *(food, agriculture)*
- **Commerce** *(business, entrepreneurship)*
- **Education**
- **Health and Human Services** *(health care, poverty, homelessness, medical research)*
- **Energy**
- **Veterans Affairs** *(military, veterans)*
- **Housing and Urban Development**
- **Homeland Security** *(terrorism, racial profiling, immigration)*
- **Labor** *(worker's rights, unions, work-life balance)*

Skills & Experience

What do you know?

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

What have you done?

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

What don’t you have?

- Find a (different!) pair
- Discuss
  - What don’t you have? (i.e CS degree, X years experience, knowledge of Y, job experience, title, etc)
  - Why is it a problem?
  - How could it be an asset?

TWO Playing Cards

Suits

♠ Spades ♣ Clubs ♥ Hearts ♦ Diamonds

Number cards: 2-10

Face cards: Jack, Queen, King | Ace:

Groups!

- **First** playing card
- Find mentor
- Stand in a circle

Groups!

* **First** playing card * Find mentor * Stand in a circle

Cards	2-8 Number cards	9, 10, Face & Ace 9, 10, Jack, Queen, King, Ace
♠ Spades	Caroline Kenworthy	Carolyn Van Slyck
♣ Clubs	Mica Alaniz	Alison Stanton
♥ Hearts	Neha Batra	Cora Fedesna
♦ Diamonds	Maddie Kasula	Lateesha Thomas

Pick an M&M

- **Brown**: First big tech mistake (deleting data, taking down prod, etc)
- **Orange**: How you helped someone recently
- **Red**: Recent refactor (or bug fix)
- **Green**: Bad advice for beginners at ...
- **Yellow**: A time you saved the day (intuiting error, finding a bug, etc)
- **Blue**: My favorite tool or technique

Owning it!

(or choosing a focus/topic)

20 topics in 5 minutes!

- Review your lists
  - People
  - Passions
  - Skills & Experience
- Write 20 topics in 5 minutes! Go!

http://scottkelby.com/photographing-richmonds-byrd-theater/

http://scottkelby.com/photographing-richmonds-byrd-theater/
Where are your topics?
Front row: Deep Dive - Detailed knowledge
Middle: Overview - Basic Knowledge
Back row: Big picture - Adjacent Knowledge

Expand & Contract

	Front Row	Middle	Back Row
Learn Elm	How Elm does type inference	Getting started with Elm	Languages that generate JavaScript
	Learning Elm	Keeping up with new technology	Continuous Learning
#BlackLivesMatter	Twitter's role in BLM movement	Social media & activism	Online communities
	Tracking cop shootings	Analyzing twitter text & location data	Civic data hacking

Double your topics!

- Look at the topics you wrote
- Try to expand or contract your topics

Choose ONE topic

- Look at the topics you wrote
- Choose 1 to focus on for your breakout session

Groups!

- **<u>Second</u>** playing card
- Find mentor
- Stand in a circle

Groups!

* **First** playing card * Find mentor * Stand in a circle

Cards	2-8 Number cards	9, 10, Face & Ace 9, 10, Jack, Queen, King, Ace
♠ Spades	Caroline Kenworthy	Carolyn Van Slyck
♣ Clubs	Mica Alaniz	Alison Stanton
♥ Hearts	Neha Batra	Cora Fedesna
♦ Diamonds	Maddie Kasula	Lateesha Thomas

“That’s Right!” & “Fuck Yea”

- Share your topic
- Get a compliment
- You can (only) reply with either “**That’s right!**” or “**Fuck yea!**”

For example:

- *I am so excited about hearing a talk on that topic and your expertise makes you the perfect person to learn from.*
- *I noticed that you’re very warm in conversation. It makes me feel like I can open up.*

WRITE / SPEAK / CODE

Break

Braintree
A PayPal Service

Pivotal

DEVMYND

CDK Global

Relativity

MailChimp

Femgineer

INSTRUMENT

puppet

QuoteCenter

xo group/

Travis CI

Write / Speak / Code

Bridging writing & speaking with coding

How do I code about it?

- Small tools
  - Chrome extension that replaces pronouns
  - “That what she said” response bot
- If you can talk about a solution, you can turn into code
  - Callisto
  - OpenGov
- Visualize the data that lead to the solution
  - Homicide Rate vs. Drug Arrests
- Examine a problem through experimentation / Code to promote discussion
  - Rewrite a library to use “Leader/Follower" instead of “Master/Slave”

	Front Row	Middle	Back Row
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	Learning Elm	Keeping up with new technology	Continuous Learning
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Quick Tips

Writing/blog topics

- Low Hanging Fruit
- All talks can be turned into a blog post
- Blog posts are more sustainable / easier for someone to find
- If you write an email over and over, turn it into a blog post
- What do you friend's ask of you?

What types of publications would be interested in your work?

- Let podcasters know you are interested in being interviewed
- Guest blog for a friend
- Blog “round” with friends

Let’s zine like it’s 1999

http://bubblesort-zines.myshopify.com/

Amy Wibowo keynoted **WSC conf!**

Fun @techspeakdigest fact! If you write or see something great about public speaking in tech, you can submit issue -

catehstn/technically-speaking

@catehstn · 18 Dec 2016

Less fun @techspeakdigest fact: only men take advantage of this.

1 2 2

@catehstn · 18 Dec 2016

Girlfriends, I understand submitting your own writing is hard, why not start by suggesting your friends writing?

1 2 7

@catehstn · 18 Dec 2016

I would love to see people submitting inspiration - video/text or even storify of tweets on the best talk you saw this year (tell us why!)

1 3

Conference Talk Topics

- Look at last year's accepted talk topics
- Be on a CFP committee
- What is newsworthy?
- Reuse previous talks and blog posts!

Talks at WSC 2016

- How To Be Everything: A Look At The Way We Give Advice
- Say it with Video
- Communication and Collaboration: Lessons from the Performing Arts
- Rock That Q&A: Pro Tips for Speakers, Audiences, and Hosts
- It's not you, it's them: Reflections on being marginalized in STEM
- Civic hacking: build your cred while doing good
- Branding is the most cringeworthy term you want to know about
- From Ink to Pixels: The Story within Ebooks
- Challenging & Democratizing Algorithm Development
- BDD: Baby Driven Development
- Salary Negotiation for Women in Tech
- Posture for Engineers
- Addressing Emotional Labor in Your Tech Career

What types of conferences would be interested in my topics?

- Look at previous topics at conference
- Find a speaker with similar topic or perspective, and look at all the conference they have spoken at

Heads down time!

- Choose focus: Write / Speak / Code
- Choose a sub-topic
- Find your group
- Get stuff done!

Write	Speak	Code
Get Writing! Alison	**What's a good proposal?** Cora	**Intro to Git/Github.** Maddie
Where to publish. Caroline	**Find conferences.** Mica	**Find an OSS project!** Carolyn

WRITE / SPEAK / CODE

Own Your Expertise

RISE UP!

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Travis CI

#OwnYourExpertise | @writespeakcode | @wscchicago | @Pivotal | @Braintree | @DevMynd

More Write / Speak / Code

Keep it up at the Chicago Meetup!

meetup.com/WriteSpeakCode-Chicago

- TBD - **WRITE:** CFP Workshop
- TBD - **SPEAK:** Lightning Talk Night
- TBD - **CODE:** Side Project Hack Night

bit.ly/oye-join-community

Tell your friends!

- **New York** - bit.ly/wsc-ny
- **SF Bay** - bit.ly/wsc-sf-bay
- **LA** - bit.ly/wsc-la
- **Atlanta** - bit.ly/wsc-atl
- **Chicago** - bit.ly/wsc-chi

WRITE / SPEAK / CODE

2018 Conference NYC!!!!

Details coming soon

Glamour Shots

https://www.buzzfeed.com/whitneyjefferson/12-ways-to-get-the-best-glamour-shot

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