



WRITE / SPEAK / CODE

**Own Your Expertise
RISE UP!**



#OwnYourExpertise | @wscsf | @writespeakcode | @github

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 coders
- Safe space to explore, learn & grow
- Supportive community through peer mentorship
- Conferences, workshops, & meet ups
- NYC, Chicago, San Francisco
- Seattle coming soon!



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

self-care

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

visibility

self-branding, community amplification, technical advancement

leadership

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

What to expect

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

Organizers & Mentors



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

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

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



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 comfortable in women-identified spaces
- 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*

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 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*)

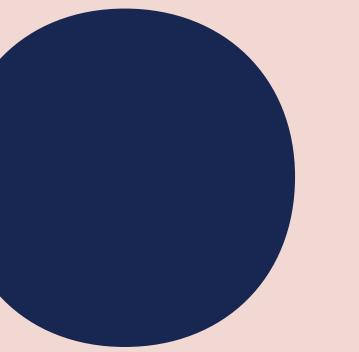
Feedback Sandwich:

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.



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."

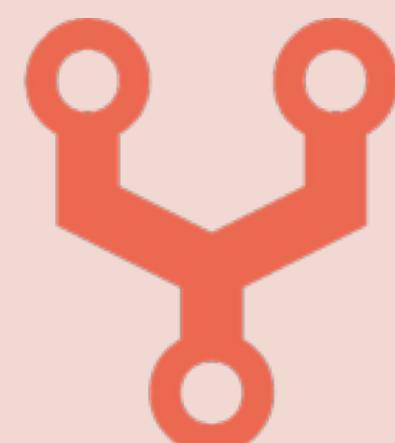
-AUDRE LORDE

A few notes ...

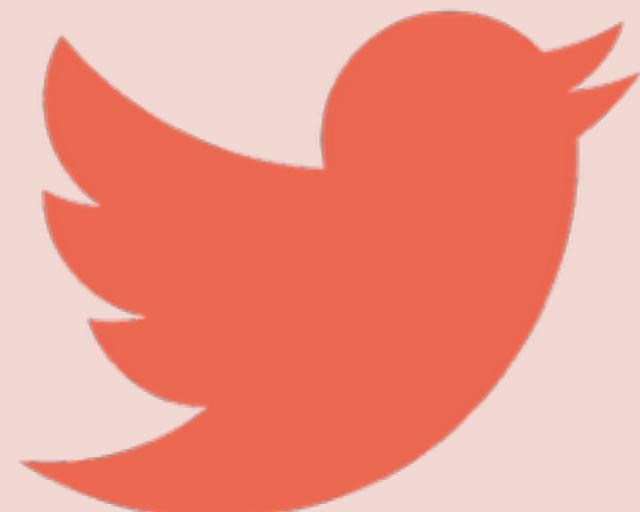


“Do it!”

Individual, Pair, or Small Group Activity



Mentor facilitated Activity



Tweet! Share!

#OwnYourExpertise @wscsf

@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*





WRITE / SPEAK / CODE

Break



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Ownership

Own Your Expertise

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Own Your Expertise

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Own it

Taking pride in what you got.

darling
just
fucking
own
it

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



Own it

Take responsibility to what you've done.
Be accountable for your actions.



<http://prescription4change.com/do-it-before-you-have-kids/>

Own Your Expertise

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Own 🔊

1. To win a round in a game. (usually a video/pc game)
2. To beat someone at a game.(usually a video/pc game)
3. To be better at someone. (usually a video/pc game)
 1. *I Own3d at the Halo 2 tournement.*
 2. *I Own3d you that time.*
 3. *I Own you.*

Own 🔊

Own, to own, owned.

1. To have something in your possession.
2. To beat someone in a game in a manner that displays a much greater level of ability.
3. To kick the proverbial shit out of someone.
4. To administer a particularly rough act of sex.
5. To be the victim of an unfortunate calamity.
 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.*

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?

- Get in a group of 3-5
- Discuss the words that come up for you



**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
 - Internal Power
 - Empowerment
 - Power-to
- VS
- Domination
 - External Power
 - Control
 - Power-over



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Break

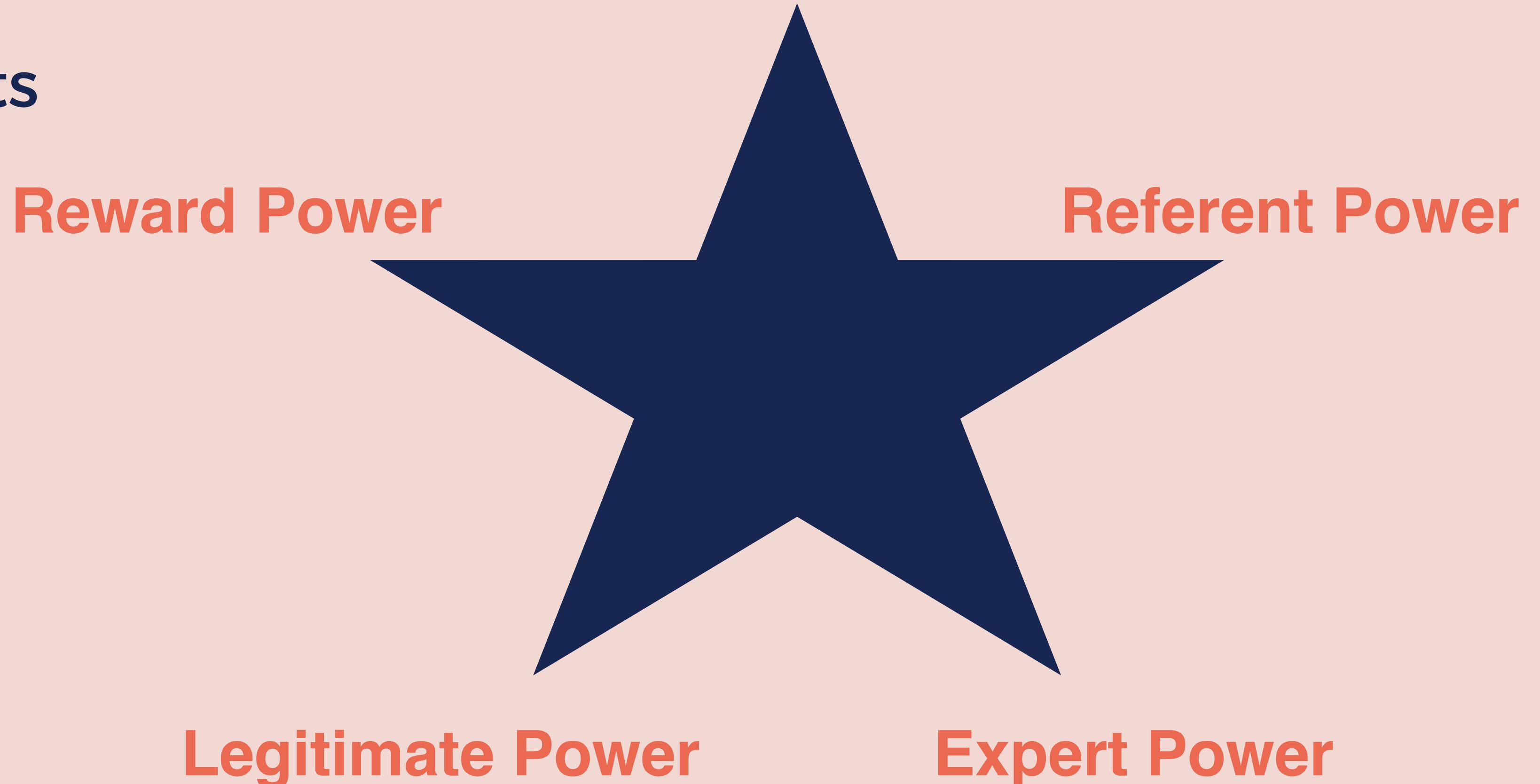


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Power

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

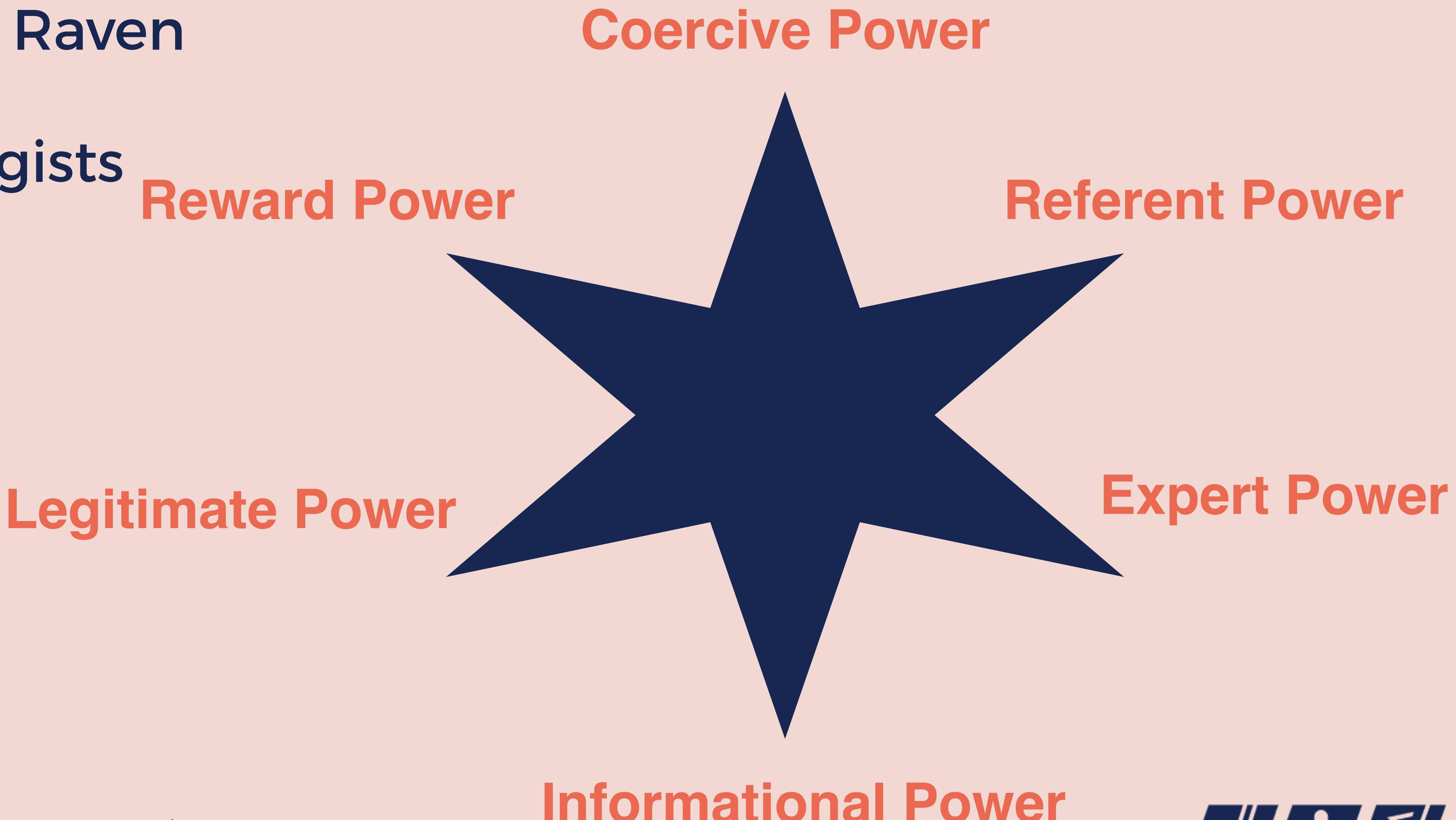
- Influence due to skills or knowledge one possesses.
- Doctors, lawyers, hairdressers, plumbers, and IT managers.
- Most often it's exercised as the power-to get something done in a positive way.

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



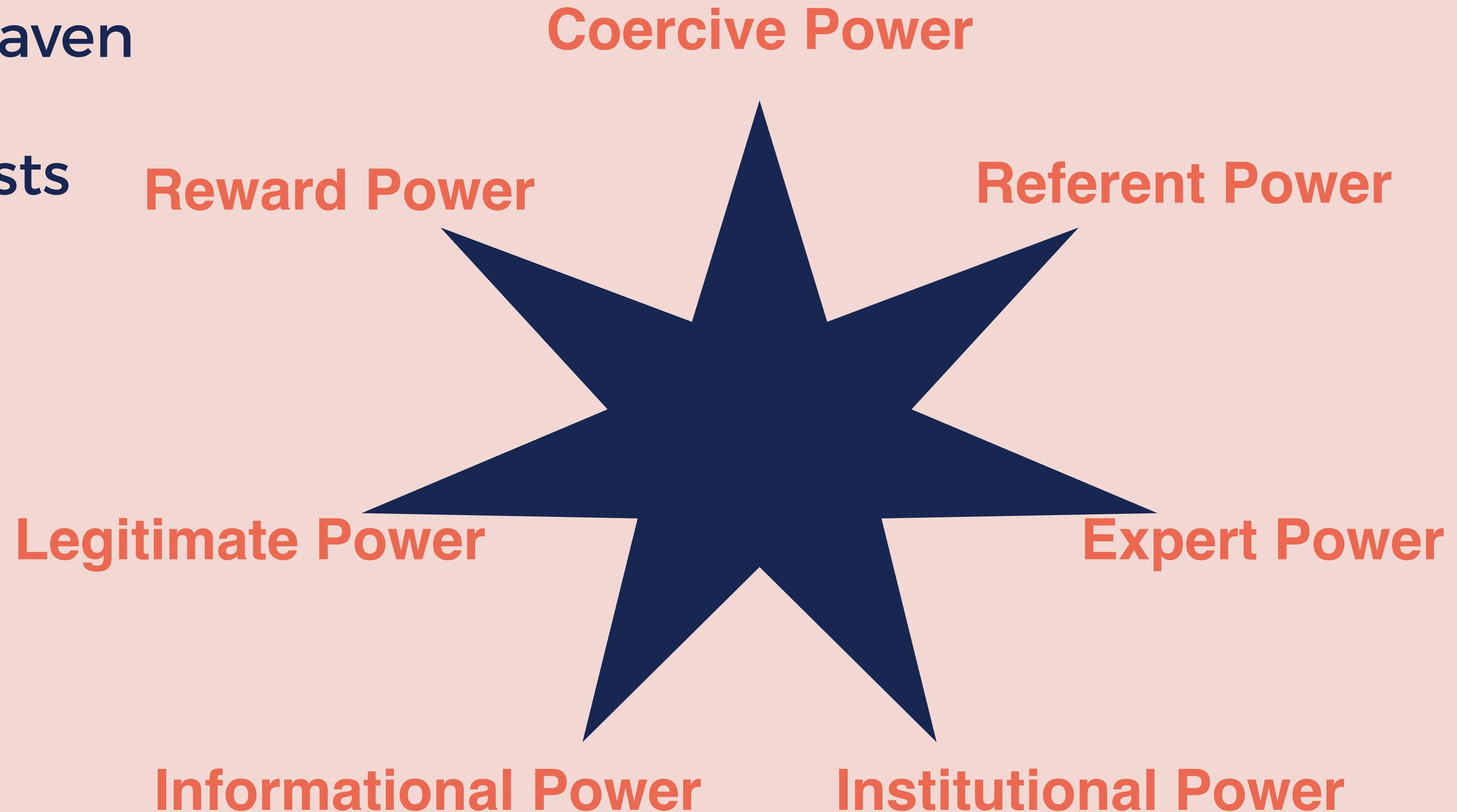
Informational Power

- 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

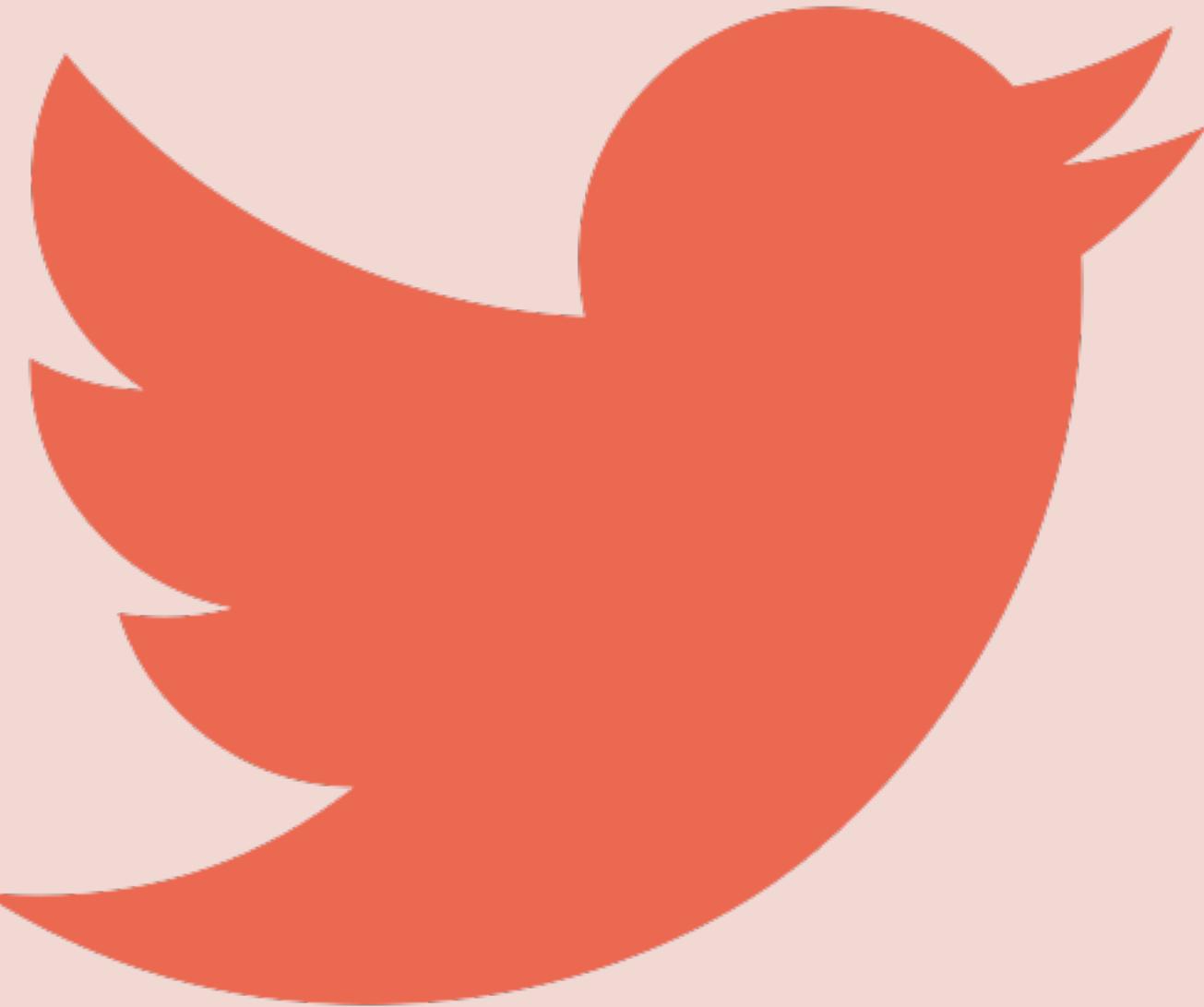
- ~~Coercive Power - fear & intimidation~~
- Reward Power - ability to distribute rewards
- Legitimate power - socially sanctioned
- **Expert power - influence due to skill or knowledge**
- Referent power - charisma
- Informational power: providing information that creates change
- Institutional power: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





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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 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 on the team

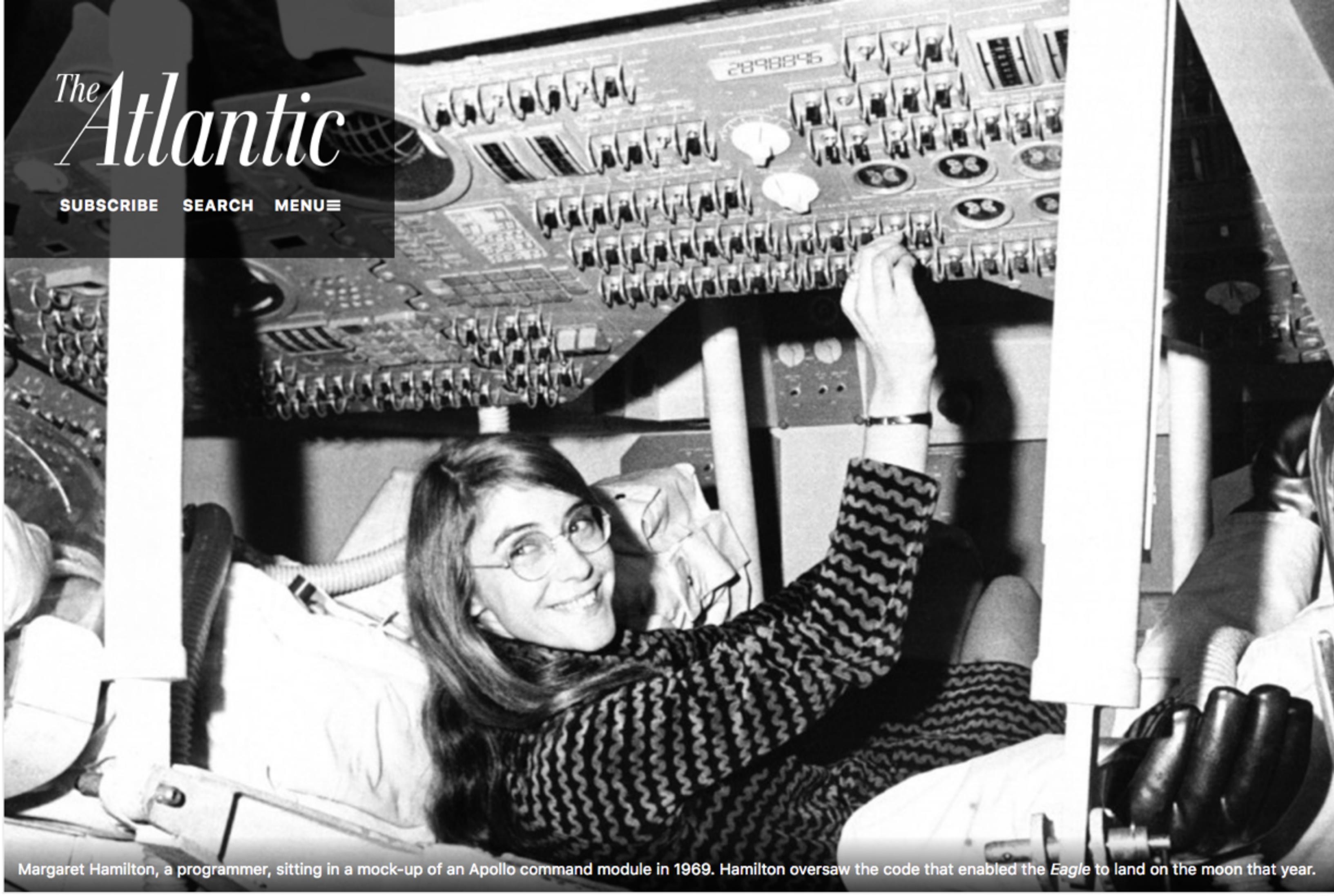


The power of visibility can never be underestimated.

— *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.

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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 demonstrates on a viewing screen how her facts designed the bridge, and makes changes with a "light pen."



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 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

DO THIS



Game Changers

Amy Cuddy



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Power Pose: The Board Meeting





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Break



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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

H

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 @wscsf



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





WRITE / SPEAK / CODE

Lunch



The Github Dance

Thank you Github!!
@github #OwnYourExpertise

GitHub

Own Your Expertise

#OwnYourExpertise | @wscsf | @writespeakcode | @github



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

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*)
- **Labor** (*worker's rights, unions, work-life balance*)
- **Health and Human Services** (*health care, poverty, homelessness, medical research*)
- **Energy**
- **Education**
- **Veterans Affairs** (*military, veterans*)
- **Housing and Urban Development**
- **Homeland Security** (*terrorism, racial profiling, immigration*)



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?



Write down your 2 numbers

1. 2nd digit of your birth month

- April = 04 = 4
- December = 12 = 2

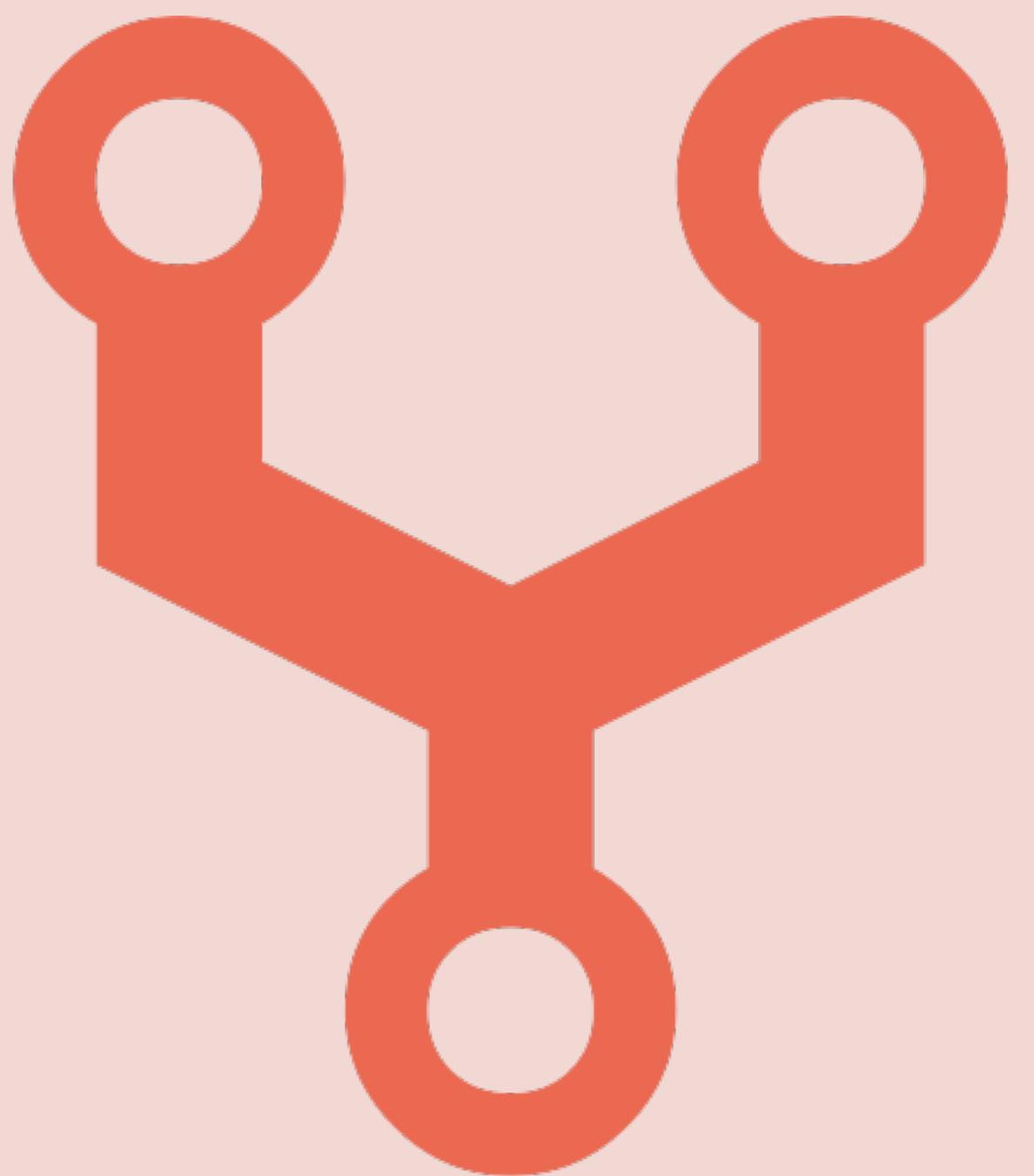
2. 2nd digit of your birth day

- 21st = 01 = 1
- 3rd = 03 = 3



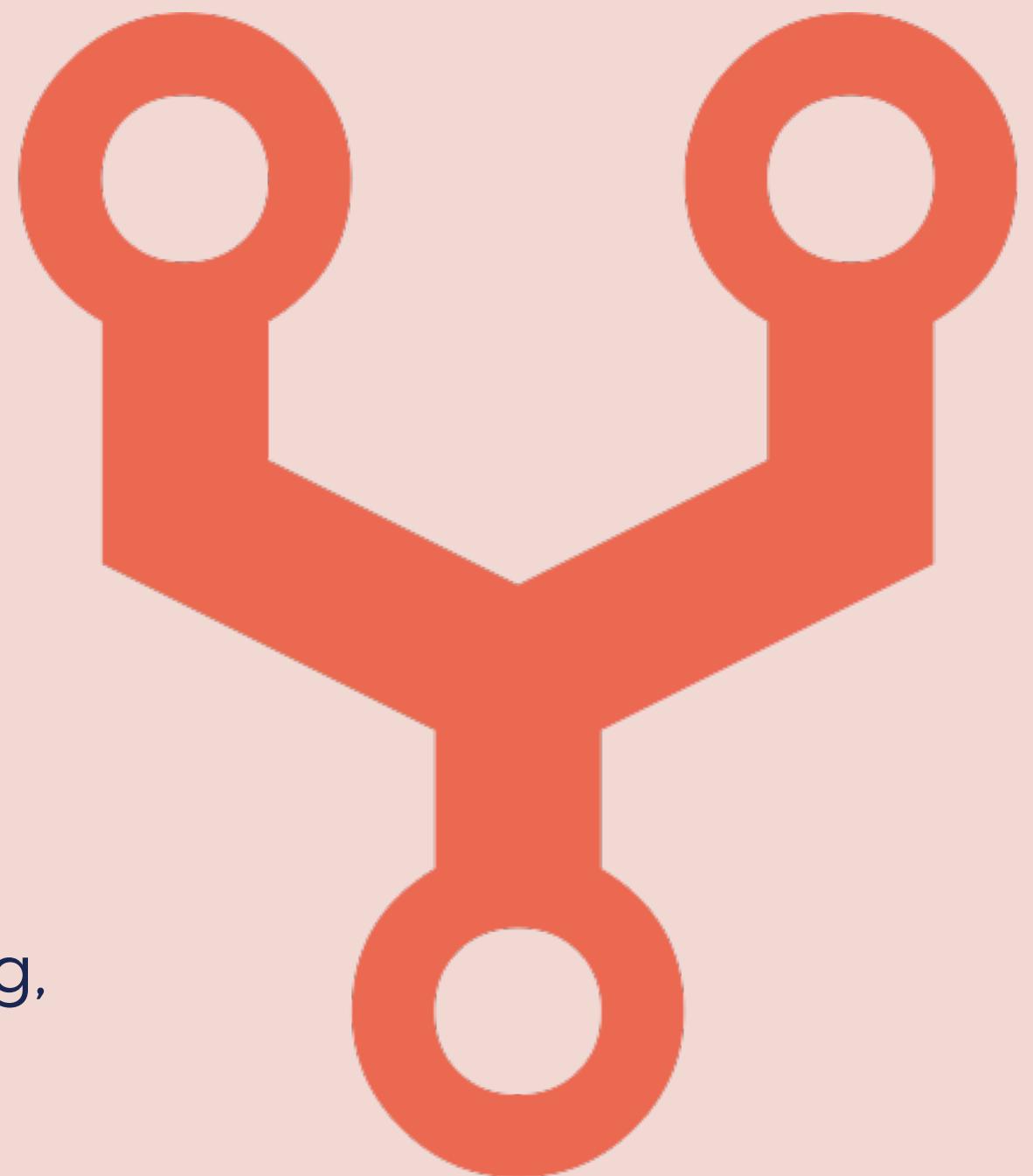
Groups!

- Using your first number (2nd digit of your birth month)
- Find the mentor with your number
- Stand in a circle



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





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Break



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Owning it! (or choosing a focus/topic)

Top 5

- Review your lists
 - People
 - Passions
 - Skills & Experience
- Choose 5 topics





Where are your topics?

Front row: Deep Dive - Very knowledgable

Middle: Overview - Knowledgable

Back row: Big picture - Adjacent Knowledge



Expand & Contract

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



Expand & Contract

- Find a (different!) pair
- Discuss your topic expansion & contraction

| | Front Row | Middle | Back Row |
|-------------------|--|---|---|
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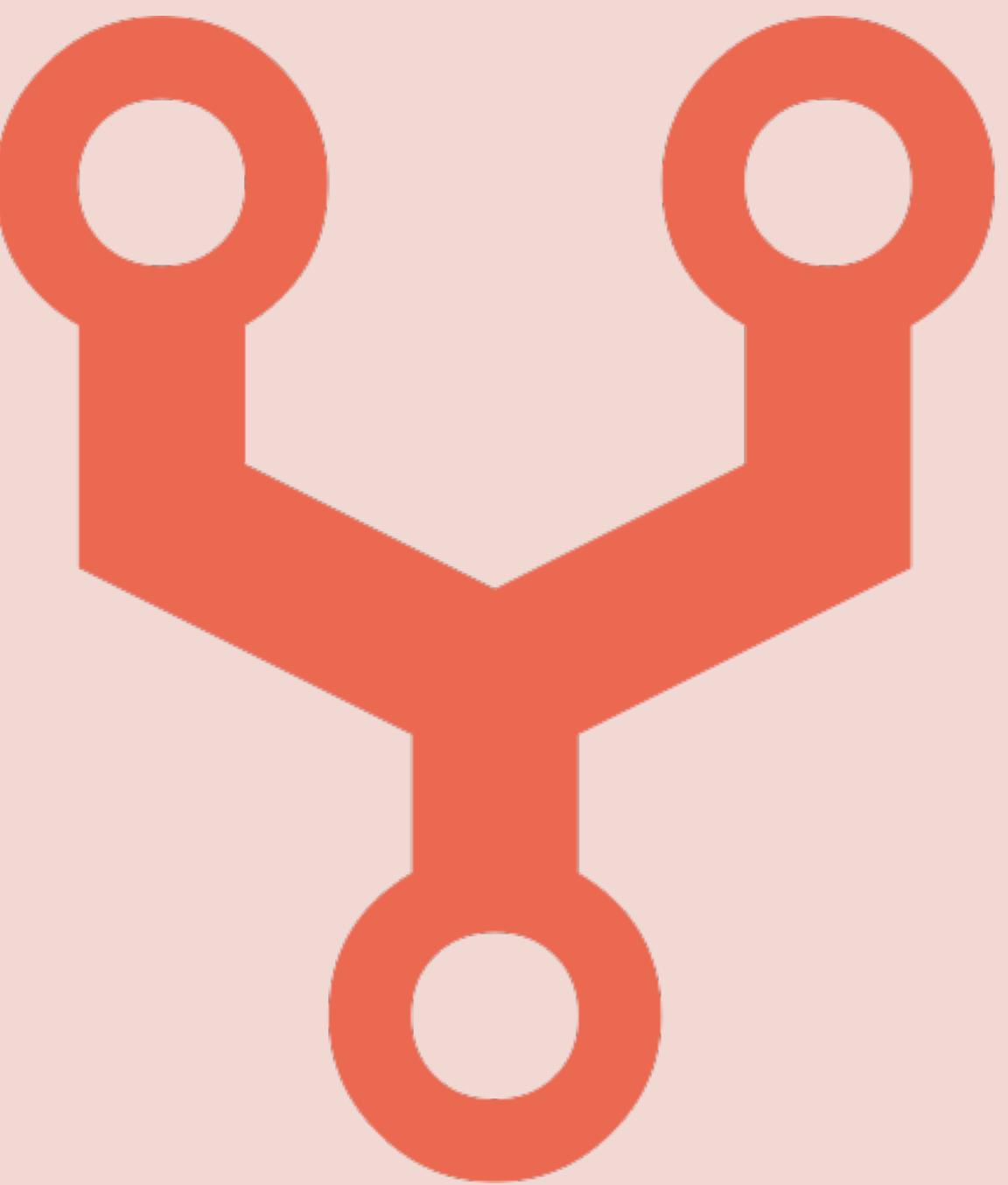
Dig Deeper

- **How can YOU contribute to the topic?** (Skills, knowledge, experience, passions, people)
- **On this topic, how can you ...**
 - Lead
 - Follow
 - Learn



Groups!

- Using your second number (2nd digit of your birth day)
- Find the mentor with your number
- Stand in a circle

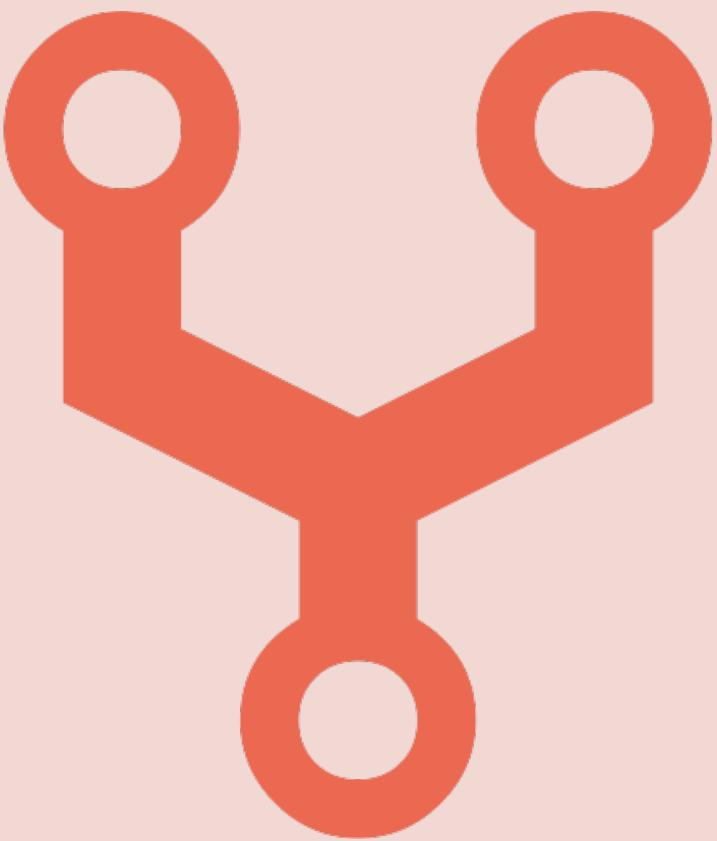


“That’s Right!” & “Fuck Yea”

- 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.*





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Break



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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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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 your 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

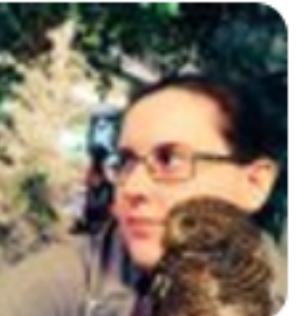
<http://bubblesort-zines.myshopify.com/>

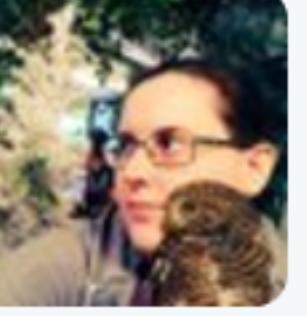


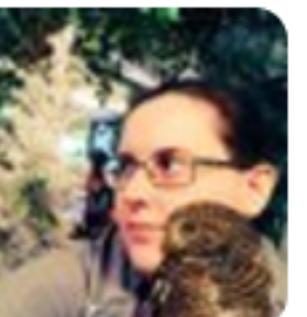
Fun @techspeakdigest fact! If you write or see something great about public speaking in tech, you can submit issue -

The screenshot shows a social media feed with three visible tweets from the account @catehstn/technically-speaking. The feed includes user icons, timestamps, interaction counts (replies, retweets, and likes), and a bottom navigation bar.

catehstn/technically-speaking

 @catehstn · 18 Dec 2016
Less fun @techspeakdigest fact: only men take advantage of this.
1 reply, 2 retweets, 2 likes

 @catehstn · 18 Dec 2016
Girlfriends, I understand submitting your own writing is hard, why not start by suggesting your friends writing?
1 reply, 2 retweets, 7 likes

 @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 reply, 1 retweet, 3 likes

#OwnYourE

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

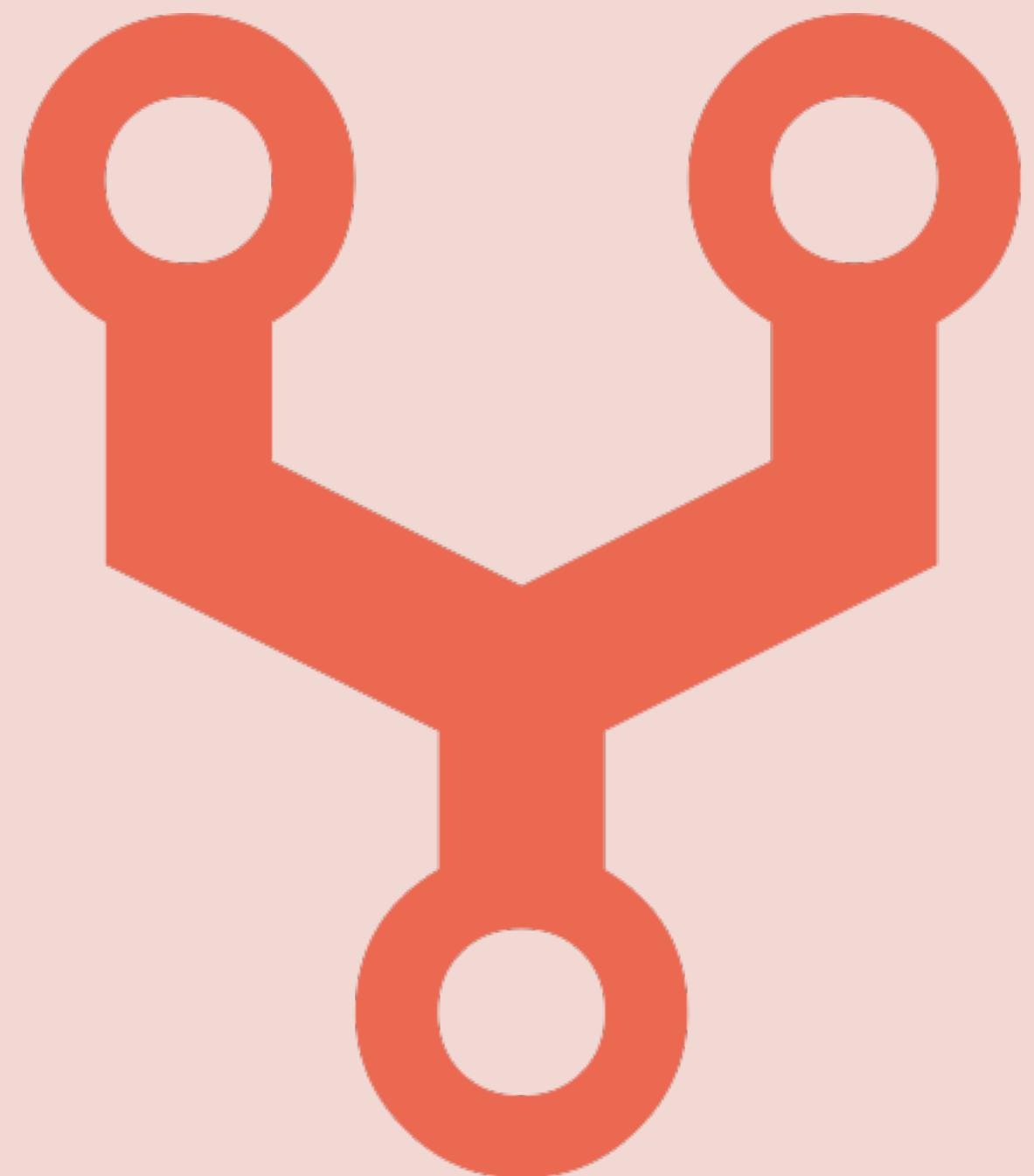


What types of conferences would be interested in my topics?

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

Find your group

1. Get writing!
2. Where to publish?
3. How do CFPs and talk proposals work?
4. Write a talk proposal
5. Find conferences to submit to
6. Intro to Git & Github
7. Project planning - open source or personal



More Write / Speak / Code

Keep it up at the SF Meetup!

- writespeakcode.com/chapters/
- Feb 21 - Write proposals
- Mar 21 - Code
- Apr 18 - Speak
- repeat!
- At Indiegogo (thanks Indiegogo!)



WRITE / SPEAK / CODE

2017 “Rise Up” Conference

August 23-26 / Portland, OR

- **OYESF** - 30% through 2/1
- **BOGO** - 50% for 2+ tickets through 2/1
- Tickets: <https://ti.to/write-speak-code/2017-conference/>
- Details: writespeakcode.com (*coming soon*)



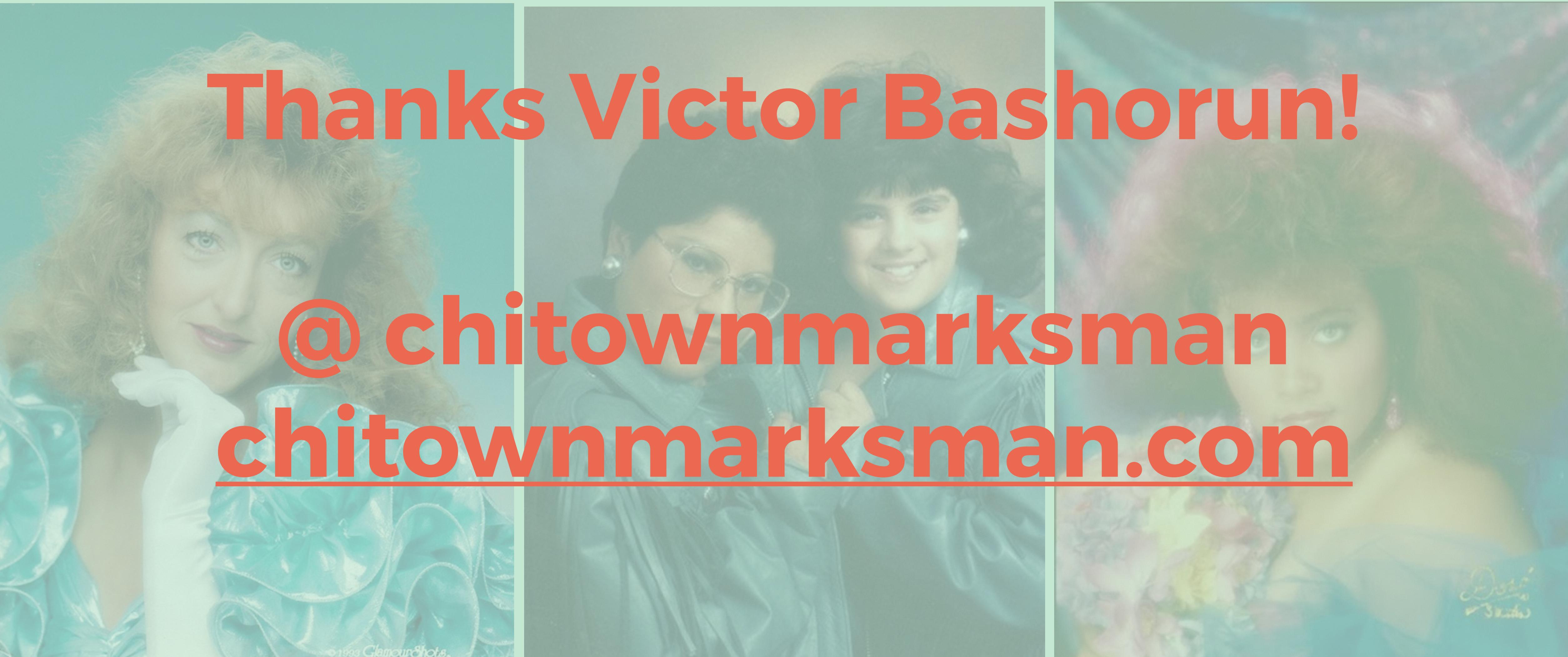
Glamour Shots

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



Glamour Shots

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



Thanks Victor Bashorun!

@ chitownmarksman
chitownmarksman.com



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