

MAKING YOUR WORK VISIBLE,
AND OTHER THINGS I WISH I
KNEW EARLIER

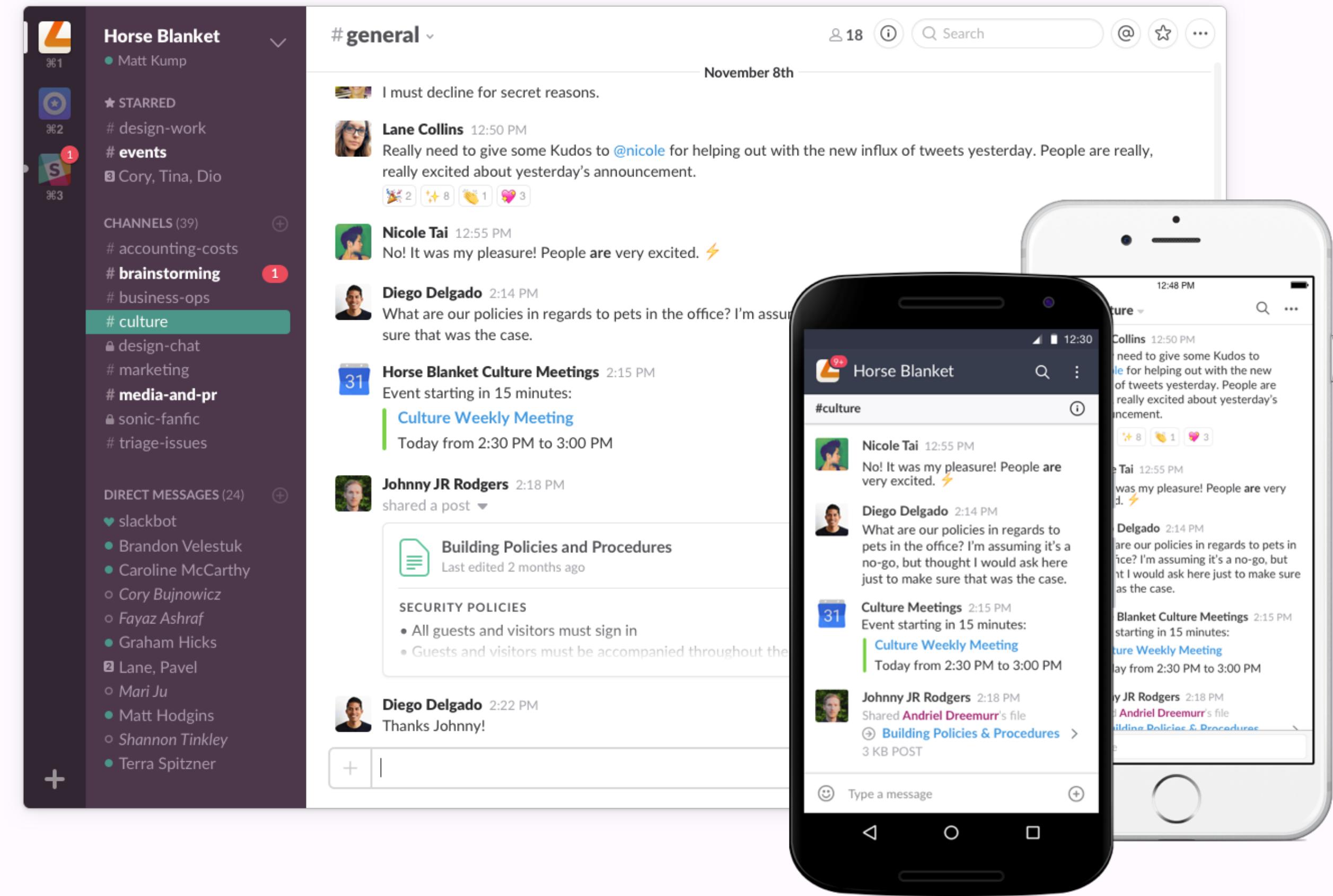
Write/Speak/Code

26 August 2017

hey.



I'm @aduretti



SLACK IS A *GROUP MESSAGING* APP FOR TEAMS

6.8M+
*weekly active
customers*

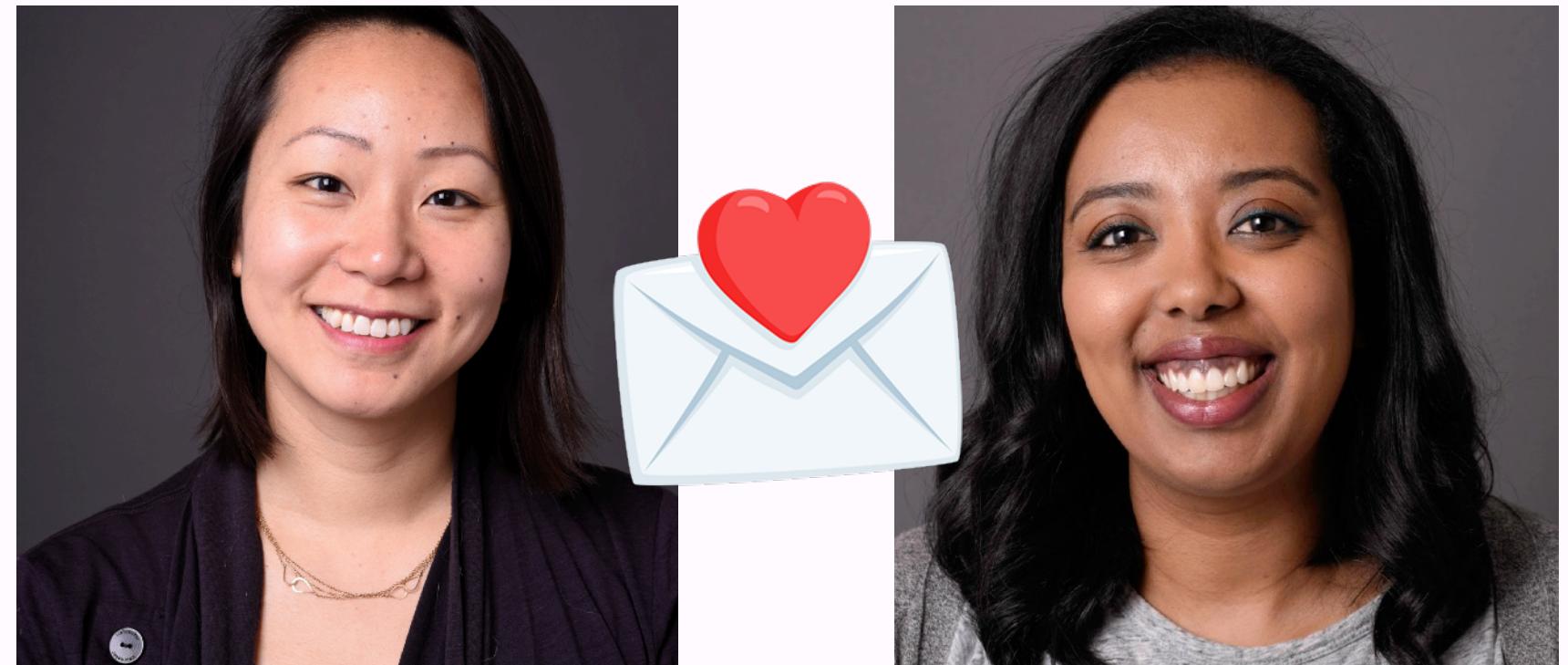
1.5M+
MY PODCAST
*paid
customers*

800+
*Slack
employees*



MY PODCAST

PODCAST



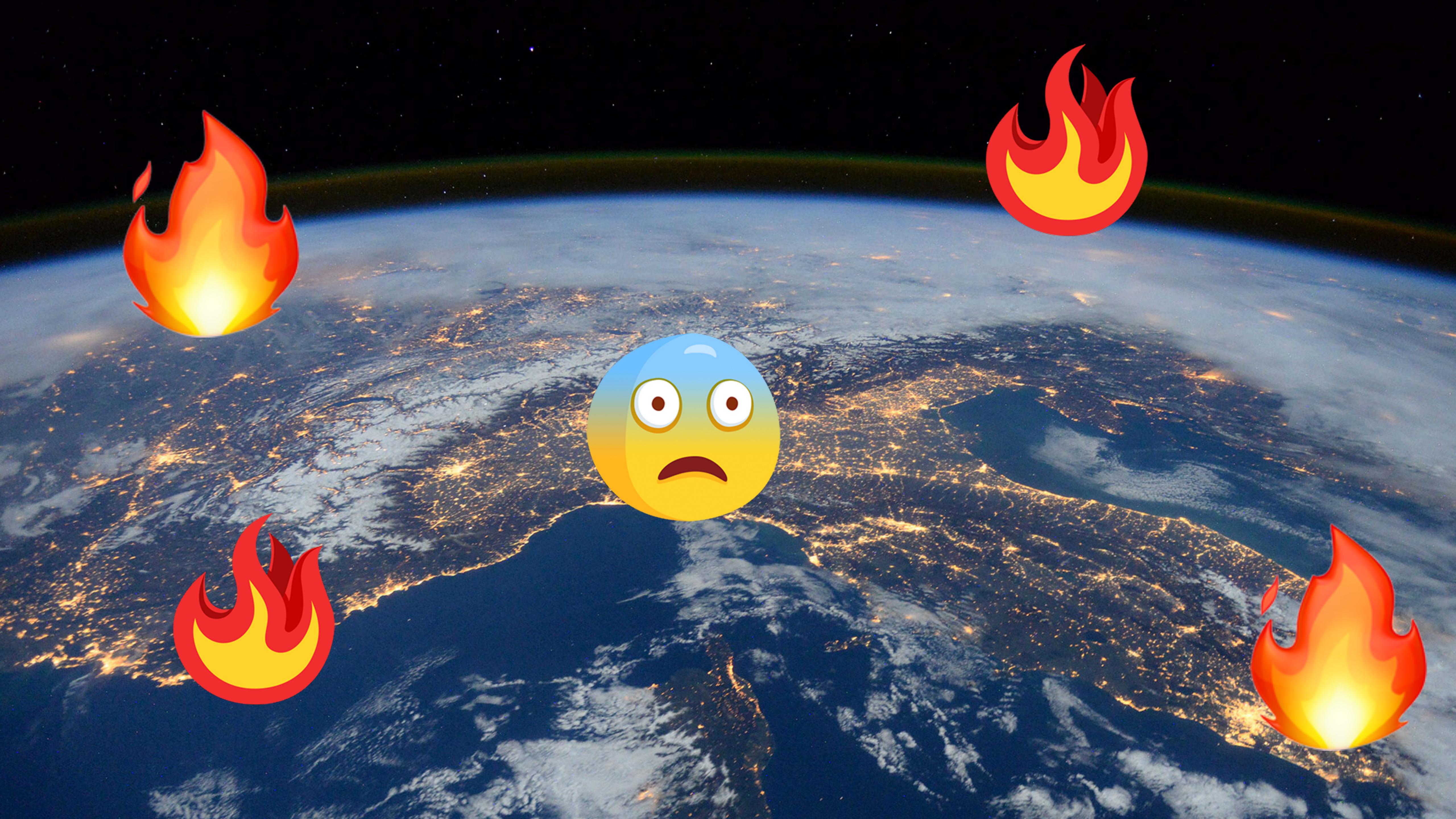
Hot Takes & Hot Cakes

OUR NEWSLETTER

I'M HERE TO TELL YOU

some inconvenient

TRUTHS



2016



how sway

i cannot

literally, anything

ANYTHING CAN HAPPEN

are u kidding me

wtf

srsly

bruh.





FORM NO. 148 (A)

NAME OF BOOK	(AUTHOR)
DATE DUE	NAME OF BOOK
DATE DUE	(AUTHOR)
DATE DUE	NUMBER
ISSUED TO	CLASS



41% OF WOMEN

leave tech

AFTER TEN YEARS

ALL OF US EXPERIENCE

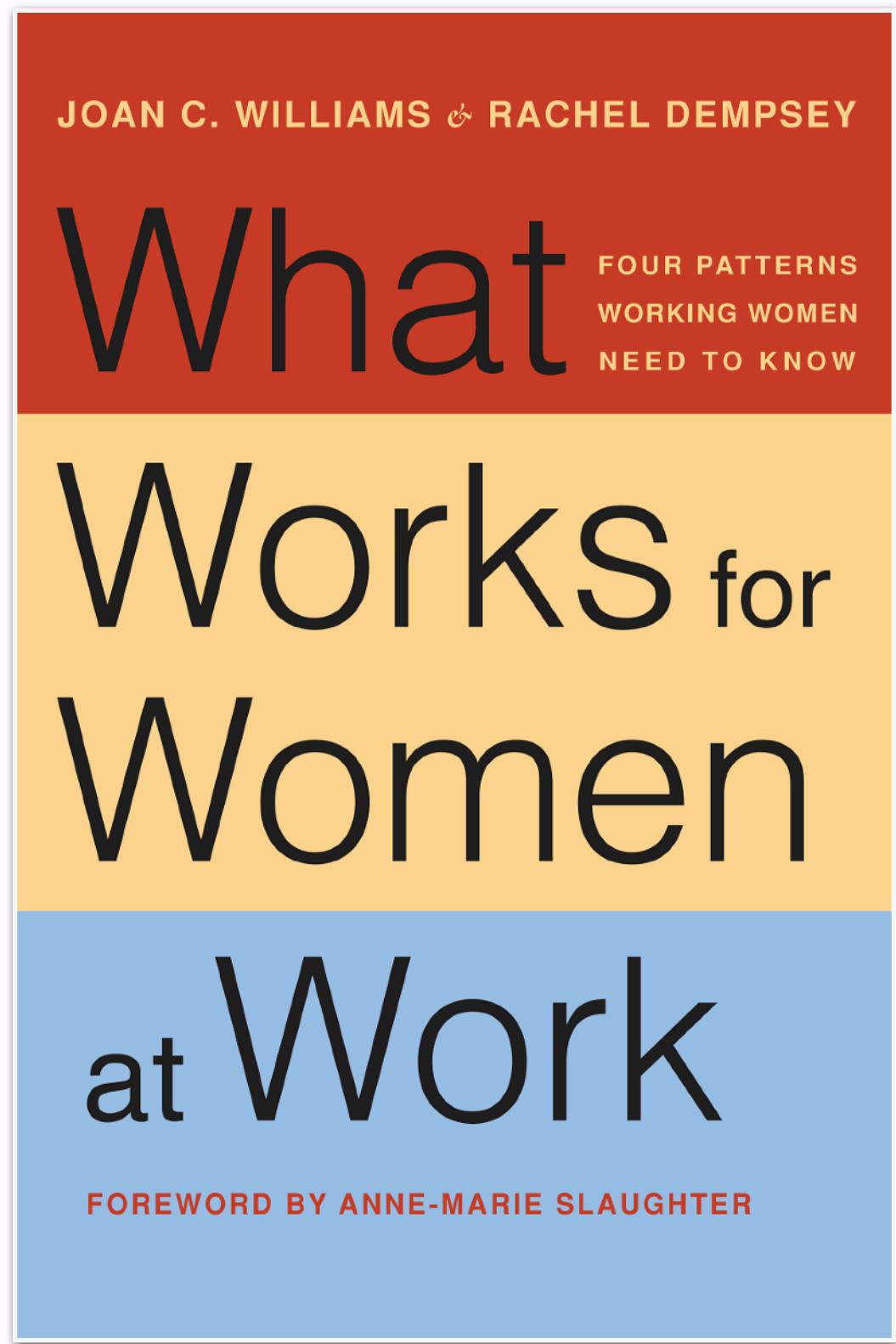
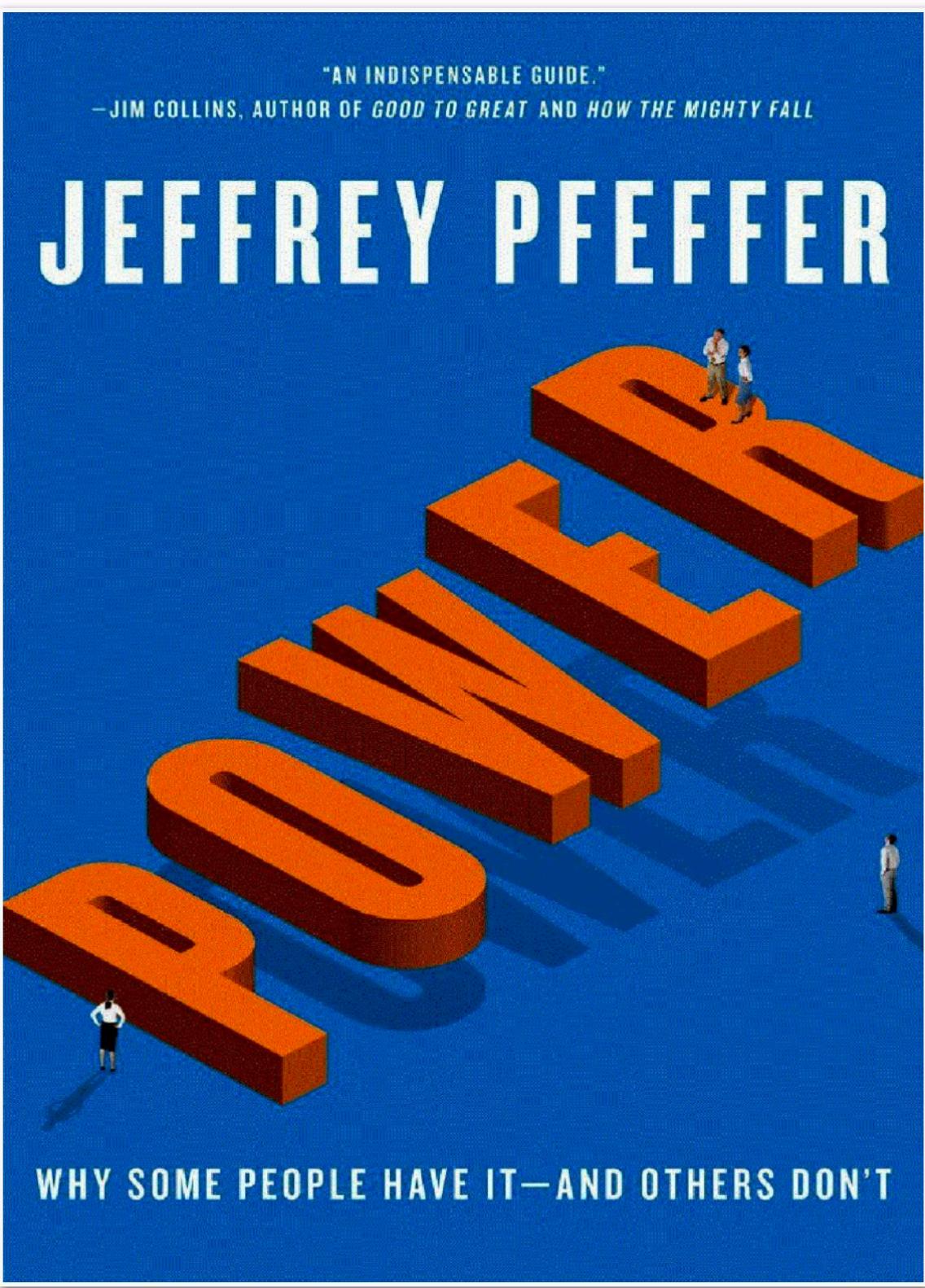
bias

41% OF WOMEN

leave tech

AFTER TEN YEARS





SOME SUGGESTED READING

caveats



A photograph showing a person's lower body from the side. They are wearing light blue pants and black strappy sandals with a wooden wedge heel. Their right hand, with yellow-painted fingernails, rests against a white brick wall. A black hair tie is visible on their right wrist.

*caveats,
cont'd*



duretti hirpa

@duretti

I feel an intense sense of obligation to level up the women and people of color around me; my victories are hollow if I can't share them

10:31 AM - 11 May 2017

3 Retweets 47 Likes



1

3

47

|||

source: <https://twitter.com/duretti/status/862721757752340482>

Your real job is that if you are free,
you need to free somebody else. If
you have some power, then your job
is to empower somebody else.

Toni Morrison

**WE HAVE A
RESPONSIBILITY**
towards each other

A problem
well-defined is
half-solved.

Charles Kettering

- I. WHAT HAD HAPPENED WAS**
- II. NO ONE MAN SHOULD**
- HAVE ALL THAT POWER**
- III. NOW WHAT?**



*what had
happened
was...*

**It is no measure of health to
be well adjusted to a
profoundly sick society.**

J. Krishnamurti

ALL OF US EXPERIENCE

bias

PROVE-IT-AGAIN

bias

THE TIGHTROPE

bias

THE MATERNAL WALL

bias

THE TUG-OF-WAR

bias

THE ISOLATION

bias

DIVERSITY VALUING

penalty

HARDER TO MOVE INTO

leadership roles

HARDER TO SEE YOUR

work work work

My past is littered with the bones of
men who were foolish enough to think
I was someone they could sleep on

Michele Roberts



*No one man should
have all that power*



POWER AT PLAY

BUT WHY?

OBSTACLE #1:

just world hypothesis

IT IS NOT ENOUGH

to work hard



MAJOR KEY ALERT

IT IS NOT ENOUGH

to work hard



~~MERITOOCRACY~~



**WEAK LINK BETWEEN
JOB PERFORMANCE &
*career prospects***

OBSTACLE #2:

*beware leadership
advice*

OBSTACLE #3:

you.



Now, what?

THE SECRET TO SUCCESS

is asking for help





Duretti Hirpa

Can you give me career advice?



Stewart Butterfield

Sure, OK!

dramatic reenactment



duretti hirpa

@duretti



so, pals who are different at all in tech - what keeps you here? what keeps you excited and interested in an industry that doesn't want you?

1:22 PM - 26 Jun 2017

82 Retweets 214 Likes



150

82

214



source: <https://twitter.com/duretti/status/879434799085043712>



Suz Hinton a memé

@noopkat



Replying to @noopkat @duretti

Also staying *despite* unwelcoming field
activates the high amount of stubbornness
I've always had. There's a satisfaction in it
for me

2:34 PM - 26 Jun 2017

1 Retweet 22 Likes



2



1



22



source: <https://twitter.com/noopkat/status/879452849993797632>



Sarah Drasner 

@sarah_edo



Replying to @duretti

It still really excites me, my curiosity for tech never ends.

And: I will not be pushed out. I fully intend on pulling every one up with me

4:12 PM - 26 Jun 2017

5 Retweets 82 Likes



2



5



82



https://twitter.com/sarah_edo/status/879477544025772032



Megan Anctil

@megsa_

Replying to [@duretti](#)

Puzzle solving, fighting for others, and always remembering, best revenge is your paper.



5:24 PM - 26 Jun 2017

2 Retweets 23 Likes



1



2



23



source: https://twitter.com/megsa_/status/879495550088880128



A scene from the movie High School Musical. Troy and Gabriella are walking on a school campus. Troy is wearing a blue plaid jacket and jeans, while Gabriella is wearing a yellow plaid jacket and skirt. They are both smiling and looking at each other.

high school is forever

FLATTERY

works

STAND OUT

from the crowd

REPUTATION

matters

PLAY UP

*your successes &
strengths*

CAREER FRIENDS

for fun & profit

ADVISORY BOARD

DIANA KIMBALL BERLIN



ME

RACHEL MYERS



MORE AT: SHOULDWE.CO/SEASON-02/DO-BREAKFAST

PLAY IT

close to the vest



duretti hirpa

@duretti



**continued life motto: NEPOTISM IS FOR
EVERYONE**

9:49 AM - 11 Aug 2016

2 Retweets 10 Likes



2



10



10

source: <https://twitter.com/duretti/status/763779296028528640>



TOO LONG;

didn't listen

THERE ARE

too many barriers

EXPLOIT

human biases

SUCCESS IS A

team sport

KEEP YOUR

head up

THANKS



bibliography: bit.ly/visible-biblio

speaker notes: bit.ly/visible-notes