

Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk > AII

ALLEN INSTITUTE  
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

#wsc2018conf | @writespeakcode



# WRITE/SPEAK/CODE 2018

## Speak Your Truth

#wsc2018conf | @writespeakcode



## WRITE / SPEAK / CODE

- Focused on women and non-binary coders beyond the pipeline
- Visibility & leadership: amplification, career growth, awareness
- Deliverable / action oriented
- 501(c)3 tax exempt non-profit
- All volunteer run
- Founded in 2013 in NYC
- Non-profit in 2016
- Inclusion from day 1: CoC, childcare, lactation room etc

- Intense
- Supportive
- Individual, pair, & small group exercises
- Very Interactive
- Move around (if possible)
- Feedback from peers & mentors
- Stick to your track - content builds on itself



## Write Day

- Craft your bio: exercises, writing, feedback
- Write a blog post: outlining, writing, feedback

## Speak Day

- Talk proposals: learning, exercises, writing, feedback
- Give a talk: creating slides, giving a talk, feedback

## Code Day

- Contribute or create an open source project
- Code publicly!



## Passion

- Storytelling
- Skills Development
- YouTube
- Zine Making

## Leadership

- Inclusive culture
- Emotional Labor
- Career Growth
- Machine Learning
- Workflows & Habits
- Getting a book published

## Ethics

- Ethics and social of coding
- Podcasting
- How Writing / Speaking / Coding helps you generally



# Wednesday

# Content Warnings

“Uncomfortable truths: unapologetic tales of self-acceptance” (Opening keynote) by Mina Markham at 9:20am at Microsoft contains the following content as personal stories:

- Self-confidence
- Mental Health
- Disability

“My Github is Bare” from Heather Herrington at 2:30pm (Explorations Track) at Studio Arte contains the following content:

- Suicide (statistics)
- Mental Health (description)

Welcome

# Daily Discussion Prompts

- Discussion Prompts each day!
- Related to theme
- Break - decompress, process, hydrate, travel
- Talk to someone new! Welcome someone into a convo!
- Have a **meaningful conversation with our sponsors** - they are why we are here today!



Welcome

# Connect to the Internet

- **MSFTGUEST**
- Go to **microsoft.com**
- Click “**Event Attendee Code**”
- Enter: **msevent131of**



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Welcome

Nametags

We found more name tags! Go to Registration if you need one.

More green button are coming ...



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# Welcome

# Venue Logistics

## Microsoft

*Eleven Times Square*

- Keynotes
- Foundations Track
- Code talks & workshops (Fri)
- Breakfast & Registration
- Growth Day (Sat)



## Studio Arte

**265 W 37th, 17th Fl**

- Explorations Track

## WeWork

**1460 Broadway**

**54 W 40th St**

**500 7th Ave**

**135 W 41st**

- Speak Day Breakouts
- Open Source Breakouts

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You are here.

Microsoft Conference C...  
Times Sq - 42 St M

Times Sq - 42 St M

WeWork Times Square

Times Sq-42 St M



Bryant Pk M



Studio Arte Loft - 17t...

8th Ave  
W 35th St



We Work 500 7th



We Work Bryant Park

6th Ave  
W 43rd St

W 42nd St

5 Avenue-Bryant

6th Ave  
W 40th St

W 39th St



**East**

Avenue numbers get **smaller**  
“Midtown East”  
Towards Queens / Brooklyn

**8th Ave**

**7th Ave**

**6th Ave**

**West**

Avenue numbers get **bigger**  
“Midtown West”  
Towards New Jersey





## North

Street numbers get bigger

Going “Uptown”

Towards Central Park / Bronx

**41st St**

## South

Street numbers get smaller

Going “Downtown”

Towards Wall Street / Brooklyn

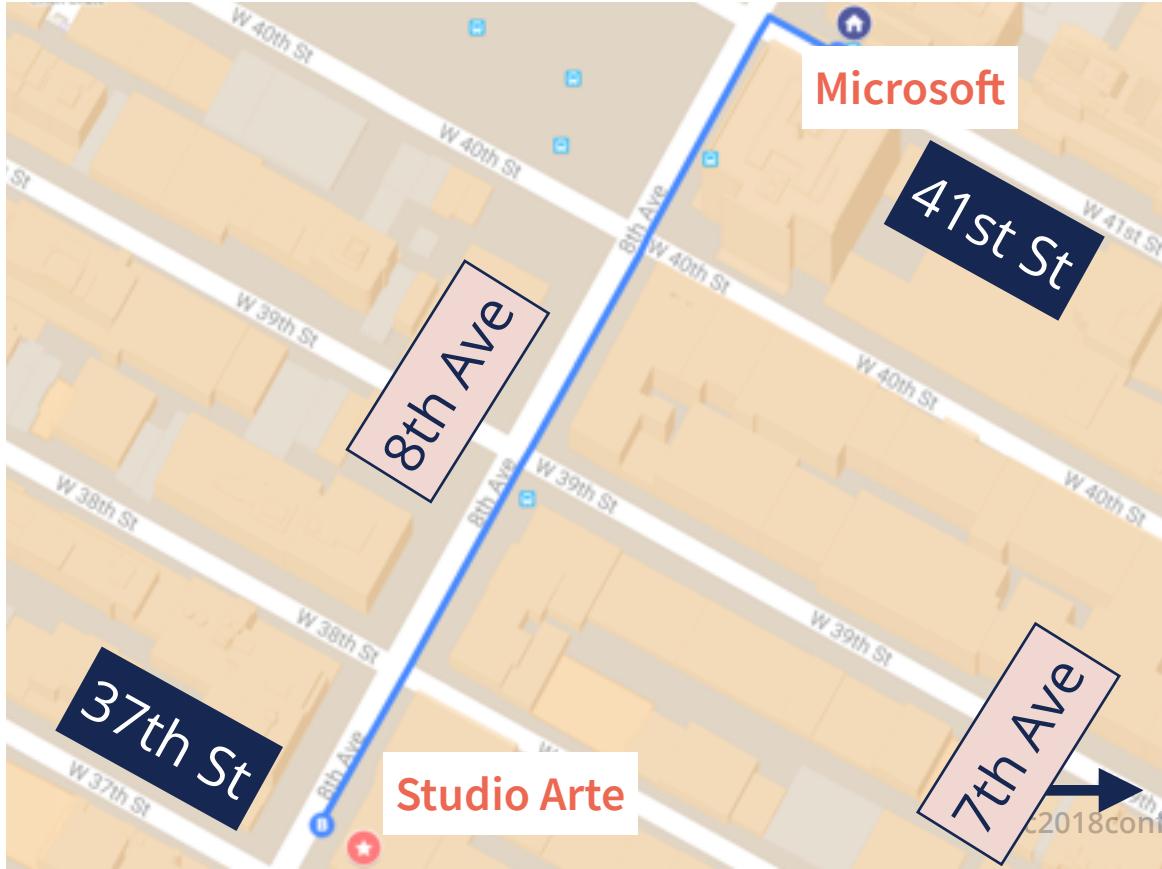
**37th St**

# Congratulations!

You are now a New Yorker!

Welcome

# Explorations Travel





# Inclusion

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## Inclusion

## Accommodations

- Mother's room: private room equipped for pumping & nursing (*Microsoft*)
- Quiet room: room for those needing quiet time or space to process (*Microsoft & Studio Arte*)
- Physical disability accommodations / ADA Accessible
- Single occupancy / Gender neutral restrooms



## Inclusion

## Accommodations

- Front most seating is for hard of hearing or those with low mobility
- Please use the mic during Q&A for those who are hard of hearing
- We have ASL Interpreters! Welcome them!



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## Inclusion

## Childcare

- Located in a suite at Westin Hotel
- Childcare provider is fully bonded and insured
- Caregivers are background checked
- See LaTeesha for questions



## Inclusion

## Mobility

- Venues are 0.8 miles or less apart (0.3 for main venues)
- 30 minutes are allotted for travel
- Prompts given out during this time to facilitate conversation
- Sponsor booth area is open
- Let us know if you have mobility needs



## Inclusion

## Ergonomics

- No tables in here :(
- Lap desks in the back (blue) if you need it
- Share as needed



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# Code of Conduct

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# Code of Conduct

- Harassment-free environment
- Online & offline
- All affiliated events, outings
- Buttons indicate when to ask/not take photos + Pronouns
- Ask before posting on social media or publicly
- Report to organizers: mint sashes (trained in CoC) or navy sashes

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



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# Code of Conduct

- Harassment-free environment
- Online & offline
- All affiliated events, outings

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

# Code of Conduct

- **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.

# Code of Conduct

- **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.

Be conscious when photographing

- This is an **issues of safety** for many in our community
- Wear your photo buttons near your face



# Be aware of your everyday language

Particularly ...

- Pronouns - on badges/buttons
- Gendered language
- Abelist language

Look for and use the appropriate pronouns for a person

- Wear your pronouns buttons near your face
- ASK pronoun if unsure, don't assume



**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.

Non-gendered words for addressing groups:

**Folks, Y'all, Friends, Everyone, peeps**

Inclusive phrases for addressing groups:

**Ladies & Non-binary people**

**Women and enbys ("en-bees")**

## Code of Conduct

## 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

# Impact before intention



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# Calling out and responding

*“My pronouns are ‘they/their.’”*

*“I’m so sorry for using the incorrect pronoun for you. I will use they/their in the future.”*

# Calling out and responding

*“That makes me uncomfortable. Please Stop.”*

*“Please don’t say [] around me. It’s offensive to me.”*

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

# Timely, direct feedback is best

- Giving someone direct feedback —in person or in slack — is the most effective way to create change and get a resolution
- Organizers can help you frame feedback (and we want to know about issues)
- Organizers have limited ability to intervene without knowledge of the person



# Intersectionality

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## Intersectionality

## Terminology\*

- **Oppression:** Unequal distribution of resources enforced by cultural, political, economic institutions
- **Power:** Access to resources - influence, money, education
- **Privilege:** Unearned access to resources
- **Intersectionality:** intersecting aspects of social identity related to oppression

\*for the purposes of this talk



- 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



# A Safe Space

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- Speak from your experience
- Two people speak once before you speak twice
- Allow a person to finish speaking
- Listen. Then ask “Do you want me to just listen or also respond?”
- Prefer shared experience over advice (“should”)
- Silence is OK

## A Safe Space

# 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.

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.

Publicly writing, speaking, and coding requires you to believe that you are **worthy** of attention and **deserve** to be heard.



# Be gentle with yourself.



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A Safe Space

You can always show up

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/>



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# Feedback

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## Feedback

# Productive Feedback

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



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# 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 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 TART:

1. Buttery crust      Praise: Identify strengths
2. Tart center          Issue: Identify what needs to be improved or developed
3. Whipped cream      Opportunities: Where and how to grow and improve

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# Speak Your Truth

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**Story is the language of experience,  
whether it's ours, someone else's or that  
of fiction characters.**

- Lisa Cron

- Originated as a way to bring us together to share **lifesaving** information
- Teach us about the world
- Keep us **safe**
- Help instill **empathy**
- Activate the parts of the brain that process the sights, sounds, tastes, and movement of real life
- Allow us to simulate intense experiences without having to live through them

- Internal change of main character
  - You are the star of your story!
- Human Nature
  - What does the story tell us about what it means to be human?
  - What does it say about how humans react to circumstances beyond their control?

# Defining the story creates hope

“Who controls the past controls the future. Who controls the present controls the past.” - George Orwell

“Controlling the past begins by knowing it; the stories we tell about who we were and what we did shape what we can and will do.” - Rebecca Solnit

**Hope is about the future,**  
grounds for hope lie in the records and  
recollections of the past ... A memory  
commensurate to the complexity of the  
past and the whole cast of participants, a  
memory that includes our power, produces  
that forward-directed energy called hope.

- Rebecca Solnit



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**Speak Your Truth**

**Emotions**

Reason requires Emotions.

Reason requires Emotions.

Reason requires Emotions.



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Truth  
is  
what you know  
+  
what you feel

Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk > AI2

ALLEN INSTITUTE  
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

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# Mina Markham



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UNCOMFORTABLE

*truths*

Unapologetic tales  
of self-acceptance

Hello.



@minamarkham



mina.codes



The image displays the Slack interface across three devices: a desktop computer, a smartphone, and a tablet. The desktop view shows a sidebar with team channels like "Acme Sites" and "DIRECT MESSAGES". The main area is a channel named "#culture" with messages from users Jackie Ray, Meredith Brown, Kiné Camara, and Damien Baker. The smartphone and tablet show the "Acme Sites" channel with messages from Jake Grimes, Terra Spitzner, Kiné Camara, and Jenacio Romero. The tablet also shows a "Building Policies and Procedures" channel.

**Desktop View:**

- Acme Sites** (Team)
- All Threads
- STARRED
- # design-work
- # events
- Cory, Tina, Dio
- CHANNELS (39)
  - # accounting-costs
  - # brainstorming
  - # business-ops
  - # culture**
  - # design-chat
  - # marketing
  - # media-and-pr
  - # sonic-fanfic
  - # triage-issues
- DIRECT MESSAGES (24)
  - slackbot

**#culture**  
19 members | Add a topic

Today

Jackie Ray 12:47 PM  
I must decline for secret reasons.

Meredith Brown 12:50 PM  
Really need to give some Kudos to @julie for helping out with the new influx of tweets yesterday. People are really, really excited about yesterday's announcement.

Kiné Camara 12:55 PM  
No! It was my pleasure! People are very excited. 🌟

Damien Baker 2:14 PM  
What are our policies in regards to pets in the office? I'm assuming that was the case.

Horse Blanket Culture Meetings 2:15 PM  
Event starting in 15 minutes:  
Culture Weekly Meeting  
Today from 2:30 PM to 3:00 PM

Jake Grimes 2:18 PM  
shared a post ▾

Building Policies and Procedures

**Mobile View (Smartphone):**

Acme Sites

# marketing-team

@kathryn I think you're right about that.

Terra Spitzner 3:05 PM  
Once we've completed the navigation overhaul, we can get started on the content strategy.

Kiné Camara 3:06 PM  
It was my pleasure! People are very excited. 🌟

Jenacio Romero 3:24 PM  
What are our policies in regards to pets in the office? I'm assuming that was the case.

**Mobile View (Tablet):**

12:38 PM

ure

Collins 12:50 PM  
need to give some Kudos to @julie for helping out with the new influx of tweets yesterday.

8 1 3

Camara 12:55 PM  
It was my pleasure! People are very excited. 🌟

Delgado 2:14 PM  
What are our policies in regards to pets in the office? I'm assuming that was the case.

~~fact~~

~~truth~~

SELF-CONFIDENCE  
DISABILITY  
MENTAL HEALTH

warning

A shirtless Black man is shown from the chest up, set against a dark, moody background. He is flexing his right bicep, with his arm raised and hand clenched into a fist. His left arm is bent at the elbow, with his hand resting near his shoulder. The lighting highlights his muscular build, particularly his chest and arm. The overall aesthetic is dramatic and intimate.

these are my  
confessions



= OKAY TO TWEET

a little bird

~~truth~~ I'm nervous.  
(and a little nauseated)



i lost

my voice

i lost

myself

~~truth~~ I'm alone.





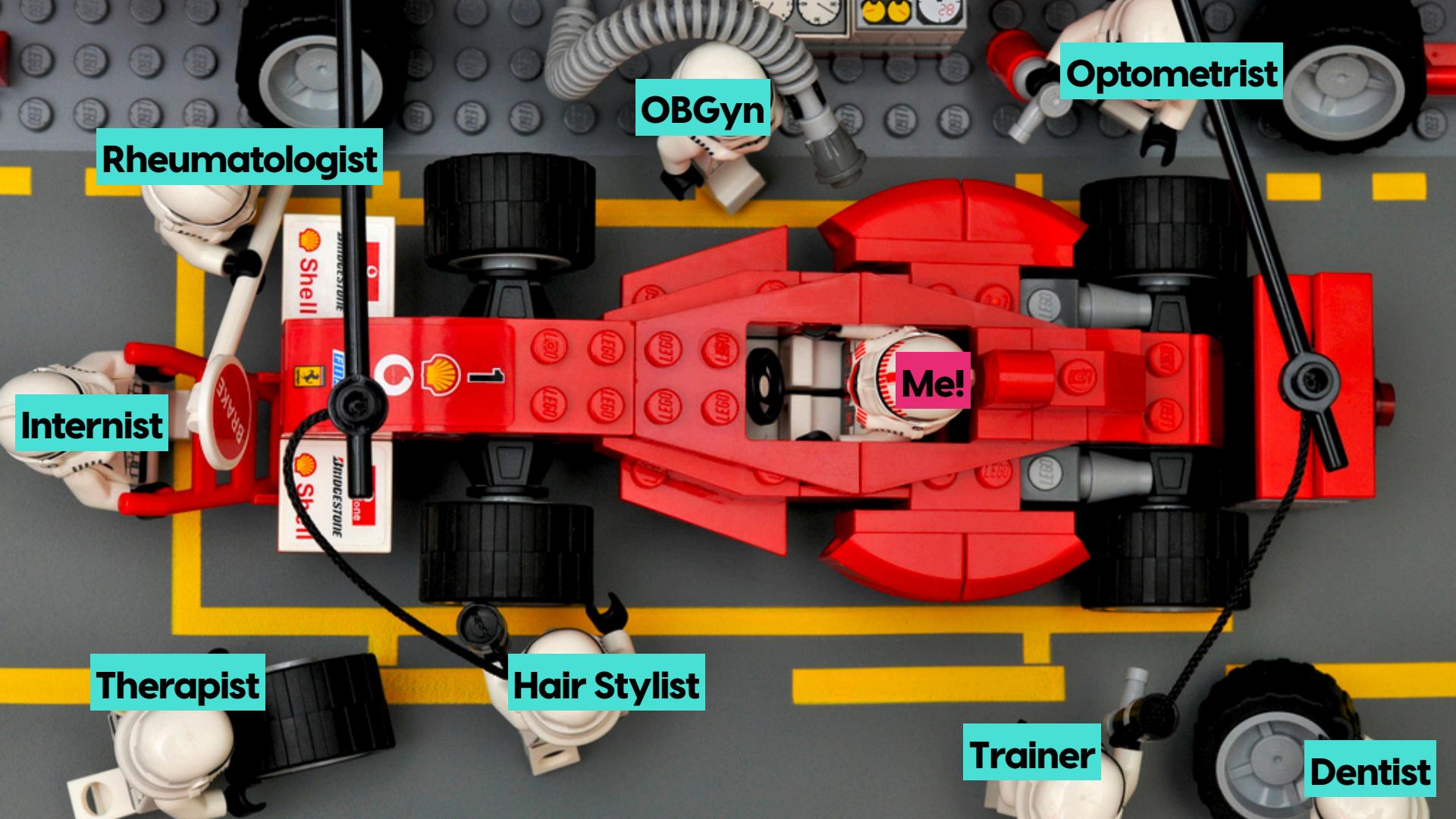
There's no place like home.



establish a

*pit crew*





Rheumatologist

OBGyn

Optometrist

Internist

Me!

Therapist

Hair Stylist

Trainer

Dentist

place

attachment





A photograph of Maisie Williams as Arya Stark from Game of Thrones. She is looking directly at the camera with a serious expression. She is wearing a dark, patterned leather jacket over a dark top. The background is a dimly lit, rustic setting with wooden walls and a candle visible on the right side.

A girl has no home.

~~truth~~

I'm in pain.



Mina Markham

@MinaMarkham

▼

Spent the last five hours in the ER with what turned out to be a sprained rotator cuff. Pain meds barely take the edge off. And I haven't slept because I'm in pain.

11:54 AM - 13 Jul 2018 from [Oakland, CA](#)

---

11 Likes



---

15



11





people who have taken meat off the menu,  
even just one day a week.

TEXT BART TO 55678 FOR TASTY RECIPES  
(message & data rates apply)



ffacoalition.org

## Factory Farming Awareness Coalition

is a winner of the 2013 BART Blue Sky Celebration Facebook Poll.

More info at: bart.gov/bluesky



BART...and you're there.

## PRIORITY SEATING



FEDERAL LAW REQUIRES THESE SEATS BE MADE  
AVAILABLE TO SENIORS & PERSONS WITH DISABILITIES

EMERGENCY  
DOOR RELEASE



invisible

disability





why not?

~~truth~~ I'm depressed.

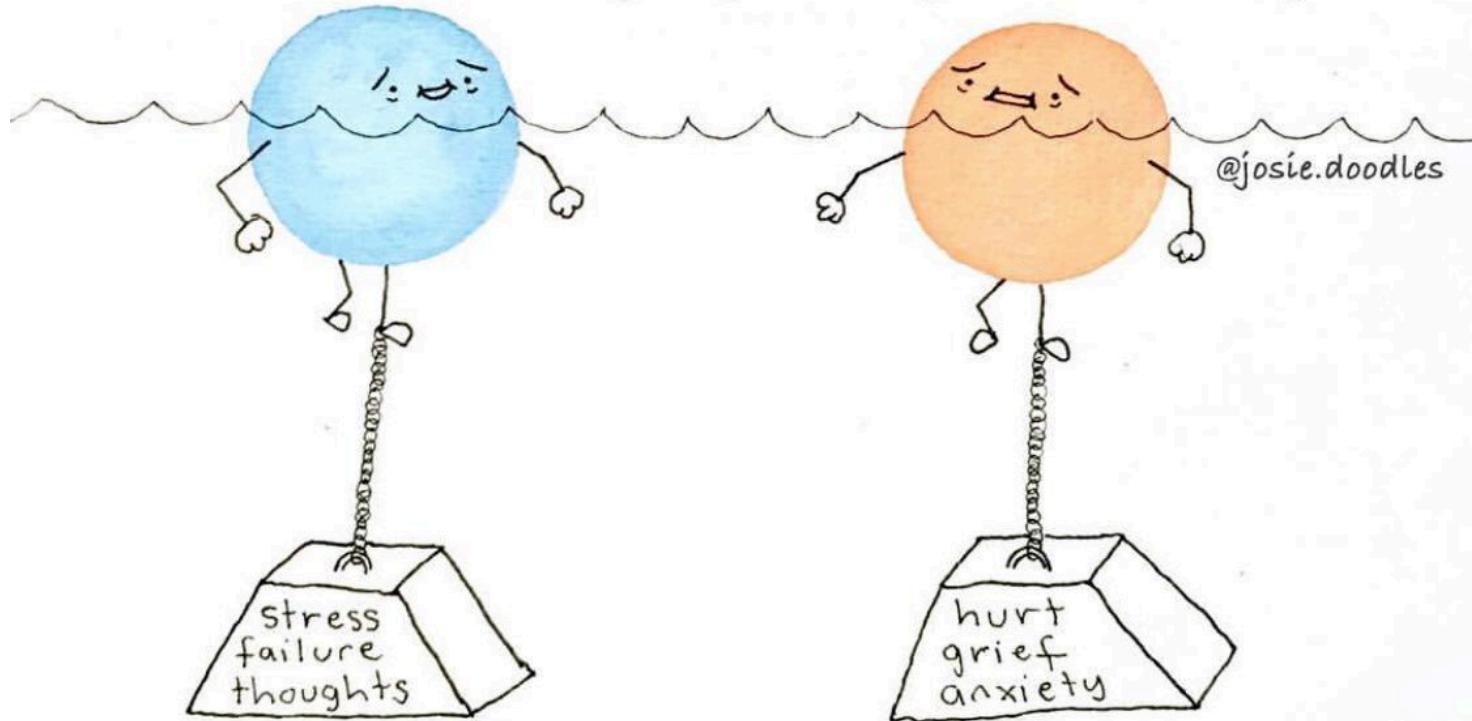
*infine*

hello!

oh hello, how are you?

well thank you, and you?

yes yes, very well thank you...



i'm not  
in fine

depression

is a thief

“

A depressive hibernation is not so much a purposeful exile, as a slow-paced locking of doors.

PATRICK MALBOROUGH, vice.com

hibernation

“  
We are living with  
small, tiny cuts, and  
we are *Bleeding*  
every single day.

MICHELLE OBAMA

tiny cuts

~~truth~~ I dislike myself.

depression

anxiety

anxiety

there's no  
*magic bullet*



~~truth~~ I'm not magic.



*strong*  
black woman



black girl

*magic*



"

Just because we're  
*magic*, doesn't mean  
we're not *real*.

JESSE WILLIAMS



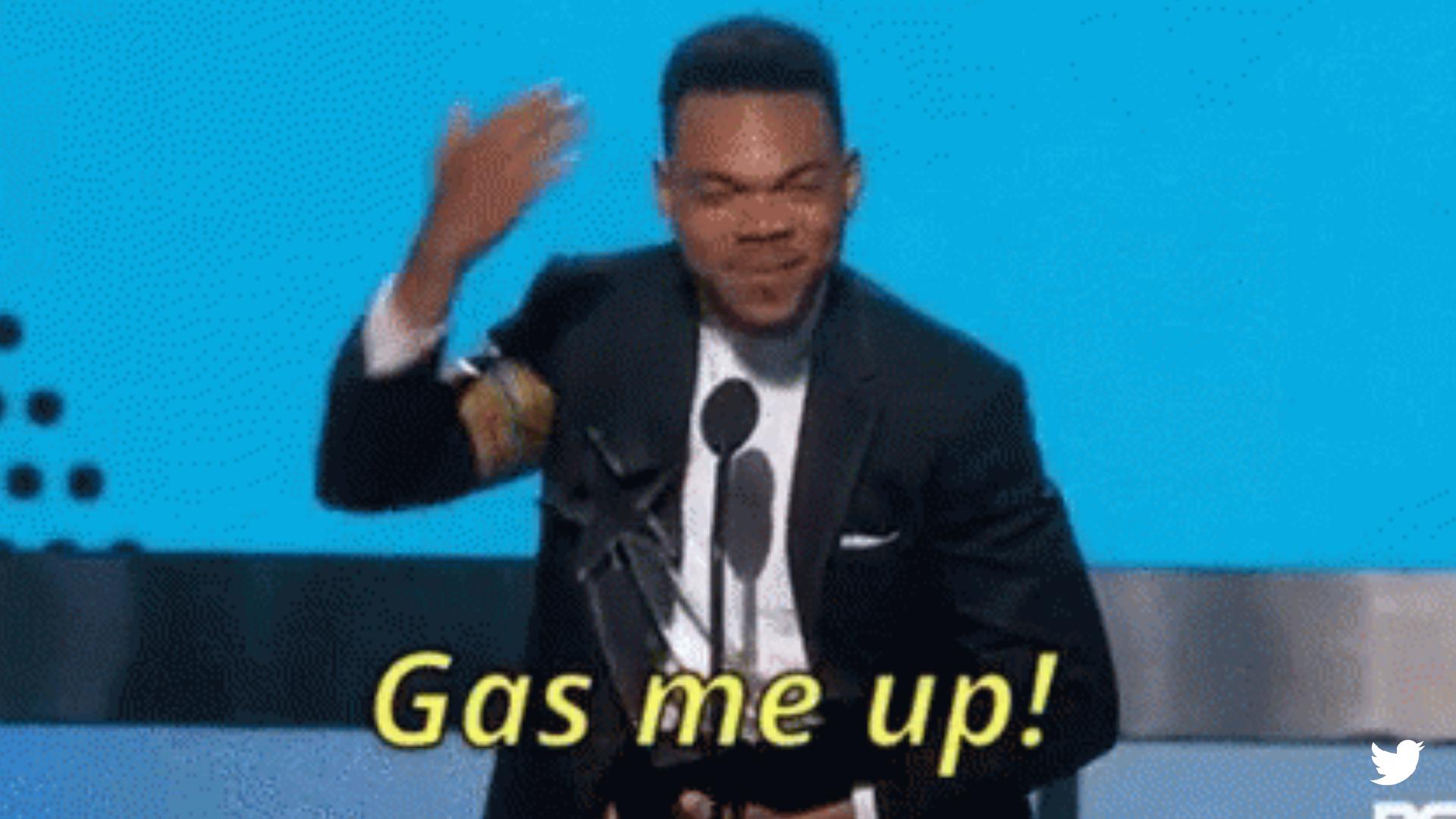


~~truth~~

I'm scared.

find a  
hype person



A man in a dark suit and white shirt is standing in front of a blue background, holding a yellow gas canister. He is looking down at it with a serious expression. The image has a grainy, low-quality aesthetic.

*Gas me up!*





Amélie Lamont  
@amelielamont

Following



I want everyone to know that  
**@MinaMarkham** is one of the hardest  
working people I know. Put some respect on  
her name. 

8:25 AM - 6 Jun 2017

---

1 Retweet 54 Likes



---

3

1

54





EricaJoy

@EricaJoy

Following



Replying to @MinaMarkham @beep

I will never not remind you that you are  
greatness personified. Excellence walking.  
That you can be all and achieve all. Get it.



7:31 AM - 26 Apr 2018

1 Retweet 5 Likes



1



5



Be kind

to myself



treat

myself



forgive  
myself



I am

worthy



you are

worthy



I'm  
trusting  
you



@minamarkham

thanks

# Pivotal®



# Mariann Micsinai

#wsc2018conf | @writespeakcode



# We can do it! Practicing Data Science in a Balanced Team

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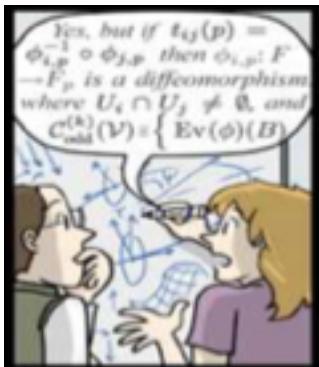
Mariann Micsinai

Principal Data Scientist

# What do Data Scientists do all day?



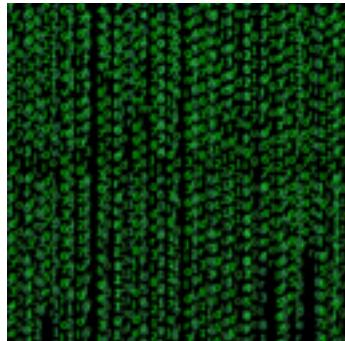
What business people think I do



What developers think I  
Pivotal  
do



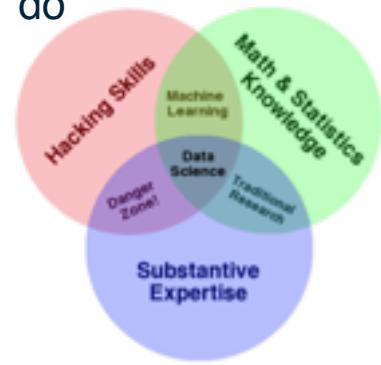
What journalists think I  
do



What mathematicians  
think I do



What my family thinks I  
do



What I really do

## I am a Data Scientist

My job involves:

- Insisting that business decisions should be made leveraging data and math
- Hunting and gathering data
- Data cleansing and manipulation (lots of it)
- Applying math, stats, machine learning to large data
- Visualization and interpretation of results
- Pushing data science models to production

## Caveats and Dangerous Habits

### What BIG data means to me

- Data that needs heavy machinery to even store it, let alone apply mathematics to it
- Large tables,  $10^{12}$  rows, hundreds if not thousands of columns
- Complex data with varying structure
- Typical size is growing, 100TB → 1 PB (not an upper bound by any means)

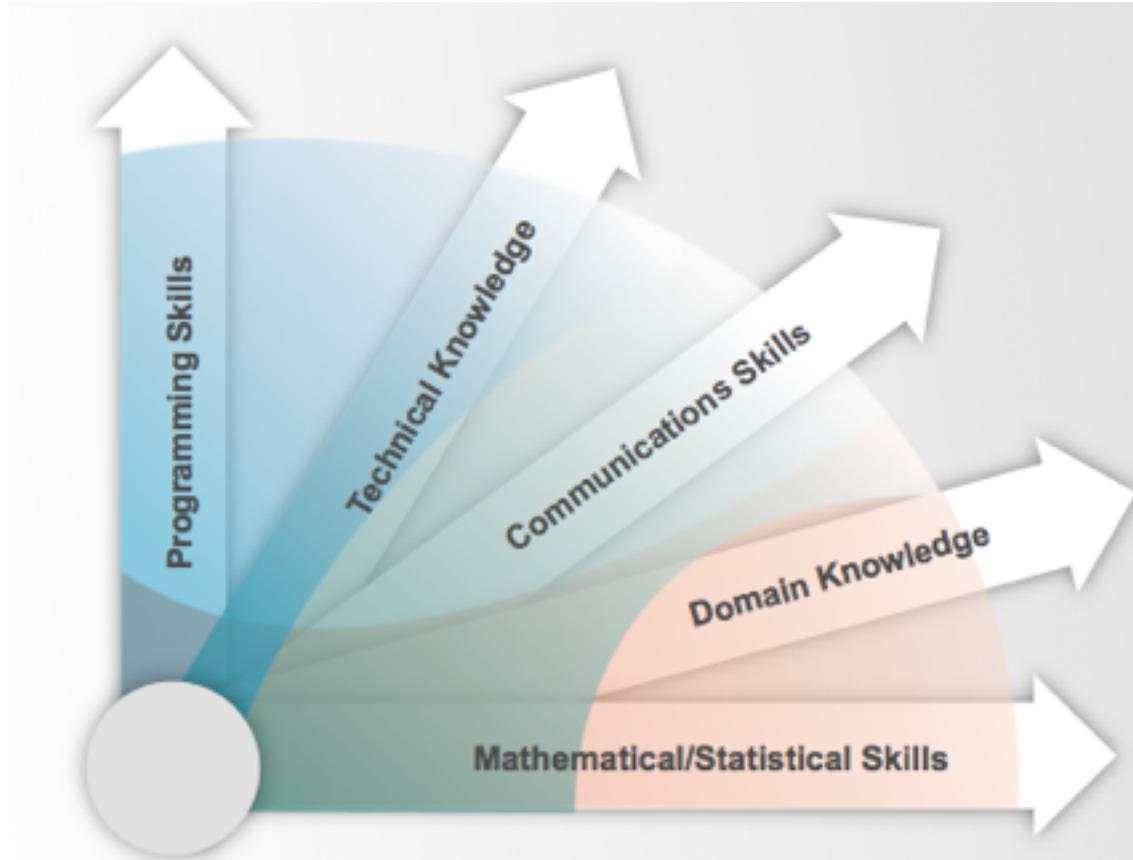
### Big data → Big models?

- We apply various algorithms on extreme amounts of data. In the past, we had to sample tiny amounts and do lots of iterations
- Some algorithms run on big data are computationally expensive and it will break things
- Mathematically elegant =!  
Computationally less expensive
- All empty space is up for grabs
- Belief that all jobs will finish .... eventually

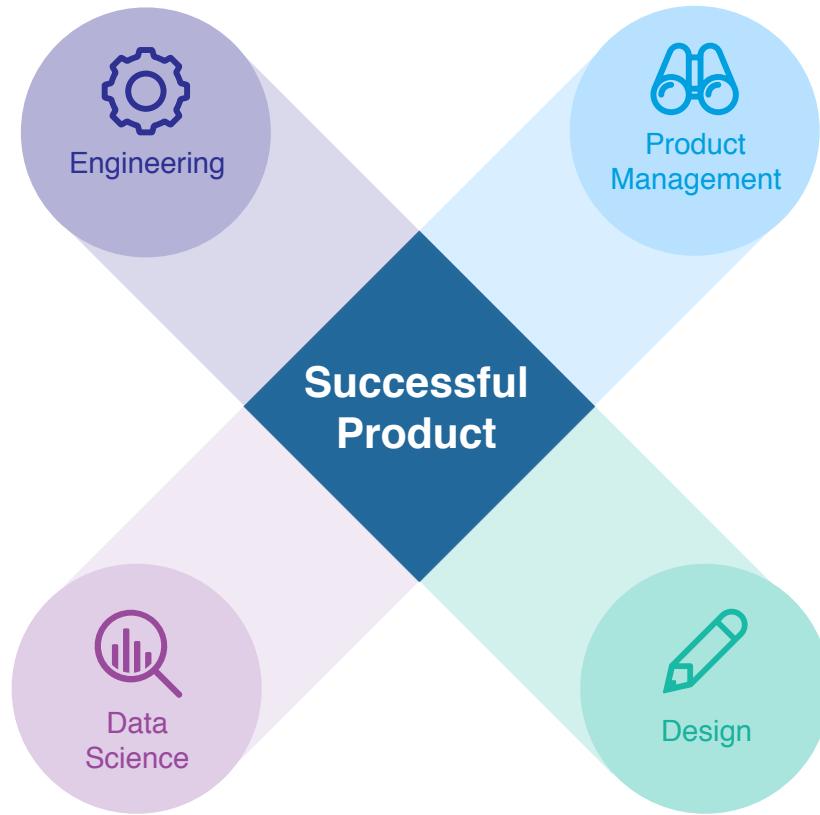
## Data Science - it is all a TEAM EFFORT

### Our core values

- Do the right thing
- Do what works
- Be kind



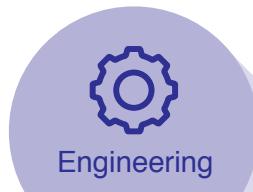
## How we do it: a product focused ‘Balanced Team’



## How we do it: a product focused ‘Balanced Team’

Feasible

Can we build this?



Viable

Will this help the business?

Successful  
Product

Measurable

What can we learn with data?



Desirable

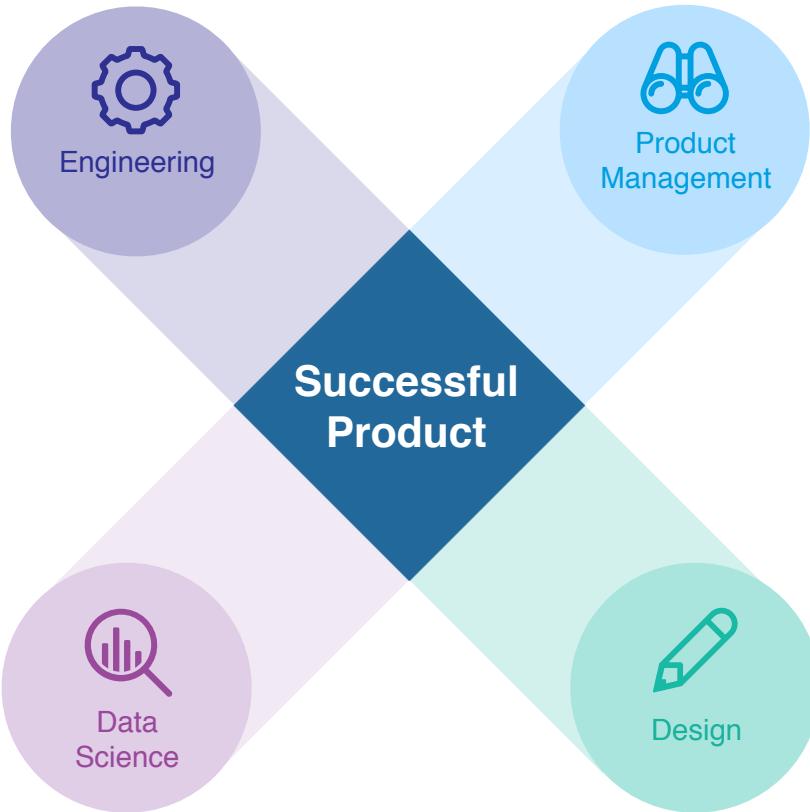
Will this resonate with users?

Pivotal

## How we do it: a product focused ‘Balanced Team’

### Feasible

“How can we build a system that will respond in the face of changing requirements?”



### Viable

“Are we creating valuable business outcomes? How might we measure those outcomes?”

### Measurable

“Where can data add value? How can we keep the user engaged for longer?”

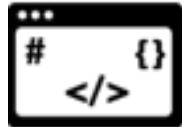
### Desirable

“What problems are users facing today? What would solve them? Will they adopt this product?”

# Agile Data Science at Pivotal



Pair Programming



Test Driven Development



User Centric Data Science



Standups



Retros



Continuous Integration



Tracker

A faint, semi-transparent background image of the Golden Gate Bridge in San Francisco, California, showing its towers and cables.

# Pivotal®

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THANK YOU!



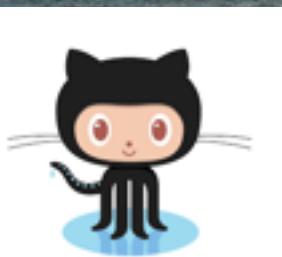
Kathleen  
Simpson

#wsc2018conf | @writespeakcode



# Hacking Jewelry

Kathy Simpson (@simpsoka)  
Senior Director Product, GitHub







“Activity from knitting to woodworking to growing vegetables or chopping them are useful for decreasing stress, relieving anxiety, and modifying depression.”

Carrie Barron, M.D., Psychology Today

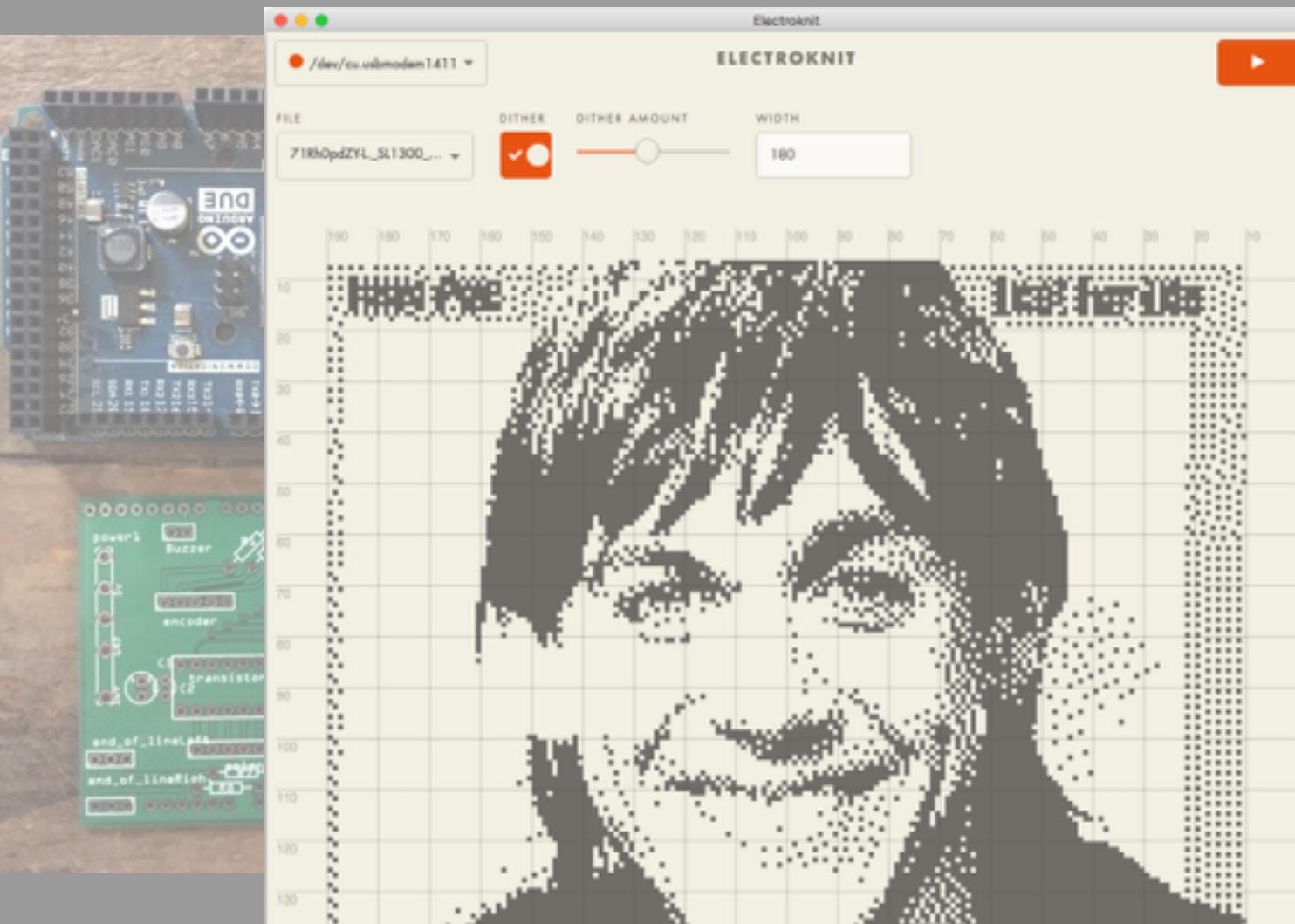
People who engaged in crafts like knitting and crocheting had a diminished chance of developing mild cognitive impairment and memory loss.

Journal of neuropsychiatry and clinical neurosciences, 2012

Learning to quilt or do digital photography enhanced memory function in older adults.

Journal of Psychological Science, 2014

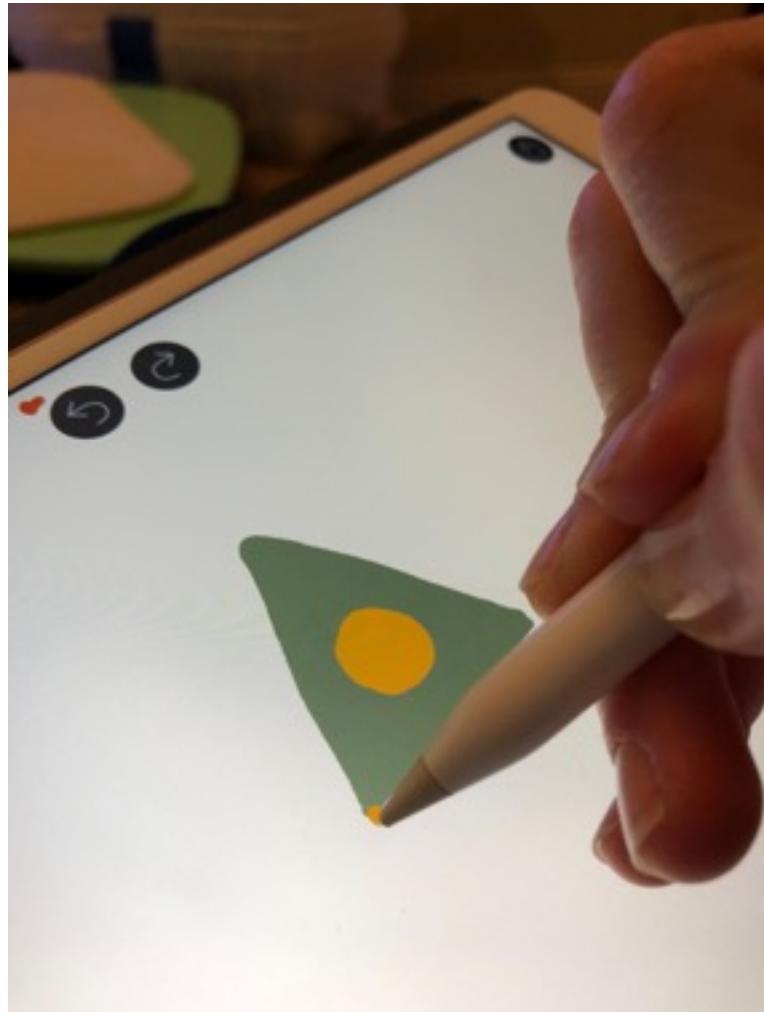
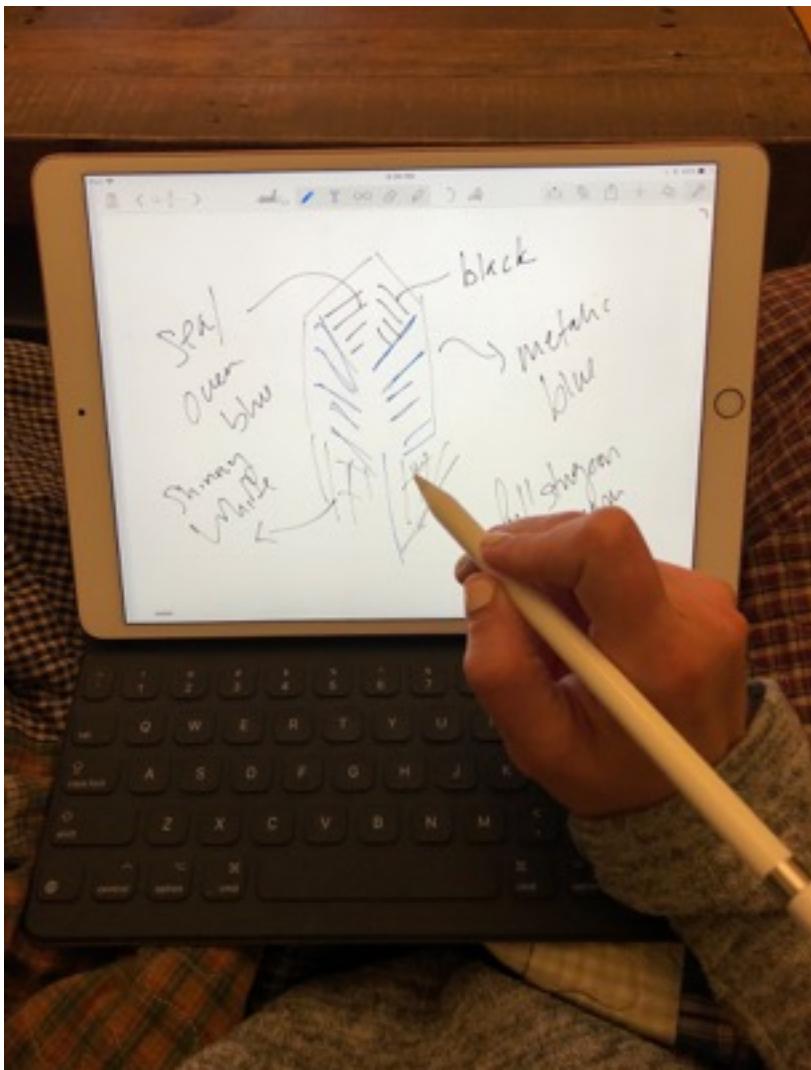




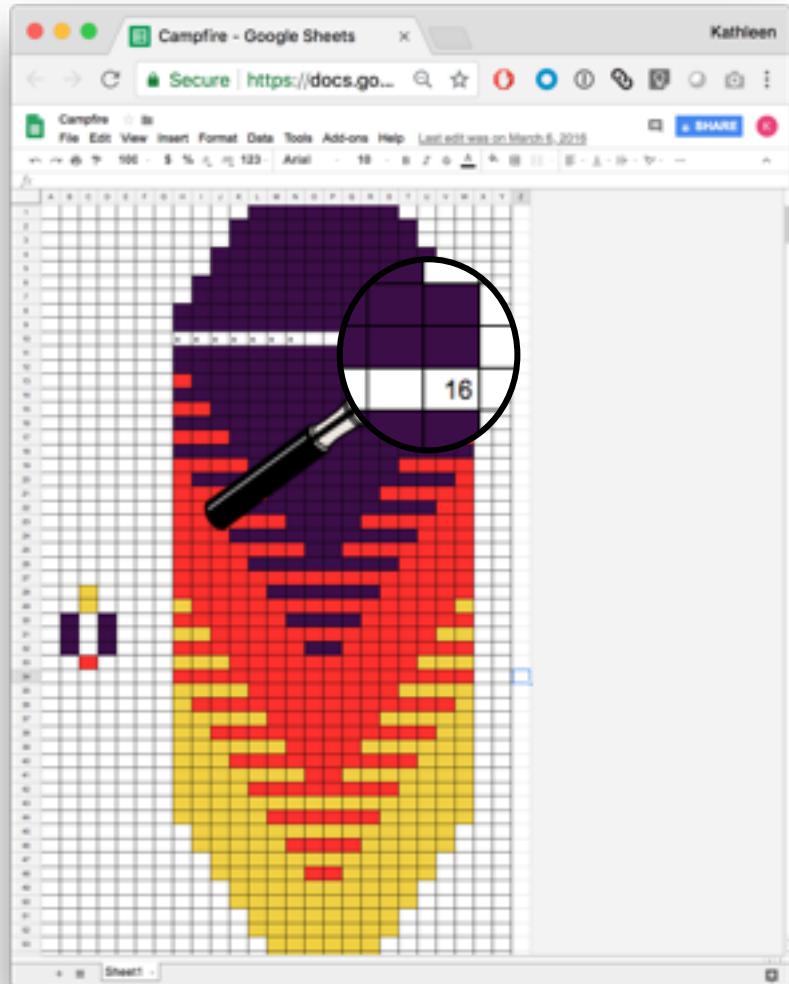














## Product

7 openings ^

Product Manager - Developer Experience	Remote - US
Senior Product Designer	Remote - US
Senior Product Manager - Billing & Payments	Remote - US
Senior Product Manager - Developer Relations and Open Source	Remote - US
Senior Product Manager - Ecosystem	Remote - US
Senior Product Manager - Ecosystem IAM	Remote - US
Senior Product Manager - Experience Engineering	Remote - US



# Thank you!



@simpsoka  
@swaybeads



# References

1. "Creative Happiness and your own two hands," Psychology Today: <https://www.psychologytoday.com/us/blog/the-creativity-cure/201205/creativity-happiness-and-your-own-two-hands>
2. "The Health Benefits of Knitting," New York Times Wellness: <https://well.blogs.nytimes.com/2016/01/25/the-health-benefits-of-knitting/>
3. "Engaging in cognitive activities, aging, and mild cognitive impairment: a population-based study," NCBI. <https://www.ncbi.nlm.nih.gov/pubmed/21677242>
4. "The Impact of Sustained Engagement on Cognitive Function in Older Adults: The Synapse Project," NCBI. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4154531/>



## Beyonce + Wonder Woman

- If you were a product of **2** fictional characters, who would they be?
- **Find a pair**
- Share an anecdote that exemplifies how you are similar to each character



# Write / Passion Topic

#wsc2018conf | @writespeakcode



## Who do you admire for speaking their truth? Why?

- Talk to someone new! Welcome someone into a convo!
- Have a **meaningful conversation with our sponsors** - they are why we are here today.

### Foundations

Microsoft (Here!)

### Explorations

Studio Arte, 265 W 37th St

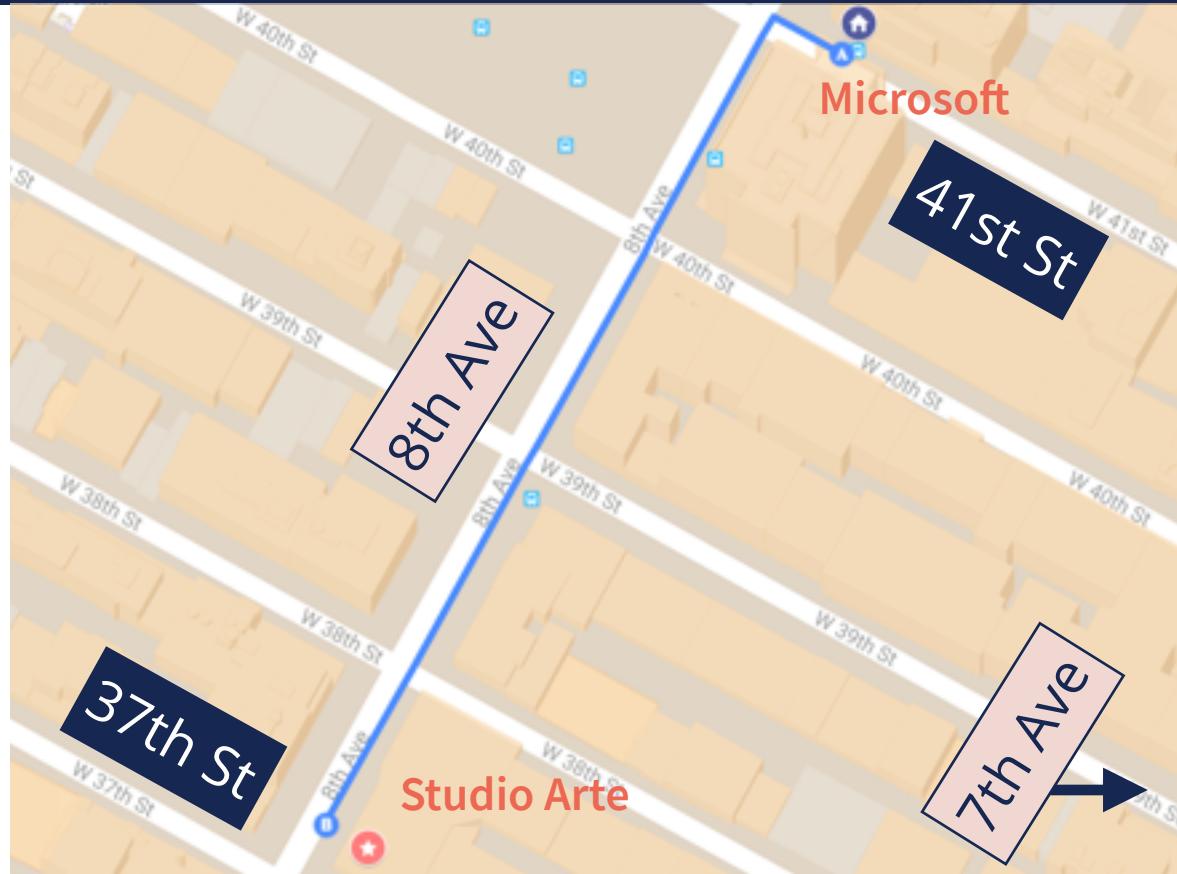
Write / Passion



Who do you  
admire for  
speaking their  
truth? Why?



Speak Your Truth





# WRITE / SPEAK / CODE

## Day 1: Write



# Angie Jones

Senior Software Engineer, Twitter

@techgirl1908 | angiejones.tech



**Write a  
professional  
bio**

**Write a  
blog  
post**

# Agenda

## Crafting Your Personal Story

11:10am - Reframing your Narrative

12:30pm - Tapping into our Expertise

## Other

1:10pm - Lunch

1:55pm - Writers & Publishers Panel

## Breaking through Writer's Block

2:50pm - Pseudocode It!

4:15pm - Pens to Paper

by the way...



is to do on your own



is for sharing out loud



is for speaking with others

# Agenda

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Write Day

# Reframing Your Narrative



# IMPOSTOR SYNDROME



Do these words sound familiar (even if internally)?

- “**just**” - It was “**just**” a bug fix, no big deal
- “**only**” - Oh, I “**only**” did part of it, it was mostly my coworker
- “**well...**” - “**Well...**” I guess I’m decent at public speaking so I do it every now and then
- “**good timing**” - I got to work on this project based on “**good timing**”
- “**luck**” - I got “lucky” with my first programming job

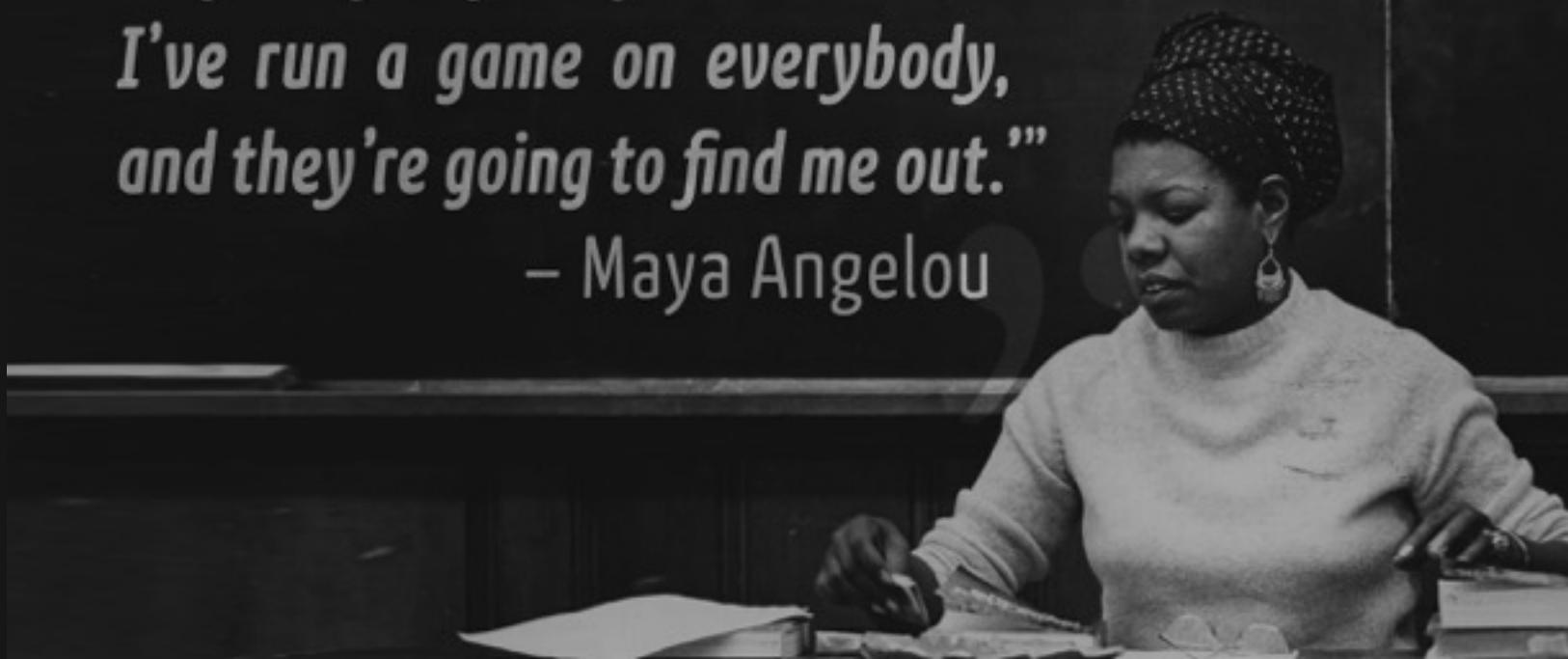
Write Day

# Reframing Your Narrative



*"I have written eleven books,  
but each time I think, 'Uh oh,  
they're going to find out now.  
I've run a game on everybody,  
and they're going to find me out.'"*

– Maya Angelou





**Why do you think Imposter Syndrome is not  
only harmful to ourselves but to others as  
well?**

Write Day

# Reframing Your Narrative

teams, pairing

conferences

open source

books

StackOverflow

blogs, articles

# So what do we do about it?

# Option #1: Acknowledge and move forward

A close-up photograph of a woman with dark hair and glasses. She is laughing heartily, with her mouth wide open and hands holding her glasses up. The background is a plain, light color.

**“Seriously, I've just realized that almost everyone is a fraud, so I try not to feel too bad about it.”**

*- Tina Fey*

## Option #2: Re-contextualize



Chiu-Ki Chan  
@chiuki

Experts are not people on pedestals. They are ppl who share what they know. Own your expertise. Share it. -  
[@rmillerwebster](#) at [#wsc2015conf](#)

8:49 AM · Mar 19, 2015

26 Retweets 32 Likes



Write Day

# Reframing Your Narrative



## Option #3: Collect the Data

**Write at least 10 accomplishments!**

## Find a partner



**Share an accomplishment** without using self-deprecating language

“wow that’s really impressive”

Allow your partner to compliment you

“thank you”  
“that’s right!”

Receive the compliment

Write Day

# Reframing Your Narrative



## Option #4: Teach

**Write at least 5 tech-related things  
that you can teach!**



# What gives someone credibility?

Write Day

# Reframing Your Narrative

How can you craft your credibility?

knowledge

experience

shiny bauble



Write Day

# Reframing Your Narrative

How can you craft your **credibility**?

**knowledge** = what do you know

**experience** = what you've done

**shiny bauble** = a unique, impressive fact

**What do they need to know about you to  
trust what you have to say?**

Write Day

# Reframing Your Narrative



## Craft Your Bauble

What's your shiny bauble? It's all about street credibility. Write five.

results you've created

impressive orgs

awards/honors

education/training

mainstream press

unique stories



## Craft Your Narrative

Find a partner and introduce yourself (again)

Hi! I'm [name].

I'm a [knowledge] at/with [experience].

I also [shiny bauble].

# Do you have a professional bio?

Include all parts of you!

roles

experiences

skills

values

strengths

challenges

## Write Day

# Writing Your Bio



## Write your roles

What are your roles on your team / organization / projects?

team lead

project manager

subject matter expert

designer

facilitator

developer



## Write your skills

### What do you know?

Languages

(JS, Java, Python, PHP, HTML)

Frameworks

(React, Angular, Django, Rails)

Tools

(Wordpress, Make)

documentation, testing,  
project management



## Write your strengths

What do you consider your strengths?

What do others highlight in your feedback sessions?

bug fixer

pioneer of process

leader

team player

## Write Day

# Writing Your Bio



**Write** your experience. What have you done?

jobs, internships, apprenticeships

organizations you're affiliated with

schools, education, certifications

work or personal projects



## Write your values

What values are most meaningful to you?

List 5 and why they're meaningful to you

## Write Day

# Writing Your Bio

accomplishment	efficiency	inner harmony	recognition
adventure	excellence	integrity	security
challenge	fairness	introspection	self-knowledge
community	family	justice	self-reliance
compassion	free time	knowledge	self-respect
competition	friendships	leadership	stability
cooperation	growth	loyalty	truth
courage	helping others	meaningful work	will-power
creativity	honesty	mentorship	
	independence	persistence	



WRITE / SPEAK / CODE



## Write your gifts from your challenges

What were your challenges and how did you grow from them?

What lesson did I learn?

What strengthened and reinforced my roots?

## Write Day

# Writing Your Bio



Review your areas of expertise.

From your list, what are you...

excited about

embarrassed about

most proud of

aware of reoccurring themes

want to use in the future

Show, don't tell.

Descriptive language is EVERYTHING!

## Write Day

# Writing Your Bio

**Review your expertise areas.**

are you a “creative leader that consistently meets stated goals?”

OR do you...

**harness ideas, wrangle agile teams, obsess over cultivating an inclusive culture, and shepherd junior developers through mentorship and masterful coaching?**



**Write Day**

# Writing Your Bio

**Review your expertise areas**



**Rephrase your strengths, skills and experiences using active and engaging language.**

# What's your value proposition?

Write Day

# Writing Your Bio

What's your unique value proposition?



**Articulate your value proposition.**

What can your reader, follower, potential employer expect from you?

## Remember...

use the tools you have

quantify with data

invert the “negatives”

give credit to the personal  
experiences

### Write a short draft of your bio



- I work at/do \_\_\_\_\_
- I've been a \_\_\_\_\_ for \_\_\_\_ years
- Recently, I \_\_\_\_\_
- I organize \_\_\_\_\_
- I build/I've built \_\_\_\_\_
- I lead/I've led \_\_\_\_\_
- In my spare time, I \_\_\_\_\_
- I'm obsessed with/have a passion for \_\_\_\_\_
- I work with people who \_\_\_\_\_

## Share your bio



Find a person and share your bio

- Take turns reading it out loud
- Each person shares 3 pieces of ASK feedback

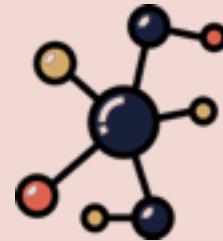
## Write Day

# Narrative...reframed!

- Imposter Syndrome
- 10 accomplishments
- 5 things we can teach
- 5 shiny baubles
- Roles
- Skills
- Strengths
- Experiences
- Values
- Challenges
- Rephrased with active language
- Value proposition
- Wrote a bio!!!

# Let's take a quick break!

See you in 10 mins



Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk> AI2

ALLEN INSTITUTE  
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

#wsc2018conf | @writespeakcode

# Agenda

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# So, what do you want to say?

## Generate ideas

- A few additional idea generators
  - When I started my current role, I wish I had known \_\_\_\_
  - Why \_\_\_\_\_ was a mistake and what I learned
  - Why \_\_\_\_\_ looks like a mistake but isn't
  - 5 good ideas we should steal from \_\_\_\_\_
  - Why we should be paying more attention to \_\_\_\_\_
  - Wouldn't it be nice if...

## Generate ideas

- Something I know now that I didn't know a year ago
- Something I find myself explaining to other programmers
- The pros and cons of \_\_\_\_\_
- Comparison of tools/frameworks
- Write the topic that would have helped you for the last thing you googled for

Write Day

# Tapping Into Our Expertise



Write down 20 topic ideas. **GO!**

Write Day

# Tapping Into Our Expertise



Let's hear your ideas!

# Lunch time!!!



In order to serve everyone, we will call groups to line up for lunch in this order:

- Multiple dietary restrictions + Halal
- Vegan
- Gluten-Free
- Vegetarian + Other dietary restrictions
- Everyone Else

Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk> AI2

ALLEN INSTITUTE  
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Women Techmakers



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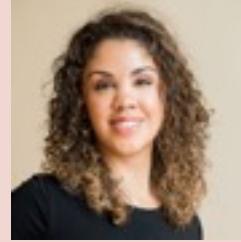
## Write Day

# Writers & Publishers Panel



**Chrys Wu**

@MacDiva  
*she/her*



**Anne T Griffin**

@annetgriffin  
*she/her*



**Debra Williams**

*she/her*



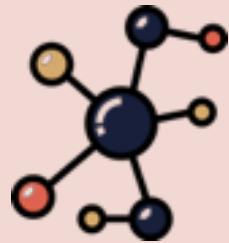
**Jess Lee**

@jessleenyc  
*she/her*



**Lara Hogan**

@lara\_hogan  
*she/her*



**Let's take a snack/bio break!**

Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



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Women Techmakers



wework

#wsc2018conf | @writespeakcode

## Write Day

make sure your badges  
are visible

Need slack invite/have feedback:  
[info@writespeakcode.com](mailto:info@writespeakcode.com)

Twitter:  
[@writespeakcode](https://twitter.com/writespeakcode)

## Few things...

add your expertise to your  
badge

Slack channels:  
#2018-wsc-conference and #blogs

Instagram:  
[@writespeakcode](https://www.instagram.com/writespeakcode)

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2:50pm - Pseudocode It!

4:15pm - Pens to Paper

# Pseudocode

*an informal high-level description*

## Write an outline. Why an outline???

structure

think through your topic

eliminate writer's block

save yourself time

## Write an outline. Why an outline???

structure

think through your topic

eliminate writer's block

save yourself time

Write Day

Pseudocode It

**Outline styles. Give your writing some oomph!**

Journalism

Film

Fiction

Listicle

## Journalism style. Giving the news or opinion

lede

thesis

argument

dismissals

## Journalism style. Giving the news or opinion

**lede**

*news hook/summary of the idea*

**thesis**

*your stance*

**argument**

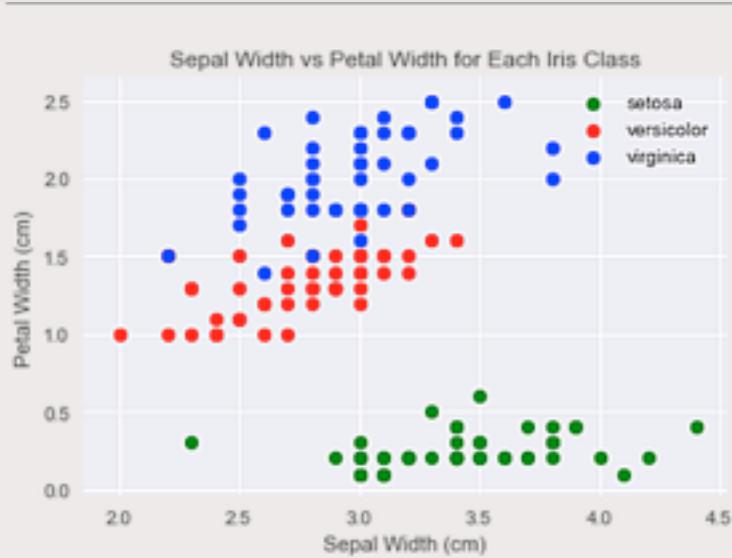
*~3 points with evidence*

**dismissals**

*address flaws and counters*



**Hello World: 'Mr. Robot' Does Real World Tech Right**



## Implementing a Little Linear Discriminant Analysis

November 28, 2017

# Write Day

# Pseudocode It

Jonny Geller @JonnyGeller · Jul 19

Incredibles 2 is a masterclass in **storytelling** - an action movie about family, gender and dangers of screens.

Pixar's famous **22 rules of writing** should be pinned on every writer's wall.

**PIXAR'S  
22 Rules of Storytelling**

- #1: Admire characters for attempting more than what their successes have been.
- #2: Keep in mind what's interesting to you as an audience, not what's fun to do as a writer. They can be very different.
- #3: Trying for theme is important, however you won't see what the story is about until you're at the end of that story. Get it? Now rewrite.
- #4: Once upon a time there was \_\_\_\_\_. Every day, \_\_\_\_\_. One day \_\_\_\_\_. Because of that, \_\_\_\_\_. Because of that, \_\_\_\_\_. Until finally \_\_\_\_\_.
- #12: Discount the 1st thing that comes to mind. And the 2nd, 3rd, 4th, 5th - get the obvious out of the way. Surprise yourself.
- #13: Give your characters opinions. A character being passive or malleable is easy for you as a writer, but it's poison to your audience.
- #14: What's the essence of your story? What's the most economical way of telling of it? If you know that, you can build out from there.
- #15: If you were your character, in this situation, how would you feel? Honesty lends credibility.

23 526 1.5K

Film style.  
Tell a story

## Film style

- the Pixar story spine
  - one upon a time there was a
  - every day
  - one day
  - because of that
  - because of that
  - until finally

# How I Became a Developer in 8 Months

```
<head>
  <!--meta-->
  <title></title>
  <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
  <link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
  <link rel="icon" href="/favicon.ico" type="image/x-icon">
  <!--CSS-->
  <link type="text/css" rel="stylesheet" href="css/materialize.min.css" media="screen,projection" />
  <link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css" />
  <link rel="stylesheet" href="css/animate.css">
  <link rel="stylesheet" href="css/theme.css">
</head>
<body>
  <!--banner-->
  <div class="row banner">
```

Write Day

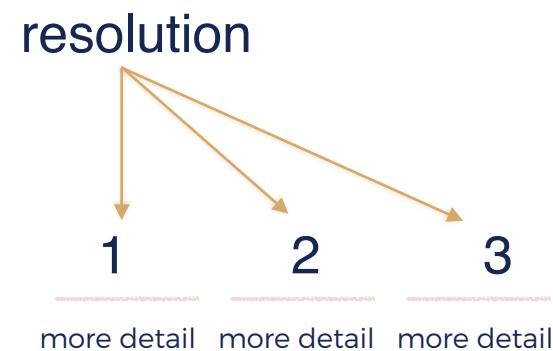
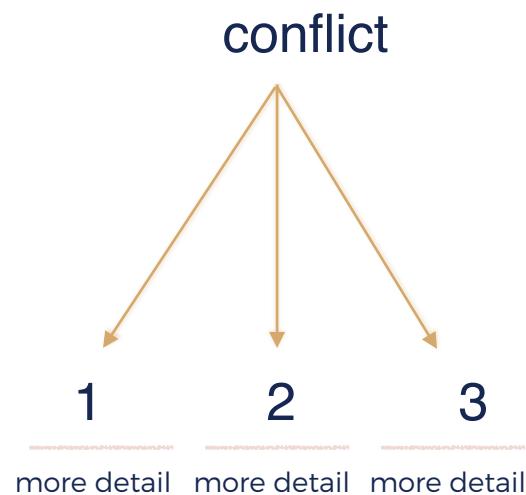
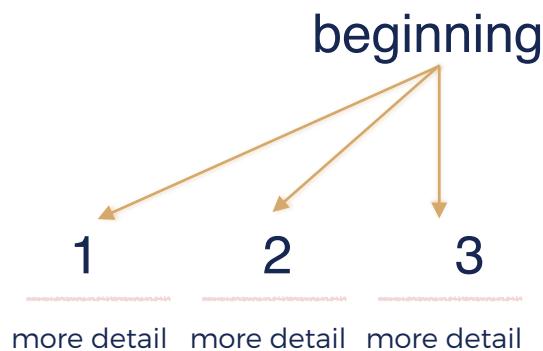
Pseudocode It



Fiction style.

Tell a story with a  
climax

## Fiction Style



# Success Failure

**My startup failed, and this is what it feels like...**

We had users and traction, then we fell off a cliff. My 4 year emotional rollercoaster just came to an end.

# Write Day

# Pseudocode It



**Listicle style.**

**Itemize your  
findings**

## Listicle style

problem / set up

list of points

conclusion



Dream-team dreamin'

## 10 ways to build highly effective DevOps teams

# Write Day

# Pseudocode It



## Choose a style. Write your blog outline.

### Journalism

lede  
thesis  
argument  
dismissal

### Film

once upon a time  
everyday  
one day  
because of that  
because of that  
until finally...

### Fiction

#### beginning

- more detail
- more detail
- more detail

#### conflict

- more detail
- more detail
- more detail

#### resolution

- more detail
- more detail
- more detail

### Listicle

problem / set up  
list of points (1, 2, 3)  
conclusion



## Share your blog outline

Share your outline with a (new) partner

- Read each other's drafts
- Each person shares 3 pieces of ASK feedback
- Power pose!

# Write Day



# Pseudocode It

## Refine your blog outline

### Journalism

lede  
thesis  
argument  
dismissal

### Film

once upon a time  
everyday  
one day  
because of that  
because of that  
until finally...

### Fiction

#### beginning

- more detail
- more detail
- more detail

#### conflict

- more detail
- more detail
- more detail

#### resolution

- more detail
- more detail
- more detail

### Listicle

problem / set up  
list of points (1, 2, 3)  
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**Write Day**

# Write a blog post

## Write your blog post



Write a draft of your blog post based on the outline you created

## Publish your blog post



- share with your peers
- if you want, join **#blogs** slack channel & post for feedback
- submit your blog post here: <http://bit.ly/share-my-blog>
- WSC can:
  - tweet about your blog post
  - host it in an upcoming newsletter
  - include it on our website!

## Next steps



- what are your goals for blogging for the next three months?
  - add reminders in slack to remind you of todos
- what does success look like?
- share info if you want with your table = accountability group
  - can start slack convo and do a check-in in 3 months



# Any aha moments or key

# Write Day

# Recap

- discussed Imposter Syndrome
- 10 accomplishments
- 5 things we can teach
- 5 shiny baubles
- roles
- skills
- strengths
- experiences
- values
- challenges
- rephrased with active language
- value proposition
- wrote a bio
- **wrote 20 blog topics**
- **wrote & shared an outline**
- **wrote & shared a blog post**

# **THANK YOU!**

Stay in touch!

**email** — [info@writespeakcode.com](mailto:info@writespeakcode.com)

**slack channel** — #blogs



# Write / Passion Topic

#wsc2018conf | @writespeakcode



**What ways are you passionate about your work? How does work related to your passions? Must you be passionate about your work? What are the advantages and disadvantages?**

- Have a meaningful conversation with our sponsors - they are why we are here today.

Write/Speak/Code 2018

# Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk > AI2

ALLEN INSTITUTE  
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

#wsc2018conf | @writespeakcode

# Hilary Stohs-Krause

# WE' VE ALWAYS BEEN HERE

the secret history of women &  
gender nonbinary folks in tech

Hilary Stohs-Krause

@hilarysk

Ten Forward Consulting, Madison, WI

# A brief history

- Former NPR station journalist
- Full-stack developer in Madison, WI at Ten Forward Consulting
- I tweet about intersectional feminism, puns and tech at [@hilarysk](https://twitter.com/hilarysk)
- I make amazing popcorn (current fave: coconut oil and berbere spice blend)



**1. Who Needs Women & Nonbinary Folks, Anyway?**

**2. From Clerical to Cool**

**3. The Changemakers**

- **Celebrated**
- **Unsung**
- **Present**

**1. What Now?**

# 1. Who Needs Women & Nonbinary Folks, Anyway?



**“It really amazed me that these  
men were programmers, because I  
thought it was women’s work!”**

**- Elsie Shutt, hired in 1953<sup>1</sup>**

# WHO NEEDS WOMEN & NONBINARY FOLKS, ANYWAY?

- The bottom line<sup>2,3</sup>
  - ✧ 35% more likely to outperform
  - ✧ 45% more likely to report market share growth
  - ✧ 70% more likely to report captured new market
- Better software<sup>2</sup>
- Raising women raises everyone<sup>5,6</sup>

“Because of the male shortage [during the war] and the added attractiveness of paying women less, they rather reluctantly began to hire women as computers. ... It seemed that the more physically attractive a woman was, the more likely she was to get hired.”

- Dr. Beverly E. Golemba<sup>15</sup>

## 2. From Clerical to Cool



## 2. From Clerical to Cool



## 2. From Clerical to Cool



**“As late as the 1960s, many people perceived computer programming as a natural career choice for savvy young women.”**

**- Dr. Brenda D. Frink, Stanford University<sup>7</sup>**

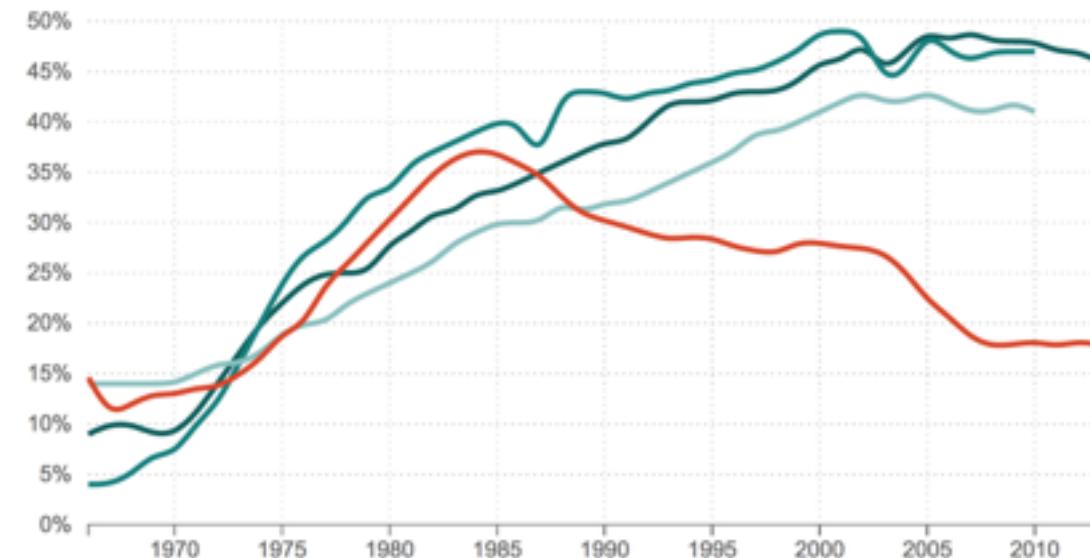
# FROM CLERICAL TO COOL

- When women were literal “computers”
- Aptitude tests, personality profiles<sup>7</sup>
- PCs, gaming and tech genius trope, oh my!<sup>8,9</sup>
- Men increase == prestige (and pay) increase<sup>10</sup>

## What Happened To Women In Computer Science?

% Of Women Majors, By Field

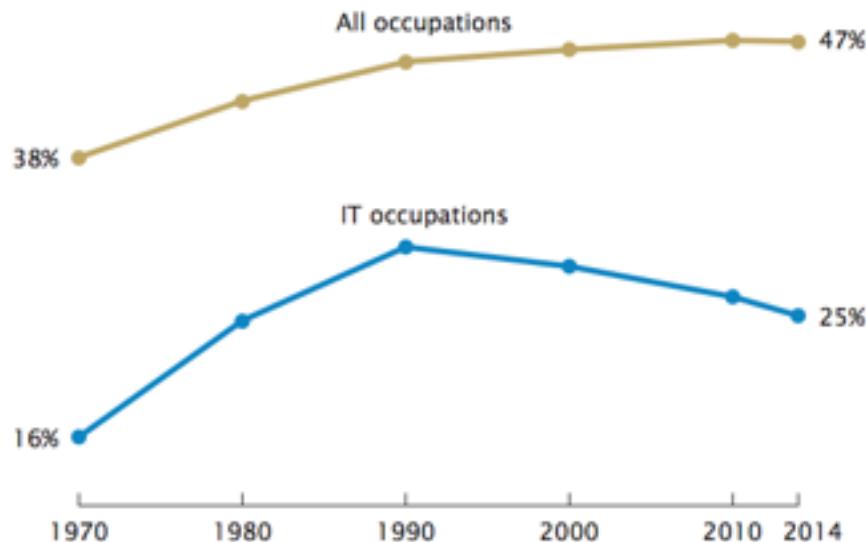
■ Medical School ■ Law School ■ Physical Sciences ■ Computer science



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges  
Credit: Quoctrung Bui/NPR

## Percentage of Women in Information Technology (IT) Occupations and All Occupations: 1970 to 2014<sup>1</sup>

(U.S. civilian labor force, 16 years and over. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [www2.census.gov/programs-surveys/acs/tech\\_docs/accuracy/ACS\\_Accuracy\\_of\\_Data\\_2014.pdf](http://www2.census.gov/programs-surveys/acs/tech_docs/accuracy/ACS_Accuracy_of_Data_2014.pdf))



<sup>1</sup>The data for IT workers from 1970 to 2000 were converted to the 2010 Census Occupation Code List to make them comparable across time.

### 3. The Changemakers: Celebrated



# THE CHANGEMAKERS : CELEBRATED



*Ada Lovelace, 1815 to 1852*

- First computer program<sup>12</sup>
- Saw that binary could be more than numbers<sup>12</sup>
- “The science of operations, as derived from mathematics more especially, is a science of itself, and has its own abstract truth and value.”<sup>13</sup>

# THE CHANGEMAKERS : CELEBRATED



*Grace Hopper, 1906 to 1992*

- PhD. in mathematics
- 1952: wrote first compiler<sup>13</sup>
- Helped create COBOL<sup>13</sup>
- Retired at age 79 as rear admiral<sup>14</sup>

# THE CHANGEMAKERS : CELEBRATED



*Dorothy Vaughan, 1910 to 2008*

- "I changed what I could, and what I couldn't, I endured."<sup>15</sup>
- Fortran expert<sup>15</sup>
- First black supervisor<sup>16</sup>
- Championed other women<sup>16</sup>

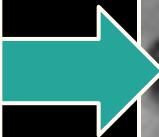
# THE CHANGEMAKERS : CELEBRATED



*The women of ENIAC, 1946*

- First all-electronic digital computer<sup>41</sup>
- Fran Bilas, Betty Jennings, Kay McNulty, Ruth Licherman, Betty Snyder, Marlyn Wescoff<sup>41</sup>
- 3,000 switches; 18,000 vacuum tubes<sup>41</sup>
- Candlelit dinner for men; women left out<sup>42</sup>

### 3. The Changemakers: Unsung



# THE CHANGEMAKERS : UNSUNG



*Dr. Marjorie Lee Browne, 1914 to 1979*

- PhD. in mathematics (one of first black women in U.S.)<sup>19</sup>
- One of first computers used in academic setting (1960)<sup>19</sup>
- Encouraged women and students of color to pursue math<sup>20</sup>

# THE CHANGEMAKERS : UNSUNG



*Margaret Hamilton, 1936 to --*

- On-board flight control software for NASA's Apollo and Skylab missions<sup>17</sup>
- Coined term “software engineer”<sup>18</sup>
- Asynchronous software, priority scheduling, end-to-end testing<sup>17</sup>

# THE CHANGEMAKERS : UNSUNG



*Lynn Conway, 1938 to --*

- Dropped out of MIT in 1957<sup>51</sup>
- Mead & Conway Revolution<sup>53</sup>
- Lobbied for transgender inclusion in the IEEE's Code of Ethics (425,000 members in 160+ countries)<sup>52</sup>

# THE CHANGEMAKERS : UNSUNG



*Annie Easley, 1933 to 2011*

- Taught neighbors how to pass Jim Crow voting tests<sup>44</sup>
- “If I can’t work with you, I will work around you.”<sup>43</sup>
- Worked on one of first computer programs for navigation in space (Centaur project)<sup>44</sup>

# THE CHANGEMAKERS : UNSUNG



*Dr. Erna Schneider Hoover, 1926 to --*

- Received one of first ever patents for software<sup>22</sup>
- First woman technical supervisor at Bell Labs
- National Inventors Hall of Fame<sup>22</sup>

# THE CHANGEMAKERS : UNSUNG



*Karen Spärck Jones, 1935 to 2007*

- "Computing is too important to be left to men."<sup>24</sup>
- Introduced inverse document frequency<sup>24</sup>
- English instead of equations

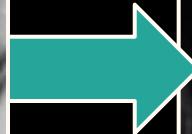
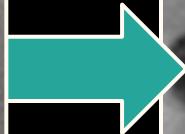
# THE CHANGEMAKERS : UNSUNG



*Mary Kenneth Keller, 1913 to 1985*

- First doctorate in computer science in US<sup>25</sup>
- Helped develop BASIC<sup>25</sup>
- “We’re having an information explosion … and it’s certainly obvious that information is of no use unless it’s available.”<sup>26</sup>

### 3. The Changemakers: Present



# THE CHANGEMAKERS : PRESENT



*Corrine Yu*

- Game programmer for Apple II<sup>36</sup>
- Space Shuttle Program coder<sup>35</sup>
- Microsoft patent for lighting work on Halo 4<sup>36</sup>
- Programmer for Amazon drones<sup>35</sup>

# THE CHANGEMAKERS : PRESENT



*Radia Perlman, 1951 to --*

- “Mother of the Internet”<sup>37</sup>
- Spanning tree protocol in 1985<sup>38</sup>
- Mother was programmer<sup>37</sup>
- Prolific author<sup>37</sup>

# THE CHANGEMAKERS : PRESENT



*Sophie Wilson, 1957 to --*

- Designed Acorn System 1 (1979)<sup>21</sup>
- Developed ARM processor core<sup>21</sup>
- Used in 95% of smartphones<sup>21</sup>

# THE CHANGEMAKERS : PRESENT



*Window Snyder, 1976 to --*

- Literally wrote book on threat modeling<sup>29</sup>
- Described as “sheriff for the Internet”<sup>29</sup>
- Microsoft, Mozilla (Firefox), Apple, Fastly<sup>29</sup>

# THE CHANGEMAKERS : PRESENT



*Tracy Chou, 1987 to --*

- 1st generation American<sup>28</sup>
- Kickstarted movement to collect/publish tech diversity data (<https://github.com/triketora/women-in-software-eng>)<sup>28</sup>
- Was #8 employee at Pinterest

# THE CHANGEMAKERS : PRESENT



*Sarah Mei*

- Co-founder of RailsBridge<sup>30</sup>
- Bridge Foundry<sup>30</sup>
- Prolific speaker<sup>30</sup>
- Organizer for RailsConf and RubyConf<sup>30</sup>

# THE CHANGEMAKERS : PRESENT



*Erica Baker*

- Senior Engineering Manager at Patreon; formerly at Slack, Google<sup>31</sup>
- Created internal salary spreadsheet<sup>32</sup>
- “I can’t turn off my black.”<sup>31</sup>
- Project Include<sup>31</sup>

# THE CHANGEMAKERS : PRESENT



*Yoky Matsouka, 1972 to --*

- One of three founding members of Google X<sup>33</sup>
- Nest thermostat developer, now Nest CTO<sup>34</sup>
- MacArthur “genius” award winner<sup>34</sup>

# THE CHANGEMAKERS : PRESENT



*Parisa Tabriz, 1984 to --*

- “Browser boss” for Chrome (engineering director)<sup>39</sup>
- Advised the Executive Office of President Obama on network and software security<sup>54</sup>
- Formerly headed up team of ~30 “hackers”<sup>40</sup>
- Grew up without a computer<sup>40</sup>

## 4 . What Now: Amplify



# WHAT NOW: AMPLIFY



- Curated Twitter list: <https://twitter.com/hilarysk/lists/women-in-tech>
- Organize a Wikipedia edit-a-thon
- Host talks and panels featuring women & nonbinary folks (on topics other than “women in tech”)

## 4. What Now: Support



# WHAT NOW: SUPPORT

## *Community*

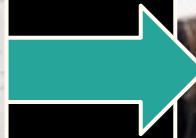
- Sponsor and / or attend local tech groups for women and nonbinary folks
- Volunteer at a bootcamp (43% of students are women or nonbinary<sup>55</sup>) or after school program (Girl Scouts, YWCA, Urban League, etc.)
- Mentor<sup>4</sup>

# WHAT NOW: SUPPORT

## *Internal*

- Structured opportunities for two-way feedback
- Collect data, and be transparent about it
- Study your biases<sup>45, 48, 49</sup>

## 4 . What Now: Help with hiring



## WHAT NOW: HELP WITH HIRING

- Reexamine your hiring practices<sup>47, 50</sup>
- Shouldn't be your job (unless it's your literal job), but we can't sit around and wait for change.

# In summary . . .

“Computing is too important  
to be left to [white] men.”

– Karen Spärck Jones<sup>24</sup>

# Thanks !

<http://tinyurl.com/WSC-changemakers>



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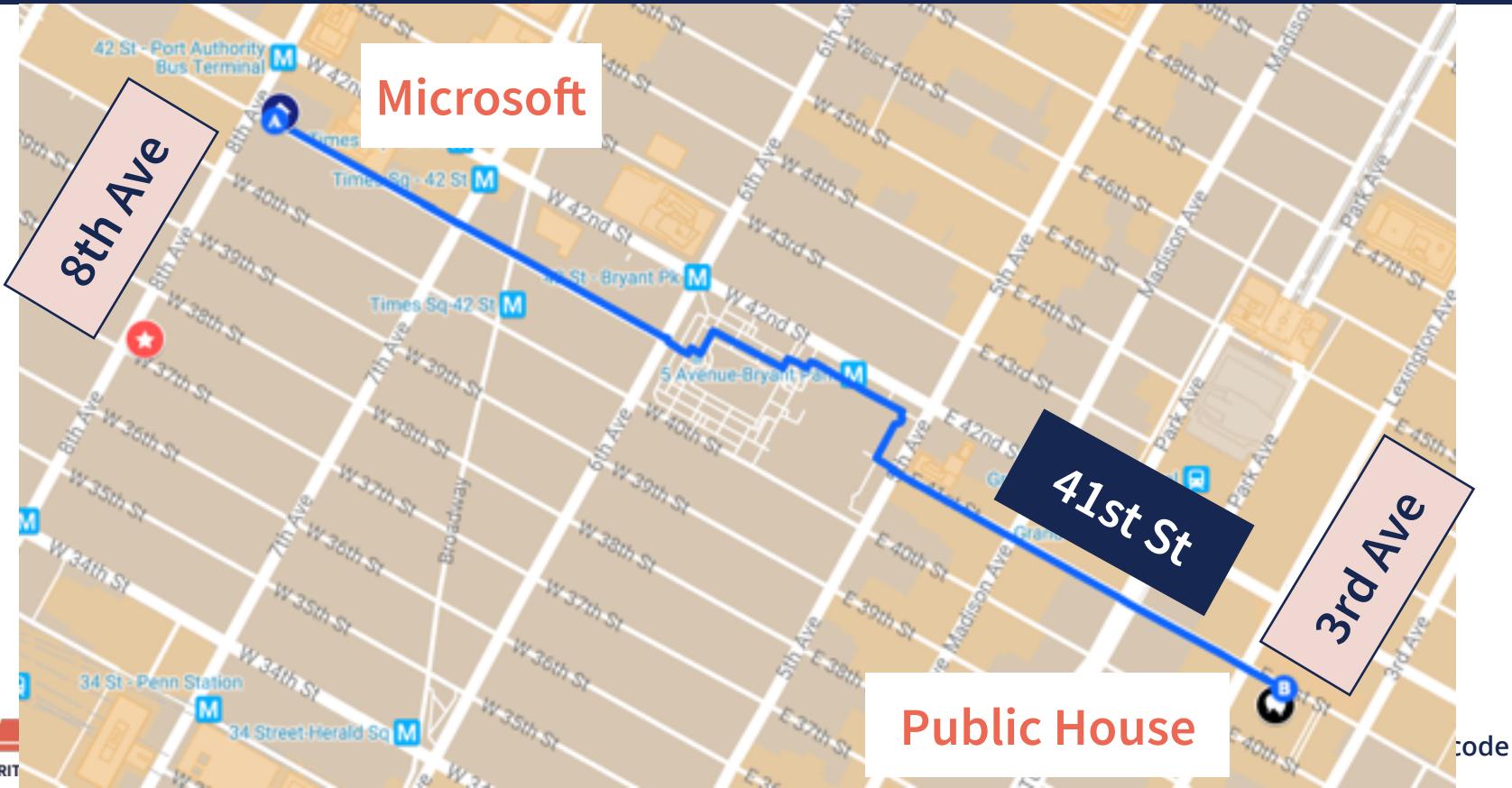
Photos in Section 4: <https://www.flickr.com/photos/wocintechchat>

# Submit to Raffle

<http://bit.ly/wsc2018-raffle>

# Write/Passion

# Opening Night Party



Write/Speak/Code 2018

# Speak Your Truth



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The New York Times  
NYTIMES.COM

zipline



splunk > AI2

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Women Techmakers



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