

Write/Speak/Code 2018

Speak Your Truth



Google Pivotal

The New York Times
NYTIMES.COM

MailChimp

zipline



splunk>



ALLEN INSTITUTE
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

#wsc2018conf | @writespeakcode



WRITE/SPEAK/CODE 2018

Speak Your Truth

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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!

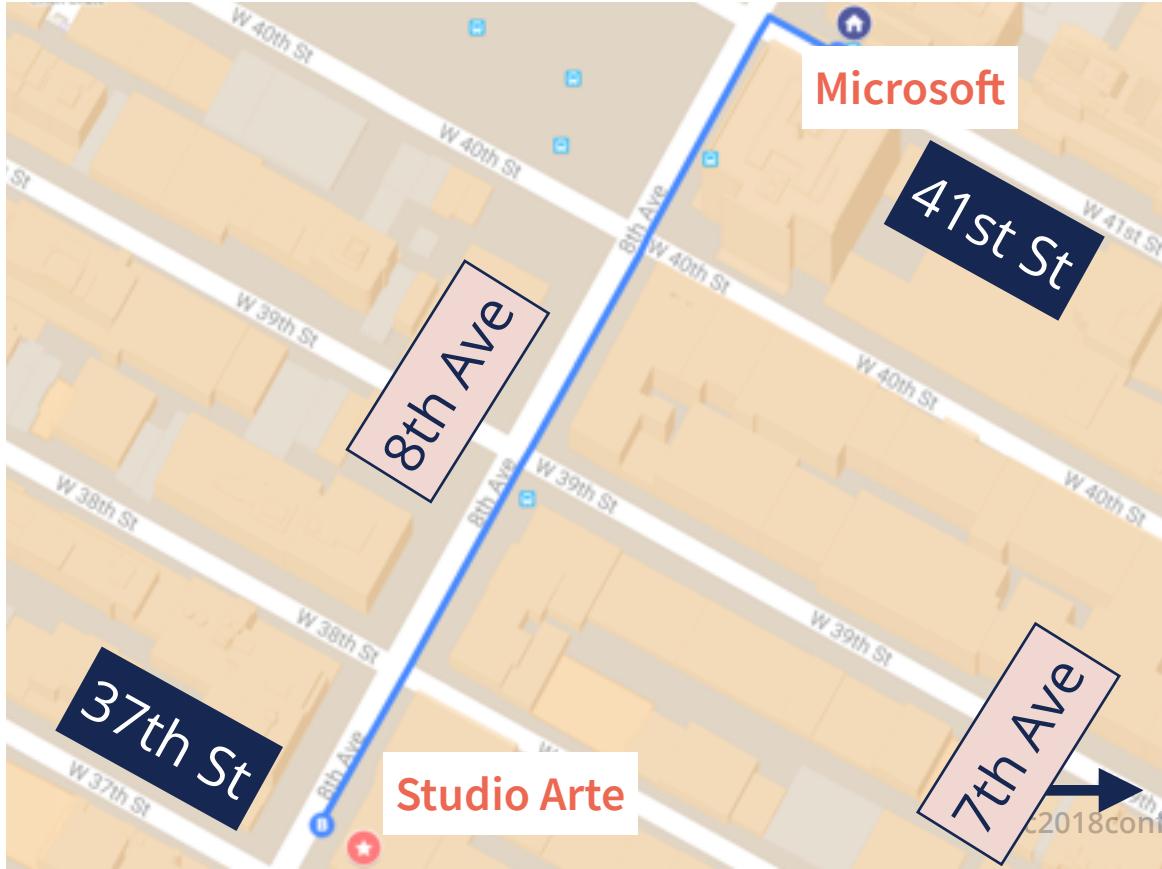
You are now a New Yorker!



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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



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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



- 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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The New York Times
NYTIMES.COM

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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

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Speak Your Truth



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NYTIMES.COM

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Mina Markham



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UNCOMFORTABLE

truths

Unapologetic tales
of self-acceptance

Hello.



@minamarkham



mina.codes



A composite image showing the Slack interface across three devices: a desktop computer, a smartphone, and a tablet. The desktop view on the left shows a dark-themed sidebar with sections for "Acme Sites", "CHANNELS (39)", and "DIRECT MESSAGES (24)". The main area displays a channel named "#culture" with messages from users Jackie Ray, Meredith Brown, Kiné Camara, Damien Baker, and Jake Grimes. The smartphone in the center shows a similar view of the "#culture" channel. The tablet on the right shows a different channel, "Acme Sites", with messages from users like Collins, Terra Spitzner, Kiné Camara, and Delgado. The interface includes standard Slack features like a search bar, message filters, and a navigation bar at the top.

~~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.





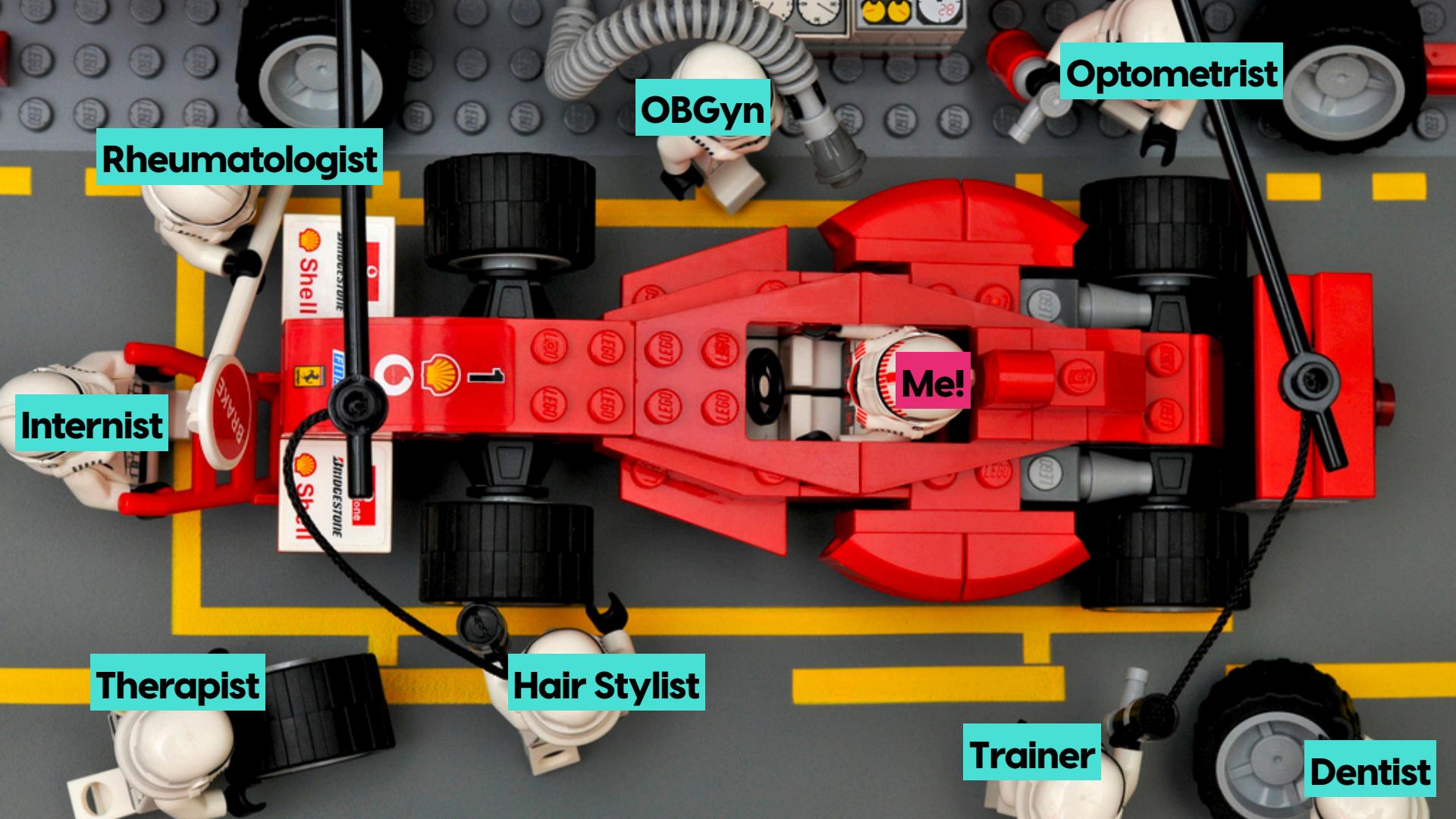
There's no place like home.



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 her iconic brown leather armor. The background is dark and moody, suggesting a castle or fortress. The lighting is dramatic, highlighting her face and the texture of her armor.

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.

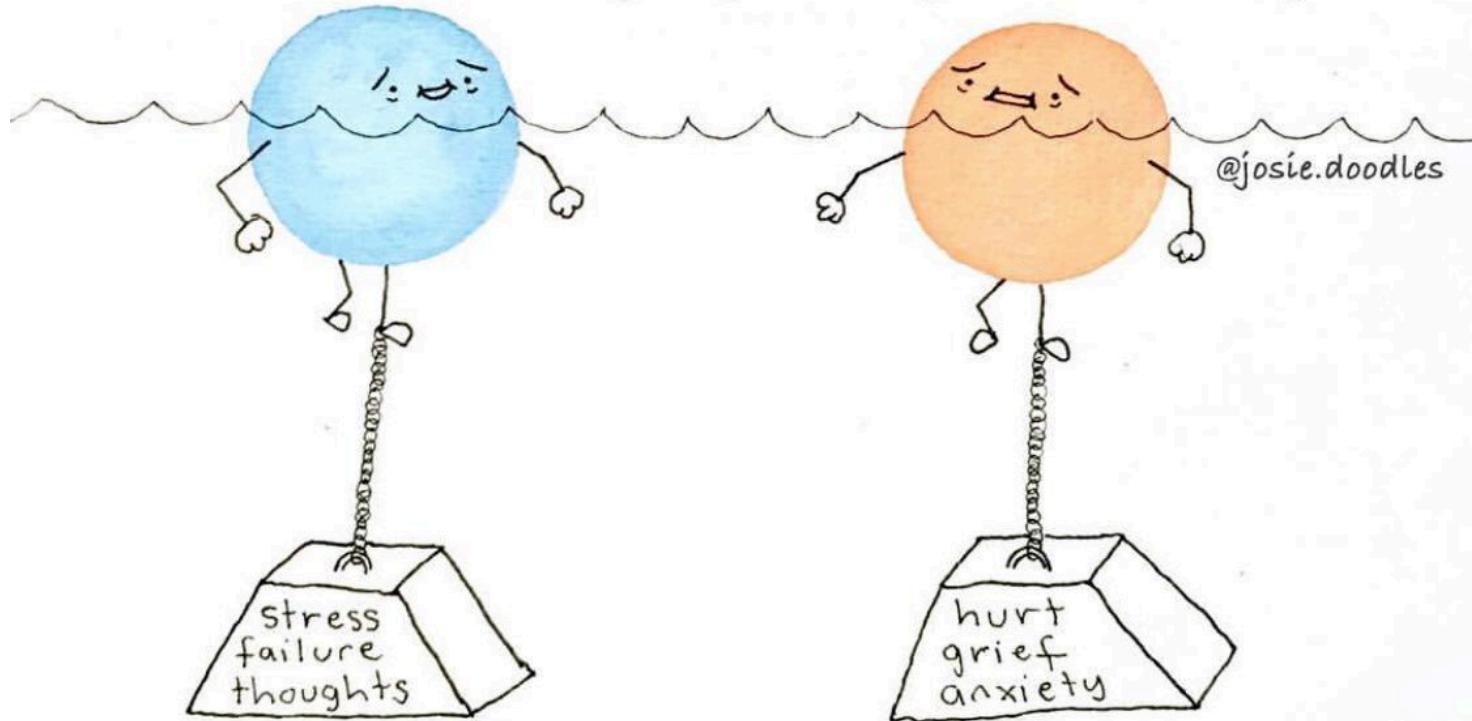
in fine

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



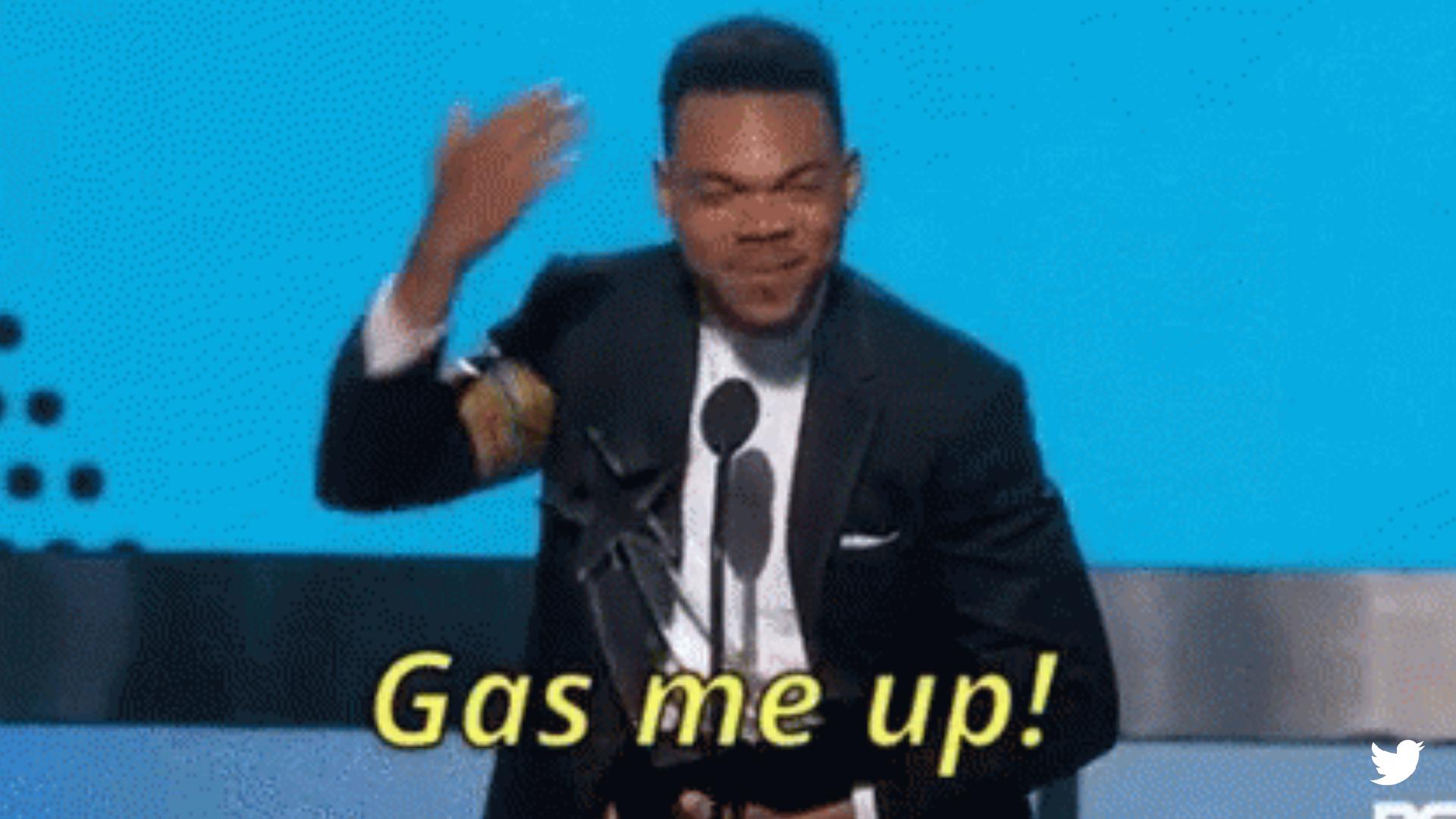


~~truth~~

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 with both hands. He has a determined expression and is looking slightly downwards. A microphone is positioned in front of him.

Gas me up!



PC



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

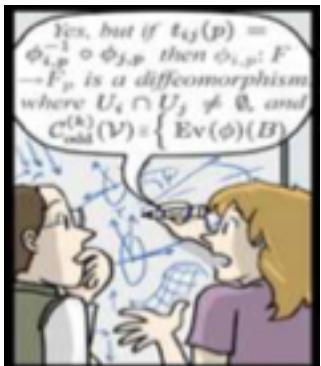
Mariann Micsinai

Principal Data Scientist

What do Data Scientists do all day?



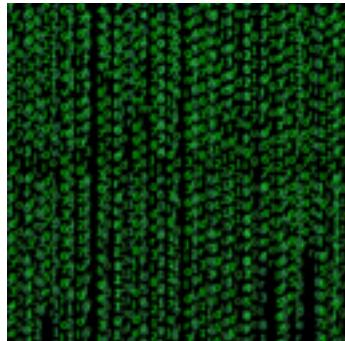
What business people think I do



What developers think I
Pivotal
do



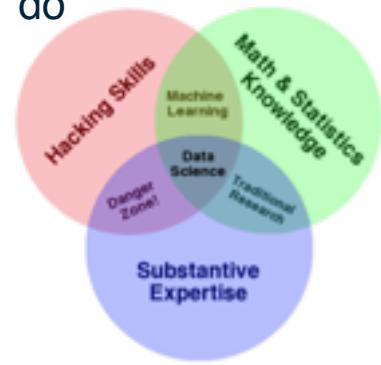
What journalists think I
do



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)

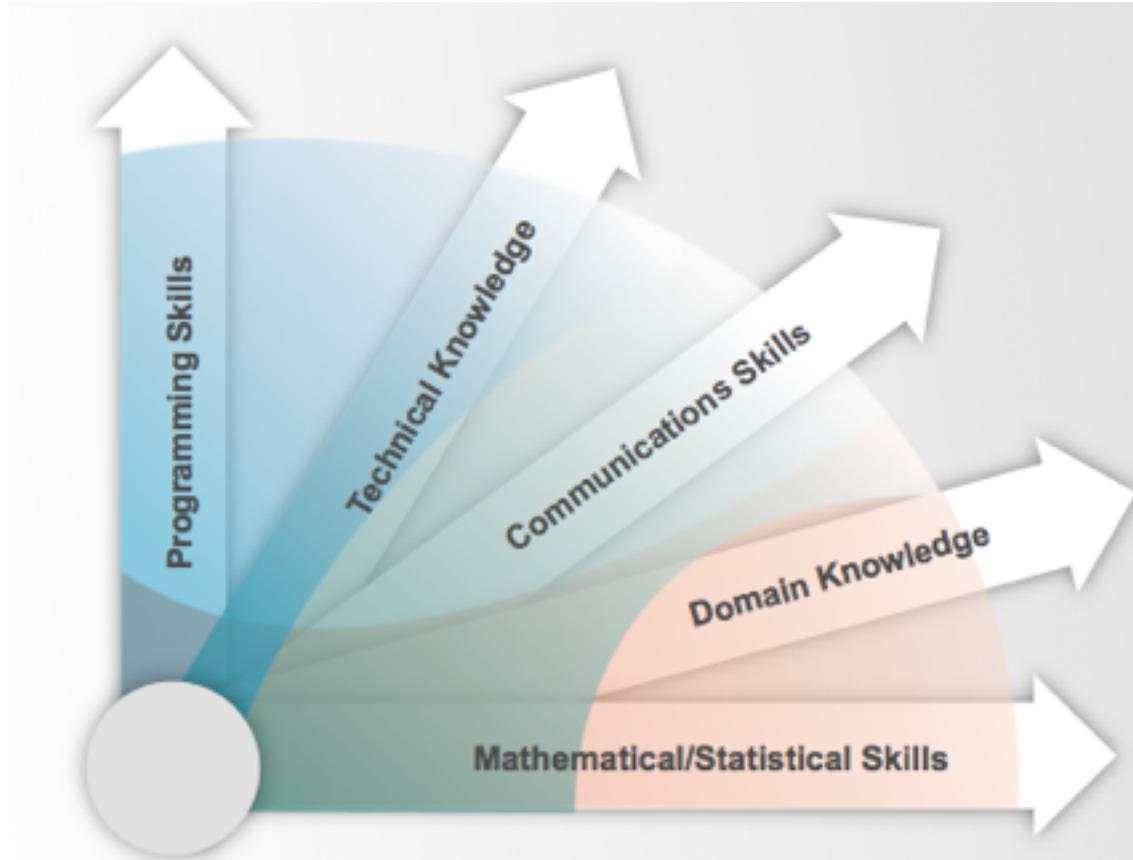
Big data → Big models?

- 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

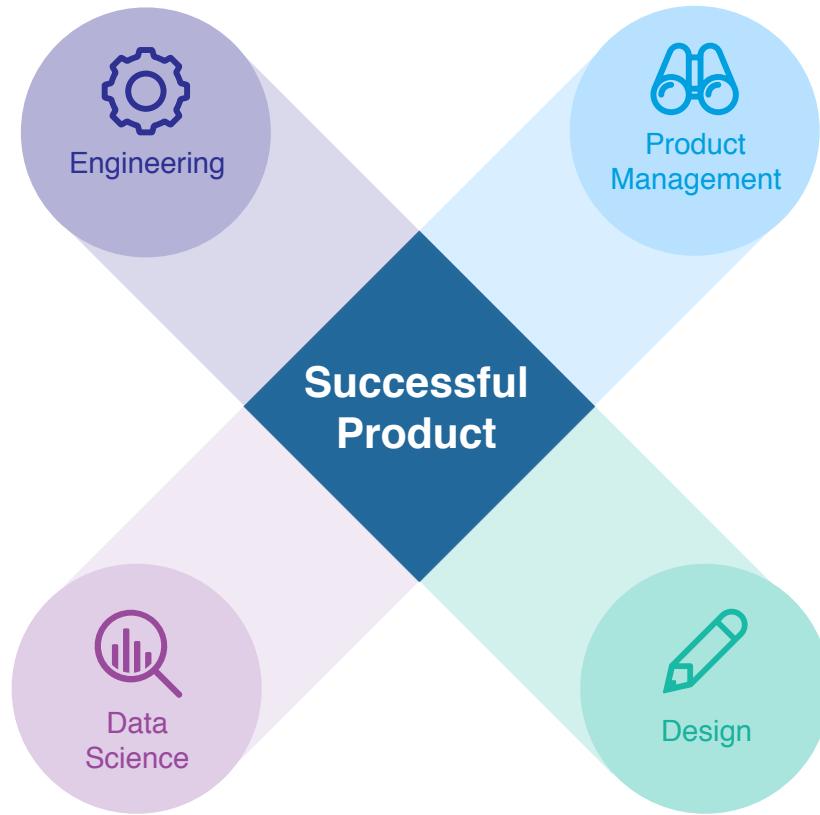
Data Science - it is all a TEAM EFFORT

Our core values

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



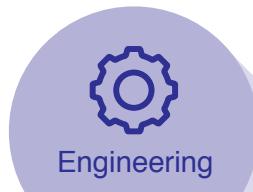
How we do it: a product focused ‘Balanced Team’



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

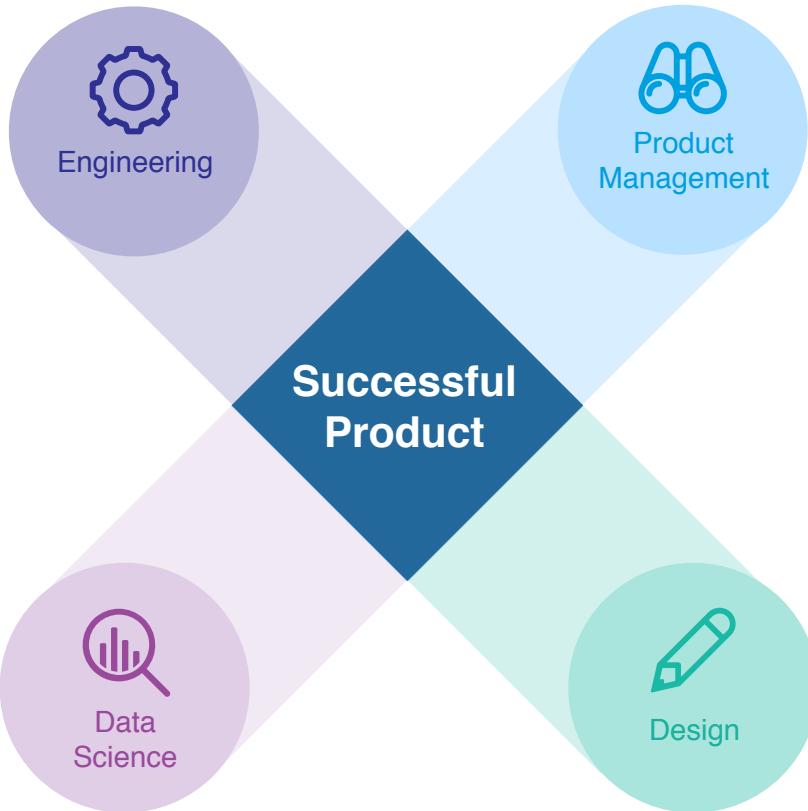
Will this resonate with users?

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?”

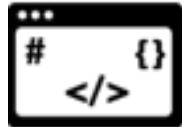
Desirable

“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®

THANK YOU!



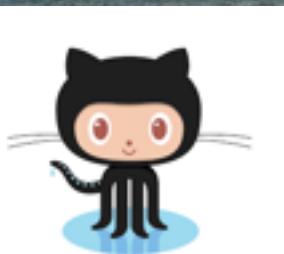
Kathleen
Simpson

#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

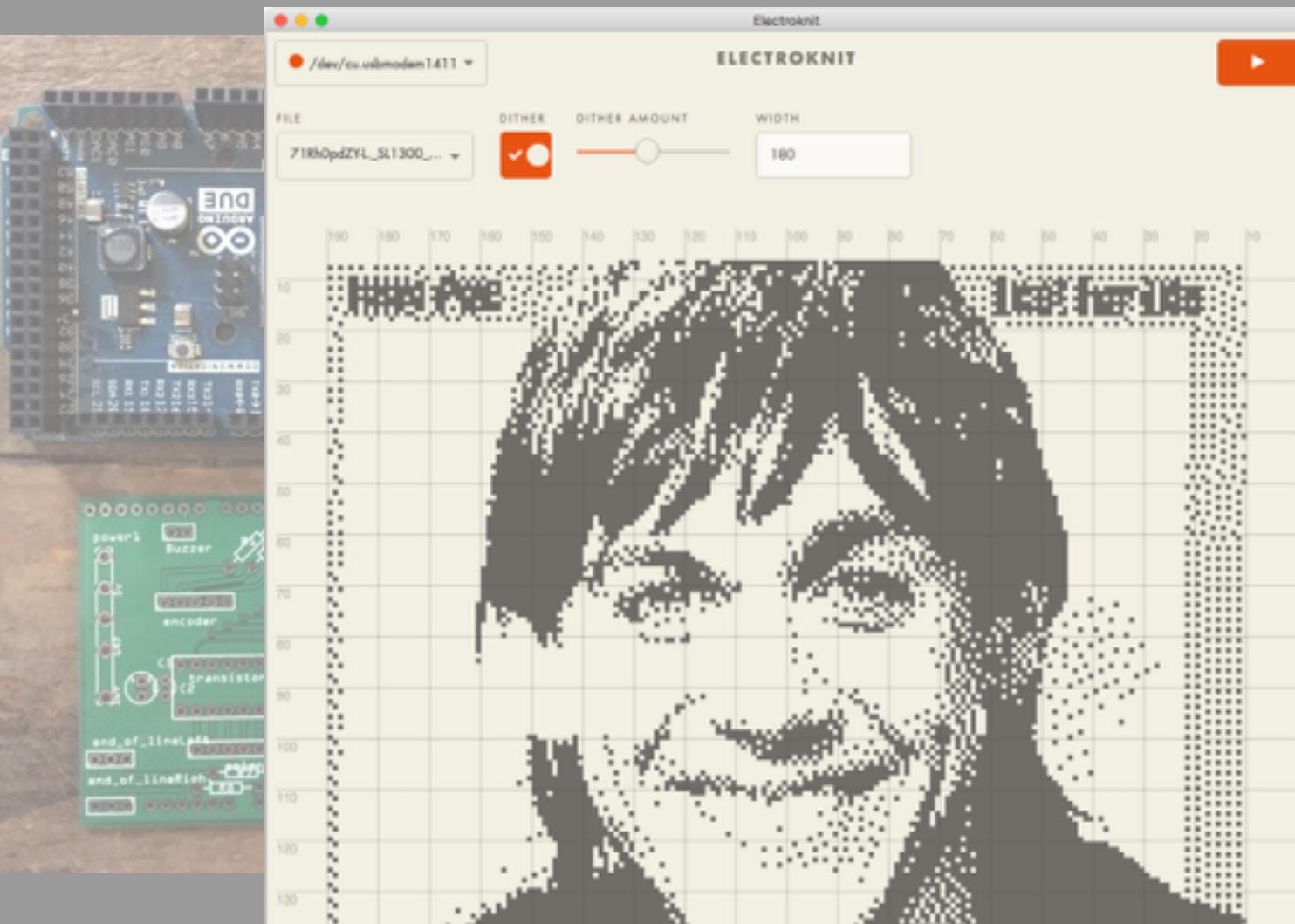
People who engaged in crafts like knitting and crocheting had a diminished chance of developing mild cognitive impairment and memory loss.

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

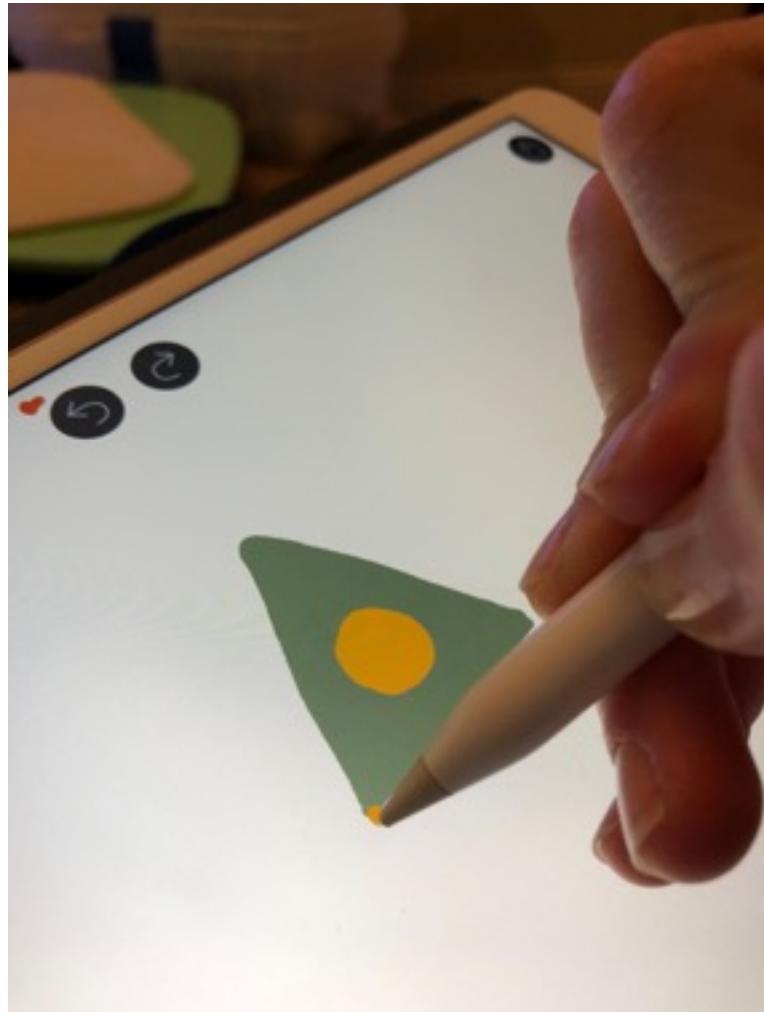
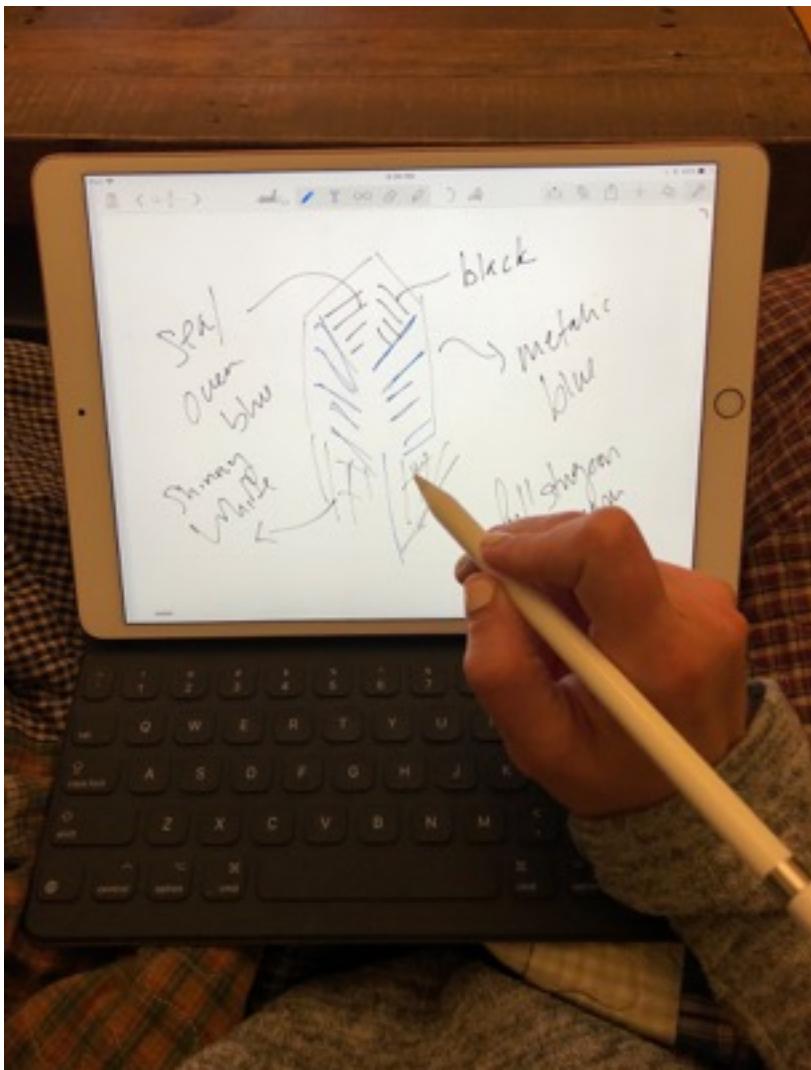




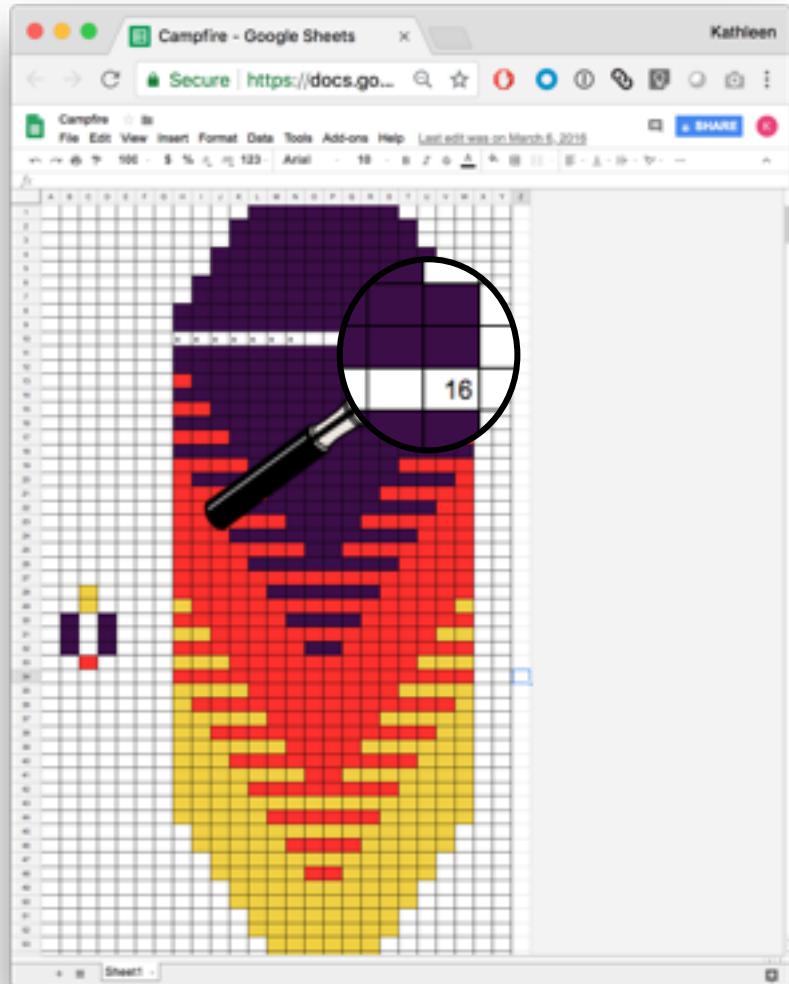




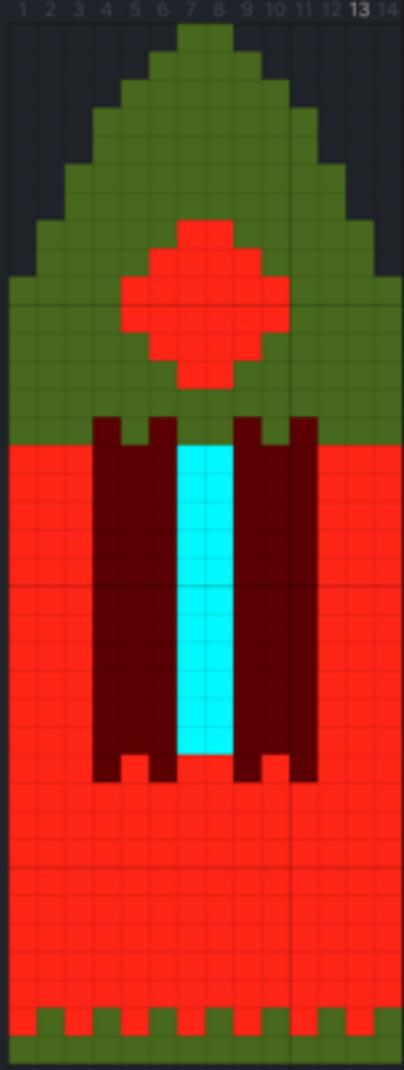








```
w > code
1  {
2    "palette": {
3      "R": "80, 115, 32",
4      "B": "255, 43, 23",
5      "G": "182, 0, 2",
6      "C": "0, 258, 255",
7      "_": "0, 0, 0, 0"
8    },
9    "template": [
10      "..., ..., ..., ..., ..., R, R, ..., ..., ..., ..., ...",
11      "..., ..., ..., ..., ..., R, R, R, R, R, R, ..., ..., ...",
12      "..., ..., ..., ..., R, R, R, R, R, R, R, R, ..., ..., ...",
13      "..., ..., ..., ..., R, R, R, R, R, R, R, R, R, ..., ..., ...",
14      "..., ..., ..., ..., R, R, R, R, R, R, R, R, R, ..., ..., ...",
15      "..., ..., ..., ..., R, R, R, R, R, R, R, R, R, ..., ..., ...",
16      "..., ..., ..., ..., R, R, R, R, R, R, R, R, R, ..., ..., ...",
17      "..., ..., ..., ..., R, R, R, R, G, G, R, R, R, R, R, ..., ...",
18      "..., ..., ..., ..., R, R, R, R, G, G, G, R, R, R, R, R, ..., ...",
19      "..., ..., ..., ..., R, R, R, R, G, G, G, G, R, R, R, R, R, ..., ...",
20      "..., ..., ..., ..., R, R, R, R, G, G, G, G, G, R, R, R, R, R, ..., ...",
21      "..., ..., ..., ..., R, R, R, R, G, G, G, G, G, G, R, R, R, R, R, ..., ...",
22      "..., ..., ..., ..., R, R, R, R, G, G, G, G, G, G, R, R, R, R, R, ..., ...",
23      "..., ..., ..., ..., R, ..., ...",
24      "..., ..., ..., ..., R, ..., ...",
25      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
26      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
27      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
28      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
29      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
30      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
31      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
32      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
33      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
34      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
35      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
36      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ...",
37      "..., G, G, G, B, B, B, T, C, B, B, B, G, G, G, G, ..."
38    ]
39  }
40
```



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

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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

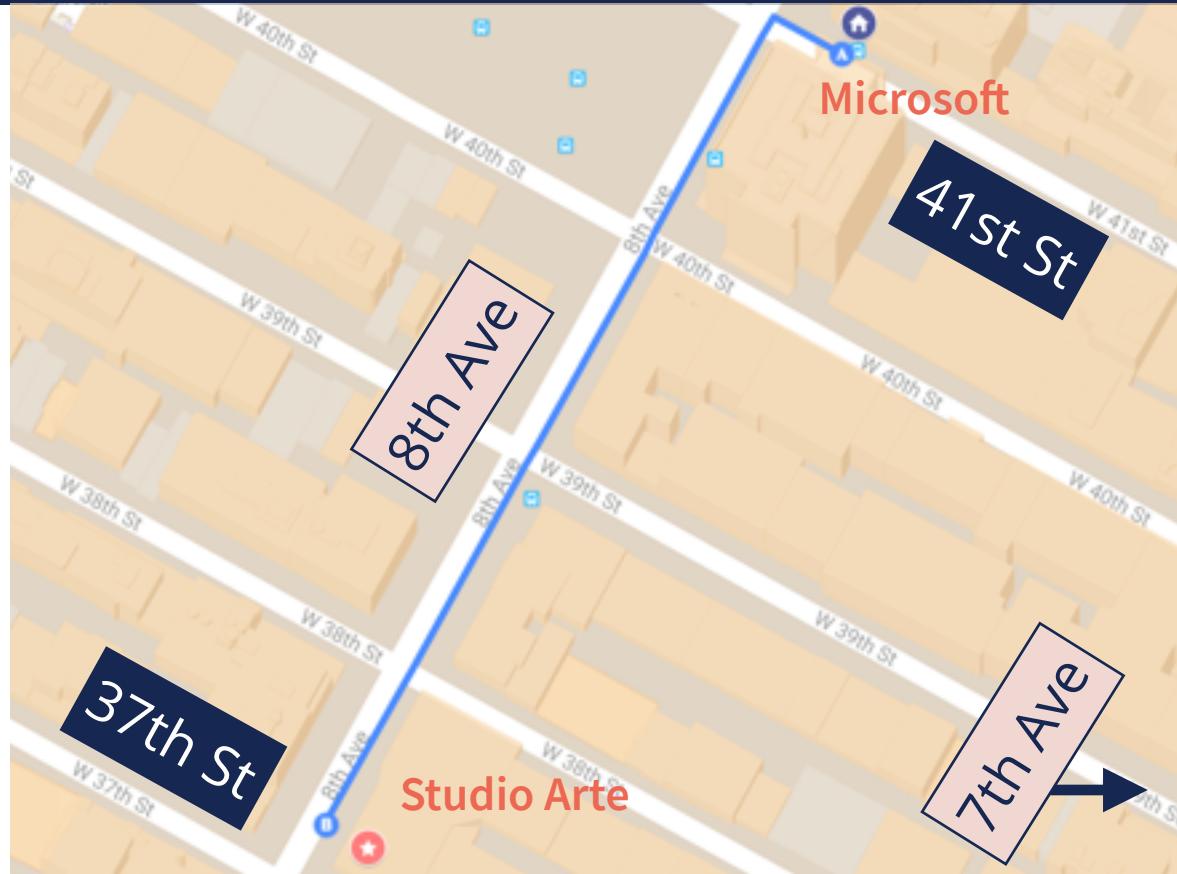
Write / Passion



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

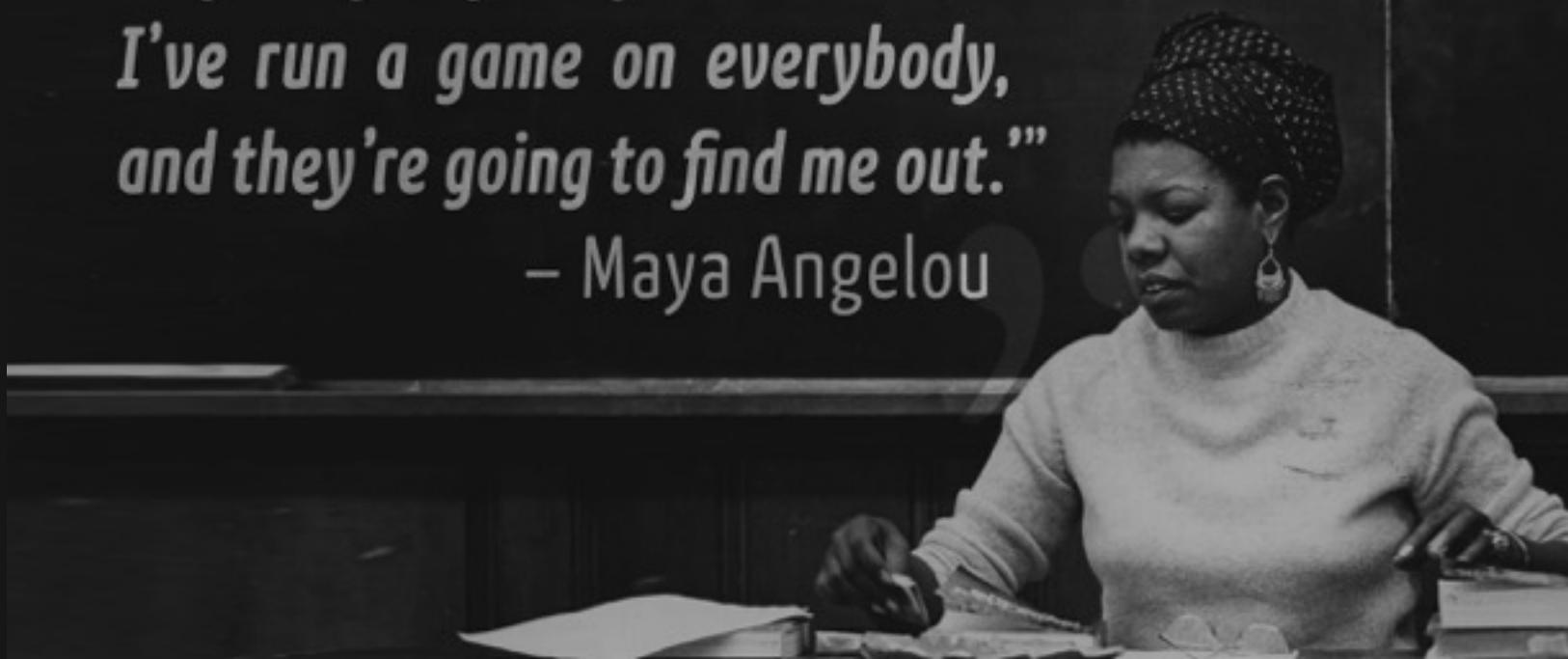
Write Day

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

#wsc2018conf | @writespeakcode



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?

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

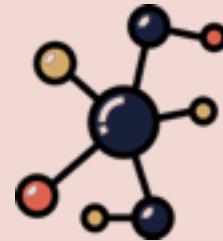
Write Day

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

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Women Techmakers



wework

#wsc2018conf | @writespeakcode

Agenda

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2:50pm - Pseudocode It!

4:15pm - Pens to Paper

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



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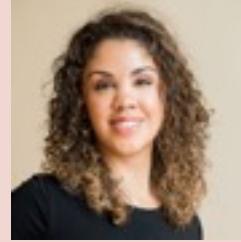
Write Day

Writers & Publishers Panel



Chrys Wu

@MacDiva
she/her



Anne T Griffin

@annetgriffin
she/her



Debra Williams

she/her



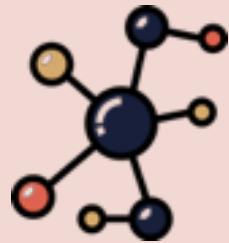
Jess Lee

@jessleenyc
she/her



Lara Hogan

@lara_hogan
she/her



Let's take a snack/bio break!

Write/Speak/Code 2018

Speak Your Truth



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The New York Times
NYTIMES.COM

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Women Techmakers



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Write Day

make sure your badges
are visible

Need slack invite/have feedback:
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)

Agenda

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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

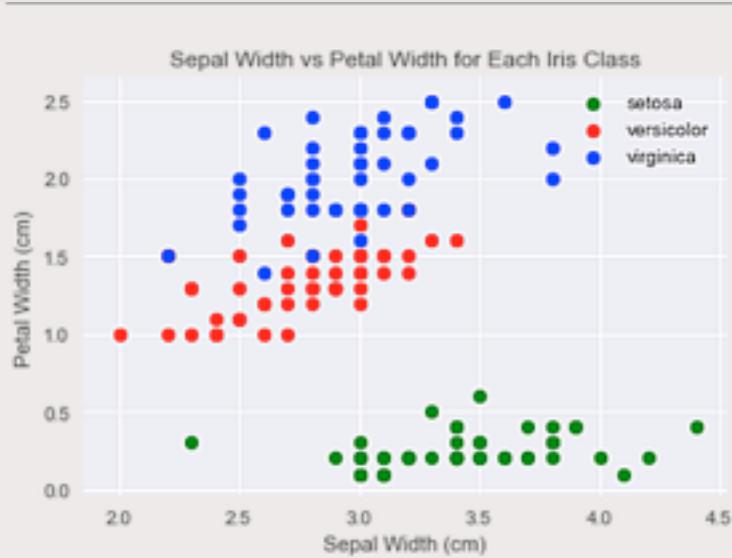
~3 points with evidence

dismissals

address flaws and counters



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



Implementing a Little Linear Discriminant Analysis

November 28, 2017

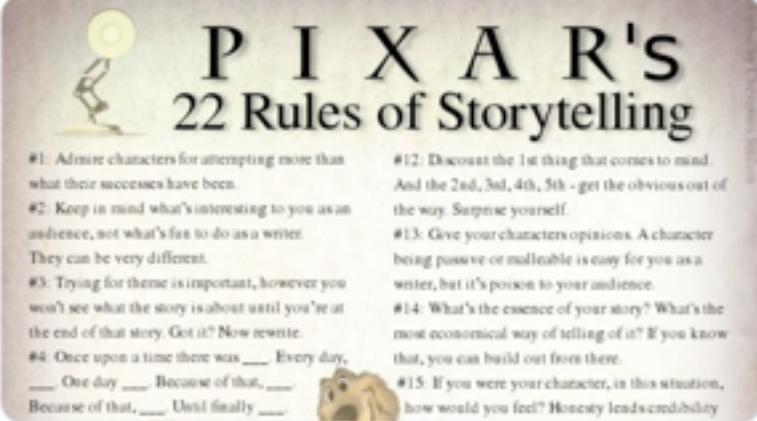
Write Day

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 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

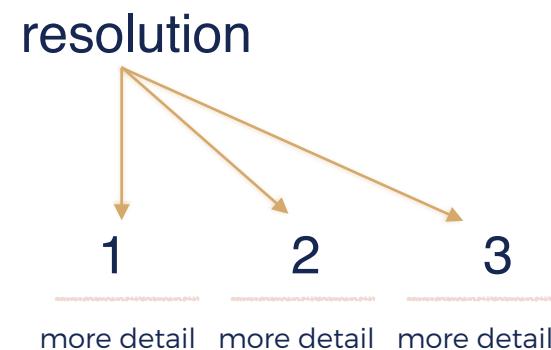
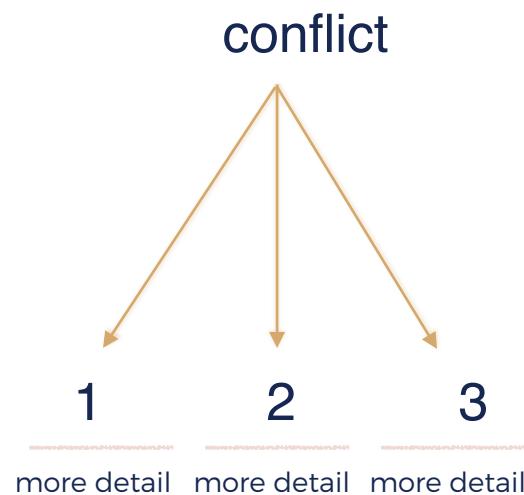
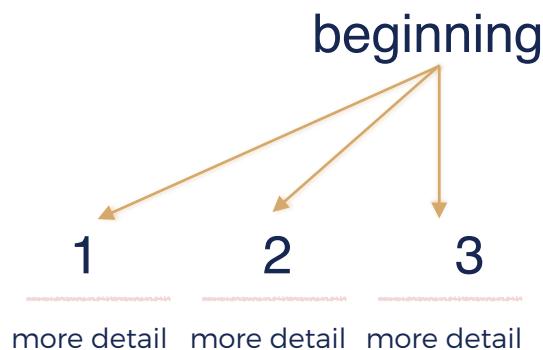
Pseudocode It



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)
conclusion

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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

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

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wework

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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 1953¹

WHO NEEDS WOMEN & NONBINARY FOLKS, ANYWAY?

- The bottom line^{2,3}
 - ✧ 35% more likely to outperform
 - ✧ 45% more likely to report market share growth
 - ✧ 70% more likely to report captured new market
- Better software²
- Raising women raises everyone^{5,6}

“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. Golemba¹⁵

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 University⁷

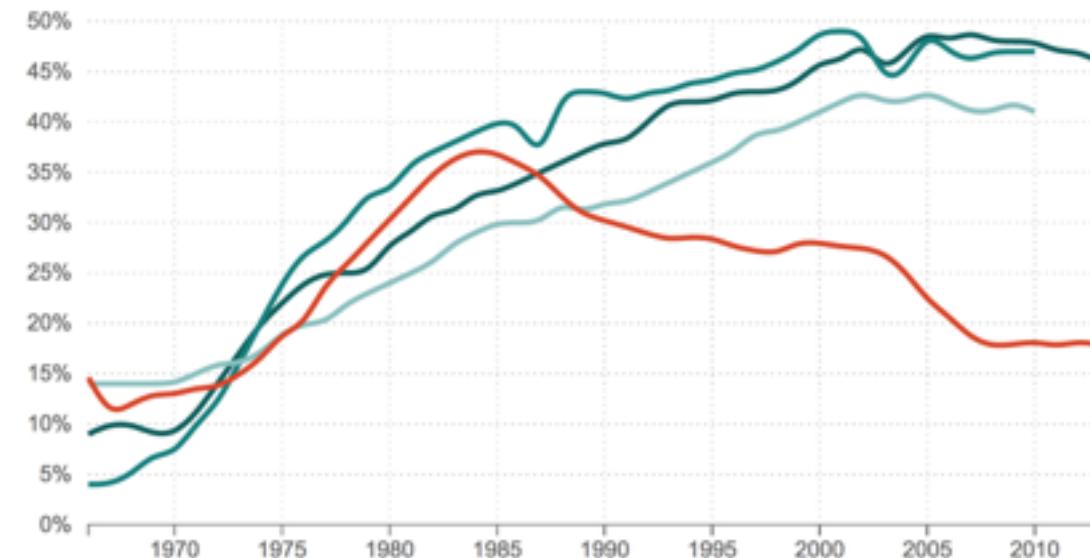
FROM CLERICAL TO COOL

- When women were literal “computers”
- Aptitude tests, personality profiles⁷
- PCs, gaming and tech genius trope, oh my!^{8,9}
- Men increase == prestige (and pay) increase¹⁰

What Happened To Women In Computer Science?

% Of Women Majors, By Field

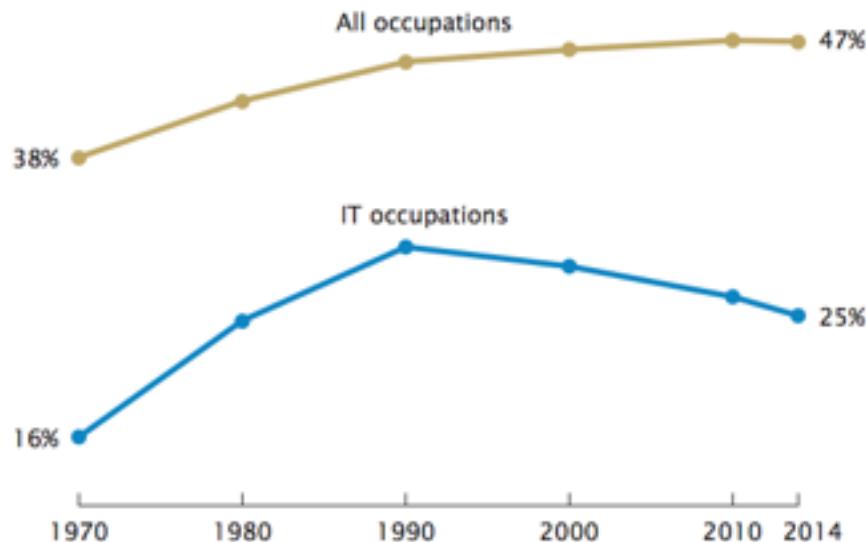
■ Medical School ■ Law School ■ Physical Sciences ■ Computer science



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 2014¹

(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)



¹The 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 program¹²
- Saw that binary could be more than numbers¹²
- “The science of operations, as derived from mathematics more especially, is a science of itself, and has its own abstract truth and value.”¹³

THE CHANGEMAKERS : CELEBRATED



Grace Hopper, 1906 to 1992

- PhD. in mathematics
- 1952: wrote first compiler¹³
- Helped create COBOL¹³
- Retired at age 79 as rear admiral¹⁴

THE CHANGEMAKERS : CELEBRATED



Dorothy Vaughan, 1910 to 2008

- "I changed what I could, and what I couldn't, I endured."¹⁵
- Fortran expert¹⁵
- First black supervisor¹⁶
- Championed other women¹⁶

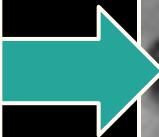
THE CHANGEMAKERS : CELEBRATED



The women of ENIAC, 1946

- First all-electronic digital computer⁴¹
- Fran Bilas, Betty Jennings, Kay McNulty, Ruth Licherman, Betty Snyder, Marlyn Wescoff⁴¹
- 3,000 switches; 18,000 vacuum tubes⁴¹
- Candlelit dinner for men; women left out⁴²

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.)¹⁹
- One of first computers used in academic setting (1960)¹⁹
- Encouraged women and students of color to pursue math²⁰

THE CHANGEMAKERS : UNSUNG



Margaret Hamilton, 1936 to --

- On-board flight control software for NASA's Apollo and Skylab missions¹⁷
- Coined term “software engineer”¹⁸
- Asynchronous software, priority scheduling, end-to-end testing¹⁷

THE CHANGEMAKERS : UNSUNG



Lynn Conway, 1938 to --

- Dropped out of MIT in 1957⁵¹
- Mead & Conway Revolution⁵³
- Lobbied for transgender inclusion in the IEEE's Code of Ethics (425,000 members in 160+ countries)⁵²

THE CHANGEMAKERS : UNSUNG



Annie Easley, 1933 to 2011

- Taught neighbors how to pass Jim Crow voting tests⁴⁴
- “If I can’t work with you, I will work around you.”⁴³
- Worked on one of first computer programs for navigation in space (Centaur project)⁴⁴

THE CHANGEMAKERS : UNSUNG



Dr. Erna Schneider Hoover, 1926 to --

- Received one of first ever patents for software²²
- First woman technical supervisor at Bell Labs
- National Inventors Hall of Fame²²

THE CHANGEMAKERS : UNSUNG



Karen Spärck Jones, 1935 to 2007

- "Computing is too important to be left to men."²⁴
- Introduced inverse document frequency²⁴
- English instead of equations

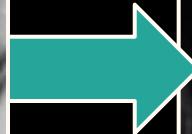
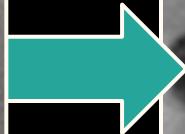
THE CHANGEMAKERS : UNSUNG



Mary Kenneth Keller, 1913 to 1985

- First doctorate in computer science in US²⁵
- Helped develop BASIC²⁵
- “We’re having an information explosion ... and it’s certainly obvious that information is of no use unless it’s available.”²⁶

3. The Changemakers: Present



THE CHANGEMAKERS : PRESENT



Corrine Yu

- Game programmer for Apple II³⁶
- Space Shuttle Program coder³⁵
- Microsoft patent for lighting work on Halo 4³⁶
- Programmer for Amazon drones³⁵

THE CHANGEMAKERS : PRESENT



Radia Perlman, 1951 to --

- “Mother of the Internet”³⁷
- Spanning tree protocol in 1985³⁸
- Mother was programmer³⁷
- Prolific author³⁷

THE CHANGEMAKERS : PRESENT



Sophie Wilson, 1957 to --

- Designed Acorn System 1 (1979)²¹
- Developed ARM processor core²¹
- Used in 95% of smartphones²¹

THE CHANGEMAKERS : PRESENT



Window Snyder, 1976 to --

- Literally wrote book on threat modeling²⁹
- Described as “sheriff for the Internet”²⁹
- Microsoft, Mozilla (Firefox), Apple, Fastly²⁹

THE CHANGEMAKERS : PRESENT



Tracy Chou, 1987 to --

- 1st generation American²⁸
- Kickstarted movement to collect/publish tech diversity data (<https://github.com/triketora/women-in-software-eng>)²⁸
- Was #8 employee at Pinterest

THE CHANGEMAKERS : PRESENT



Sarah Mei

- Co-founder of RailsBridge³⁰
- Bridge Foundry³⁰
- Prolific speaker³⁰
- Organizer for RailsConf and RubyConf³⁰

THE CHANGEMAKERS : PRESENT



Erica Baker

- Senior Engineering Manager at Patreon; formerly at Slack, Google³¹
- Created internal salary spreadsheet³²
- “I can’t turn off my black.”³¹
- Project Include³¹

THE CHANGEMAKERS : PRESENT



Yoky Matsouka, 1972 to --

- One of three founding members of Google X³³
- Nest thermostat developer, now Nest CTO³⁴
- MacArthur “genius” award winner³⁴

THE CHANGEMAKERS : PRESENT



Parisa Tabriz, 1984 to --

- “Browser boss” for Chrome (engineering director)³⁹
- Advised the Executive Office of President Obama on network and software security⁵⁴
- Formerly headed up team of ~30 “hackers”⁴⁰
- Grew up without a computer⁴⁰

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

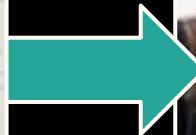
- Sponsor and / or attend local tech groups for women and nonbinary folks
- Volunteer at a bootcamp (43% of students are women or nonbinary⁵⁵) or after school program (Girl Scouts, YWCA, Urban League, etc.)
- Mentor⁴

WHAT NOW: SUPPORT

Internal

- Structured opportunities for two-way feedback
- Collect data, and be transparent about it
- Study your biases^{45, 48, 49}

4 . What Now: Help with hiring



WHAT NOW: HELP WITH HIRING

- Reexamine your hiring practices^{47, 50}
- 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 Jones²⁴

Thanks !

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



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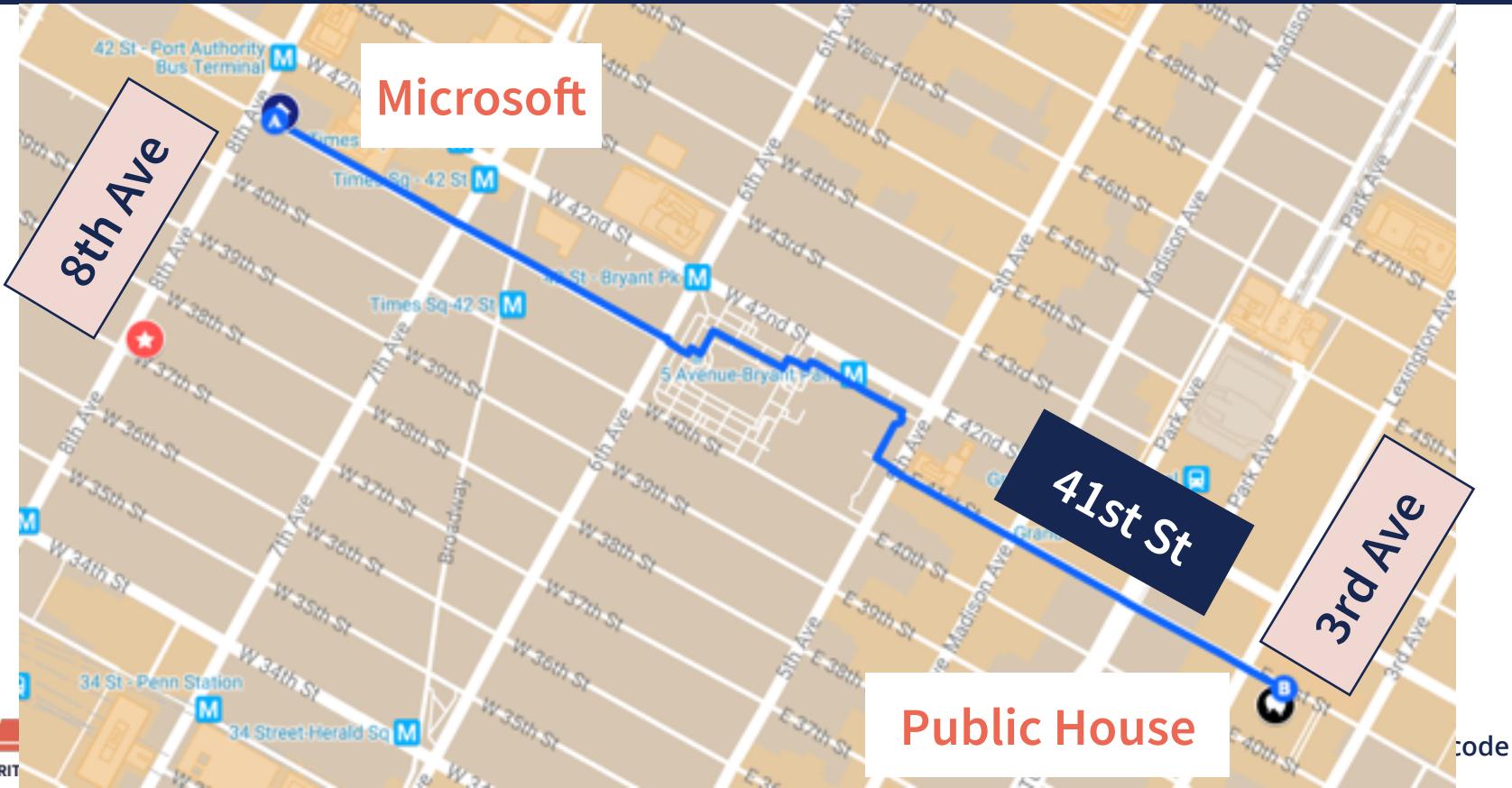
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