

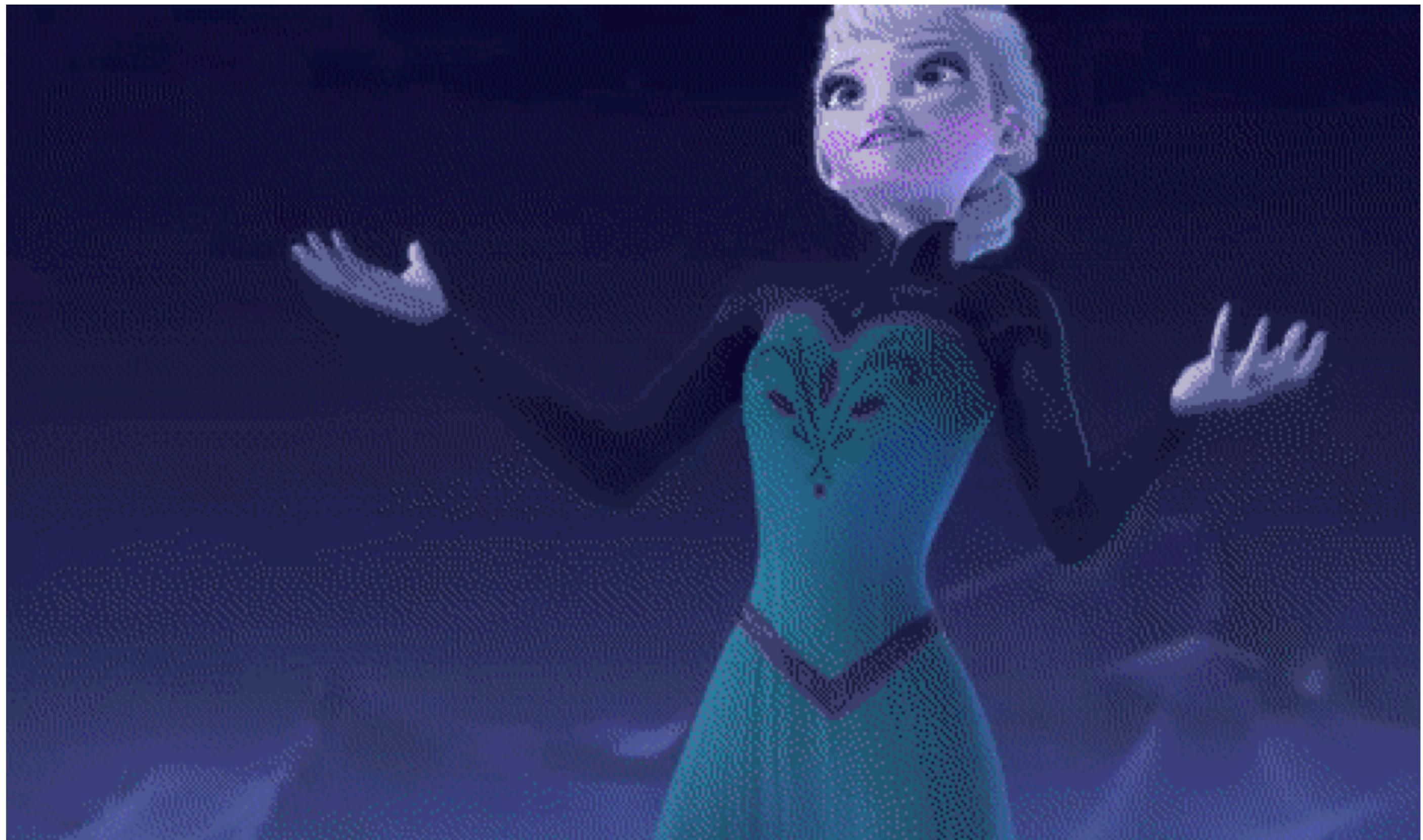
Lift as you climb

Training new evangelists as you grow

Cassidy Williams

@cassidoo

"Lift as you climb"



If you can't find them
Make them *yourself*



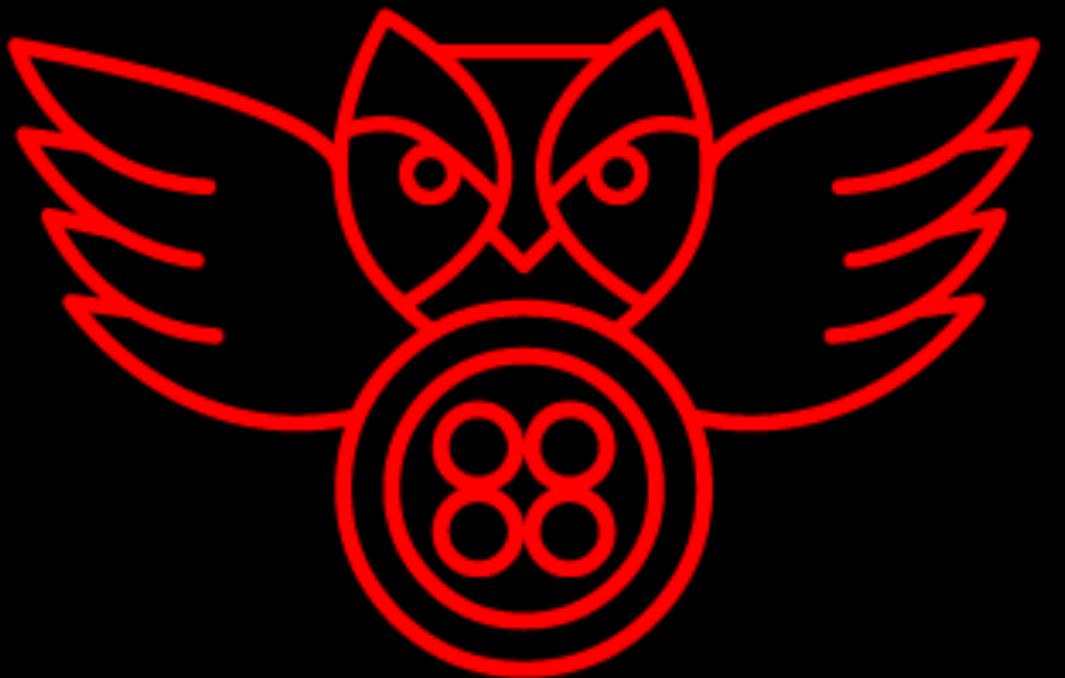


I'LL SHOW YOU BURT

clarifai







twilio
HEROES

MAKING CODERS HEROES.



Cassidy Williams

October 29, 2015 · New York, NY



I'm thinking about making a program similar to Twilio Heroes at my current job. I really loved this program and I'd like to pay it forward! Would that be okay?

Like

Comment



Joe Nash, Nicolas Vid Grenié and 2 others

Seen by 12



Rob Spectre Of course - go get 'em!

[Like](#) · [Reply](#) · 2 · October 29, 2015 at 10:51am



The Champs program (overview)

- 3 months long
- 4 separate segments focusing on:
 - Public speaking
 - Technical Writing
 - Events + Mentorship
 - Technical Demos + Projects

The Champs program (specifics)

- 1 video lecture every 3 weeks
- Office hours every week
- "Homework" assignments for every segment
- Detailed feedback for each assignment turned in
- Ongoing Slack discussions throughout the program
- First cohort had 27 Champs, next cohort had 45
- Top Champs got flown to our NYC office

Things that were easy and fun

- The lectures
- The office hours
- The Slack chatter

Things that were a challenge

- Grading assignments for everyone
- Going through applicants
- The Slack chatter

Benefits for the company

- Monthly active users jumped up
- API usage hit new areas of the world
- Champs' blog posts and API projects could be promoted by marketing
- Company reputation in the hackathon community felt more established

Benefits for the Champs

- Tight-knit community of dev evangelists
- Practical experience for necessary skills
- Connections to people in the industry
 - Including job recommendations
- Swag (of course)

You can do this, too!

You can do this, too!

The next generation of evangelists are out there,
they just don't know it yet!

Your job is to train them
how to communicate

Any questions?

thanks!

@cassidoo