
How to avoid the technical trap

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Hi, I'm Thiago 🙌

*EP @ commit (grad 2020)
helping experienced developers take
control of their careers @ hexdevs*



A short story about failure



A short story about failure

Praised for being a very technical developer

Got raises and promotions

Leading technical projects

A short story about failure

Praised for being a very technical person

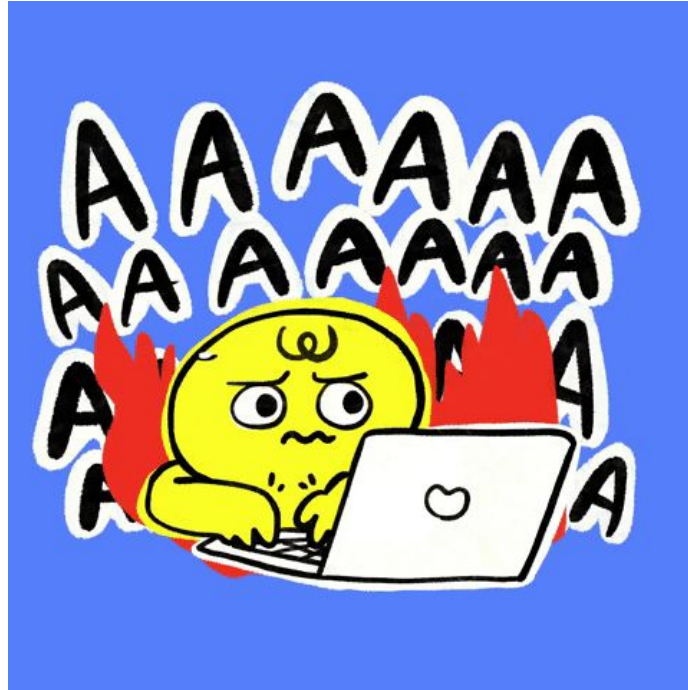
Got raises and promotions

Leading technical projects

Got the opportunity to lead a team!



But then, things
started to go wrong



missing deadlines, overworked

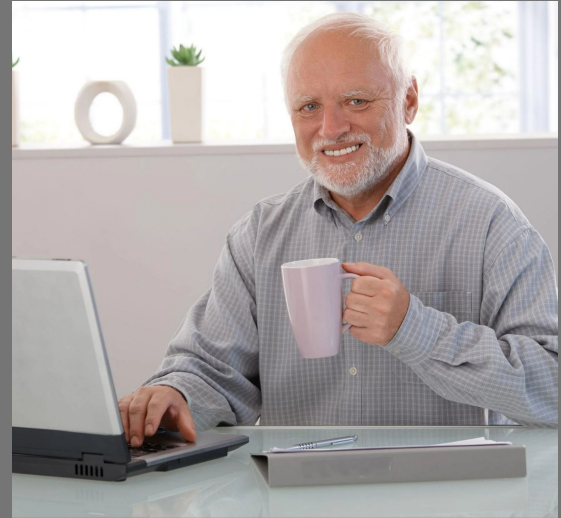


no idea how to give directions to the team

“How can I solve
this?”



💡 double-down on
the technical skills!



Doubling down on the technical skills

More advanced technical courses

More frameworks, languages, and fancy tools

Spending time looking for a silver bullet to solve all problems

**Guess what
happened?**

200% more failure!

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I was trying to compensate
my **lack of leadership + business skills**
by acquiring more technical skills

Common patterns of failure

- Getting attached to your technical skills

Common patterns of failure

- Getting attached to your technical skills
 - Thinking you're not even a proficient developer (Impostor Complex)
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How did I get out of the technical trap?

- Developing empathy (“I’m here to serve the customer”)
 - Mentoring others
 - Coaching
 - Understanding the customer
 - Learning about business, sales and marketing
 - Detaching my self-worth from my technical abilities
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**How can we help
experienced
engineers?**

How can we help experienced engineers?

- We've researched and identified many patterns of failure
 - Interviewed dozens of experienced software engineers
 - Tested different approaches (mentoring, coaching, a course)
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Get to Senior serious plan

8-week cohort

Get to Senior

- Where experienced engineers take control of their careers
 - Find the right business problems to solve
 - Act on feedback, find allies and support your peers
 - Create positive impact by practicing your skills while on the job
 - Have support, tools and skills to be happy as an engineer
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How to join?

academy.hexdevs.com

self-paced course
cohort program
private coaching

HEX
DEVS

Get to Senior
serious plan

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Want to connect with me?

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

Free newsletter: www.hexdevs.com/newsletter

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**What has been your
experience with the
technical trap?**