



Amplify your Experience: How to Start Writing and Speaking

Tonie Huizer & Tony Davis

He/him

Consultant

Promicro

He/him

Editor

Redgate





**You're
HERE!**

Tonie Huizer



Tony Davis

DevOps consultant
Promicro


 @promicroNL

 medium.com/promicro

 www.promicro.nl

Editor
Redgate Software

 @tonytheeditor

 www.red-gate.com/blog/author/tony-davis

 www.red-gate.com/simple-talk/author/tony-davis/

1. **Get Motivated** - you're here! Step one complete.

- Sharing knowledge, professional development, career opportunities...

2. **Get Started** - or why many people don't

- Overcome 'blockers' - lack of 'killer idea', lack of confidence, lack of time

3. **Get Sharp** - from idea to abstract to cunning plan

- Explain your idea in a compelling and structured way that others can follow

4. **Deliver!** - simple 'rules & tools' for delivering your ideas clearly

- Start strong, stay on track, use clarity and share it!

What you know will help others

Summary

REPUTATION

1,328

top 3% this year

Next tag badge ⚙️ ⚙️

● azure-devops

1.3k

714

101

2020

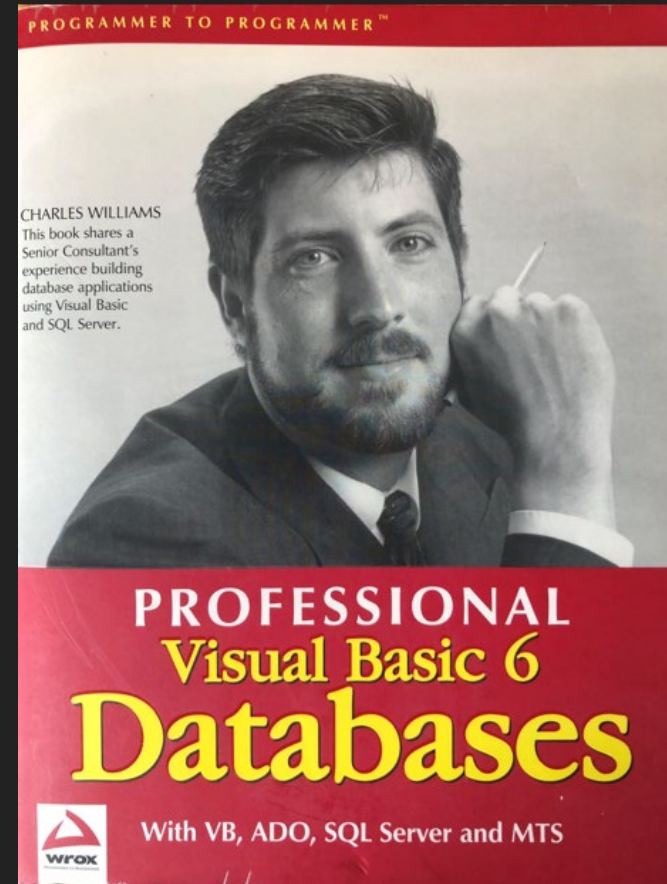
2021

2022

2023

57/100 score

47/20 answers



Professional Growth



Career Development





Get Motivated - you're here! Step one complete.

- Sharing knowledge, professional development, career opportunities...

2. **Get Started** - or why many people don't

- Overcome 'blockers' - lack of 'killer idea', lack of confidence, lack of time

3. **Get Sharp** - from idea to abstract to cunning plan

- Explain your idea in a compelling and structured way that others can follow

4. **Deliver!** - simple 'rules & tools' for delivering your ideas clearly

- Start strong, stay on track, use clarity and share it!

Blockers to getting started





"I'm not an Expert!"



"I don't have anything unique or interesting enough to share"



“I can’t write / present well
enough”



"English isn't even my first
language"



“I tried but it was too hard...took too long”



“I tried but no-one noticed”



Get Motivated - you're here! Step one complete.

- Sharing knowledge, professional development and career development



Get Started - or why many people don't

- Overcome 'blockers' - lack of 'killer idea', lack of confidence, lack of time

3. Get Sharp - from idea to abstract to cunning plan

- Explain your idea in a compelling and structured way that others can follow

4. Deliver! - simple 'rules & tools' for delivering your ideas clearly

- Start strong, stay on track, use clarity and share it!


What's the idea?

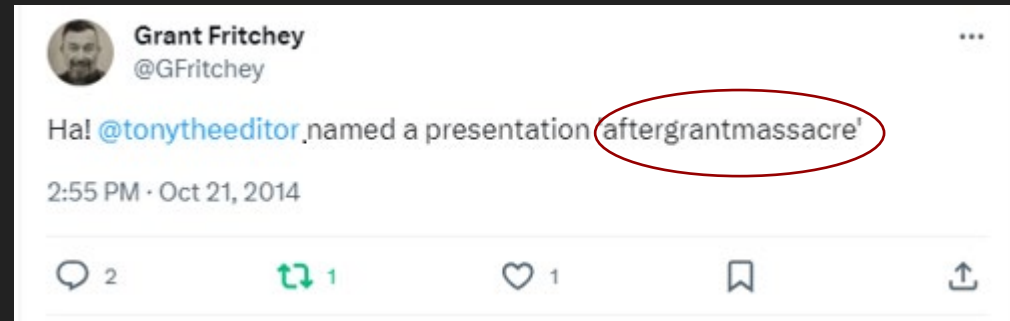


"Why developers need to use execution plans when investigating poor query performance....."

You have an idea...DON'T start writing!

“Why developers need to use execution plans when investigating poor query performance”


2 months later



✓ Write down your idea

❖ **The ‘idea discovery’ phase – pin down your idea**

Deliverable: **pitch** or **abstract**

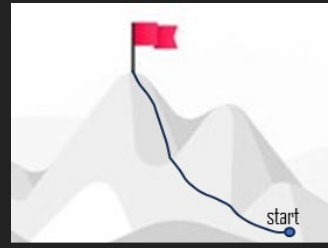
...describing the specific purpose of your content, the story you want to tell, who it's aimed at why they will care



What's the Purpose?

What, above all else, do you want to achieve?

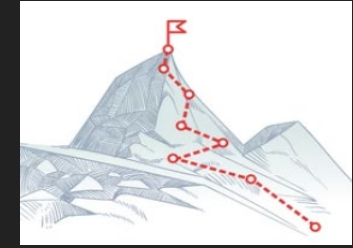
Give .NET developers a fast way to retrieve and read an execution plan for slowest SQL queries, simple enough that it allows them to spot common, easily-fixed SQL mistakes.



What's the Story?

Why will people care?

Exec plans don't fit in my workflow. If my code doesn't perform, I'll just fix it! But what if the logic is fine...but a simple problem is preventing SQL server being efficient? You could save a lot of rewrite time!



How will you tell it?

Planning the journey

- > What is a plan? Visual intro
- > Retrieve plan – dev workflow
- > Read plan - remove fear factor.
- > .NET demos of 5 common mistakes
 - > how to spot 'clues' in plan



Know your audience



"Why developers need to use execution plans when investigating poor query performance....."

“An article about tracing Power BI datasets, and debugging DAX performance on prem, so the users can do tuning and avoid throttling in the PBI environment”

Purpose ↓ + Who, What, How

Give PBI developers a way to audit and manage performance of reports

1. How to set up customizable SQL Traces for large PBI datasets
2. Identify DAX queries using most resources on PBI service
3. Tune queries on prem using tools within DAX Studio and Power BI Desktop

Story ↓ + Who, Why, When

“My team of devs recently ran a single report that caused such severe throttling that it brought down an entire P3 Premium Capacity PBI service. It had 100 measures, nested up to 15 levels. Trying to rewrite it was not fun”.

Say it, draw it...

Developing and testing applications are in most of your career everyone has come across developing representative.

I still remember the example of a software vendor production which was only tested against IDs below 10k of IDs. What happened was a down time.

That copy of production

So, we can agree that getting your development, the right test data is necessary to deliver a high quality product.

But creating the right test data is hard and we do it. Luckily many of us can achieve the same with a copy of production data. Or was it the year before or wait was it even older. We might have to ask a colleague that works on the shared development database is.

While the age of the structure of the database changes, the workflow in place, the data in the database is a variable.

For starters, is it necessary to have all this data in and faster?

And what about the reusability of this "copy of production data with the last test run?"

And don't get me started about personal information. Be honest, is this copy even GDPR compliant?

Maybe working with the "copy of production" so this really true?

Step-by-step working on alternatives

The first improvement that needs to be done is use one of your co-workers! Your own personal data at minimum to get it right.

The database must be easy to create and, just as Over, and over again.

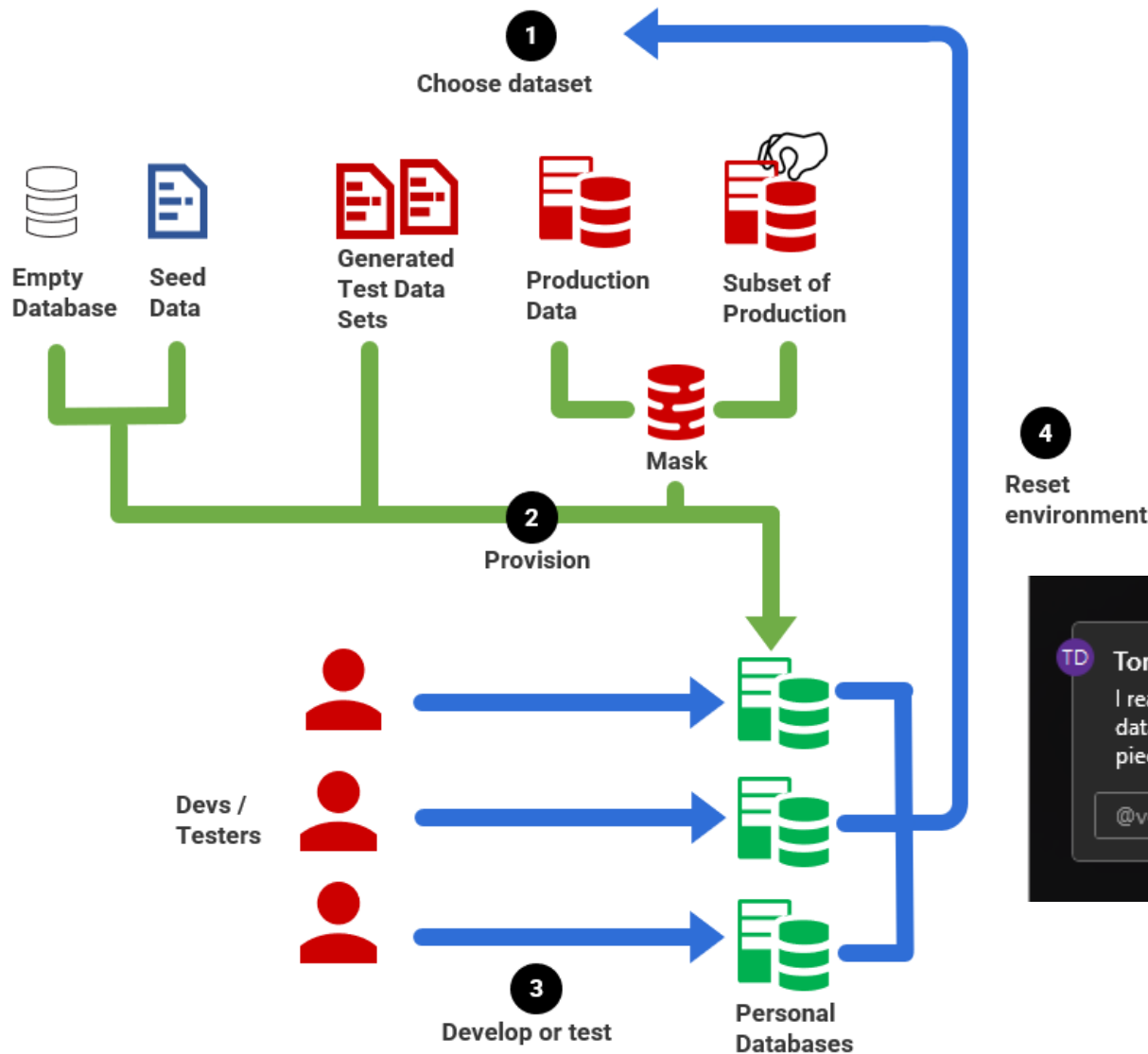
Every feature should be developed and tested against it.

With your own database environment in place, it data! What data and how much is really needed?

That depends on the use case. Sometimes all the subset of the data. If you're developing an app which uses the production data might be the best choice masked (obfuscated), we want to prevent GDPR issues.

Creating scripts to insert the exact amount of data so-called subsets of data can be:

- Written, and maintained (!), during the development.



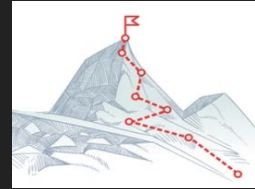
- ✓ Write down your idea
- ✓ Pin down your idea
 - ✓ Purpose
 - ✓ Audience
 - ✓ Story
- ✓ Structure
- ✓ Write or present

TD Tony Davis
I really like the diagram - I added "generated test data sets" as it felt like it was the one missing piece.
@vermelding of antwoord

Develop a structure



- ✓ Write down your idea

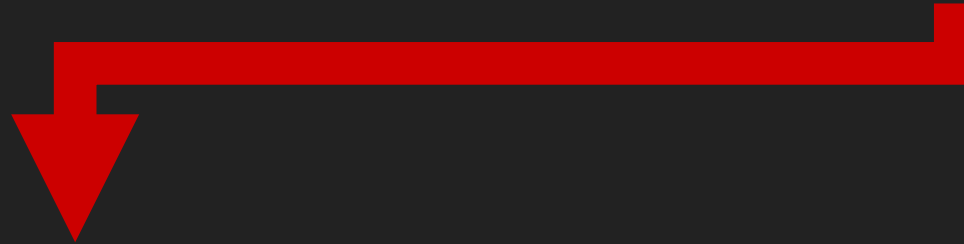


- ✓ Pin down your idea (discovery phase)
 - ✓ Audience, Purpose, Story

“Test data management for database development: benefits and challenges”



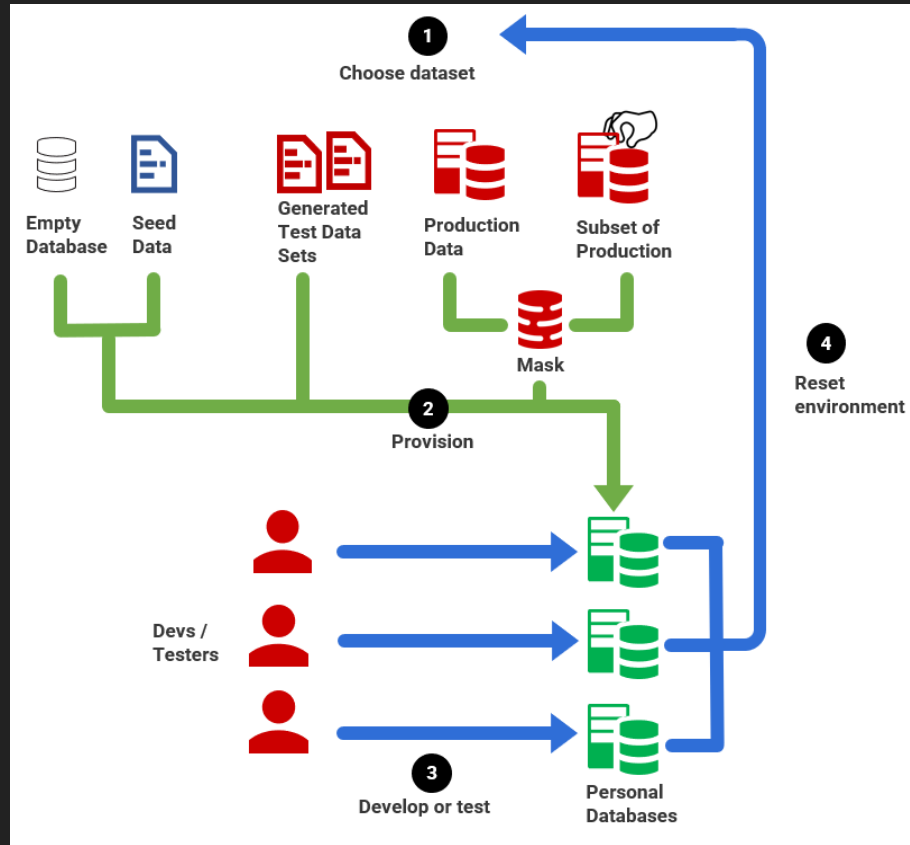
“A strategic view of what a credible, self-service TDM system looks like for developers, the steps to achieve it, how to tackle difficult challenges like data protection...”



❖ Develop a structure – the design phase

Deliverable: ‘floor plan’ or ‘scaffolding’ for the content
... the building blocks of your story, the most important information in each, in a logical sequence, how you will explain each one.

Develop a structure



Tonie Huizer • You
Software, Data, DevOps Consultant
1mo • Edited •

Today I presented at [Redgate Softwares](#) TDM event in London.

Don't worry if you've missed out on this, because I just published an article which will also emphasizes on the importance of Test Data Management.

https://lnkd.in/e_VjiRzY

The screenshot shows a LinkedIn post by Tonie Huizer, a Software, Data, DevOps Consultant. The post mentions that he presented at the Redgate Softwares TDM event in London and shares a link to an article he published about the importance of Test Data Management. The article link is https://lnkd.in/e_VjiRzY. The post also includes a diagram of a TDM strategy flowchart, which is identical to the one on the left. The post has 6 comments and 5 reposts.

- ✓ Write down your idea
- ✓ Pin down your idea
 - ✓ Purpose
 - ✓ Audience
 - ✓ Story
- ✓ **Structure**
 - Write or present

s need a TDM strategy



Get Motivated - you're here! Step one complete.

- Sharing knowledge, professional development and career development



Get Started - or why many people don't

- Overcome 'blockers' - lack of 'killer idea', lack of confidence, lack of time



Get Sharp - from idea to abstract to cunning plan

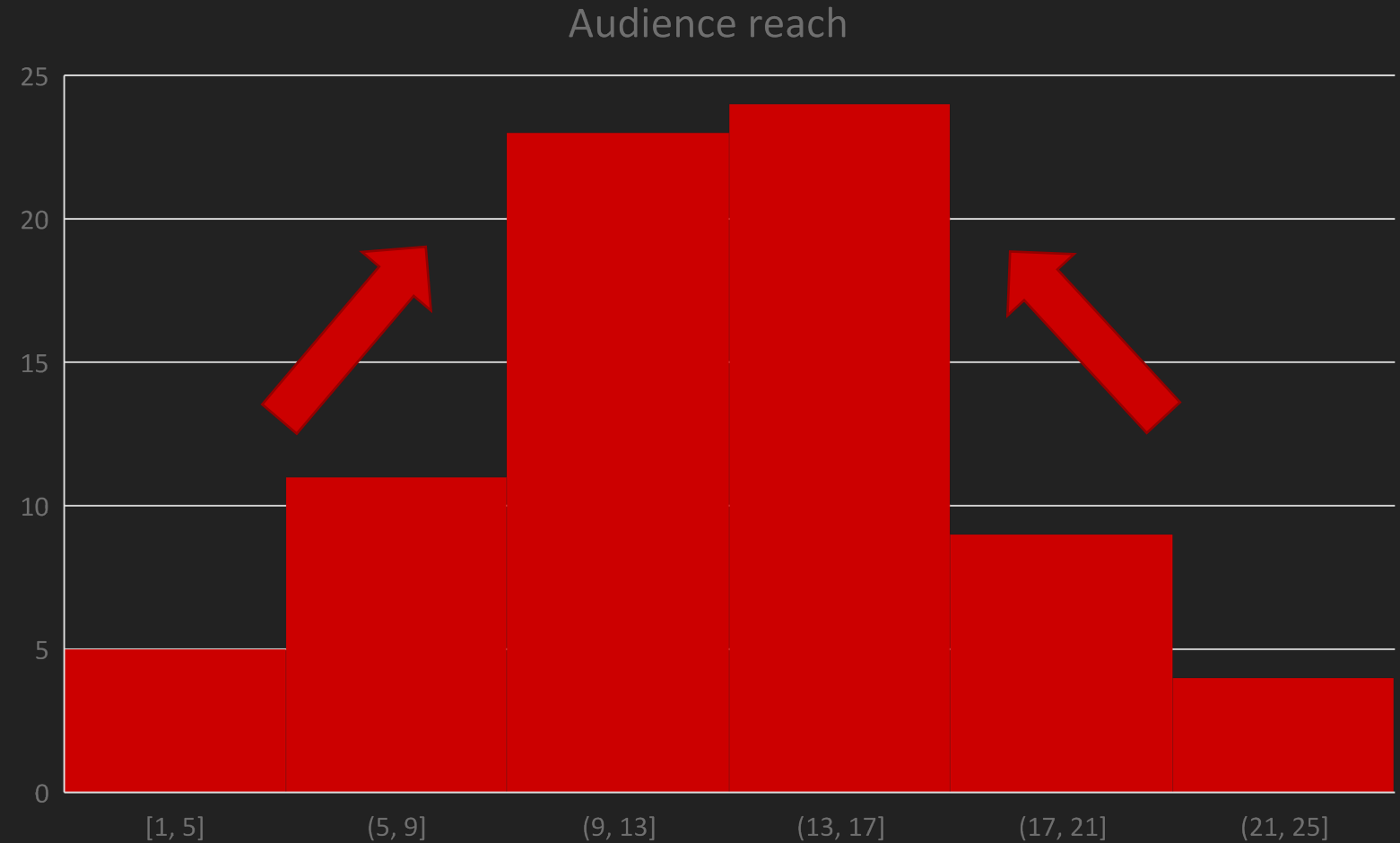
- Describe your idea in a compelling and structured way that others can follow

4. Deliver! - simple 'rules & tools' for delivering your ideas

- Start strong, stay on track, tell your story logically, simply and clearly

1. Remember your audience

1. Explain what they most want to know
2. Explain it in the most effective way for them
3. Audience perspective. No ego.



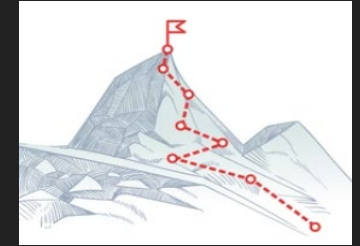
2. Maintain narrative focus

Start Strong

Establish purpose, capture attention



Purpose



Story

Stay on track

Don't digress

Don't get sidetracked

Simple logical train of thought

Never skip an important part of the technical information

Is it relevant?

Is it moving the
narrative forward?

3. Pin down the text

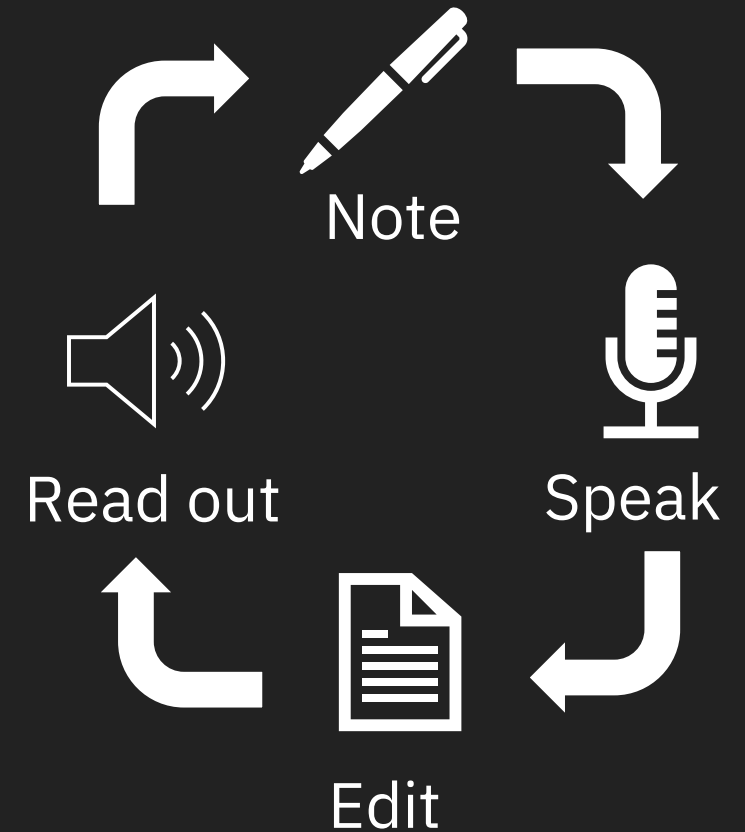
- 'listen' to your text
- review, adjust, simplify



- Clarity



- Ability to mislead or confuse



3. Pin down the text



- Precise technical terms
- Proof of value
- Simple, International English
- Conversational style



- “Thingamajig” words
- Clickbait/hyperbole/buzzwords
- Colloquialisms
- Formal textbook language

- scenario
- schema (*when used as a synonym for 'thing'*)
- Must-Have (or Must-Anything) - This is a Must-Edit
- synergy
- leverage
- actionable (*unless used in the dictionary legal sense*)
- ecosystem (*unless in the ecological sense*)
- Environment (*No, that is what is outside*)
- addressing issues / concerns (*when used as a euphemism for 'solving problems'*)
- newbie (*we are all newbies*)
- vibrant
- think outside the box
- FOOBAR (*It wasn't really even funny in the 70s*)
- real-world
- resonate
- resonance
- going forward
- performant
- pre-emptive (*in the non-technical sense*)
- non-trivial
- learning curve
- the big ask (*other than a film title*)
- core issue
- easy to use (*Isn't anything?*)
- robust
- intuitive
- intelligent
- a no-brainer
- state-of-the-art



Use simple, concise, direct language



“Business Intelligence solutions must help
insights to make changing decisions about to detect
enterprises, but the security by providing
data, volume for analyzing large volume of
data”



Get Motivated - you're here! Step one complete.

- Sharing knowledge, professional development and career development



Get Started - or why many people don't

- Overcome 'blockers' - lack of 'killer idea', lack of confidence, lack of time



Get Sharp - from idea to abstract to cunning plan

- Describe your idea in a compelling and structured way that others can follow



Deliver! - simple 'rules & tools' for delivering your ideas

- Start strong, stay on track, tell your story logically, simply and clearly



**Share it
(with us)**

Thank you

Tonie Huizer

 @promicroNL

 medium.com/promicro

 www.promicro.nl

Tony Davis

 @tonytheeditor

 www.red-gate.com/blog/author/tony-davis

 www.red-gate.com/simple-talk/author/tony-davis/



Session evaluation

Your feedback is important to us



Evaluate this session at:

www.PASSDataCommunitySummit.com/evaluation

