

Amplify your Experience: How to Start Writing and Speaking



Data Saturday - Denmark

Tony Davis
Tonie Huizer



Titanium++



Microsoft

Silver



Tabular Editor



Bronze



Fellowwind



Amplify your Experience: How to Start Writing and Speaking



Tonie Huizer

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Tony Davis

Editor
Redgate Software

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 [tonytheeditor](#)

 **Tonie and Tony Show:**
<https://www.youtube.com/redgate/playlists>

The Amplify journey



The Amplify journey

Motivations

Why share your ideas?

Help others?
Expand network?
Online profile?
Visibility at work?



ALL the above!

Barriers

What's stopping you?

Confidence
Communication



10 mins

Idea Discovery (The Scary Creative Bit!)

How to get to an idea that has 'the magic'



An Idea!

- Ambiguous
- Chaotic
- Hard to explain



Your audience



The problem



Your purpose



Your story



Good Idea!

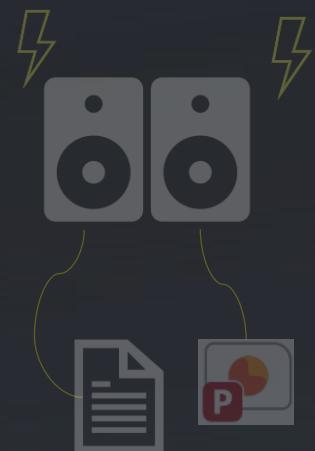
- Clear
- Structured
- High Impact

20 mins

Delivery

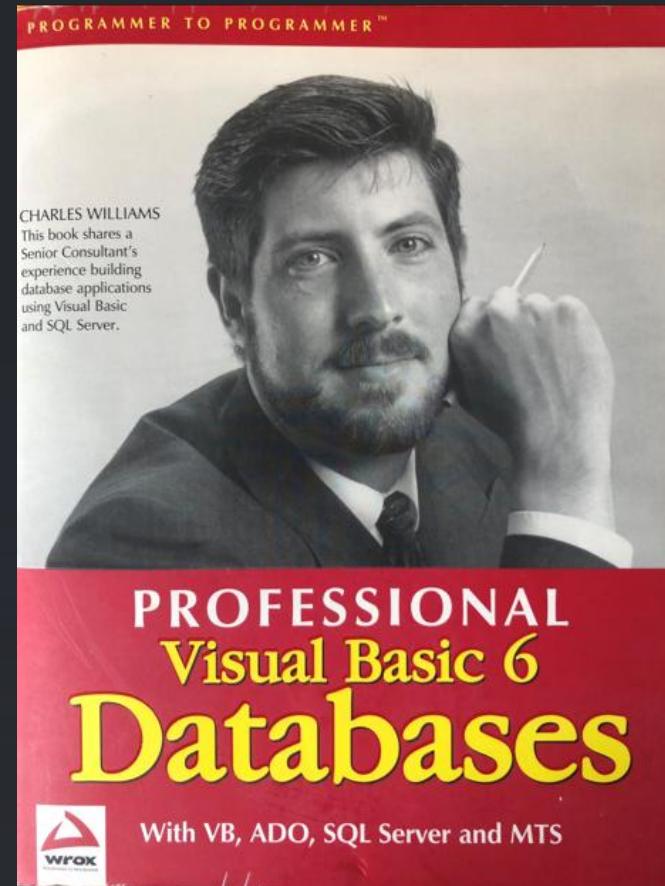
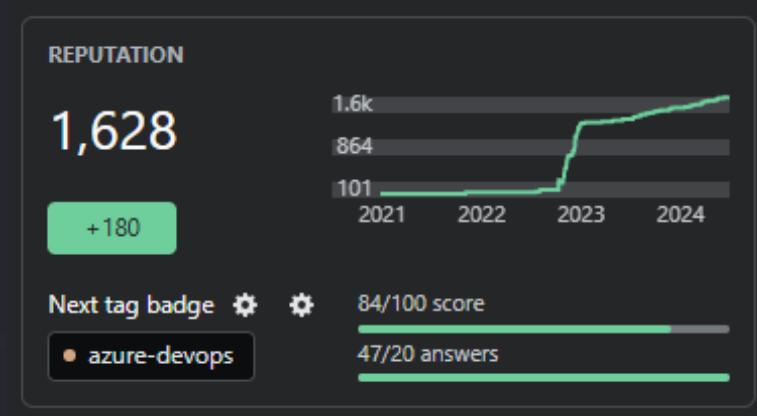
Now you can start writing or creating slides!

Simple rules for sharing your ideas with maximum impact

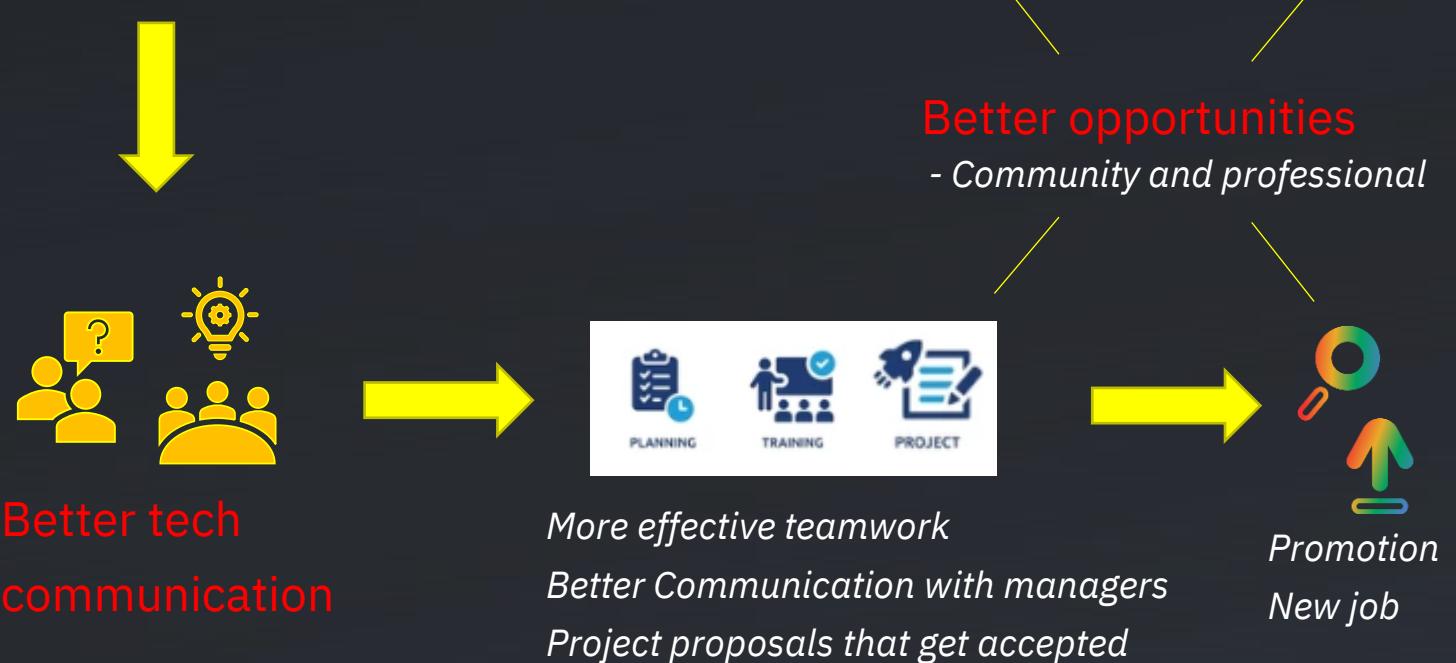


15 mins

What you know will help others



Tech communication is a core IT skill



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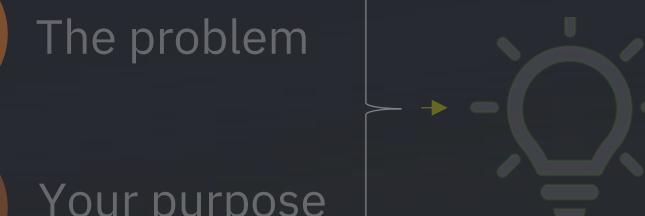


Your story

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20 mins



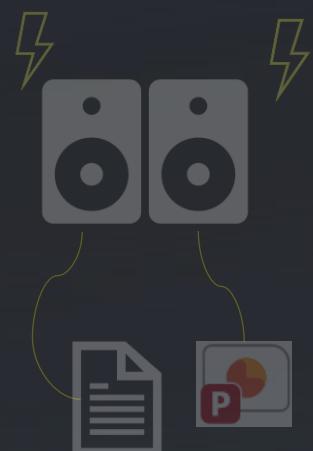
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15 mins

Barriers to Success



Confidence Barriers



“I'm not an Expert...”



“I have nothing unique or interesting enough to say”



“What if I get it wrong and embarrass myself?”



Communication Barriers



“I struggle to express my ideas clearly”



“I tried but no-one was interested”



“I'm no Grant Fritchey”



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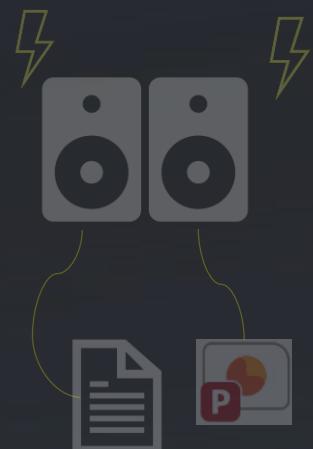
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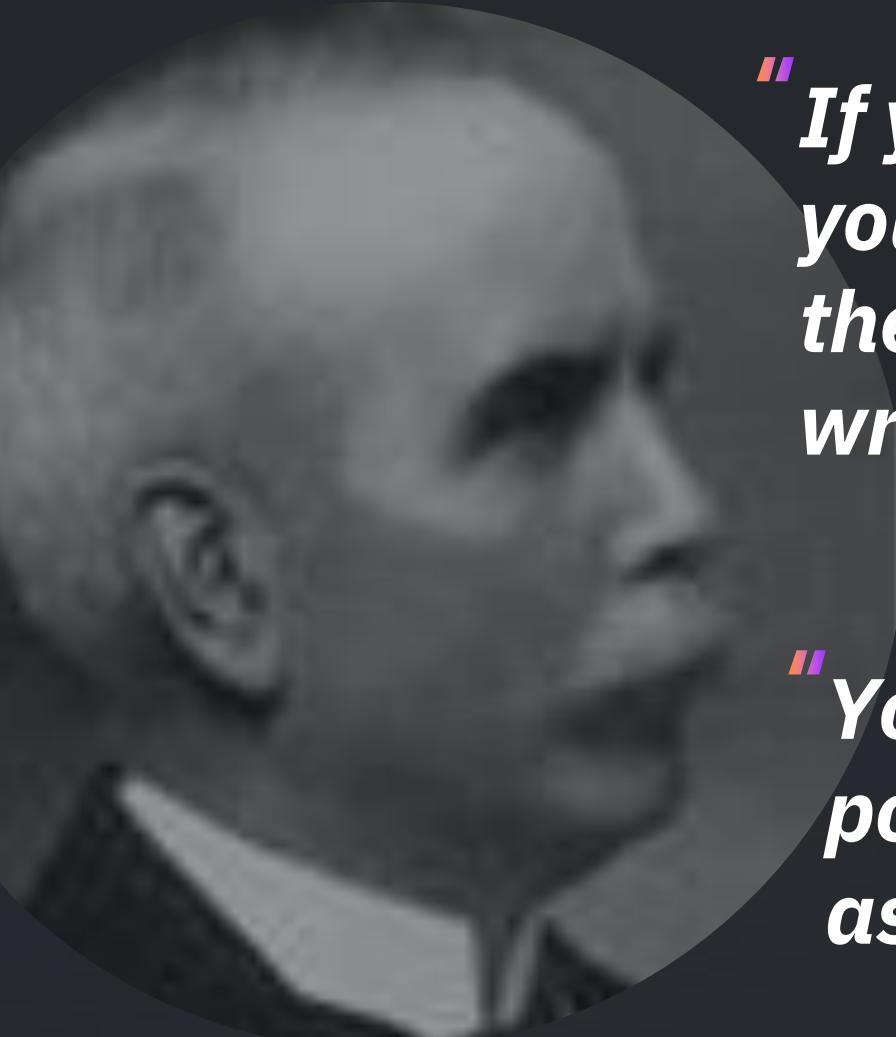
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15 mins



The Wise Words of Phil Factor

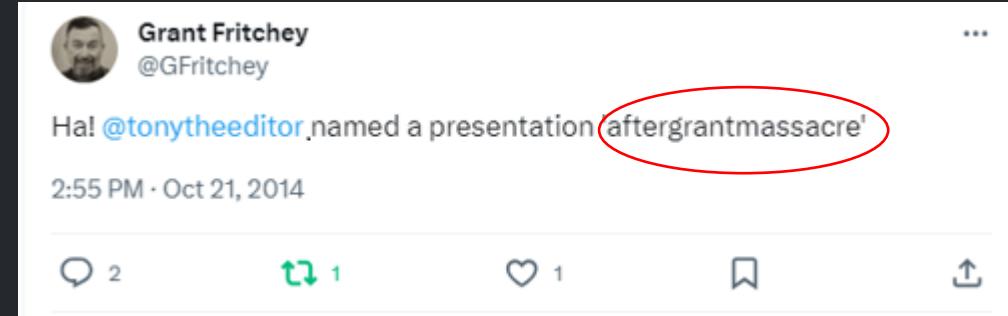
"If you haven't put yourself in the shoes of your audience, tried to imagine what's on their mind when see your article, you'll find writing one of the hardest of all skills "

"You need as few ideas or messages as possible, and they must be as memorable as you can make them"

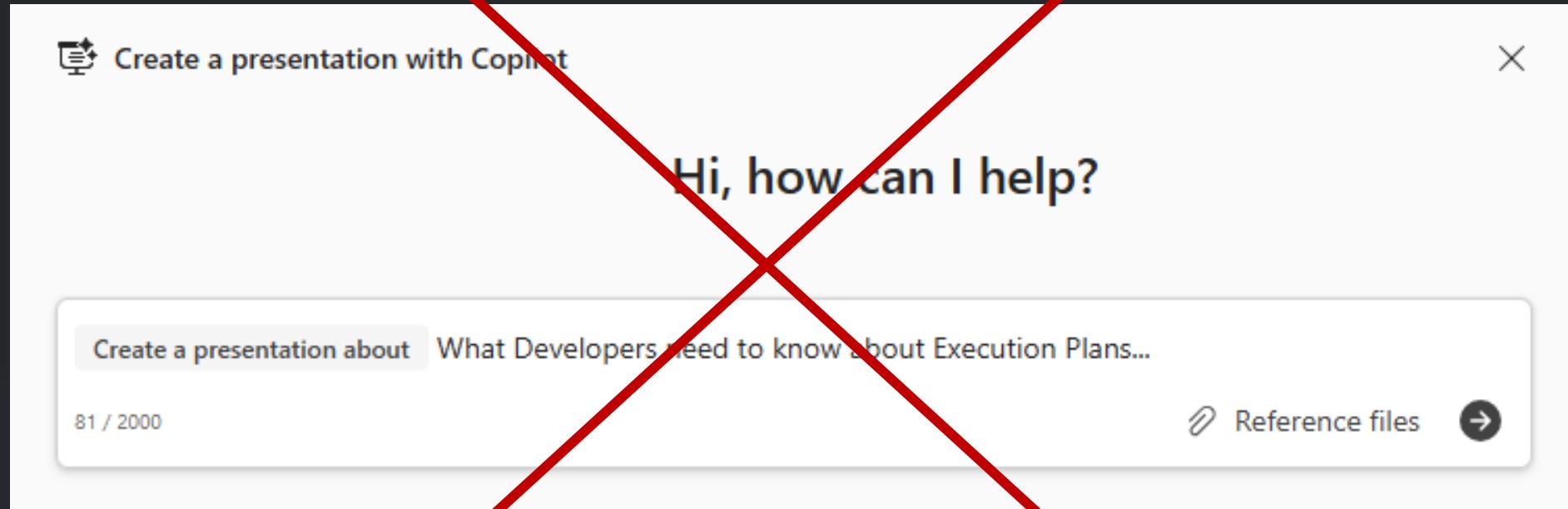
I have an idea...let's go!

"Why developers should be using execution plans to investigate poor query performance"

2 months later



ChatGPT / Copilot to the Rescue.....??



Structured Discovery





*"Why developers should be using execution plans
to investigate poor query performance"*



.NET Developers



The Problem

.NET devs don't use exec plans

- “Don’t fit in my workflow”
- “Too heavyweight, slow me down”
- “Too much effort to learn”
- “Quicker just to ‘rip it up and try again’”

Your Audience



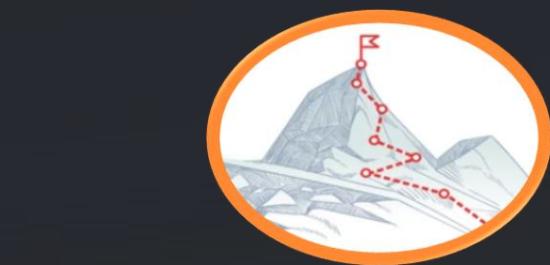
.NET Developers



Your purpose

Lower the effort. Demo the rewards

Convince .NET devs to give exec plans another try, with a fast, simple way to retrieve and read plans that slots into their workflow and helps them spot common, easily-fixed SQL mistakes.



Your story

Smart fix first, then rewrite

Think “exec plans aren’t worth the effort”? This session will change your mind. Rewrites waste time if the SQL is fine. I’ll show you a quick, low-friction way to spot simple mistakes before you rip up your code.



Your Audience



The Problem

.NET devs don't use exec plans

- “Don’t fit in my workflow”
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Create a presentation with Copilot

Aha, now I can help, right?



Your purpose

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A Structure

1. Smart fix before rewrite – a quick demo of value
2. What’s in a plan? A simple visual introduction
3. Retrieving a plan without the pain– integrated with THEIR workflow ★
4. Reading a plan – remove the fear factor
5. .NET demos –five common SQL mistakes ★
 - how to spot the ‘clues’ in the plan

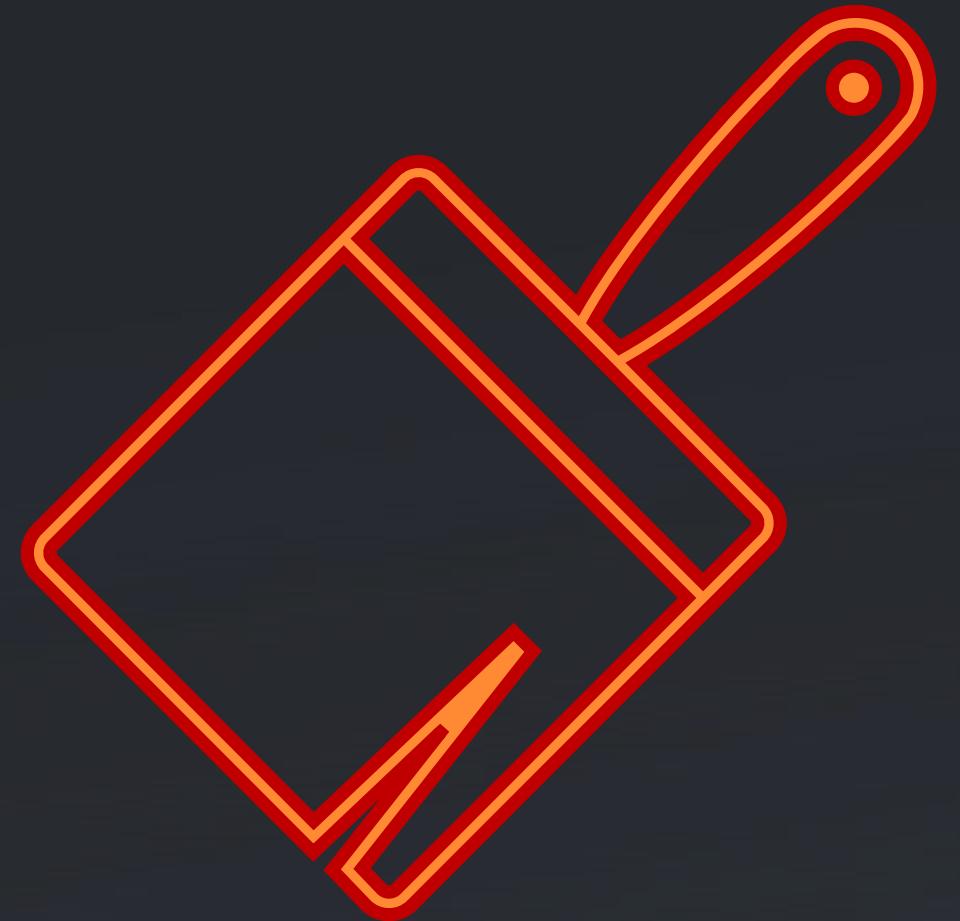


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Freeform or Visual Idea Discovery



Say it, draw it...

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

I still remember the example of a software vendor who produced a production which was only tested against IDs between 10k and 15k. What happened was a downtime.

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 every day. Luckily many of us can achieve the same with a few simple steps. Or was it the year before or was it even older? We might have to ask a colleague that works on the shared development database.

While the age of the structure of the database can be a problem, the workflow in place, the data in the database is a whole different story.

For starters, is it necessary to have all this data in one place 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 using your own database environment. Your own personal database environment is minimum to get it right.

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

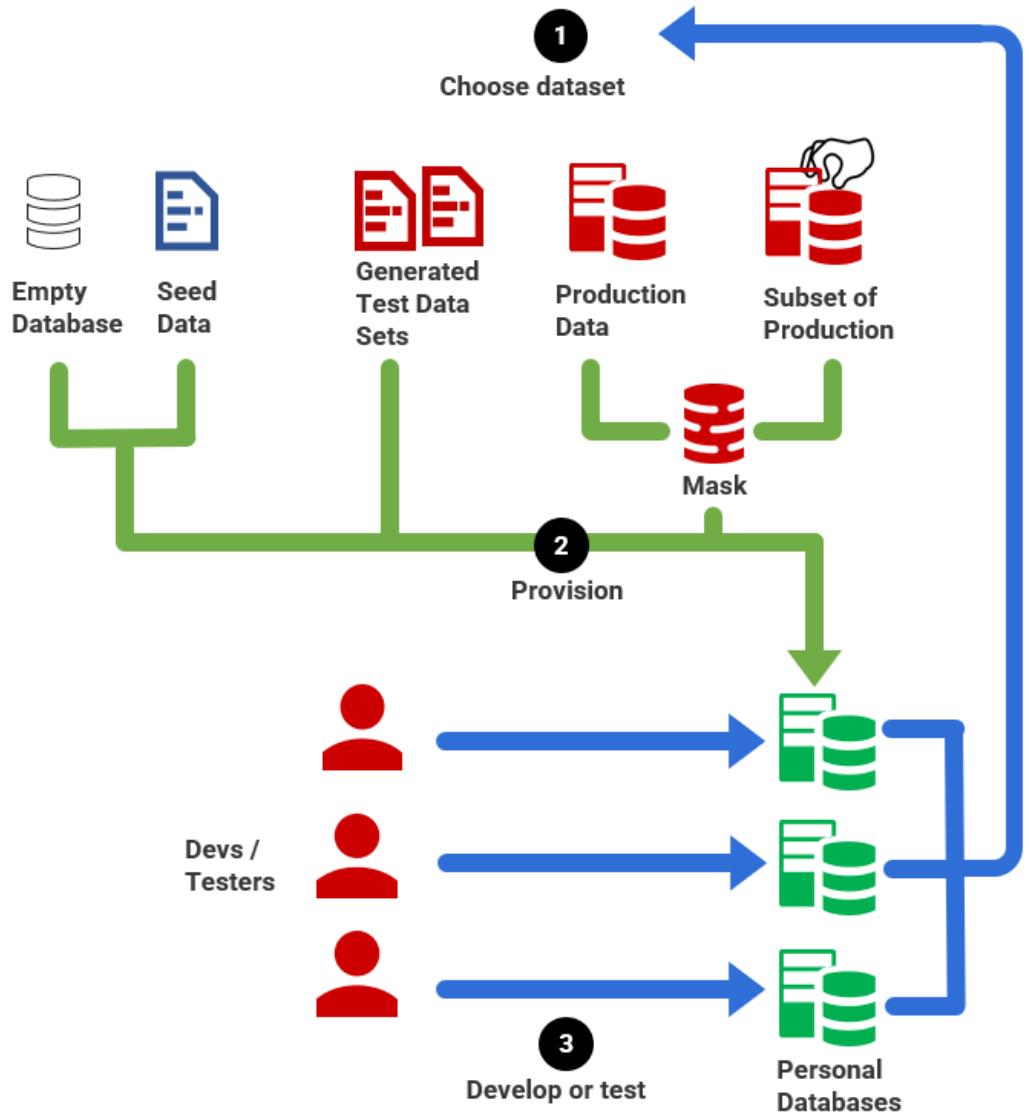
Every feature should be developed and tested against your own database environment.

With your own database environment in place, it's easier to know what data and how much is really needed.

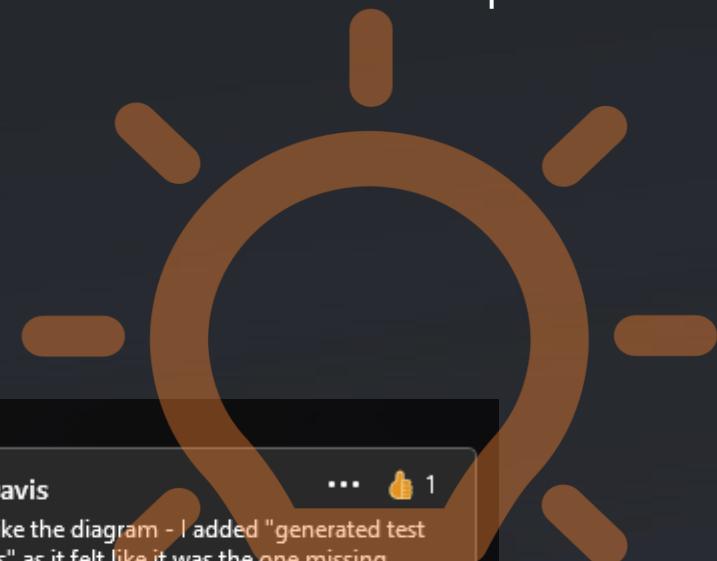
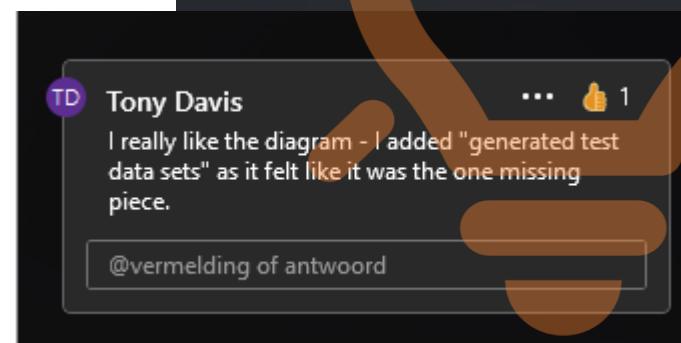
That depends on the use case. Sometimes all the data is needed. If you're developing an app which uses the production data might be the best choice. Masked (obfuscated), we want to prevent GDPR issues.

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

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

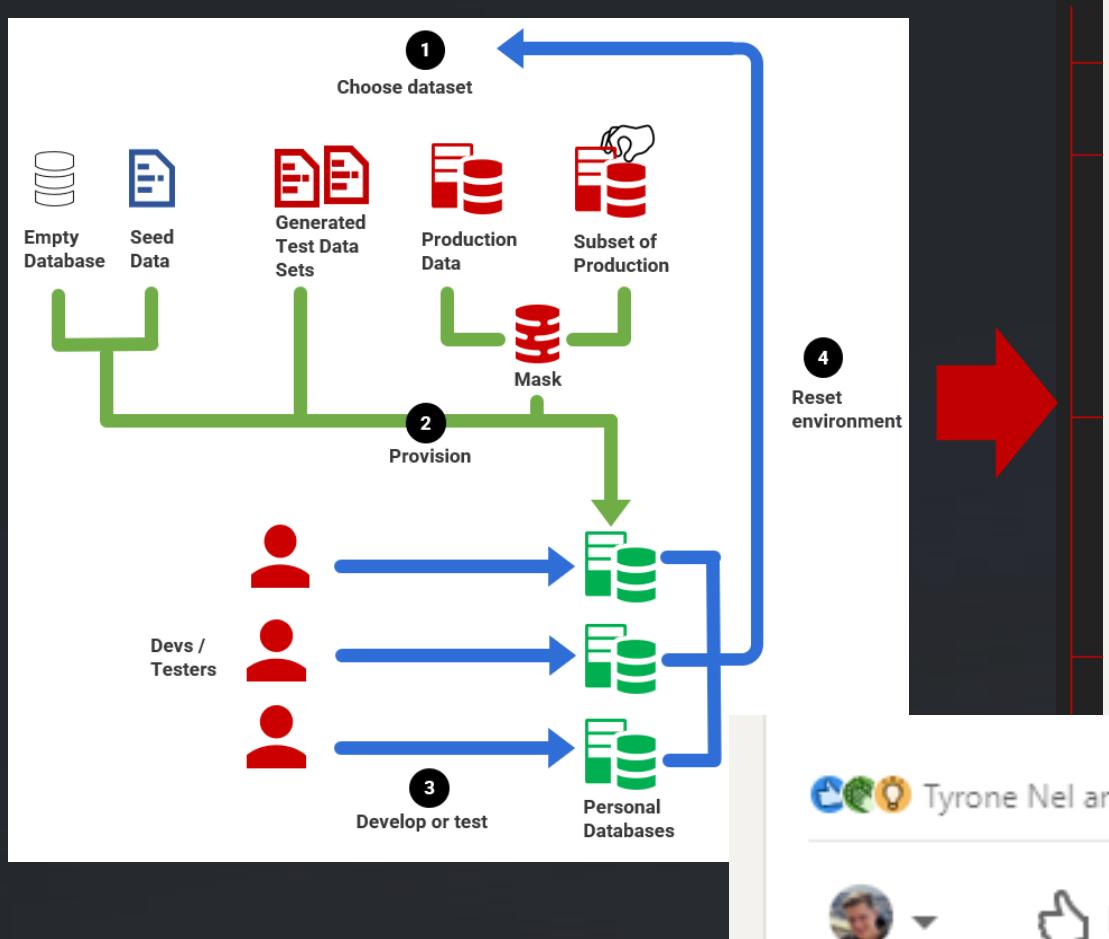


- ✓ Write down your idea
- ✓ Pin down your idea
 - ✓ Purpose
 - ✓ Audience
 - ✓ Story
- ✓ Structure
- ✓ Write or present



Develop a structure

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



Tonie Huizer • You
Software, Data, DevOps Consultant
1mo • Edited • 0

Today I presented at Redgate Software's TDM event in London.

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

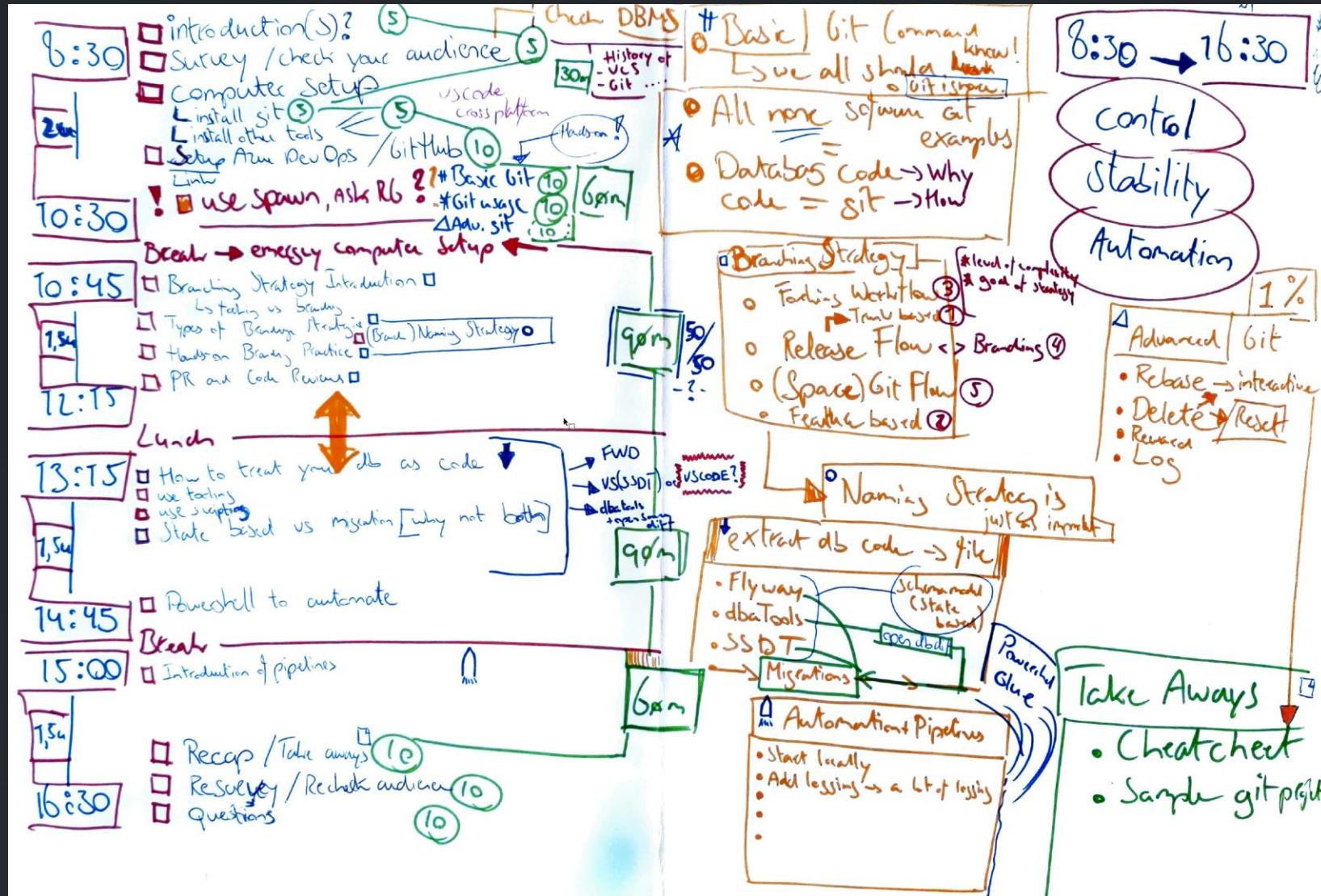
https://lnkd.in/e_VjiRzY

6 comments • 5 reposts

Like Comment Repost Send

Testers need a TDM strategy

Idea Discovery for your presentation!



Structure

08:30

- Intro
- Know the audience (survey)
- Get set for control
 - Git, GitHub
 - Git tools
 - Azure DevOps

10:30

Break -> emergency laptop setup

10:45

- You need a Branching strategy
- Branching best practices
- Importance of PR and Code reviews

12:15

Lunch

13:15

- How to treat your DB as code
 - Use tooling
 - Use scripting
- State-based, migrations, both?

14:45

Break

15:00

- Intro to pipelines
- Building Automation pipelines ...etc....

Story

Working with Git

- Git commands you need to know
- Get a Git space
- DB code = Git code

Branching strategies

- Forking walkthrough
- Release flow / Gitflow
- feature branching
- Naming is important

Extract DB code -> file

- Flyway – schema model
- dbaTools
- SSDT

Automation Pipelines

- Start locally
- You will need logging

08:30 -> 16:30

Control

Stability

Automation

Purpose

Takeaways

- Cheat-sheet
- Sample git project

Informal idea discovery





“A blog about tracing Power BI datasets, and debugging DAX performance, so we can do tuning and avoid throttling in the PBI environment”

Problem, Story



+ Who, Why, When

PBI developers need a way to spot report killers *before* they crush the live service!

“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”.

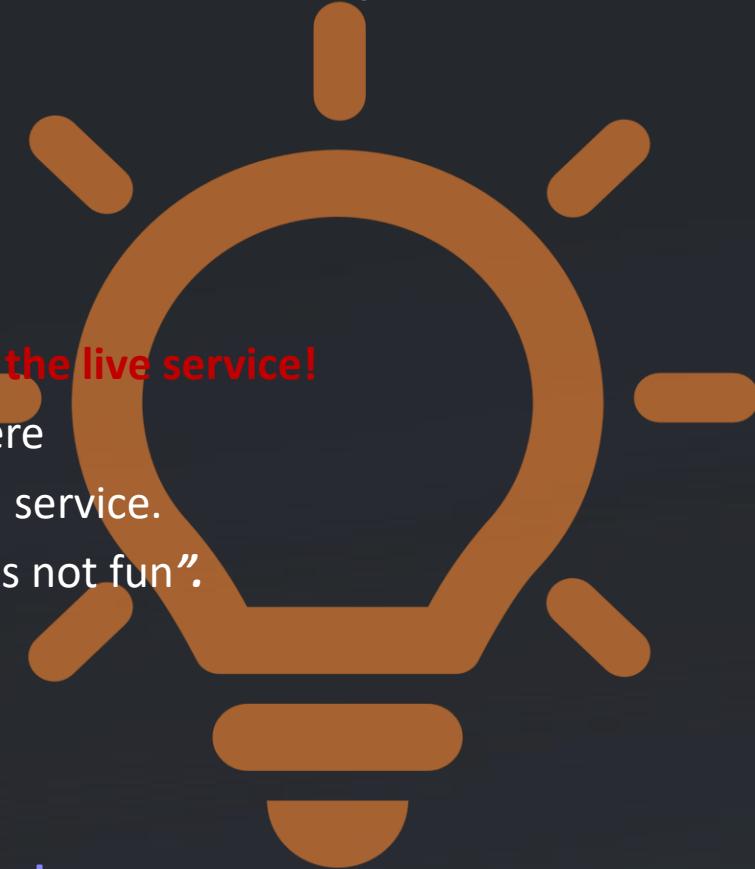
Audience, Purpose



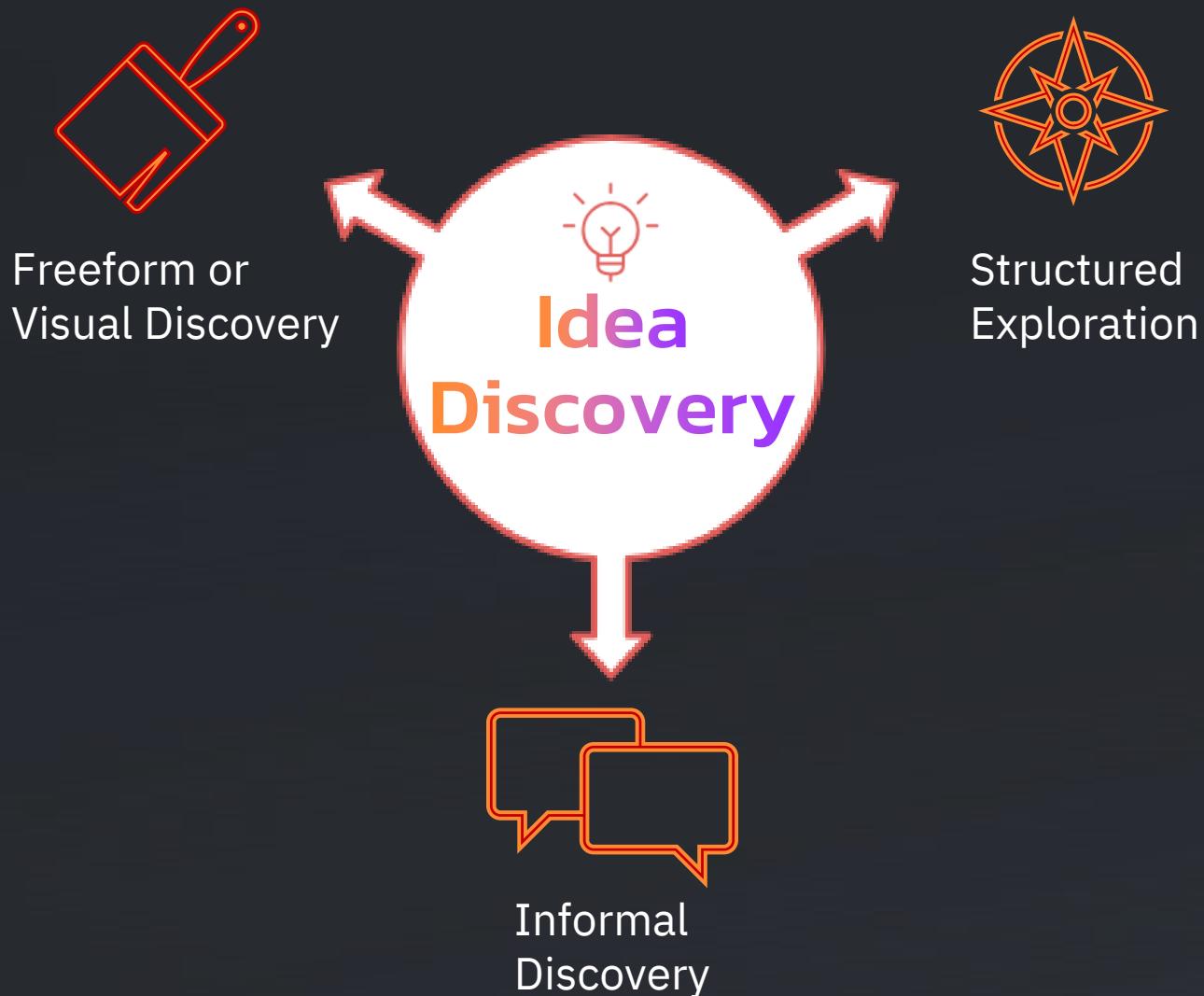
+ Who, What, How

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

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



The creative routes to a good idea



The Amplify journey



The core delivery principles



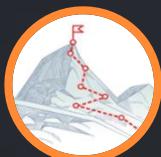
Your audience



The problem



Your purpose



Your story

*These guide
everything
you deliver*



1. Audience first, ego second

Explain your ideas in a way that resonates with your audience.

2. Start Strong - problem

State immediately what problem you'll solve for the audience and why will they care. Capture their attention right away.

3. Stay on track – purpose + story

Every slide, paragraph, demo serves your purpose and moves your story forward clearly and logically.

(...but never skip an important part of the technical information)



More Wise Words of Phil Factor

"If you can't be brilliant, be clear and simple. Your readers will be grateful and continue to read."

Refine for Impact and Clarity



Be clear, precise but never dull

Quicksand



“As a rule, non-production personnel should not have access to controlled or sensitive environments using any database role that has elevated administrative permissions...”

Concrete



“There’s no good reason for a developer to have sysadmin on Staging...”

Refine for Impact and Clarity



No periphrastic perambulations

Quicksand



“Leveraging Business Intelligence solutions for actionable insights is game-changing for modern enterprises, but an effective data-driven, decision-making framework requires large volumes of data for accurate trending and forecasting”

Concrete



“Business Intelligence solutions help companies make better decisions by analysing large data sets to identify current trends and predict future ones...”

Refine for Impact and Clarity



Keep it plain and simple!

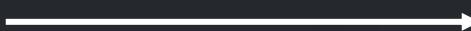


Quicksand



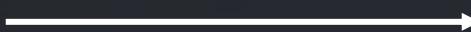
Concrete

"Thingamajig" words



Terms used for their precise meaning

Confusing variation in terminology



Consistency

"Vague Handwaving"



Concrete examples

Hyperbole/buzzwords



Proof of value

Formal, textbook language



Natural, conversational style

Twisted colloquialisms

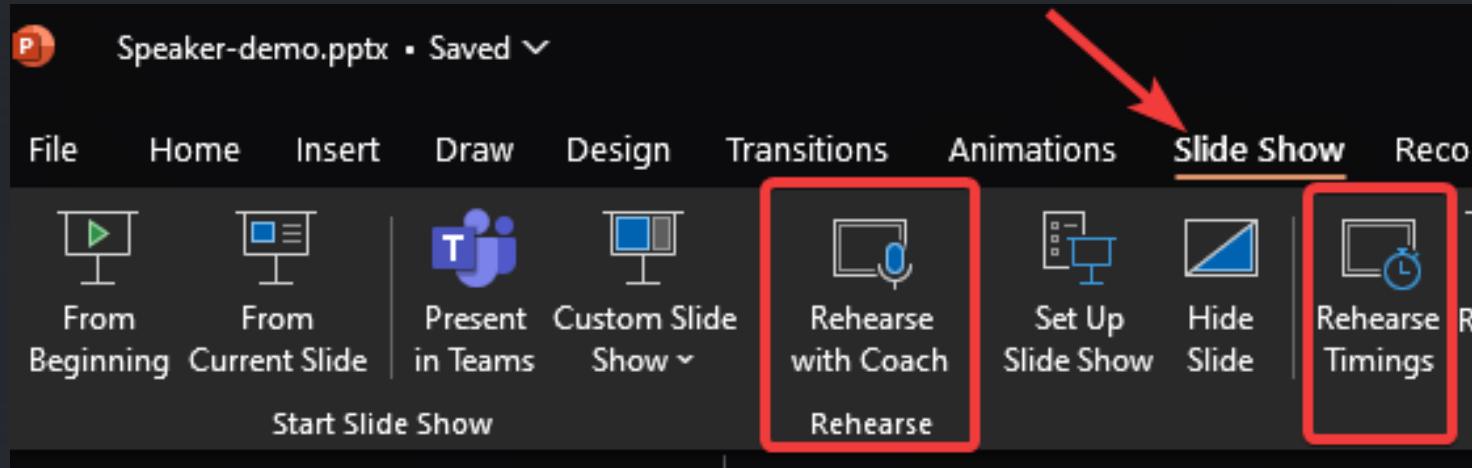


Plain, simple language

* See also: *Strunk and White*, *Steven Pinker* or *George Orwell* – they all agree!

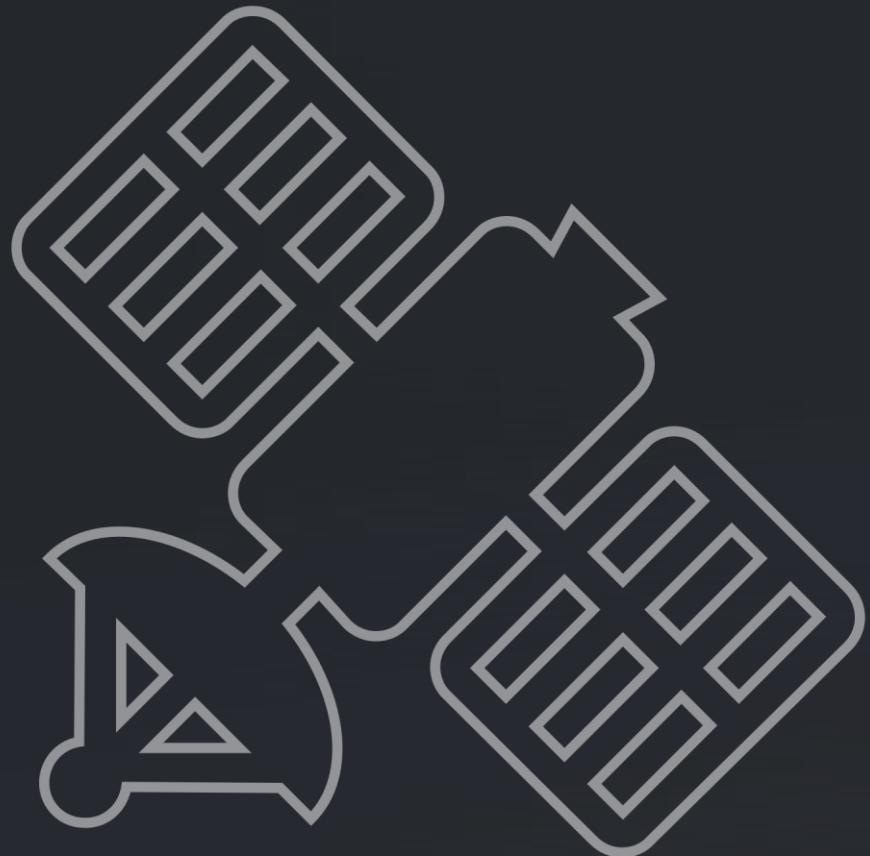
Refine for Impact and Clarity

- Rehearse your delivery
- Rehearse your timings!



- Check out the room
- Speak slowly – esp. if English 2nd language

Amplify your reach



SEO ≠ content discovery

Your content must be where your audience is

Clarity, purpose and structure will get your idea ‘noticed’ by AI

Amplify your visibility

Maybe no one noticed because you failed to help them notice!



Marisol Steinau

Available on mobile

do a pre-con to teach git and they told me thanks for the offer, they think its a good idea and will consider it.

So I think your chances are far greater than mine 😊 I just started with Public speaking this year. You and Oliver are experts 😊

Tonie Huizer • 11:29 AM

😊 thanks for the compliments,
Don't forget we both only started speaking two years - so it can go hard! 2023 it really started for me...

<https://sessionize.com/tonie/#events>
<https://sessionize.com/oliviervansteenlandt#events>

Where is your public sessionize profile?

A screenshot of a Sessionize search results page. The search bar at the top has the word "sessionize" typed into it. Below the search bar, there is a section titled "Search results" which shows a single result: "No profiles that match the criteria".

Marisol Steinau (she/her) • 11:58 AM

oh wow i thought you both started a few more years ago! That's inspiring 😊 !

Here is my profile, it was not set to public because I had forgotten, thanks for asking: <https://sessionize.com/marisol-steinau/>





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Tony Davis

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