

{NOT}JustAboutCode}™ is a one-on-one mentoring programme designed for Indian women in technology.

Currently offered to women with less than 5 years of work experience in the field of Information Technology, this unique programme is tailored to empower women to meet their professional goals via personal enrichment.

The programme takes the participant through 4 thoughtfully designed one-on-one phases(sessions), each of which builds upon the outcome of the previous phase. The duration of each session is 1.5 hours, making the total duration of the programme **6 hours**.



1. DISCOVERY

We begin with a deep-dive into who you are, your current job profile, core-values, aims and aspirations. This is a great place to start self-discovery!

2. SHATTERING THE TROLL MIRROR

We all harbour myths about ourselves and the world around us. Here we do some rigorous myth-busting. You will replace the troll mirror with a mirror of reason and emerge with a realistic picture of your strengths and weaknesses. Armed with this reliable data, you can begin your growth process.

3. KICKSTARTING KAIZEN

We have listened to you with care and empathy in the first two phases. Now in this phase, it is our turn to give you practical advice on how you can help yourself and grow - now and in future. Take your pick from some of the possible roadmaps we suggest and make informed judgements on the next steps you can take. We will give you some insights, life-hacks and best practices and make helpful suggestions on how to work them into your daily routine. You can think of this phase as an implementation guide. There are so many free and paid resources out there and we understand how confusing it can get to make the right choices. Here we provide you with a hyper-targeted, carefully curated list of resources, courses, books and podcasts that will be most effective for you, based on your specific requirements.

4. TUMBLE DRY YOUR TECH

OK! Although we believe that a successful career in technology is not **all** about code, it sometimes has a lot to do with it! So far we've looked into your habits, skill-gaps, obstacles, and ways of overcoming them. We've also looked into the tools that can reinforce your confidence and improve your well-being. But here you bring us your technical queries and get practical tips and advice from us on how to hone your technical chops.

You can bring us a brief sample of your work if you want very specific advice. Otherwise, you could bring us a problem you've been struggling with so we can help you with it. The more specific we get here, the better results you get out of this session. To get you started, we have put up a list of common problems that people generally bring to us. Look in the "Important Information" section to get your thoughts flowing. This is a super practical phase so make the best use of it!

WHO WE ARE



RAHUL

“ I am a programmer at heart. I have nearly 17 years of rich work experience in the technology domain. I have worked with clients from different parts of the world and in my current life I am a Technical Lead in a Bangalore-based software services company. I am totally self taught and my insights and knowledge come from personal experience and a lot of trial and error. I think that I could have saved a lot of time and heartache if I had a mentor at a few crucial stages of my career. This belief has inspired me to help new programmers where and when possible. Besides coding and leading my team, I regularly volunteer to mentor juniors and interns via one-on-one coaching sessions, technical training and informal career advice.

Mentoring is a two-way process. It is not just about imparting technical knowledge and wisdom. It is also about sharing someone else's journey of growth and enrichment. I find this participation to be extremely rewarding.

We founded {NotJustAboutCode}[™] to reach out to women engineers who need a formal approach towards enhancing their skills and careers in a technical world. It is not always just about coding. It is important to approach growth in a holistic manner. We see a clear gap in the current support system available to Indian women in technology. A structured programme such as ours would immensely benefit talented women engineers and create a level playing field in technology. This is good for everyone. I have already seen positive results of applying my insights in my current and previous roles as a mentor. Besides, there is quite a bit of negative mental conditioning that needs to be addressed. I believe our programme is crafted towards achieving this end ”.



JAYASHREE

“I worked for over 13 years in global software companies as a Network Engineer, Version control specialist, Build Engineer, Lead Configuration Manager and Build environment specialist. My job gave me great opportunities to live in and travel to other countries and work with people from other cultures. I loved that of course, but for a while I had been harbouring secret hopes of breaking free from the grind to follow other life interests I had so far neglected due to long and stressful work-weeks. So when life threw me an opportunity to chuck it all and go my own way, I took it.

In the past three years I can honestly say that I have done most everything I have always wanted to. I have worked as a freelance editor(English), a translator(French, Kannada, Hindi) and a transcriptionist for various clients. I have practiced web design, graphic design and web development. I have taken language and creative writing courses, travelled around a little and photographed a lot. I have pursued Yoga and meditation and have experimented with poetry, ZenTangling, recipe development and vegan baking. I am currently in the process of formalising all my studies and building a portfolio in readiness for my new post-mid-career career!

Through my learnings, I have discovered new ways of looking at life. I have learned how to keep on learning and never stop! The biggest obstacles to learning at any age are our own misconceptions about ourselves. My life experiences have provided me with insights on how to overcome such mental obstacles - both self-created and society-inflicted. The mistakes and lessons have been many - some tangible, many others intangible. I have spent so much time "unlearning" old thinking patterns and learning new and useful ones instead, that I wish someone had told me about all this early on. I find that many of my misconceptions are shared by other women. And If I could spare even one woman a bit of time and heartache by sharing my own personal insights, I would consider this a successful programme ”

IS THIS PROGRAMME RIGHT FOR YOU?

You are a few years into your tech career & you need game-changing consultation to go from average to great!	✓
You've just landed your dream job, fresh out of college. You need direction and a career roadmap.	✓
You are looking to hone your tech chops. You want to learn a new tech stack, or up your personal coding style.	✓
You want to start a personal side project to enrich your knowledge, but do not know where or how to begin.	✓
You are looking for a new great job & want to work towards a well-rounded resume.	✓
You are feeling a bit low in your current job. You'd like to recharge your batteries and get a fresh start.	✓
You are doing OK, but something is missing & you need some validation & hand-holding to reassure yourself.	✓
You want to be an explosive debugger/troubleshooter/colleague/co-worker/programmer. But how???	✓

PROGRAMME DETAILS

- FEES:** ₹4000/- for the entire programme (4 sessions of 1.5 hrs each).
- PAYMENT MODE:** Full amount to be paid in advance at the time of registration. [Via bank transfer only](#). As of now, we do not accept cash/credit card/wallet payments.
- PLACE:** Our home office in South Bengaluru. Address to be shared on registration.
- REGISTRATION:** Email us at rahul.jain@notjustaboutcode.com or talupu@notjustaboutcode.com with your name and contact phone number. We will get in touch within 48 hours.
- CANCELLATION:** 48 hrs before the first session starts - **100% refund, no questions asked.**
24 hrs before the first session upto the completion of the first session - **75% refund.**
Any point after the completion of the second session - **No refunds.**
- SESSION TIMINGS:** Will be scheduled at a mutually convenient time on registration. Recommended time gap between sessions is 1 week.

IMPORTANT PROGRAMME INFORMATION: MUST READ!

WHAT IS THE MOTIVATION FOR THIS PROGRAMME? WHY IS IT ONLY FOR WOMEN?

We believe in equal opportunity for everyone, women and men alike. As of now we think there is very little support system for women in technology. We aren't just talking about the external support mechanisms and formal frameworks at workplace. There is a dearth of tools and guidance that can help women bust their own negative mental conditioning about career choices, personal capacity and technical aptitude. We want to address this gap in the technology industry in a structured, practical, hyper-targeted and empathetic manner. We want to be far more than just a water-cooler crib session for women. We want to be a solid support system for women to be able to come and discuss freely and frankly about their goals, pain-points and technical ideas, without having to worry about being judged or patronised in any manner.

We draw heavily from our own personal lives and careers in technology in our understanding and insight. We are NOT trained counsellors and this is NOT a counselling group or therapy session. What we do here, is to point you towards practical methods of becoming life-long learners about yourself, technology, and the professional world around you. Ultimately, it is all about you, the person. And if you don't look into ways of empowering yourself in your professional and personal life, it will be very hard to thrive or even survive in this highly competitive, increasingly skills-based world of technology.

We don't "tell" you what you should or should not do. We don't "sell" ideas or methods. We do not give you silver-bullet solutions to what we now know to be complex and multi-layered issues. Because that approach does not work. But if you let us, we will help you discover for yourself what you can do and how. We can help remove obstacles from your path via methods of introspection and practical solutions. We will offer you technical help and personal push. We will be happy to be your facilitators in your journey. We want to emphasise that we are NOT into activism or extreme agendas. Think of us as a helping hand rather than a crying shoulder. We invite your trust and in return we promise to hold your personal information in utmost confidence.

WHAT IS THE DISCOVERY PHASE?

In the discovery phase, we begin with a deep-dive into who you are, your current job profile, core-values, aims and aspirations. This is a great place to start self-discovery.

We then talk about some of your recent experiences and together we identify areas that you would like help with. This is also where we discuss your expectations, set the scope, possibilities and limitations if any. At this stage we also let you know specifically what you can or cannot expect from this programme. It is a crucial stage to develop self-awareness, which is a key requirement for the success of this programme.

WHAT IS A TROLL MIRROR AND HOW DO I SHATTER IT?

“In the fairytale story “[The Snow Queen](#)”, an evil troll, called “the devil” made a magic mirror that distorted the appearance of everything it reflected. It failed to reflect the good and beautiful aspects of people and things, while magnifying their bad and ugly aspects. The devil, who was headmaster at a troll school, took the mirror and his pupils throughout the world, delighting in using it to distort everyone and everything; the mirror made the [loveliest](#) landscapes look like “boiled spinach.” They tried to carry the mirror into heaven with the idea of making fools of the angels and God, but the higher they lifted it, the more the mirror shook with laughter, and it slipped from their grasp and fell back to earth, shattering into billions of pieces, some no larger than a grain of sand. These splinters got blown by the wind all over the Earth and got into people's hearts and eyes, freezing their hearts like blocks of ice and making their eyes like the troll-mirror itself, seeing only the bad and ugly in people and things. [\[Source Wikipedia\]](#)”

We all harbour such myths about ourselves and the world around us. Your myths could be about your values, technical skills, communication, personality, gender or looks even! Sometimes you may not even be aware of carrying them! Myths could also originate from your world view.

In this phase we do some rigorous myth-busting. We help you recognise the negative self-labelling and technological MUST-isms that prevent you from achieving your full potential. You will learn to replace the troll mirror in your eyes with a mirror of "reason" and emerge with a realistic picture of your strengths and weaknesses. Armed with this reliable data, you can begin your growth process.

SAMPLE TECHNICAL QUERIES THAT CAN BE ADDRESSED IN THE FOURTH SESSION.

Do you feel apprehensive about your coding style? (Is the code easy to read/lean/maintainable/reusable etc..)
Do you have difficulties writing test cases?
Do you find debugging & troubleshooting difficult?
Do you find it difficult to approach a brand new problem that needs to be solved via code?
Do you have a personal/open source project you are stuck with mid-way?
Do you want to contribute to an open source project but do not know how/where to start?
Do you want to improve your productivity at solving problems? (Faster, more efficient approach)
Do you need specific technical advice to help prepare for an interview?

DO YOU CONDUCT THIS PROGRAMME VIA SKYPE?

We recommend and prefer face-to-face sessions because of their effectiveness in our programme. It is also easier to "know" you better in person than via video chats. So for folks living in Bengaluru, we only conduct in-person sessions. However, we do make exceptions for interested participants who live outside Bengaluru and can arrange to conduct the sessions via Skype. The Skype sessions will be of 1.5 hrs each(same as local participants).

WHAT IF I WANT TO TAKE ADDITIONAL SESSIONS?

Four sessions are really enough for you to get started on your path of continuous improvement. Rome was not built in a day. Nor is a solid and fruitful career. The take-aways of this mentoring programme will require your continued engagement and full commitment to yield meaningful and expected results. So we recommend you spend time incorporating the new lessons and techniques before you think of enrolling for the top-up sessions.

Having said that, if while implementing the previous lessons, you face new hurdles, or make new discoveries about yourself that need our quick help and guidance, we will be happy to continue partnering with you on your journey. Call us to book a top-up session (**1.5hr**). Top-up sessions will be charged on a per-session basis and will cost you **₹1000/-**

If your particular situation calls for more regular and ongoing sessions, we will be happy to offer attractive fee discounts for you, depending on your requirement and our availability for long-term engagement.

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