Tech Talks 101: Topic Generation

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The schedule

• 101: Topic generation - Mon 11:15am
• 201: Talk Development - Mon 12:00pm
• 301: Stage Presence - Mon 12:45pm
• Lightning Talks
  • Tues 4:00pm
  • Wed 12:15pm
  • Thurs 10:45am
## What the process of giving a tech talk?

### Topic
- What do you know or want to learn?
- What’s appropriate for the conference?
- How can you meaningful contribute?

### Proposal
- Title
- Description
- Outline*
- Bio

### Talk
- Slides
- Stage Presence
- Do it!
This is interactive. Let’s interact.

means time to DO IT!

#df14techtalks
@SalesforceDev
Why haven’t you spoken before?
Have you ever thought …

“Oh crap!
Everyone is going to realize I have no idea what I’m doing.”
Do you feel like a fraud because …

• didn’t start coding when you were 12?
• don’t work on side projects for “fun”?
• aren’t yet Salesforce certified?
Impostor Syndrome

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Self-fulfilling

- work too hard
- hold yourself back

Burnout!

Isolation
Failure
Stress
Tech is communal

- Conferences
- OSS
- Books & blogs
- Stack Overflow & online documentation
- Teams, pairing, agile
“I’ve realized almost everyone is a fraud so I try not to feel bad about it.”
Reframe

• Teaching
• Sharing
• Helping others
• Narrating history
• Being a role model
• Mentoring
• Changing the world!
Help others

• Teach things you know
• Ask the first question so someone else doesn’t have to
• Connect with others
Teach

Write 5 things you could teach related to tech
Remember what matters
Which values relate to happiest, proudest, or most satisfied times in your life?
Three values related to your happiest or proudest moments

- Accomplishment
- Accountability
- Achievement
- Activism
- Adventure
- Affection
- Ambition
- Autonomy
- Challenge
- Close relationships
- Commitment
- Community
- Compassion
- Competence
- Competition
- Confidence
- Coolness
- Courage
- Creativity
- Credibility
- Decisiveness
- Economic security
- Effectiveness
- Efficiency
- Enthusiasm
- Excellence
- Excitement
- Fairness
- Family
- Free time
- Freedom
- Friendships
- Growth
- Health
- Helping others
- Helping society
- Honesty
- Independence
- Influence
- Inner harmony
- Insight
- Inspiration
- Integrity
- Introspection
- Justice
- Knowledge
- Leadership
- Loyalty
- Meaningful work
- Mentorship
- Merit
- Openness
- Persistence
- Pleasure
- Privacy
- Public service
- Quality
- Recognition
- Reputation
- Responsibility
- Security
- Self-knowledge
- Self-reliance
- Self-respect
- Stability
- Truth
- Vibrancy
- Volunteering
- Wealth
- Will-power
- Wisdom
Choose one value

Write a paragraph about why that value matters to you
Look at the data

- record positive feedback
- measurable progress
- list accomplishments
Victory Journal

• Write 10 accomplishments
Credibility

Knowledge

+ Experience
Make some lists!
What do you know?

• Languages (HTML, Java etc)
• Frameworks (Django, Rspec, CakePHP)
• Tools (make, rake, WordPress)
• Documentation, Testing, Team, Project Management
What have you done?

• Jobs
• Internships, volunteering, organizations
• Schools
• Projects (work or personal)
Mine specifics
Answer one ...

- A hack I used to accomplish X
- Last bug I fixed
- My favorite tool/technique/module/etc
- Bad advice for beginners
- Most painful tool to use
- Something I thought would be useful but didn’t work.
Topics
values
knowledge
experience
accomplishments
5 minutes. 20 topics. Go!
Next Steps

• Choose a topic
• Brainstorm titles & descriptions for topic
• Create an outline for topic
• Research conferences to submit to
• Practice presenting and public speaking
Next at Dreamforce

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Thank You

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