Recruit. Retain. Foster.
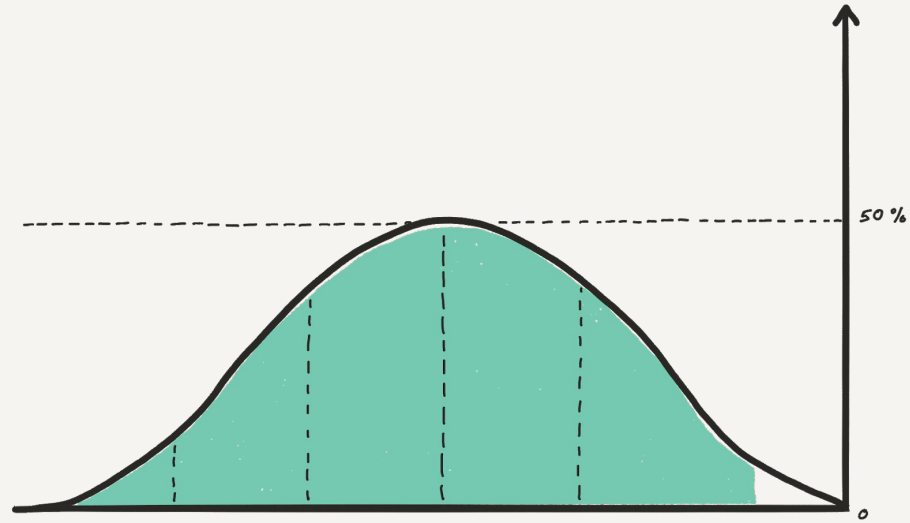
Building a strong open source culture is your key to top software engineering talent.
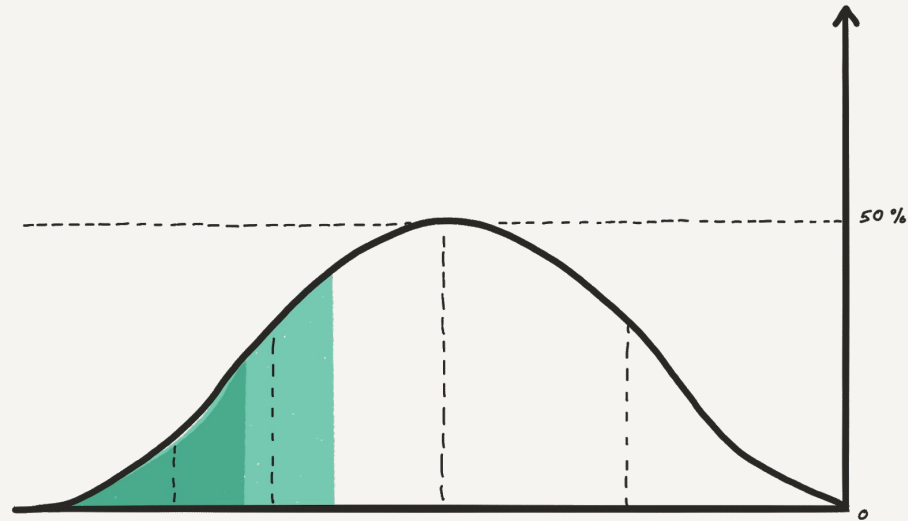
Tobie Langel (@tobie)
Principal, UnlockOpen
tobie@unlockopen.com
unlockopen.com

CTO Connection | IN PARTNERSHIP WITH aws

First, a little bit of *context*.

Consume

96%

Contribute

50 %

0

29%

often: 10% — sometimes: 19%

Industry: financial services

Contribute

56%
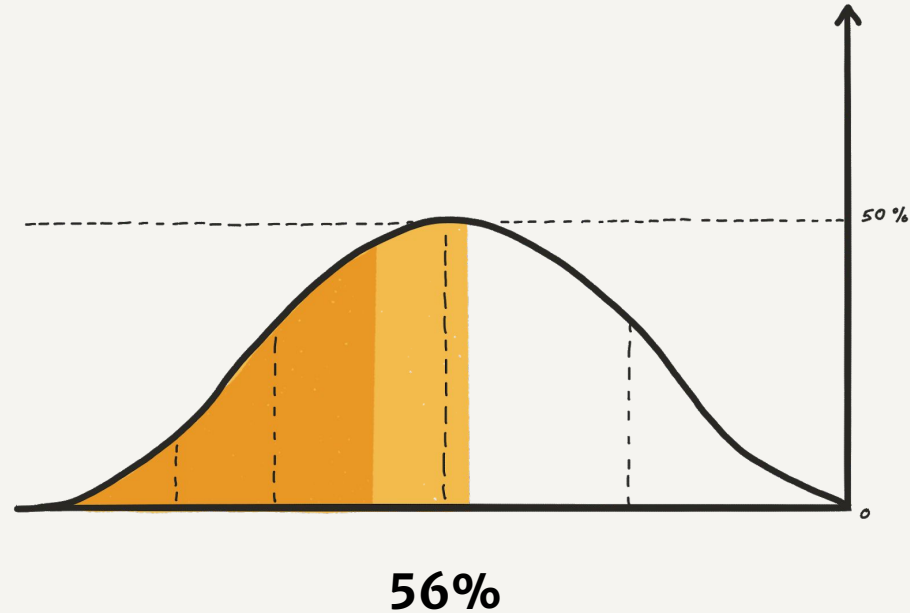
often: 28% — sometimes: 28%

Industry: tech

Building a strong
open source culture…

…and leveraging it to recruit, retain, and foster top talent.

Agenda

1. Why care about building a strong open source culture?
2. Why do developers care?
3. How can you improve your open source culture?
4. How can you make it more visible?
5. How can you leverage that visbility?

Agenda

1. Why care about building a strong open source culture?
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4. How can you make it more visible?
5. How can you leverage it?

Bonus: hot seat

1. Why care about building a strong open source culture?

Tobie Langel
@tobie

How important is it to you to be able to release & contribute to open-source software as part of your full time job?

31% Extremely important

34% Somewhat important

17% Slightly important

18% Not at all important

2,181 votes • Final results

♡ 50 11:50 PM - Apr 26, 2016

ⓘ

💬 155 people are talking about this

›

Tobie Langel
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♡ 50   11:50 PM - Apr 26, 2016

💬 155 people are talking about this

Cory House
@housecor

Poll: 📊 Okay developers, how do you feel about contributing to open source as a full-time employee?

Is it important for your employer to let you contribute to open source/open source relevant projects?

RT appreciated 🙏

25% Essential - I require it

51% Important, not required

22% No preference

2% I prefer closed source

1,605 votes • Final results

♡ 59   6:57 PM - Feb 17, 2018   ⓘ

💬 128 people are talking about this   ›

2. Why do developers care?

- Your GitHub profile is your resume.
- Window into a company's internal culture.
- Provides intrinsic motivation in jobs where it would otherwise be lacking.
- Bring your whole self to work.
- BYOT (Bring Your Own Tools).

3. How can you improve your open source culture?

- People over communities over projects over company.
- Make your policies less of a hurdle.
- Make open source part of your *whole* eng culture.
- Align it with business goals.
- Measure it.
- Reward it.

3. How can you improve your open source culture?

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"Let's face it, **great developers can take their pick of jobs right now**. These same developers know the value of coding in the open and will want to build up a portfolio of projects they can show off to their friends and potential future employers. That's right, a paradox! **In order to keep a killer developer happy, you have to help them become more attractive to other employers**. But that's ok, because that's exactly the kind of developer you want to have working for you. So relax and let them work on open source or they'll go somewhere else where they can."

—Tom Preston-Werner, Co-founder, GitHub

Also attention to details…

...avoid things like these:

- toblan20@company.com,
- @tobie–company GitHub handles,
- Huge legal disclaimers at the bottom of emails,
- etc.

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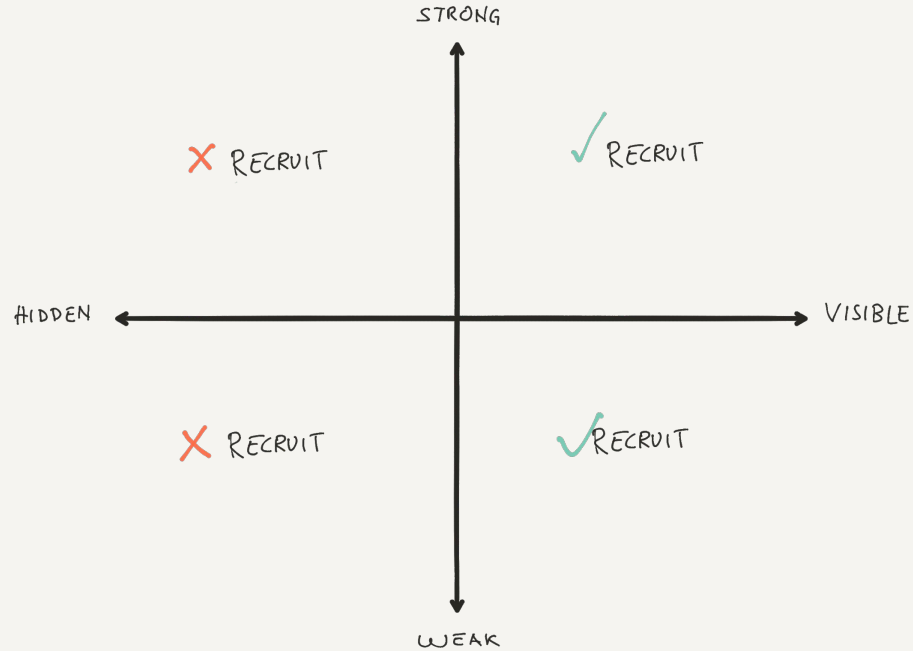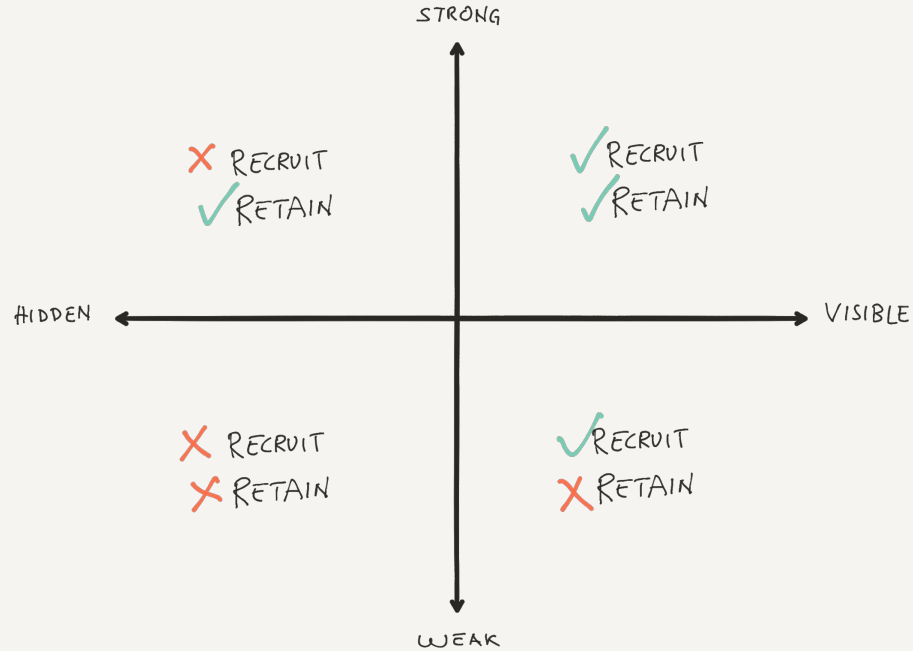
4. How can you make it more visible?

Open source culture
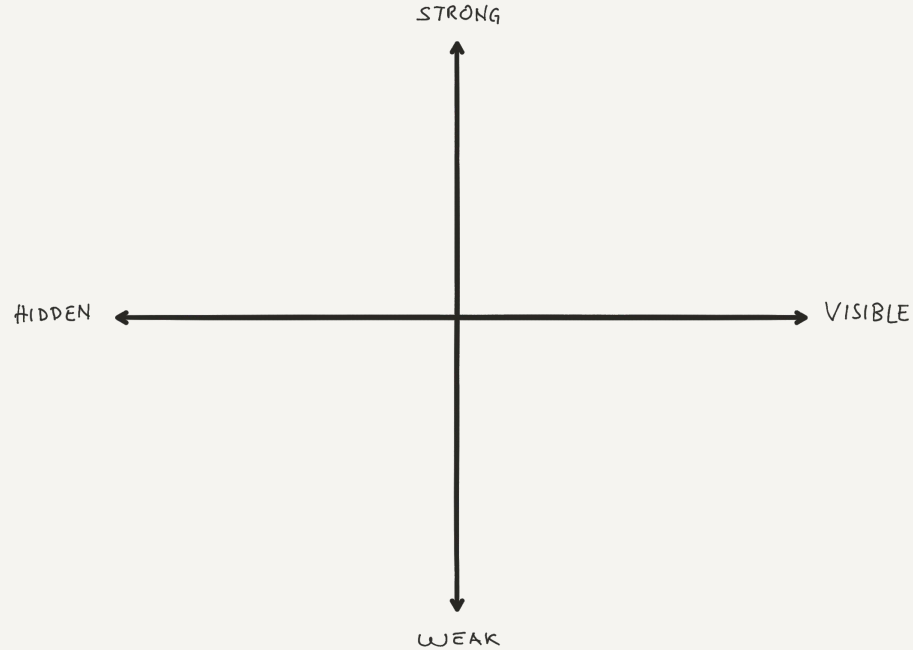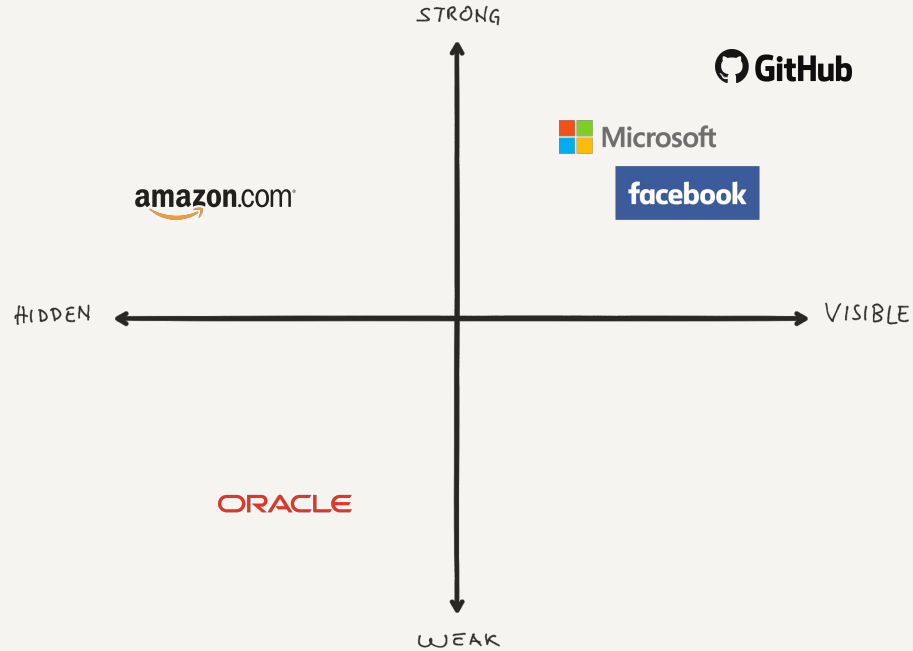
STRONG

HIDDEN ← → VISIBLE

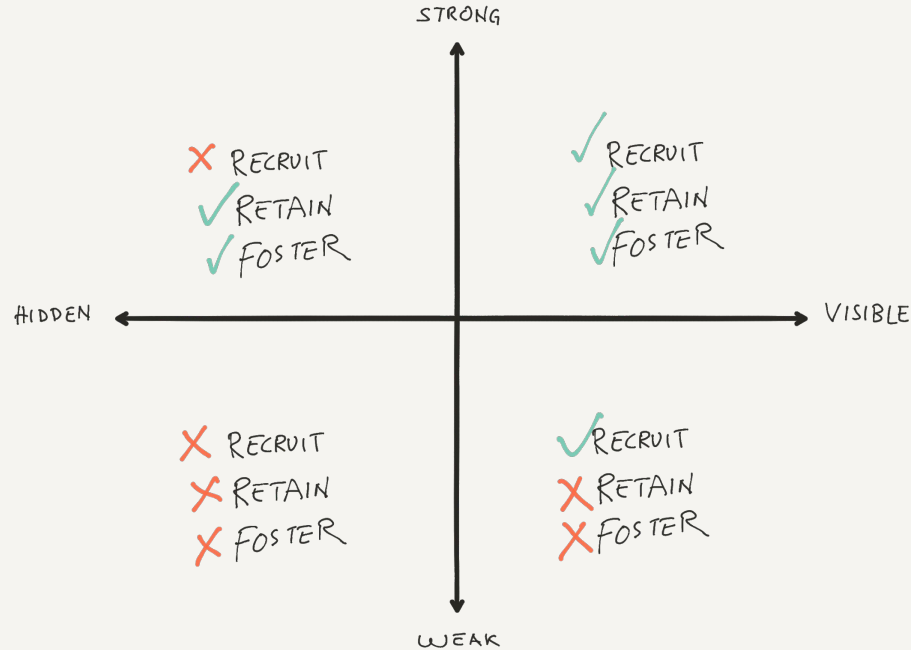WEAK

Open source culture

Open source culture

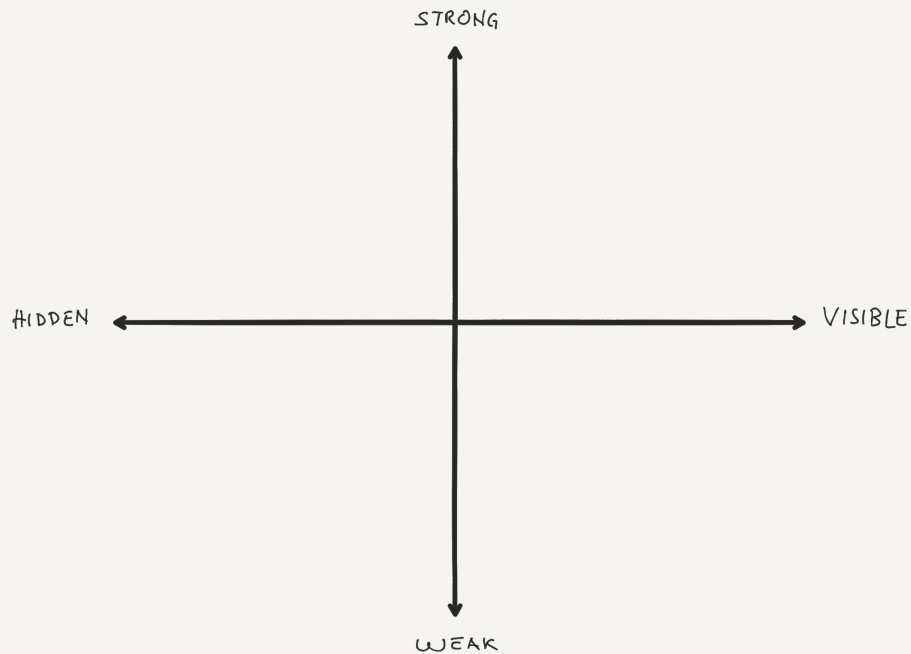# Open source culture

Open source culture

4. How can you make it more visible?

- GitHub org (github.com/company)
- Dedicated website (opensource.company.com)
- company.github.io
- Engineering blog
- Fund dependencies (opencollective.org/company)
- Speak at conferences
- Sponsor conferences

5. How can you leverage it?

- Brand vs. response marketing
- Organically (e.g. GitHub can just rely on its brand)
- Structured:
  - Funnel visitors to open positions
  - Promotion during recruiting

Bonus: hot seat

STRONG

HIDDEN ←————————————→ VISIBLE

WEAK

Thank you.

Tobie Langel (@tobie)
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