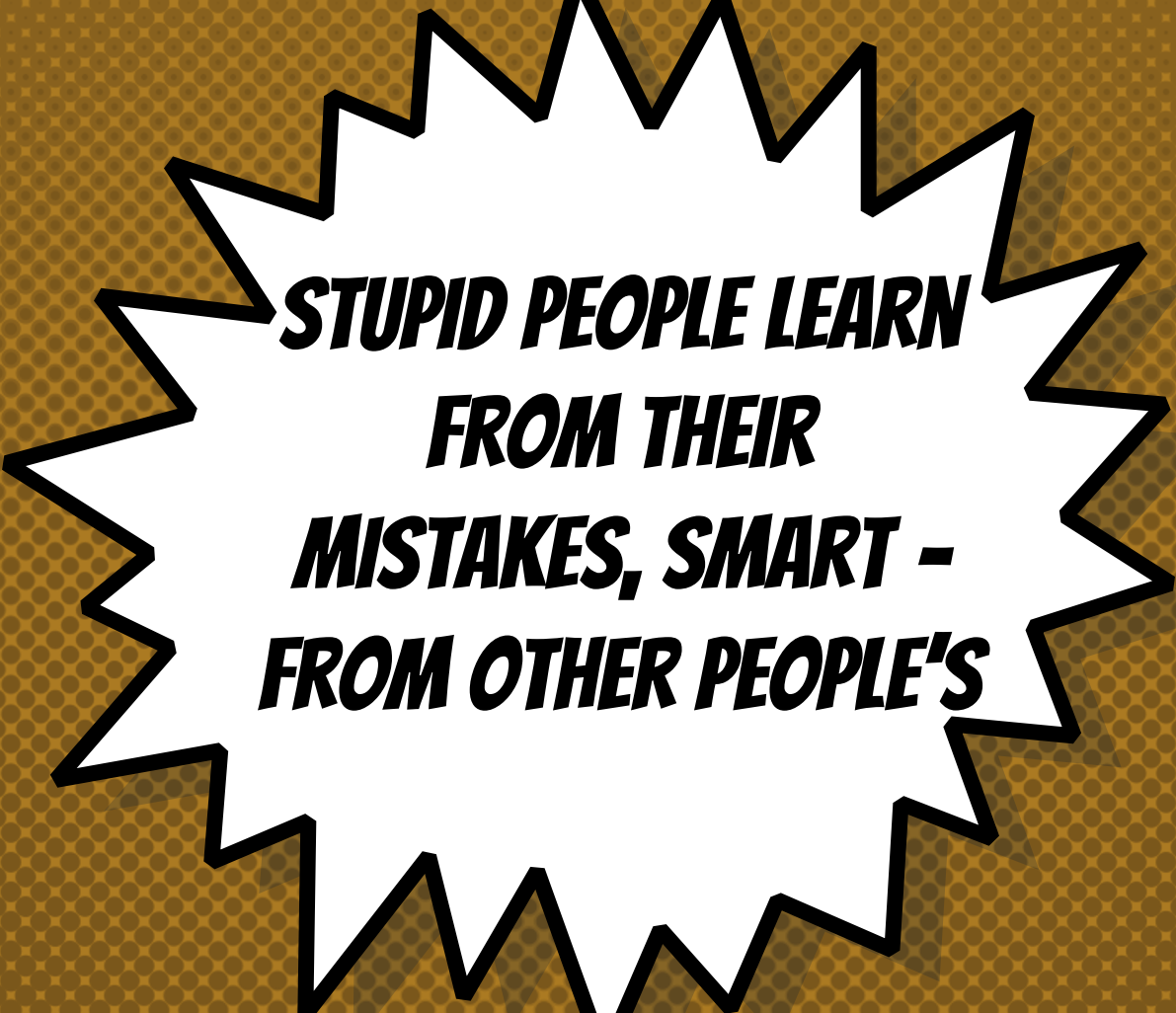


***PASSION . . . LIKE
MAGNETS, IT CAN
ATTRACT OR REPEL***

***A.K.A. "WHAT I
LEARNED ABOUT
DEVREL FROM A
RUSSIAN PROVERB"***



***STUPID PEOPLE LEARN
FROM THEIR
MISTAKES, SMART -
FROM OTHER PEOPLE'S***

THE ONLY SLIDE WORTH TAKING PICTURE OF

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BARUCH SADOGURSKY

CHIEF STICKER OFFICER

(ALSO 🎩 OF DEVELOPER ADVOCACY)



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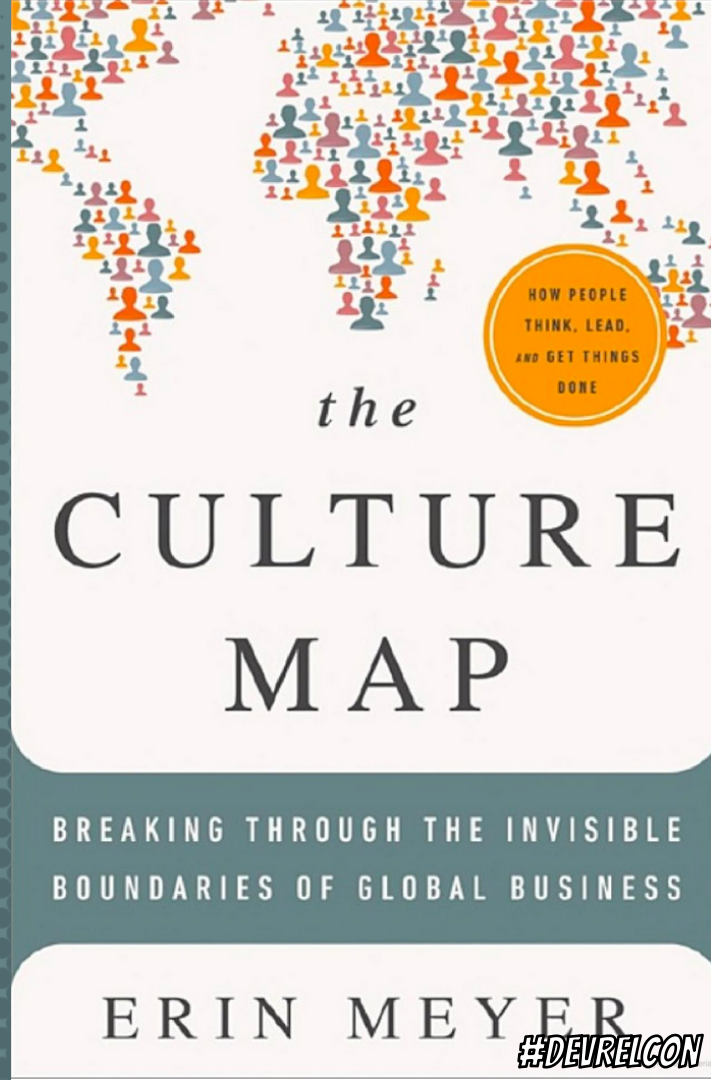
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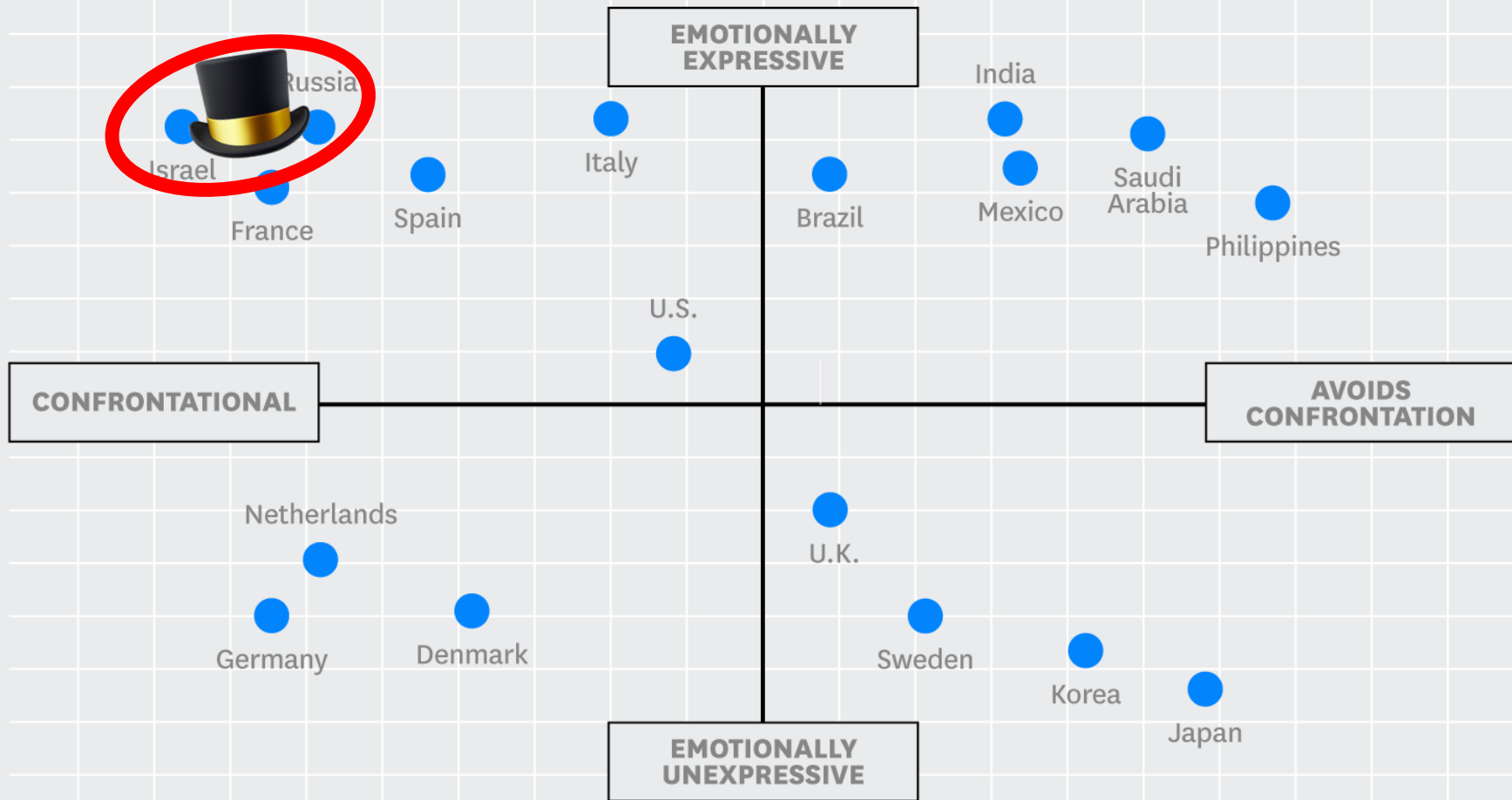


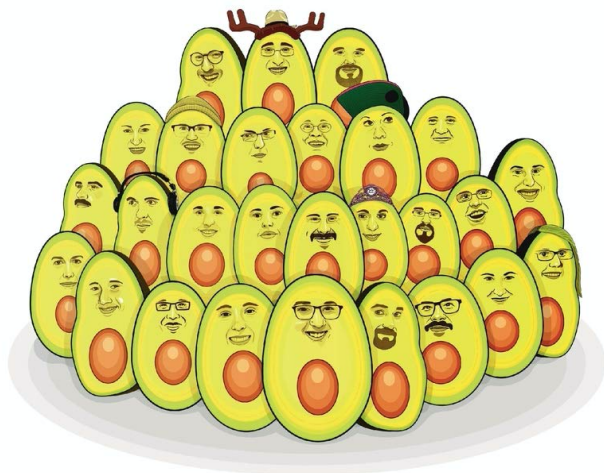
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The Business Value of Developer Relations

How and Why Technical Communities Are Key To Your Success

—
With a Foreword by Jono Bacon

—
Mary Thengvall

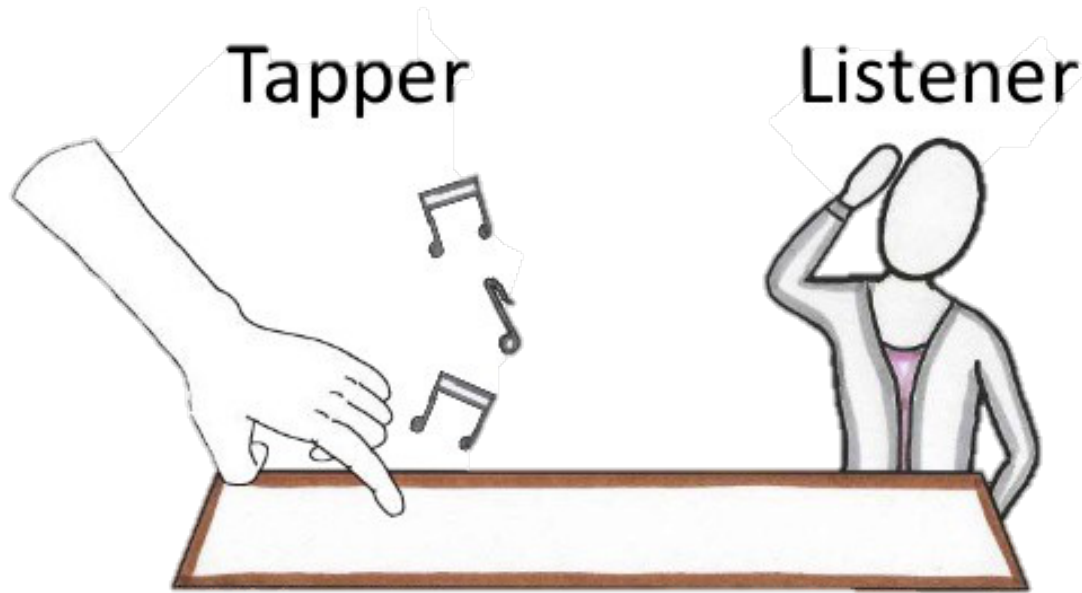
Apress®
#DEVRELCON



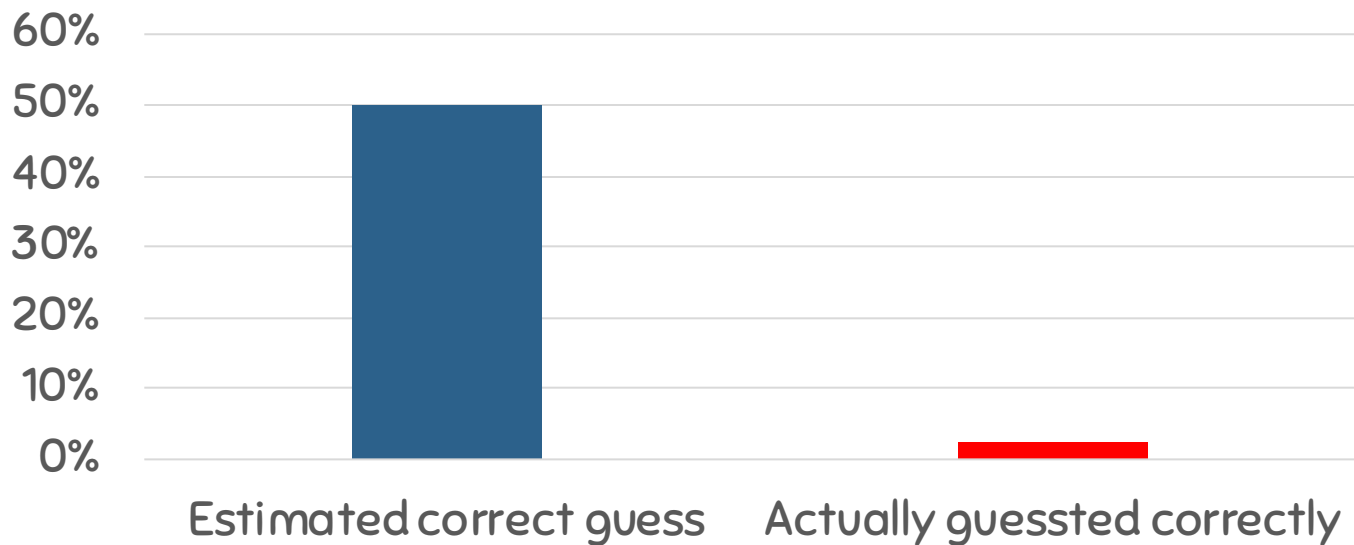
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CURSE OF KNOWLEDGE

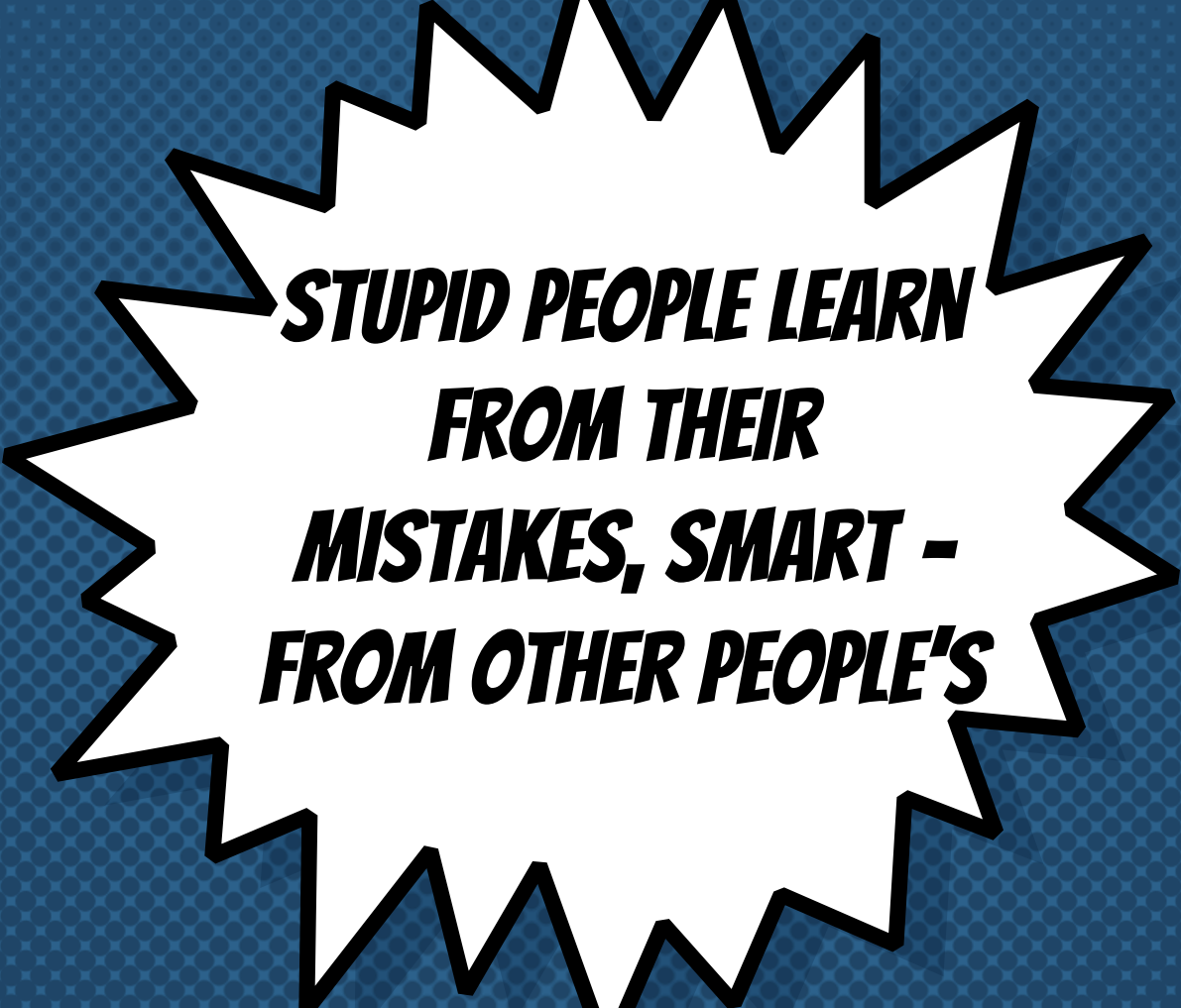


CURSE OF KNOWLEDGE



HOW NOT TO SUCK PART I: I KNOW BETTER

<i>WHAT I DO</i>	<i>WHAT THEY DO</i>	<i>HOW TO FIX</i>
Best solution for your product ever!	Stop making eye contact	Ask questions
No, seriously!	Lower their voice, stop engaging	Acknowledge different scenarios
[I just need to explain it better]	Turn body away, try to go away	Read body language



***STUPID PEOPLE LEARN
FROM THEIR
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FALSE

HOW NOT TO SUCK PART II: I KNOW BETTER IN MORE WAYS

<i>WHAT I DO</i>	<i>WHAT THEY DO</i>	<i>HOW TO FIX</i>
Interrogation	Shut down	Be truly curious
Qualifying a lead?	Act insecure	Ask, but then listen
Invading personal space	Step back, try to go away	Mirroring skills

HOW NOT TO SUCK PART III: COMPETITION SUCK

<i>WHAT I DO</i>	<i>WHAT THEY FEEL</i>	<i>HOW TO FIX</i>
One true solution	Attack on fandom	Acknowledge passion
Being judgmental, dismissive	Feels judged	Acknowledge competitions
Get into petty argument	Turns defensive and bitter	Leverage other people passion

HOW NOT TO SUCK: THE HAPPY PLACE

<i>WHAT TO DO</i>	<i>WHAT THEY FEEL</i>	<i>HOW IT HELPS</i>
Actively listen	Positive reaction	Acknowledge passion
Respect boundaries and opinions	Being heard	Different, but equal
Mirror the energy	Spiral of excitement	Funnel the excitement

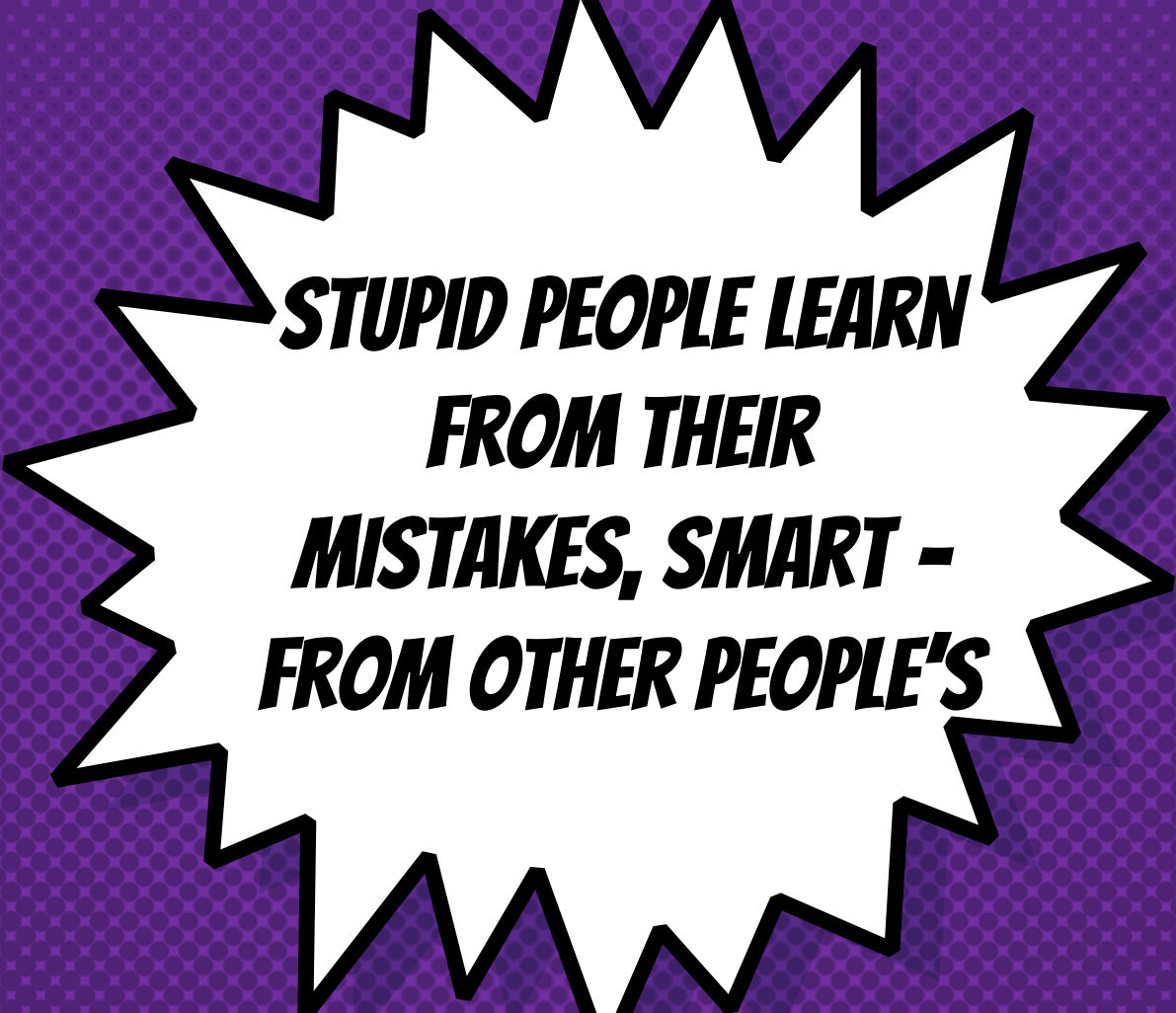
THE JOURNEY TO DEVREL WOKENESS

You have that
problem, let's show
you the solution.

OK, tell me.

Here – you
have this
problem, let
me show you
the solution!

If you
encounter
that
problem,
just know
this solution
might work.



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THANK YOU AND TWITTER ADS

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