



First, Understand the Company Goals

Mary Thengvall, Director of Developer Relations, Camunda

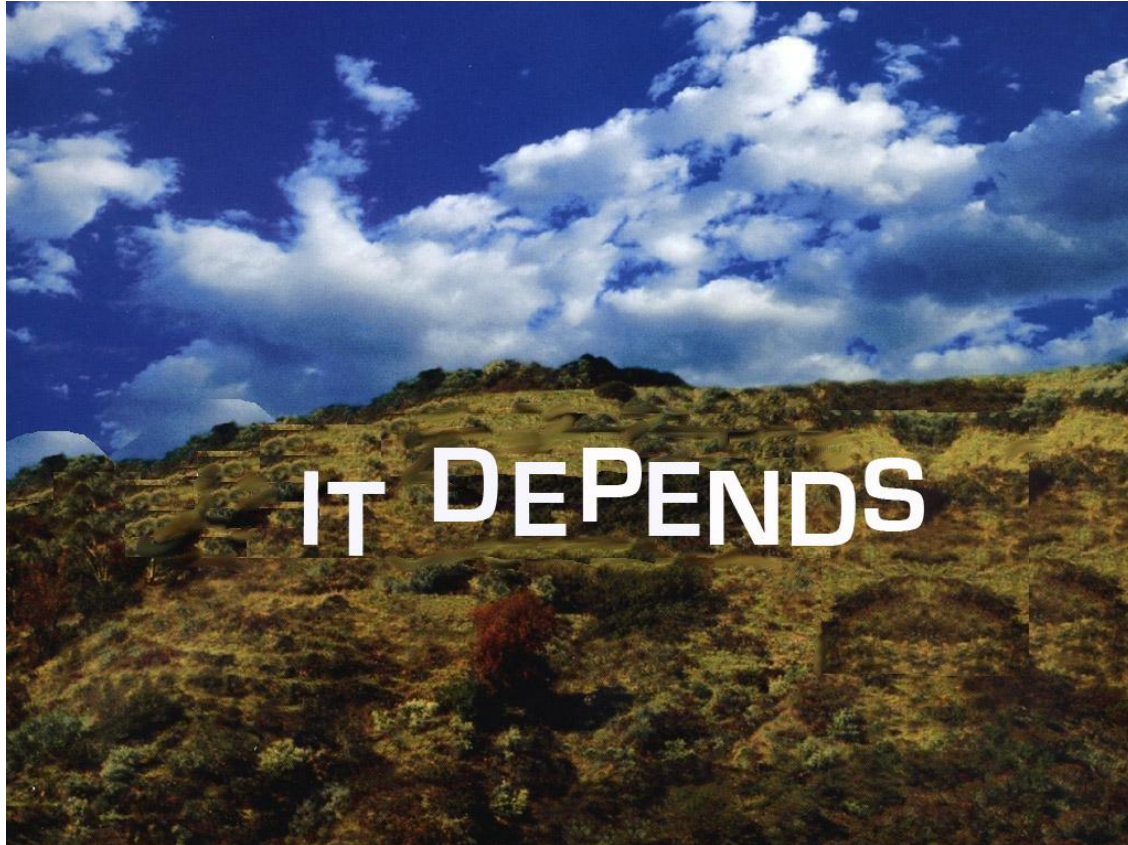
@mary_grace

#DevRelAsia

What's the Goal of Developer Relations? 🤔



What's the Goal of Developer Relations? 🤔



@mary_grace

#DevRelAsia

CAMUNDA

What's the Goal of Developer Relations? 🤔



What's the Goal of Developer Relations? 🤔

(Wrong Answers Only)

- Vanity metrics
 - Social media statistics (e.g. Twitter followers or GitHub stars)
 - Number of downloads

What's the Goal of Developer Relations? 🤔

(Wrong Answers Only)

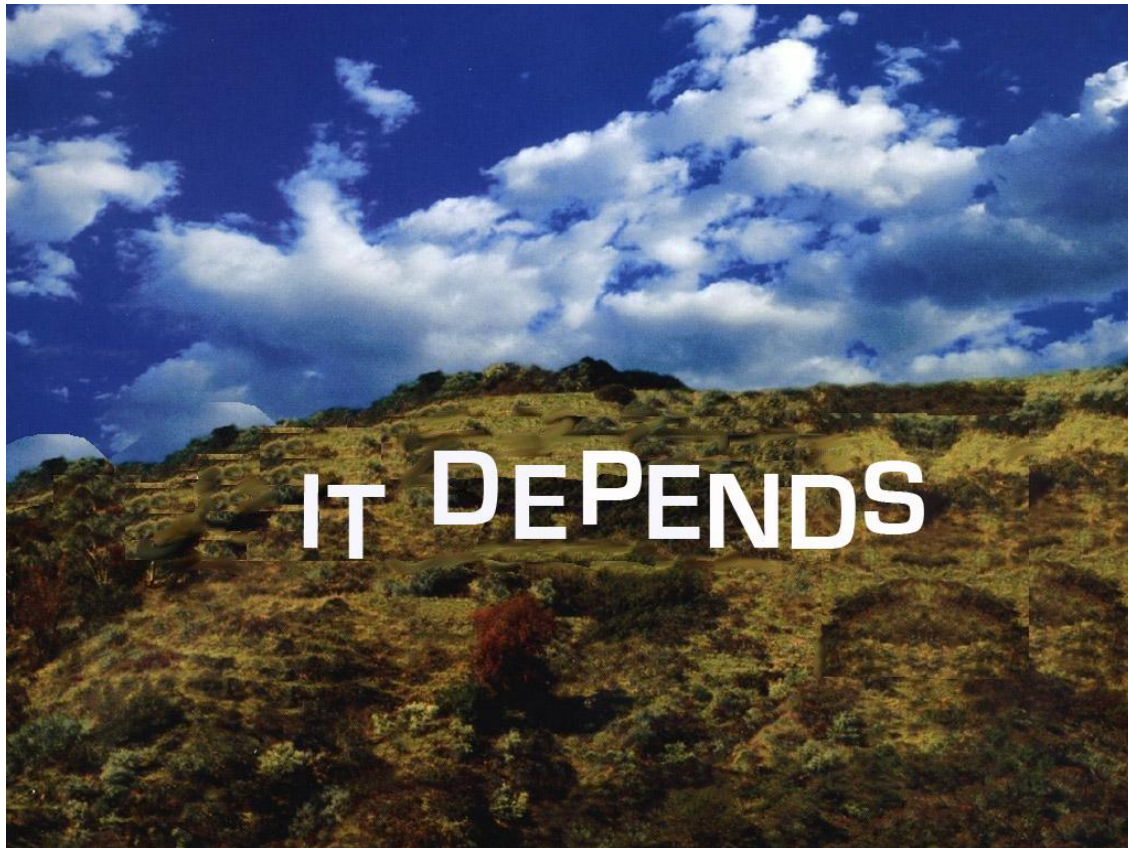
- Vanity metrics
 - Social media statistics (e.g. Twitter followers or GitHub stars)
 - Number of downloads
- Work output
 - Number of talks given
 - Number of tutorials written

What's the Goal of Developer Relations? 🤔

(Wrong Answers Only)

- Vanity metrics
 - Social media statistics (e.g. Twitter followers or GitHub stars)
 - Number of downloads
- Work output
 - Number of talks given
 - Number of tutorials written
- Filling Gaps from other teams
 - Technical Support Staff (e.g. answering forum questions or troubleshooting for customers)
 - Events Management
 - Social Media Management
 - Project Manager for Product/Eng teams

So then what *IS* the goal of Developer Relations? 🙄



@mary_grace

#DevRelAsia

CAMUNDA

So then what *IS* the goal of Developer Relations? 🙄

In order to successfully prove the value of our work in a way that the company understands and sees as beneficial, we need to attach the main goals of the Developer Relations department to the goals that are shared by the company as a whole.

So then what *IS* the goal of Developer Relations? 🙄

In order to successfully prove the value of our work
in a way that the company understands
and sees as beneficial,
we need to attach the main goals
of the Developer Relations department
to the goals that are shared by the company as a whole.

1

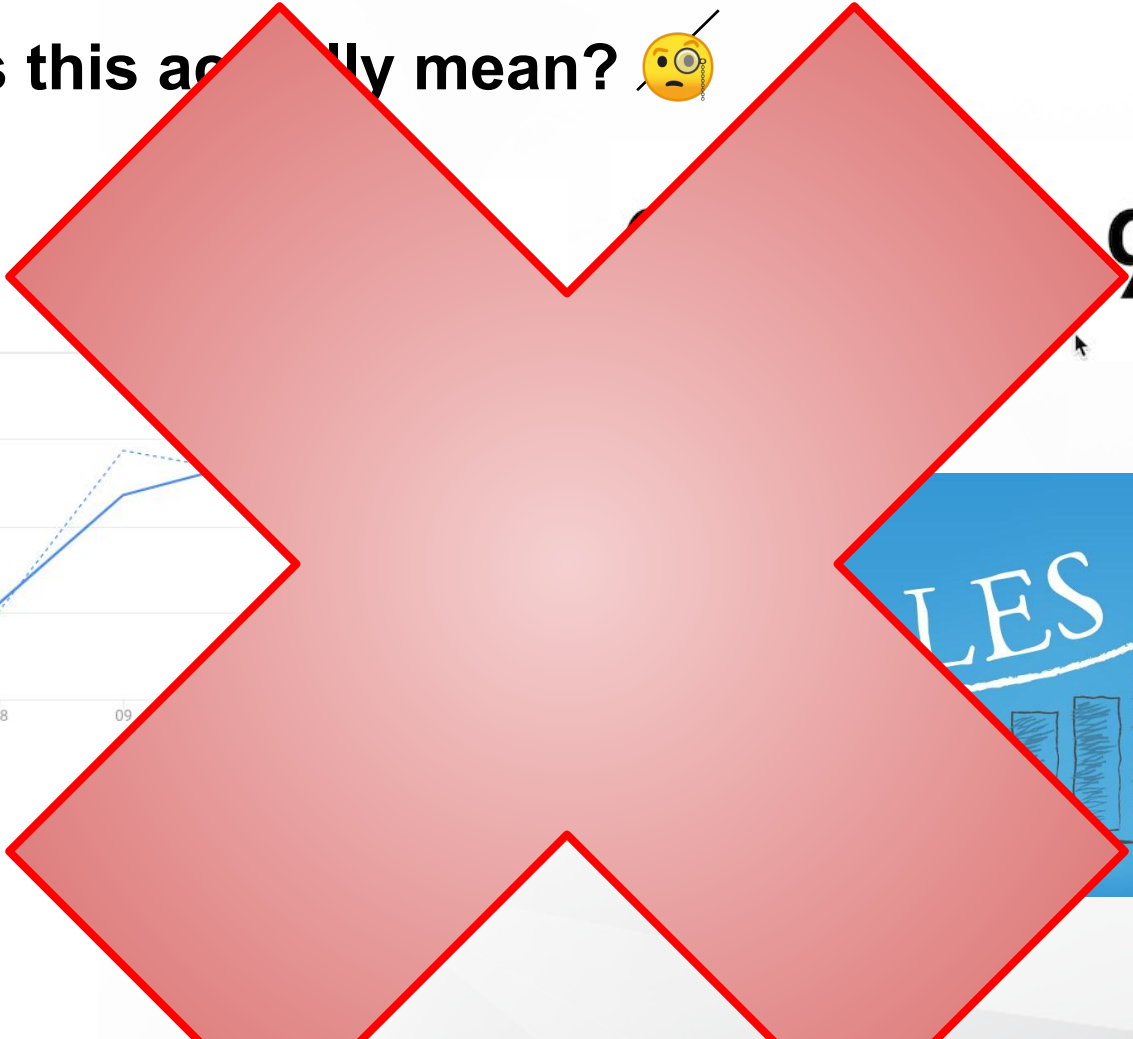
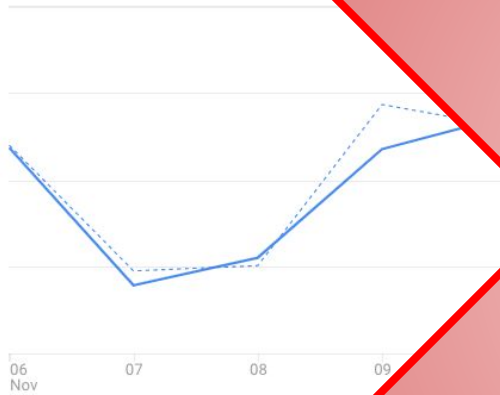
2

What does this actually mean? 🤔

Users
2.2K
↓ 3.2%

Sessions
3.9K
↓ 4.6%

9,620



What does this actually mean? 🤔

Key Question:

How can we support our colleagues,
using our own unique talents to support their goals
while still providing value to the community?

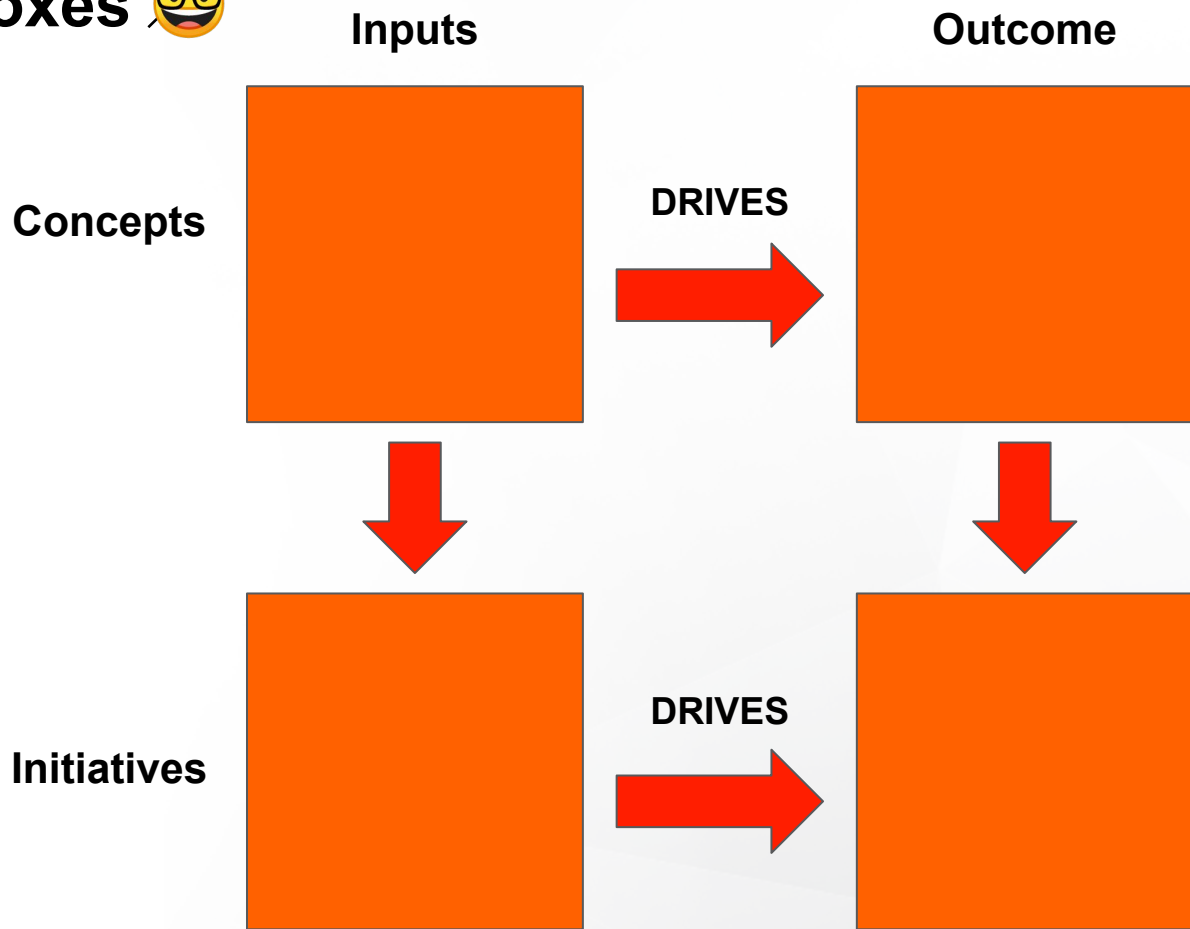
Libby Boxes 🧐

@mary_grace

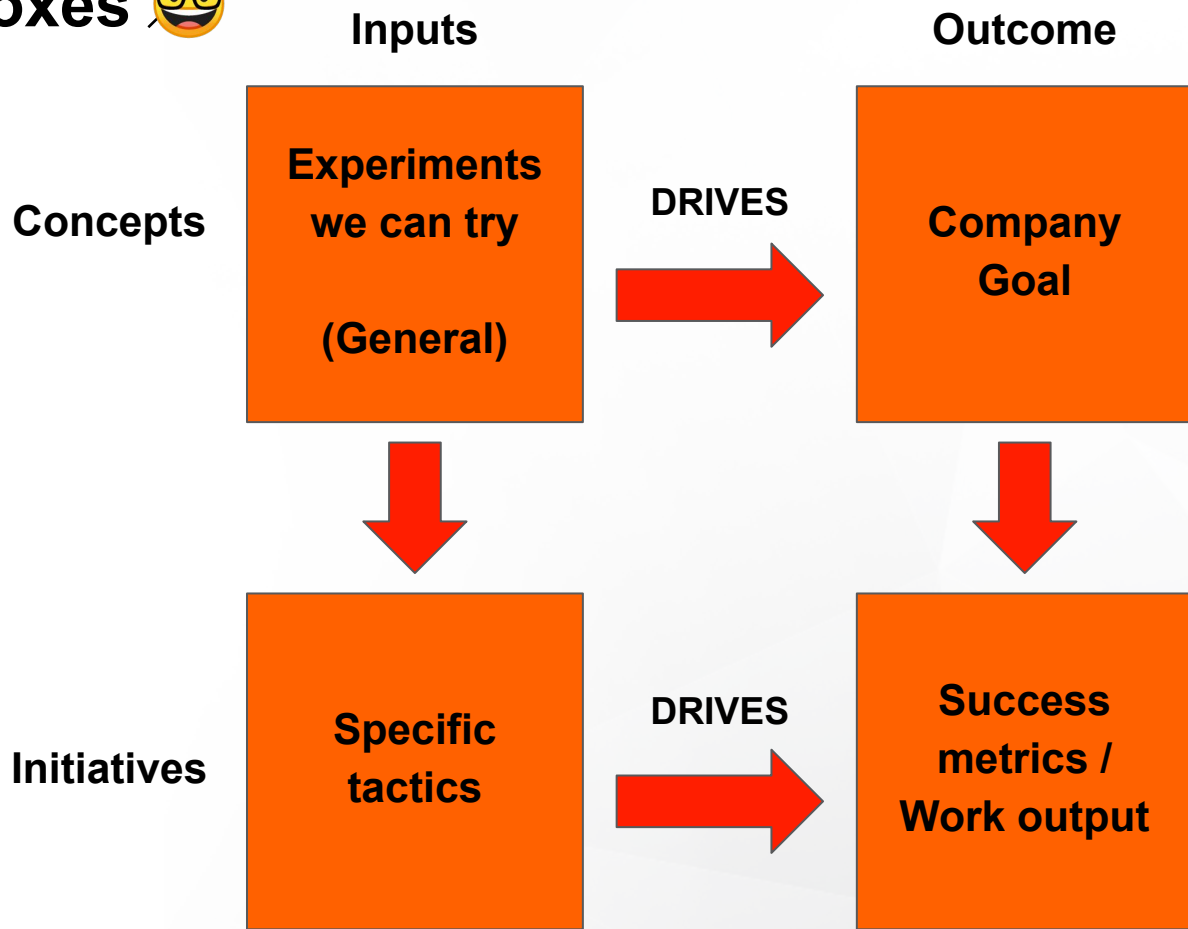
#DevRelAsia

CAMUNDA

Libby Boxes



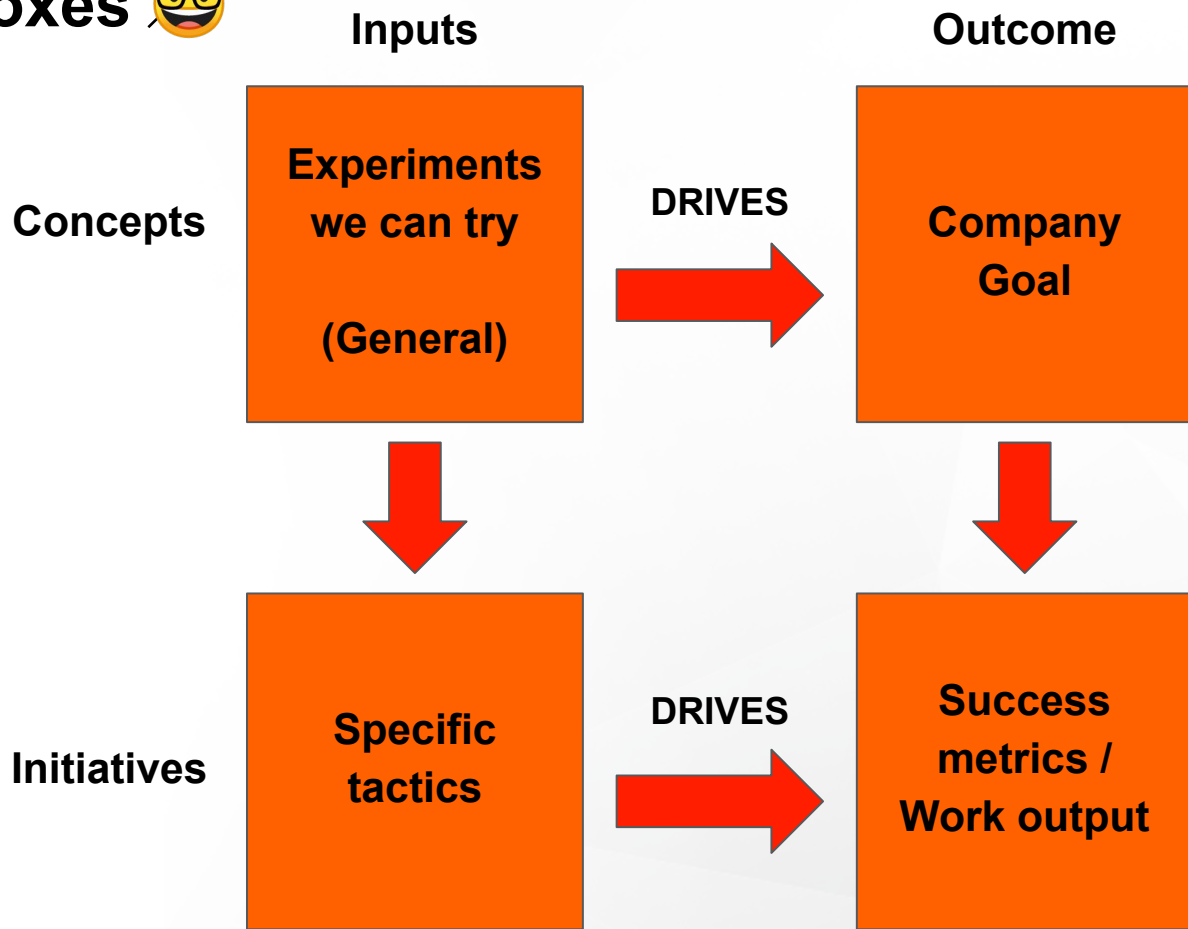
Libby Boxes



Libby Boxes 🧐



Libby Boxes



But why should I care? 🙄

- I'm not in charge of strategy...
- I'm not responsible for our metrics...
- I don't need to tell upper management what we're doing...

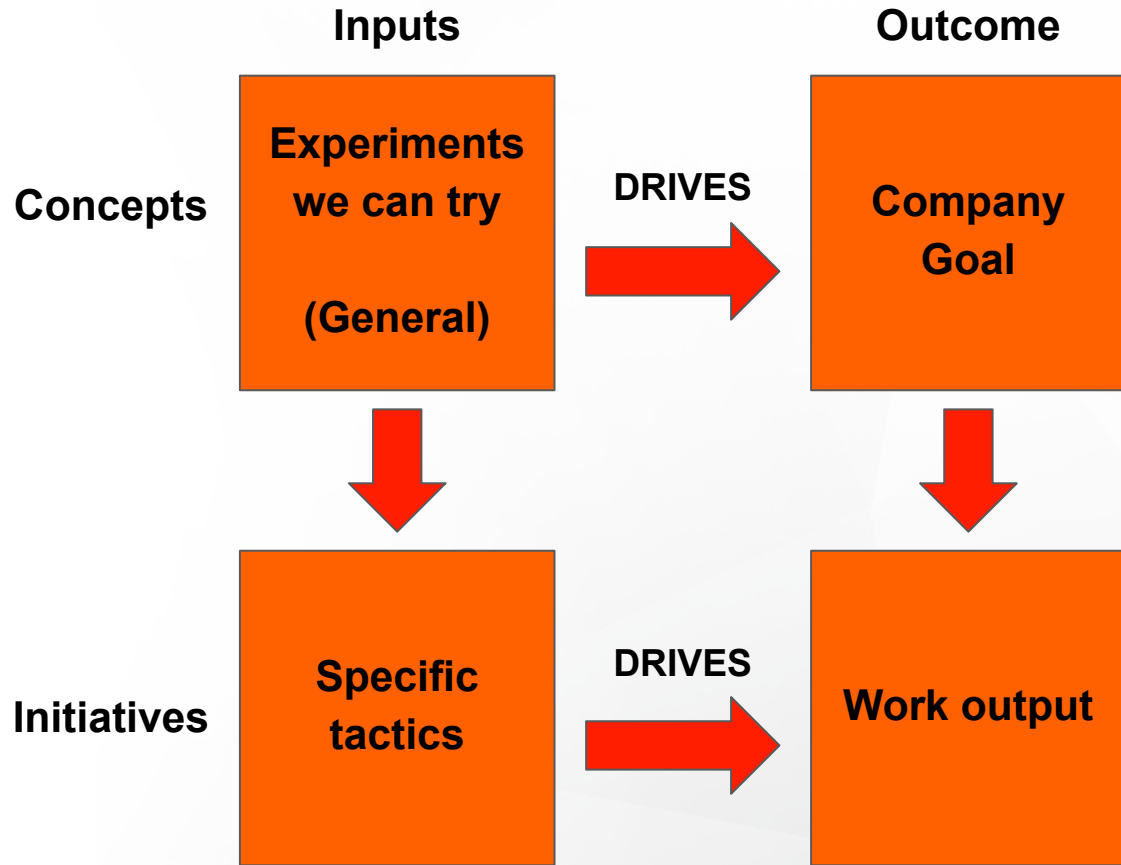
... does it really matter?

YES!!!

But why should I care? 🙄

In order to successfully prove the value of our work
in a way that the company understands
and sees as beneficial,
we need to attach the main goals
of the Developer Relations department
to the goals that are shared by the company as a whole.

So who actually needs to know?



Summary

- Attach your main goals to the goals that are shared by the company as a whole.
- Find ways to use your unique talents to support company goals while still providing value to the community.
- Implement Libby Boxes to help define experiments, tactics, and work output that you'll use to drive the company goals.
- Remind others of your impact by having regular conversations with management, proving that what you're doing is impacting the company as well as the community.