




Level up your DevRel Team

A manager's guide to creating career advancement adventures for your party members!

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A digital illustration of a group of people sitting around a campfire at night. The scene is set under a large, gnarled tree with bare branches. A full moon hangs in the dark sky, surrounded by small, glowing particles. In the background, a city skyline is visible across a body of water. The overall mood is serene and contemplative.

Guiding the story



What are we going to talk about?

Intermediate to Senior

Senior to Principal

Senior to Team Lead/Manager



DevRel @Sitecore

Community Programs
Developer Advocacy
Developer Experience

A character in a dark, hooded leather suit is climbing a rope. The character is wearing a black hooded mask, a black leather tunic with lacing, and black leather boots. They are holding the rope with both hands and one foot. The background is a dark, textured stone wall. The lighting is dramatic, highlighting the character's suit and the rope.

Climbing the rope

A character in a dark, hooded leather outfit is climbing a rope against a stone wall. The character is wearing a dark hood, a black mask covering the face, and a dark leather tunic with intricate lacing and straps. They are also wearing dark leather boots and gloves. The character is holding the rope with both hands and has one foot hooked over it. The background is a rough, textured stone wall. The lighting is dramatic, with strong highlights and deep shadows.

Intern

Climbing the rope

A character in a dark, hooded leather outfit is climbing a rope against a stone wall. The character is wearing a black hood, a black mask, and a black leather tunic with gold-colored accents. They are holding the rope with both hands and are positioned vertically. The background is a dark, textured stone wall.

Junior

Intern

Climbing the rope

A character in a dark, hooded leather suit is climbing a rope against a stone wall. The character is wearing a black hooded mask and a black leather suit with gold-colored buckles and straps. They are holding the rope with both hands and feet, and a crossbow is visible on their back. The background is a dark, textured stone wall.

Intermediate

Junior

Intern

Climbing the rope

A character in a dark, hooded leather outfit is climbing a rope against a stone wall. The character is wearing a black hood, a black mask, and a black leather tunic with gold-colored buckles and straps. They are also wearing black leather gloves and boots. The character is holding the rope with both hands and is looking up. The background is a dark, textured stone wall.

Senior

Intermediate

Junior

Intern

Climbing the rope

A character in a dark, hooded leather outfit is climbing a rope against a stone wall. The character is wearing a black hood, a black mask, and a black leather tunic with gold-colored buckles and straps. They are also wearing black leather gloves and boots. The character is holding the rope with both hands and is looking up. The background is a dark, textured stone wall.

Principal

Senior

Intermediate


Junior

Intern

Climbing the rope



Image by Eidos Montreal



Strategy and industry impact

Principal

Mentors and leads projects

Senior

Owens an expertise

Intermediate

Collaborates with others

Junior

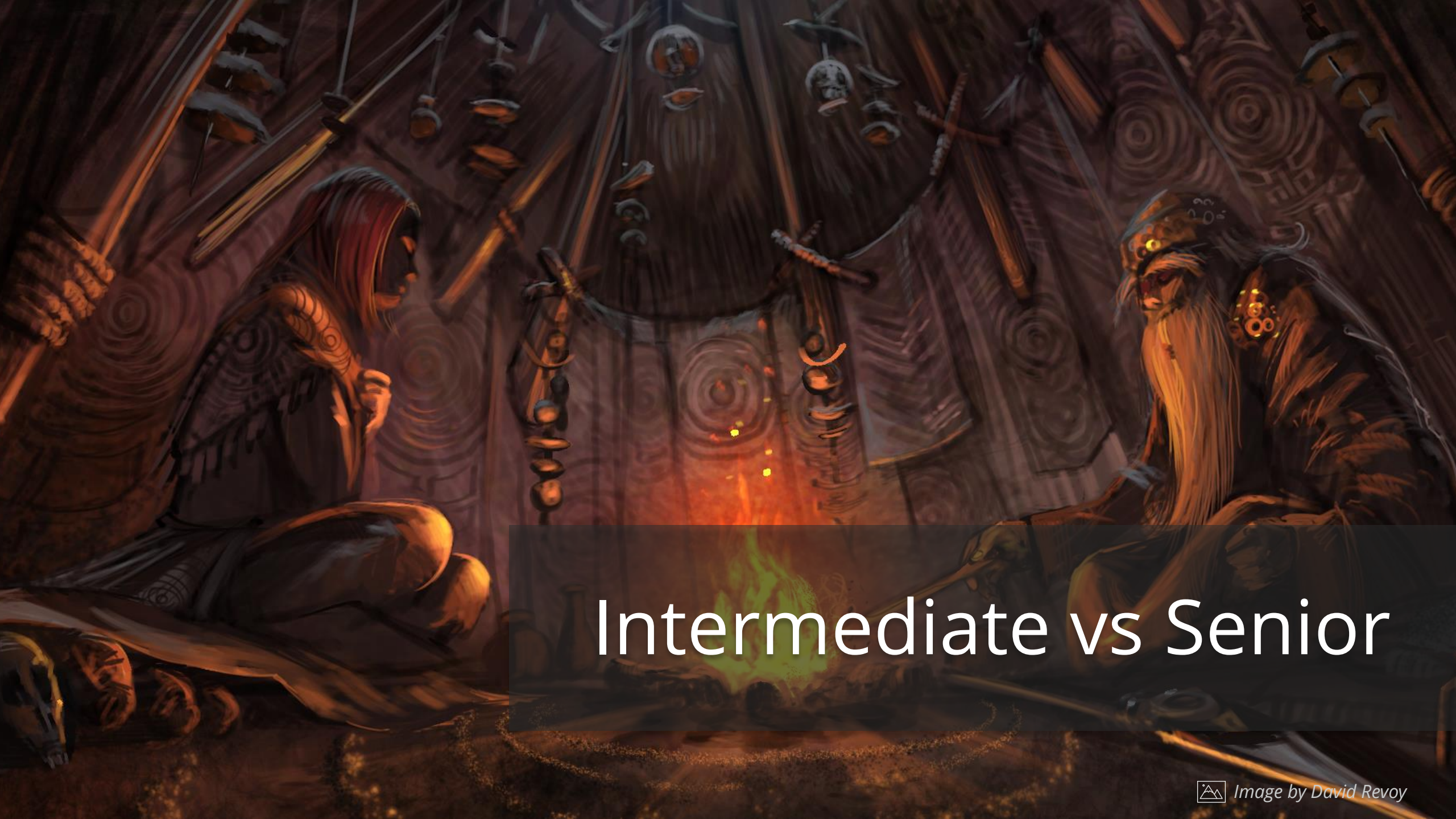
Learning products and tasks

Intern

Climbing the rope



Image by Eidos Montreal



Intermediate vs Senior



1. Mentoring and coaching

Intermediate vs Senior



1. Mentoring and coaching

2. Defines Key results and drives execution

Intermediate vs Senior



1. Mentoring and coaching

2. Defines Key results and drives execution

3. Drives collaboration across functions

Intermediate vs Senior



1. Mentoring and coaching

2. Defines Key results and drives execution

3. Drives collaboration across functions

4. Self-driven and independent

Intermediate vs Senior

A dramatic illustration featuring a wizard and a warrior in a temple setting. The wizard, on the right, has long brown hair and is wearing a grey sleeveless tunic. He is holding a glowing, fiery orb in his hands, with bright light and sparks emanating from it. The warrior, on the left, has a beard and is wearing ornate golden armor with a red cape. He is looking intently at the wizard. In the background, a statue of a figure with horns and a red skirt stands in a niche. The scene is lit with warm, golden light, creating a sense of magic and adventure.

Providing adventure
opportunities to learn

Mentoring and Coaching

- Help with onboarding
- Collaborate on a project
- Teach the team their expertise area
- Help the community



Define key results and drive execution

- Lead a project
- Run a team process



Drive collaboration across functions



- Leave the bubble
- Cross-team projects
- Plan and manage timelines
- Making decisions and delegating

Self-driven and independent

- Less coaching from manager
- Determines task priorities from high-level goals
- “I do, we do, you do”



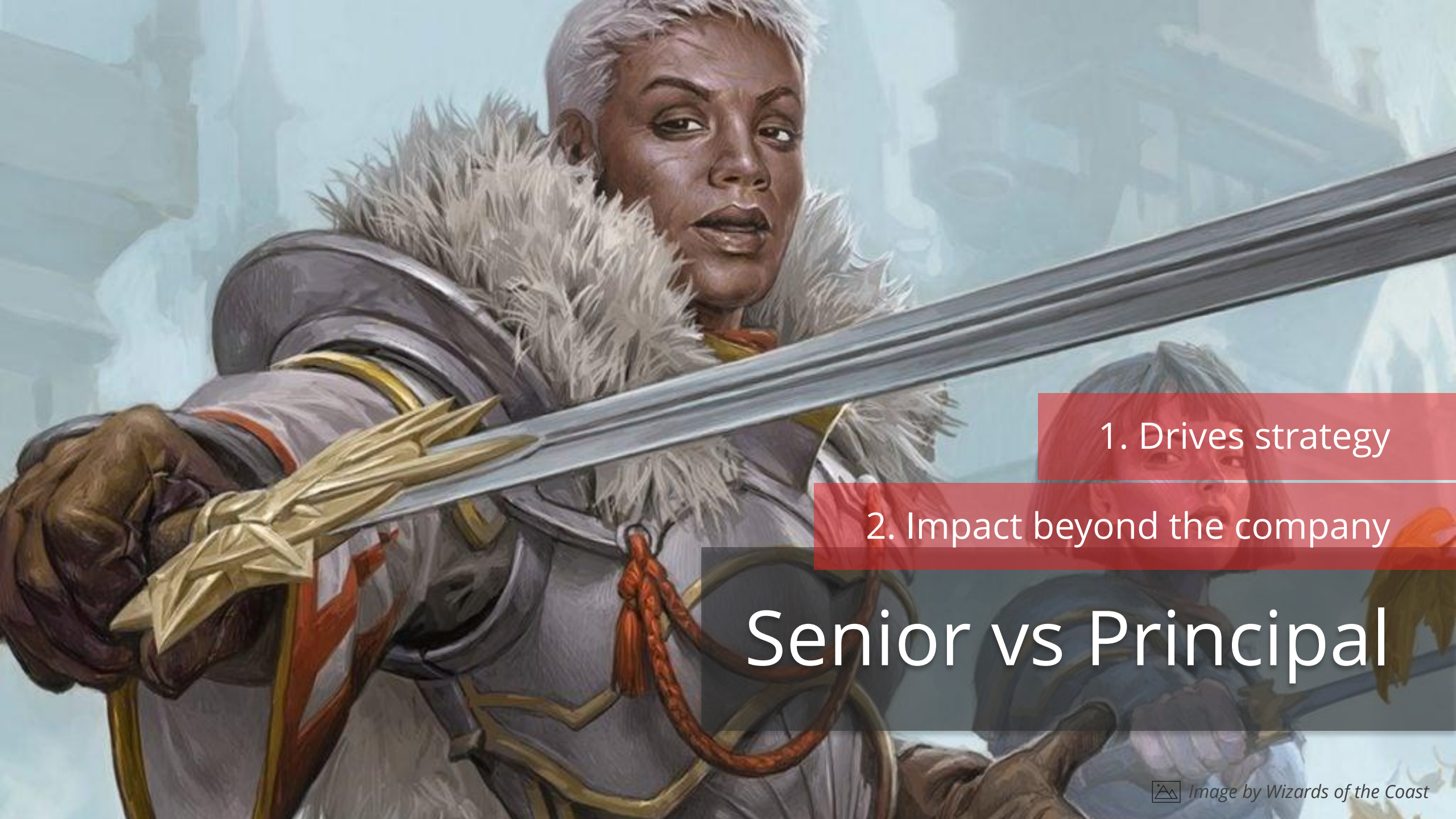


Senior vs Principal

A detailed fantasy illustration. In the foreground, a warrior with short, grey hair and a determined expression holds a long, silver sword horizontally across the frame. The warrior wears a grey tunic with gold trim and a thick, white fur collar. In the background, slightly out of focus, is a woman with dark hair and bangs, looking towards the viewer. The overall style is painterly and dramatic.

1. Drives strategy

Senior vs Principal



1. Drives strategy

2. Impact beyond the company

Senior vs Principal



1. Drives strategy

2. Impact beyond the company

3. Drives improvement

Senior vs Principal



Giving veterans a
path to mastery

Drives strategy

- Take on a program
- Define goals and objectives
- Suggest budget requests
- Join steering calls



Impact beyond the company

- Connect at DevRel events
- Advocate for DevRel
- Engage in the online DevRel community
- Lend a hand!



Drives improvement

- Define improvement actions
- Identify priorities
- Share options with team members
- Lead change management





Senior vs Management



1. Career coaching

Senior vs Management



1. Career coaching

2. Prioritization, Goals, and Objectives

Senior vs Management



1. Career coaching

2. Prioritization, Goals, and Objectives

3. Status/Progress Reporting

Senior vs Management



1. Career coaching

2. Prioritization, Goals, and Objectives

3. Status/Progress Reporting

4. Performance Reviews

Senior vs Management



Planning opportunities
to lead the adventure



Career Coaching

- Feedback on junior members areas of interest
- Discuss progression opportunities for team

Prioritization, Goals, and Objectives

- Ride along defining goals
- Provide priority feedback
- Own priority for area
- Define goals

Status/Progress Reporting

- Run status meetings
- Report team status
- Write group updates for internal comms

Performance reviews

- Feedback on junior/intermediate performance
- Shadow on reviews
- Learn team view of performance reviews





Are we there yet?

You can do this!



You can do this!

Identify next
step

You can do this!

Identify next
step

Define the
path

You can do this!



Identify next
step

Define the
path

Provide
opportunities

You can do this!



Identify next
step

Define the
path

Provide
opportunities

Evaluate
readiness

You can do this!

Identify next
step

Define the
path

Provide
opportunities

Evaluate
readiness

Level up!



Questions?

THANK YOU!

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