

Developer Relations: The Good Kind of Fat

Why Avocados?



Why Avocados?



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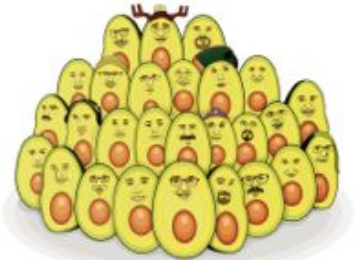
Who Am I? (Pre-Avocado)





Persea

Consulting



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®

DevRel

weekly



Why Avocados?



Community:

A group of people who not only share common principles, but also develop and share practices that help individuals in the group thrive.

Developer Relations:

To the community, I represent the company.

To the company, I represent the community.

I must have both of their interests in mind at all times.

Principle #1:

Avocados are the
good kind of fat.

Avocados are the good kind of fat.

→ Warm handoffs

Avocados are the good kind of fat.

Our job is to inspire and equip developers to build the next generation of amazing applications.

This means understanding what they are trying to do, pointing them to tools and training, and generally helping them be successful.

-Twilio's Developer Evangelism Team Mission

Principle #2:

Avocados take on
the flavor of things
around them.

Avocados take on the flavor of things around them.



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Avocados take on the flavor of things around them.

- Why do you want a community?
- What do you hope to accomplish?

WHY do you want a community?

What do you hope to accomplish
with this community?

Principle #3:

Avocados go well
with many
different cuisines.

Avocados go well with many different cuisines.

We use our super powers to help Keen IO grow into a sustainable business by supporting other teams within the organization (our internal community) in accomplishing their missions and helping our customers, partners, investors, advisors, fans, friends & family, etc (our external community) be everything they dream to be.

-Keen Community Team Mission

What is it that only
DevRel can do?

Principle #4:

Avocados take a
long time to ripen

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Bonus Principle:

Avocados are good
for your heart.

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A happy community and a healthy product are good for the heart of every company.



*The Business Value of
Developer Relations:*
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Questions?

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