

Social Coding





THE MAJOR PROBLEMS OF OUR WORK ARE NOT
SO MUCH TECHNOLOGICAL AS SOCIOLOGICAL IN
NATURE.

- TIMOTHY LISTER and TOM DEMARCO in *PEOPLEWARE*







Phil Haack

@haacked

<https://haacked.com/>





EXHIBITOR
REGISTRATION

SOUTH HALL

EXHIBITOR
REGISTRATION

I
CODE







FEEDBACK

ESPN COPA MX - APERTURA 2015



NEC 1

1



ZAC 1

1

49:38



Feedback Formula

Situation Describe the context. Be specific and timely.

Behavior Describe the behavior clearly. Try not to draw conclusions.

Impact Describe the results of the behavior (positive and/or negative).

Next Steps Identify what specific behavior should be changed or repeated.



YOU CAN DO IT



TRUST

A pink circle with a black outline containing the text "Problems GitHub Has".

**Problems
GitHub Has**

A blue circle with a black outline containing the text "Problems Best Solved By Managers".

**Problems
Best
Solved By
Managers**



**BUILDING A RELATIONSHIP AND TRUST WITH
YOUR PEOPLE IS THE FUNDAMENTAL ACT OF
MANAGING.**

- MANAGER TOOLS PODCAST





**THE MOST POWERFUL THING WE'VE EVER
RECOMMENDED TO ANY MANAGER IN THE
WORLD IS TO SIT DOWN AND TALK TO THEIR
FOLKS ON A WEEKLY BASIS, REGULARLY, LIKE
CLOCKWORK.**

- MANAGER TOOLS PODCAST





DIFFICULT CONVERSATIONS



**PEOPLE ALMOST NEVER CHANGE WITHOUT
FIRST FEELING UNDERSTOOD**

- Difficult Conversations



The three conversations

What Happened? Disagreement about what happened or what should have happened.

Feelings Every difficult conversation asks and answers questions about feelings.

Identity The conversation with ourselves. Are we competent, incompetent, good, bad? How will this impact our self-image?





PSYCHOLOGICAL SAFETY



DIVERSITY AND INCLUSION





JUST THE FACTS



ORIGINAL HIPSTER PROGRAMER
Coding before there
were even computers



//

THE MOST IMPORTANT THING I'VE ACCOMPLISHED, OTHER THAN BUILDING THE COMPILER, IS TRAINING YOUNG PEOPLE.

- GRACE HOPPER

OG PULL REQUEST

Real developers send people to the moon
and bring them back safely



Programming is women's work







The Computer Girls

BY LOIS MANDEL

A trainee gets \$8,000 a year
... a girl "senior systems analyst"
gets \$20,000—and up!
Maybe it's time to investigate....

Ann Richardson, IBM systems engineer, designs a bridge via computer. Above (left) she checks her facts with fellow systems engineer, Marvin V. Fuchs. Right, she feeds facts into the computer. Below, Ann demonstrates on a viewing screen how her facts designed the bridge, and makes changes with a "light pen."

Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job.

Now have come the big, dazzling computers—and a whole new kind of work for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

And if it doesn't sound like woman's work—well, it just is.

"I had this idea I'd be standing at a big machine and pressing buttons all day long," says a girl who programs for a Los Angeles bank. I couldn't have been further off the track. I figure out how the

computer can solve a problem, and then instruct the machine to do it."

"It's just like planning a dinner," explains Dr. Grace Hopper, now a staff scientist in systems programming for Univac. (She helped develop the first electronic digital computer, the Eniac, in 1946.) "You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

What she's talking about is *aptitude*—the one most important quality a girl needs to become a programmer. She also needs a keen, logical mind. And if that zeroes out the old Billie Burke-Gracie Allen image of femininity, it's about time, because this is the age of the Computer Girls. There are twenty thousand of them in the United (cont. on page 54)



Photos by Henry Grossman. Dress by Gino Charles.



The Computer Girls

BY LOIS MANDEL

A trainee gets \$8,000 a year
...a girl "senior systems analyst"
gets \$20,000—and up!
Maybe it's time to investigate....

Ann Richardson, IBM systems engineer, designs a bridge via computer. Above (left) she checks her facts with fellow systems engineer, Marvin V. Fuchs. Right, she feeds facts into the computer. Below, Ann demonstrates on a viewing screen how her facts designed the bridge, and makes changes with a "light pen."

Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job.

Now have come the big, dazzling computers—and a whole new kind of work for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

And if it doesn't sound like woman's work—well, it just is.

("I had this idea I'd be standing at a big machine and pressing buttons all day long," says a girl who programs for a Los Angeles bank. I couldn't have been further off the track. I figure out how the

computer can solve a problem, and then instruct the machine to do it."

"It's just like planning a dinner," explains Dr. Grace Hopper, now a staff scientist in systems programming for Univac. (She helped develop the first electronic digital computer, the Eniac, in 1946.) "You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

What she's talking about is *aptitude*—the one most important quality a girl needs to become a programmer. She also needs a keen, logical mind. And if that zeroes out the old Billie Burke-Gracie Allen image of femininity, it's about time, because this is the age of the Computer Girls. There are twenty thousand of them in the United (cont. on page 54)



a year
ms analyst"
p!
investigate...

tems engineer,
ter. Above (left)
fellow systems
hs. Right, s
ter. Below, Ann
ng screen how
dge, and makes

paters—and a whole new kind of work
for women: programming. Telling the
miracle machines what to do and how
to do it. Anything from predicting the

schedule ev
need it. Pr
and the abi
are 'natural

from the local department store.
And if it doesn't sound like woman's
work—well, it just is.
("I had this idea I'd be standing at a

What she
e one mo
eds to bec
eds a kee
roes out
Allen imag
time, becau
puter Girls
of them in

ing machine and pressing buttons all day
long," says a girl who programs for a
Los Angeles bank. I couldn't have been
further off the track. I figure out how the





MANAGERS HIRED WOMEN BECAUSE THEY EXPECTED PROGRAMMING TO BE A LOW-SKILL CLERICAL FUNCTION, AKIN TO FILING, TYPING, OR TELEPHONE SWITCHING.

- NATHAN ENSMENCE



“Prestige” Formula

Create professional Associations

Erect Educational Requirements

Discourage the hiring of women

The "Ideal" Programmer

"disinterest in people"

disliked "activities involving close personal interaction."





BE AWARE OF UNCONSCIOUS BIAS



IN THE U.S. POPULATION, ABOUT 14.5 PERCENT OF ALL MEN ARE SIX FEET OR OVER. AMONG CEOS OF FORTUNE 500 COMPANIES, THAT NUMBER IS 58 PERCENT

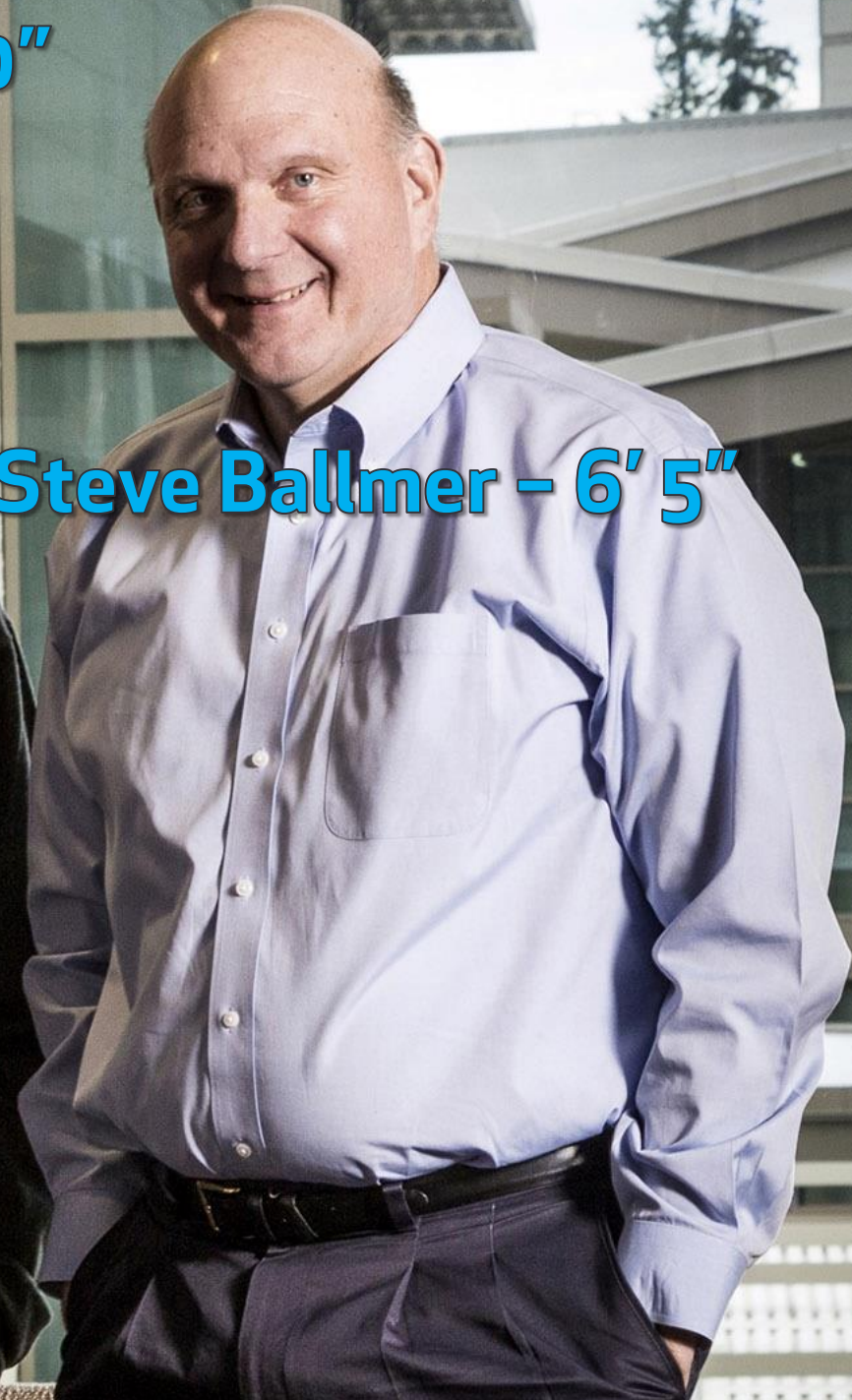
- MALCOM GLADWELL



Satya Nadella - 5' 10"

Bill Gates - 5' 10"

Steve Ballmer - 6' 5"



**The results show significant
discrimination against African-
American names: White names
receive 50 percent more callbacks
for interviews**

The gender of the faculty participants did not affect responses, such that female and male faculty were equally likely to exhibit bias against the female student.

Why should I care?

Diversity is a competitive advantage

Companies with higher proportions of women board directors outperform others by 53%.

On average, companies with the highest percentages of women board directors outperformed those with the least by...

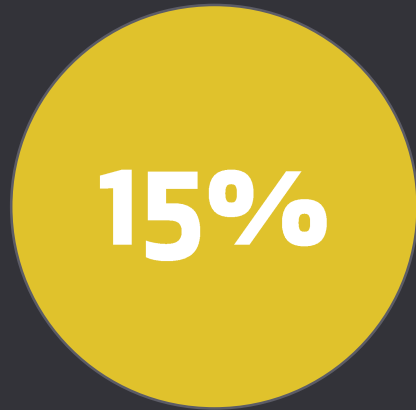
Return on equity: 53%

Return on sales: 42%

Return on invested capital: 66%

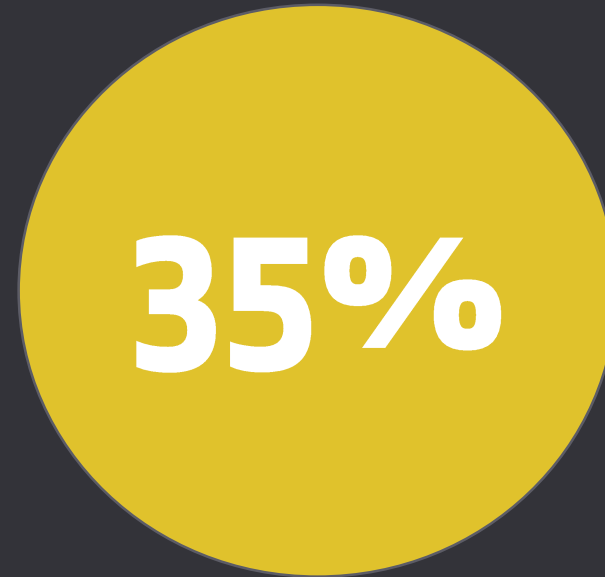
Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



More likely
to outperform

Gender diverse companies



More likely
to outperform

Ethnically diverse
companies

¹Results show likelihood of financial performance across the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country.

Source: McKinsey analysis - <http://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

In the United States, there is a linear relationship between racial and ethnic diversity and better financial performance: **for every 10 percent increase in racial and ethnic diversity on the senior-executive team, earnings before interest and taxes (EBIT) rise 0.8 percent.**

Complex decision making improves

Simply interacting with individuals who are different forces group members to prepare better, to anticipate alternative viewpoints and to expect that reaching consensus will take effort.



Manager Tools Podcast <https://www.manager-tools.com/all-podcasts>

Unconscious Bias at Work (Google) <https://www.gv.com/lib/unconscious-bias-at-work>

Project Implicit (self tests) <https://implicit.harvard.edu/implicit/takeatest.html>

Companies With More Women Board Directors Experience Higher Financial Performance, According to Latest Catalyst Bottom Line Report

<http://www.catalyst.org/media/companies-more-women-board-directors-experience-higher-financial-performance-according-latest>

What Google Learned From Its Quest to Build the Perfect Team

http://www.nytimes.com/2016/02/28/magazine/what-google-learned-from-its-quest-to-build-the-perfect-team.html?_r=0

Science faculty's subtle gender biases favor male students

<http://www.pnas.org/content/109/41/16474.abstract>

Are Emily and Greg More Employable than Lakisha and Jamal? A Field Experiment on Labor Market Discrimination <http://www.nber.org/papers/w9873>

Why Diversity Matters <http://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

Diversity Makes Us Smarter <https://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>