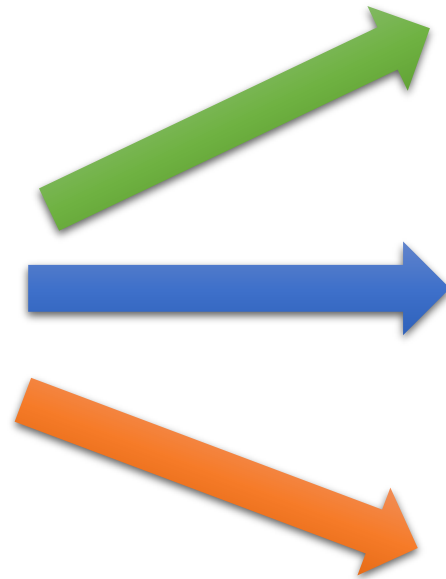


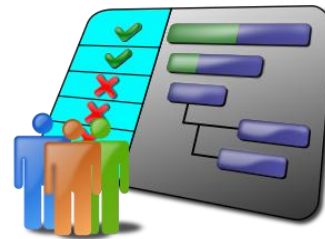
# Making a **Bigger Impact**

@AriyaHidayat

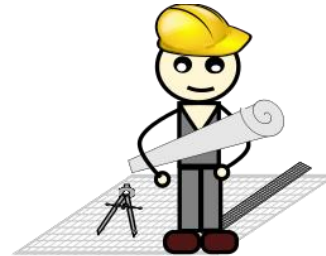
# Engineering Career Path



Manager



Tech Lead



Architect

**Organization &  
Planning**

**Excellence**

**Influence**

**Articulate  
Communication**

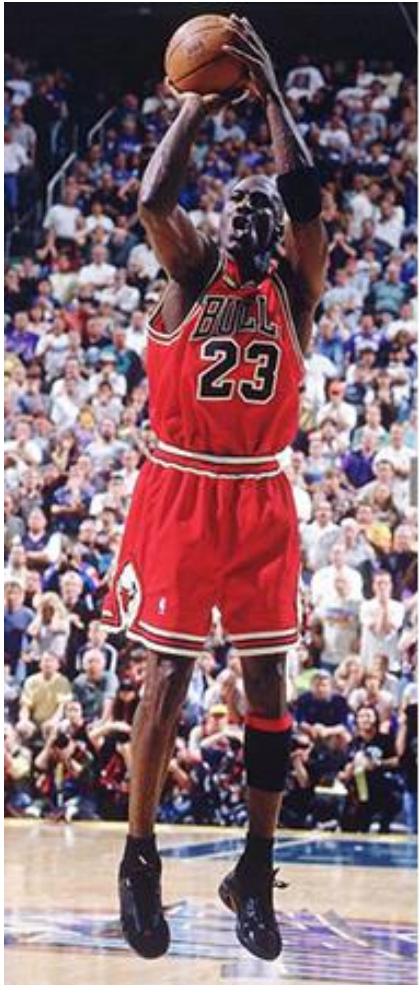


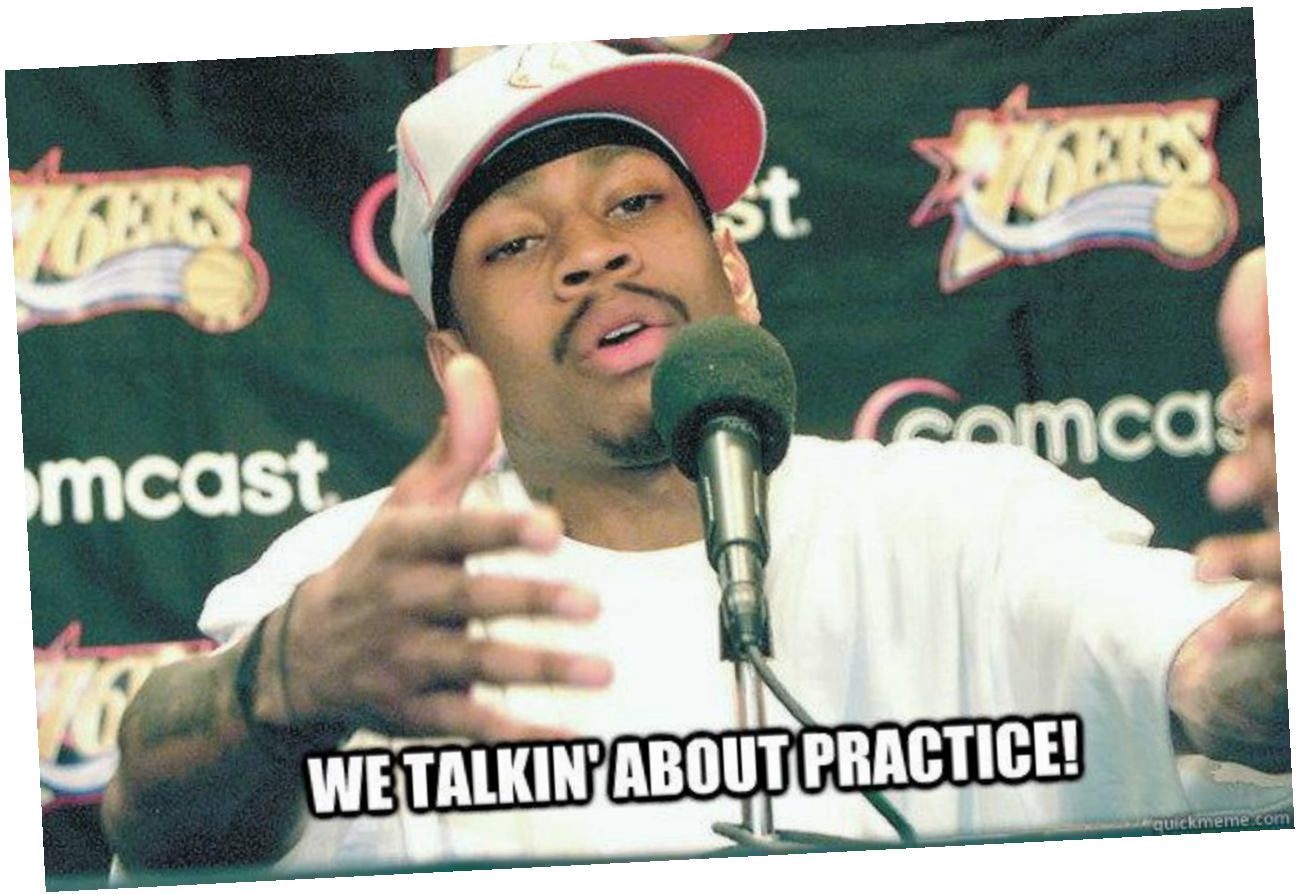


Meta

Excellence







**WE TALKIN' ABOUT PRACTICE!**

quickmeme.com





"No battle plan ever survives  
**first contact** with the enemy."

Helmuth von Moltke the Elder



"Everyone has a plan  
'till they **get punched** in the mouth."

Mike Tyson



1

# Organization & Planning







Stakeholder



Deliverable



Scope



Photo by Rohan Makhecha: <https://unsplash.com/photos/4JGzplpq74w>



Photo by Jon Flobrant: <https://unsplash.com/photos/Cg9QILuX120>



# “What’s the Status of X?”

Done.

It sucks!

What’s that?

Seriously?

Buggy?!

GA

Beta.

WORKSFORME



# Emotional Ownership



Photo by 2Photo Pots: <https://unsplash.com/photos/W8DhWtAed5U>



Let me tell you somethin', son:  
A driver don't pick the car,  
**the car picks the driver.**



# Centralized Dashboard

Can I use flexbox ? Settings

1 result found

Detected your country as "U.S.A.". Would you like to import usage data for that country?

[Import](#) [No thanks](#)

## CSS Flexible Box Layout Module CR

Method of positioning elements in horizontal or vertical stacks. Support includes all properties prefixed with `flex`, as well as `display: flex`, `display: inline-flex`, `align-content`, `align-items`, `align-self`, `justify-content` and `order`.

[Current aligned](#) [Usage relative](#) [Date relative](#) [Show all](#)

IE	Edge	Firefox	Chrome	Safari	Opera	IOS Sa
			49			
			60			10.2
	15	55	61	10.1	47	10.3
11	16	56	62	11	48	11
		57	63	TP	49	
		58	64		50	
		59	65			

[Python](#) >>> [Python Developer's Guide](#) >>> [PEP Index](#) >>> [PEP 553 -- Built-in breakpoint\(\)](#)

## PEP 553 -- Built-in breakpoint()

<b>PEP:</b>	553
<b>Title:</b>	Built-in breakpoint()
<b>Author:</b>	Barry Warsaw <barry at python.org>
<b>Status:</b>	Final
<b>Type:</b>	Standards Track
<b>Created:</b>	2017-09-05
<b>Python-Version:</b>	3.7
<b>Post-History:</b>	2017-09-05, 2017-09-07, 2017-09-13
<b>Resolution:</b>	<a href="https://mail.python.org/pipermail/python-dev/2017-October/149705.html">https://mail.python.org/pipermail/python-dev/2017-October/149705.html</a>

# Define the Milestones



Capability  
Maturity  
Model



Chaotic



Repeatable



Defined

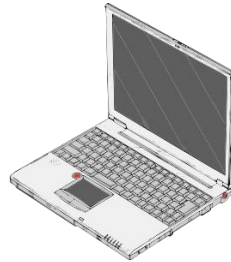


Managed



Optimizing

Welcome aboard!  
Here is your new laptop.



## Chaotic

How do I set it up?

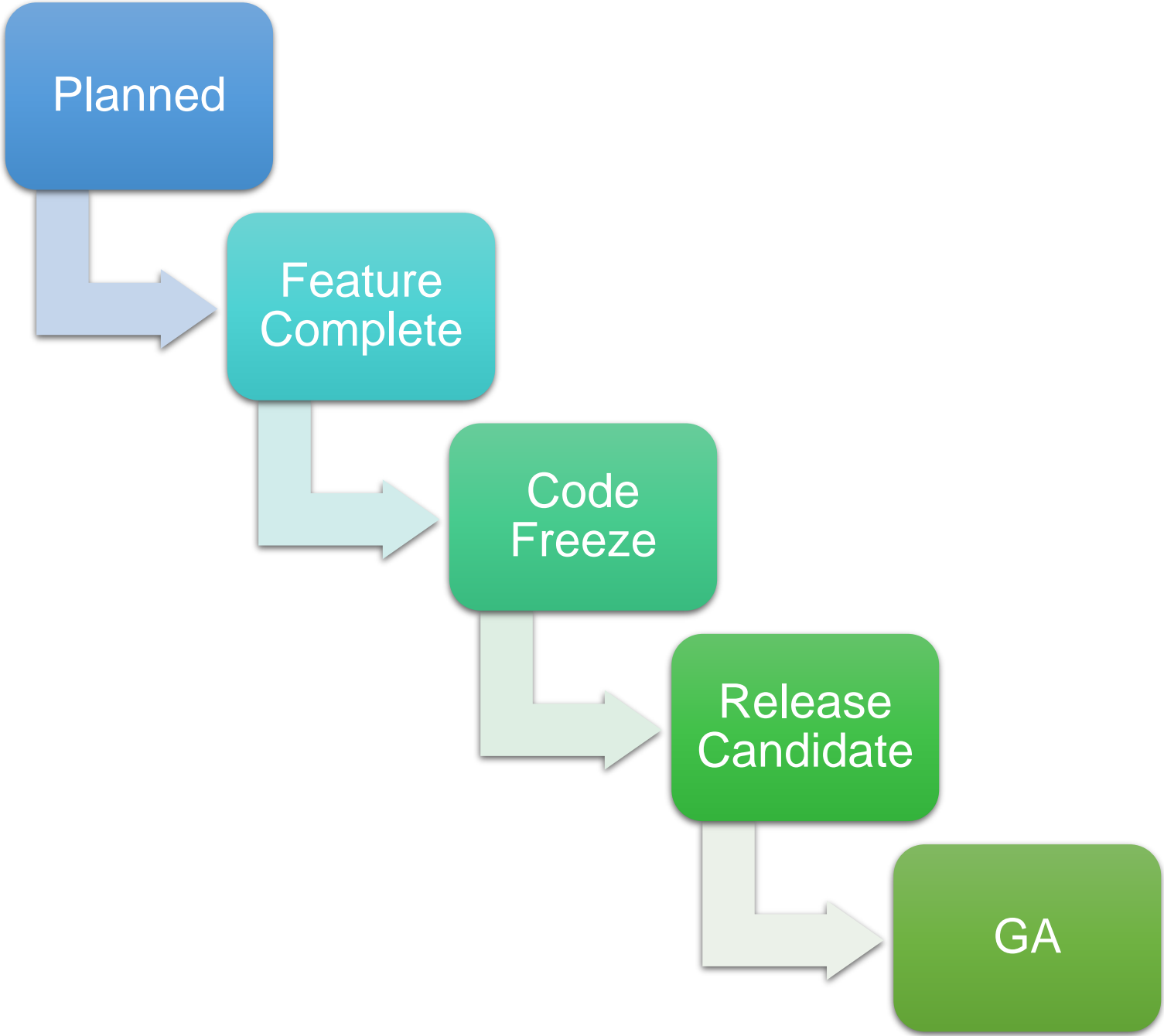
Figure it out!

## Repeatable

How do I set it up?

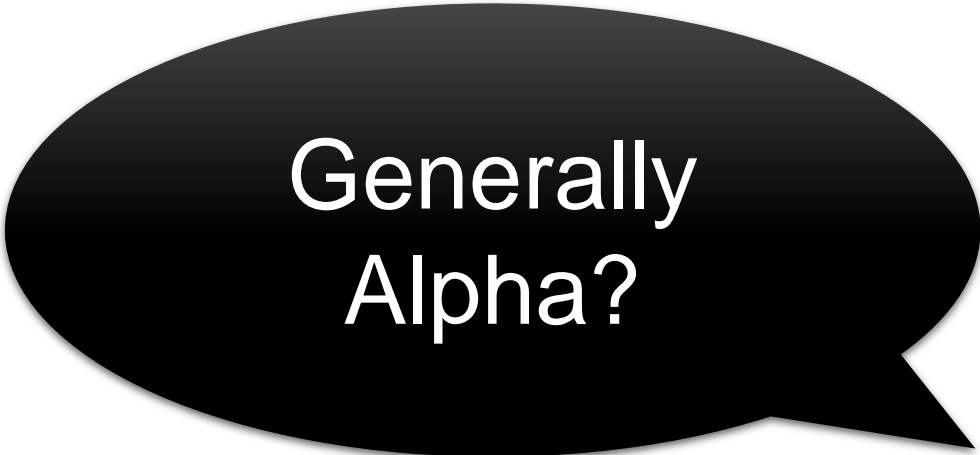
Follow this wiki!







It's finally GA!



Generally  
Alpha?



Garbage  
Allocated?

✓ A release branch **MUST** be active in the Git repository.

✓ There **MUST** be

✓ The code c

✓ The list of third-party dependencies

✓ The test plan **MUST** be completed.

**FEATURE  
COMPLETE**

updated.

# EXTREME OWNERSHIP

HOW  
U.S. NAVY  
SEALS  
LEAD AND WIN

JOCKO WILLINK AND LEIF BABIN

Revised edition of the best-selling  
project management book.

THEORY IN PRACTICE

# Making Things Happen

Mastering Project Management



O'REILLY

Scott Berkun



2

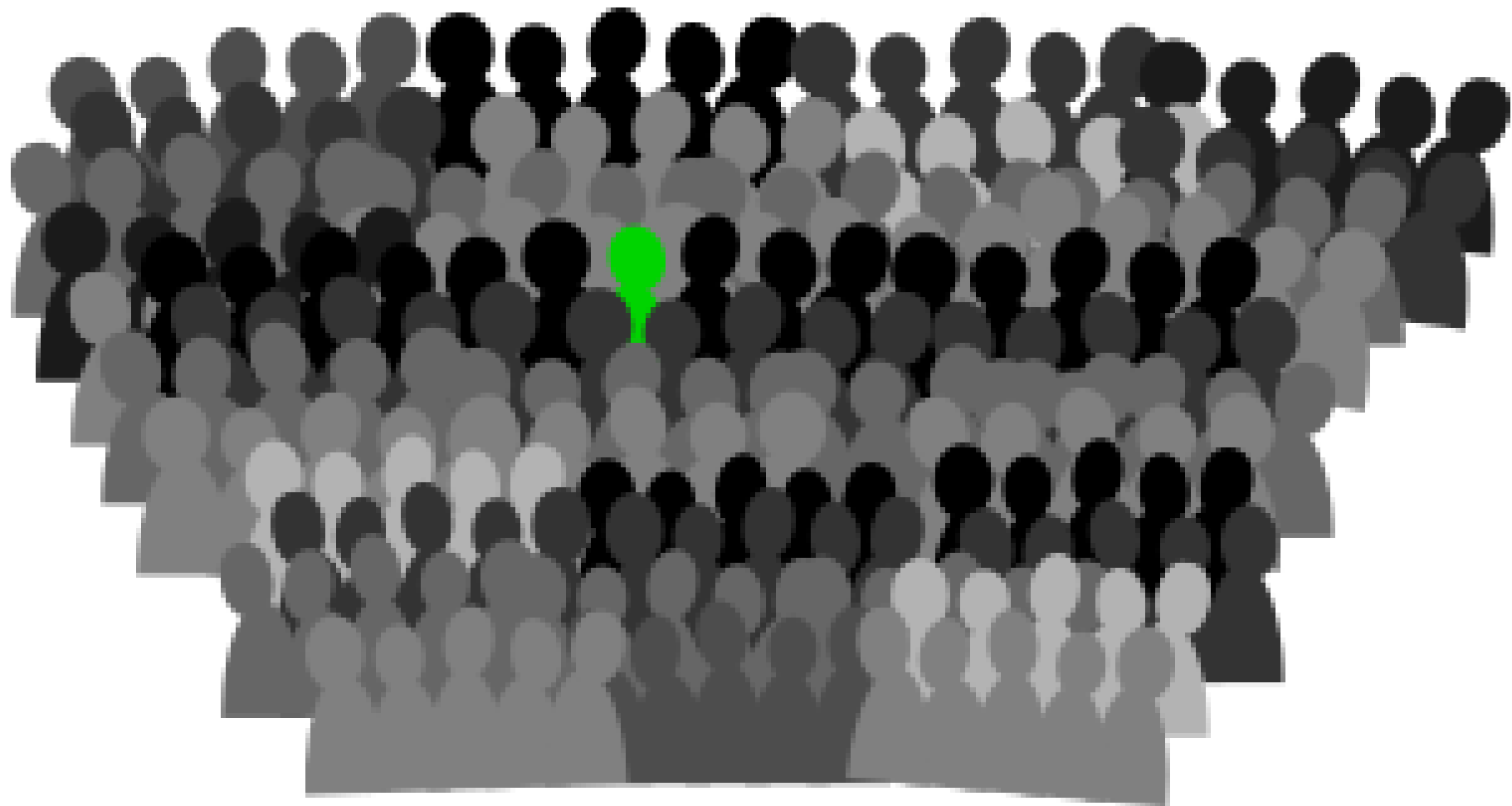
# Articulate Communication



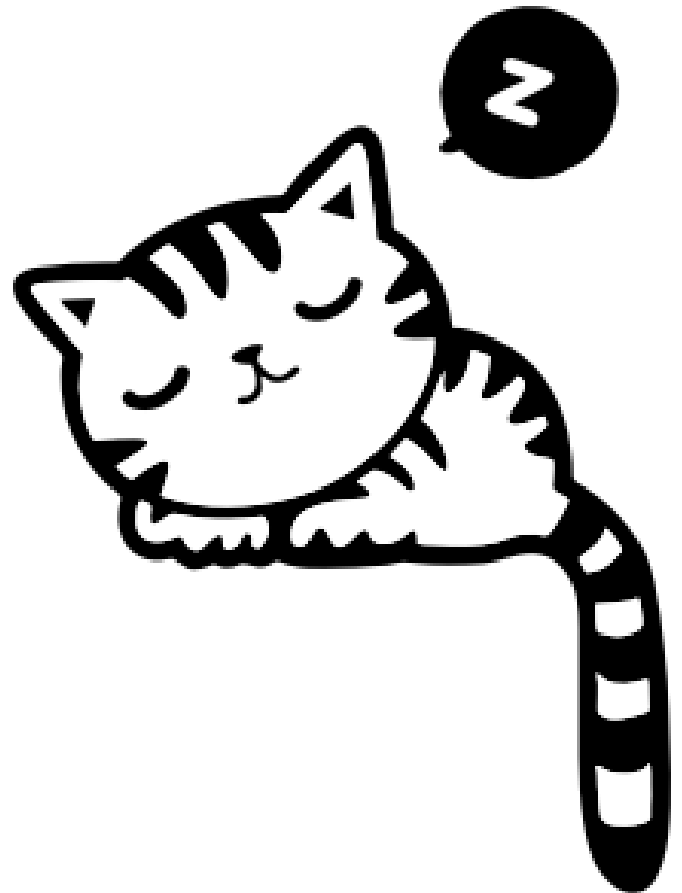




Photo by Tim Carey: <https://unsplash.com/photos/888gA0cV0nc>







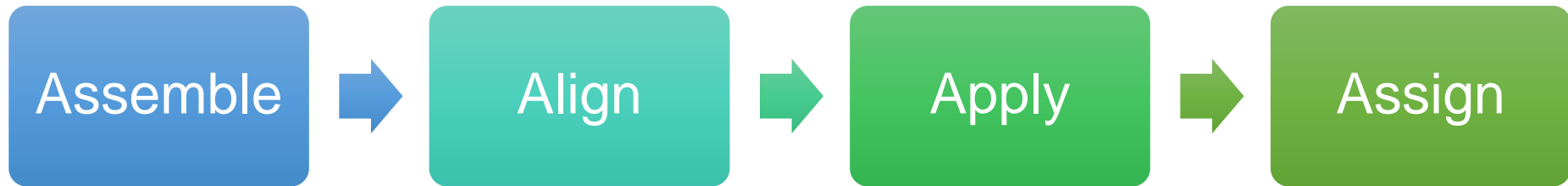


---

TELL ME, DO YOU EVEN ....

---

# Four A's



Granville Toogood, "The New Articulate Executive"



Team,

Check out this cool stuff:

<https://www.linkedin.com/pulse/20140730172610-9679881-pizza-as-a-service/>

Best regards,







Action

Team,

If you are not familiar with IaaS vs PaaS vs SaaS, please study this article:  
<https://www.linkedin.com/pulse/20140730172610-9679881-pizza-as-a-service/>

Preview

Important highlight:

- 1. You can make a pizza at home where you're responsible for buying all of the ingredients including making the dough.*
- 2. You can purchase some of the ingredients and buy pre-packaged dough.*
- 3. You can have pizza delivered to your home.*
- 4. You can simply load up the family and head out for pizza at your local dining establishment.*

We will discuss this briefly at our next weekly team discussion.  
Please be prepared.

Deadline



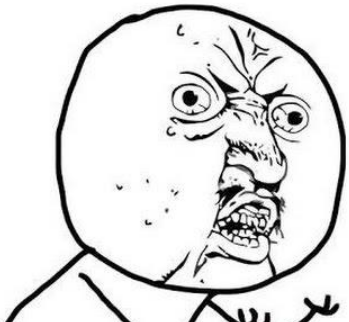
A letter to our customers  
regarding Maps.





They found that the router was not configured properly. **Joe** gave me a call, but at that time I was busy with our team troubleshooting another customer.

Fortunately, **Jack** was online. Later, **they** summarized the finding and sent it to me. **We** don't know exactly how this happened, but **he** assured **us** that **they** are working on that.





**Michelle** (Ops team, ACME) found that the router was not configured properly. **Joe** (PM, ACME) gave me a call, but at that time I was busy with **Diana** troubleshooting another customer (XYZ Corp).

Fortunately, Jack was online. Later, **Joe** summarized the finding and sent it to me. **Diana and I** don't know exactly how this happened, but **Jack** assured **the executive team** that **Joe and Michelle** are working on that.

Copyright

**BARRON'S**

# Red Lace, Yellow Lace

*Learn to tie your shoe!*

By Mike Casey



Copyright © 1998

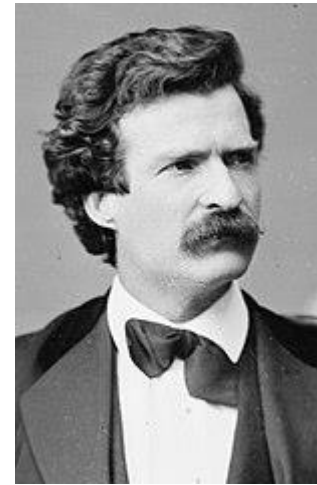


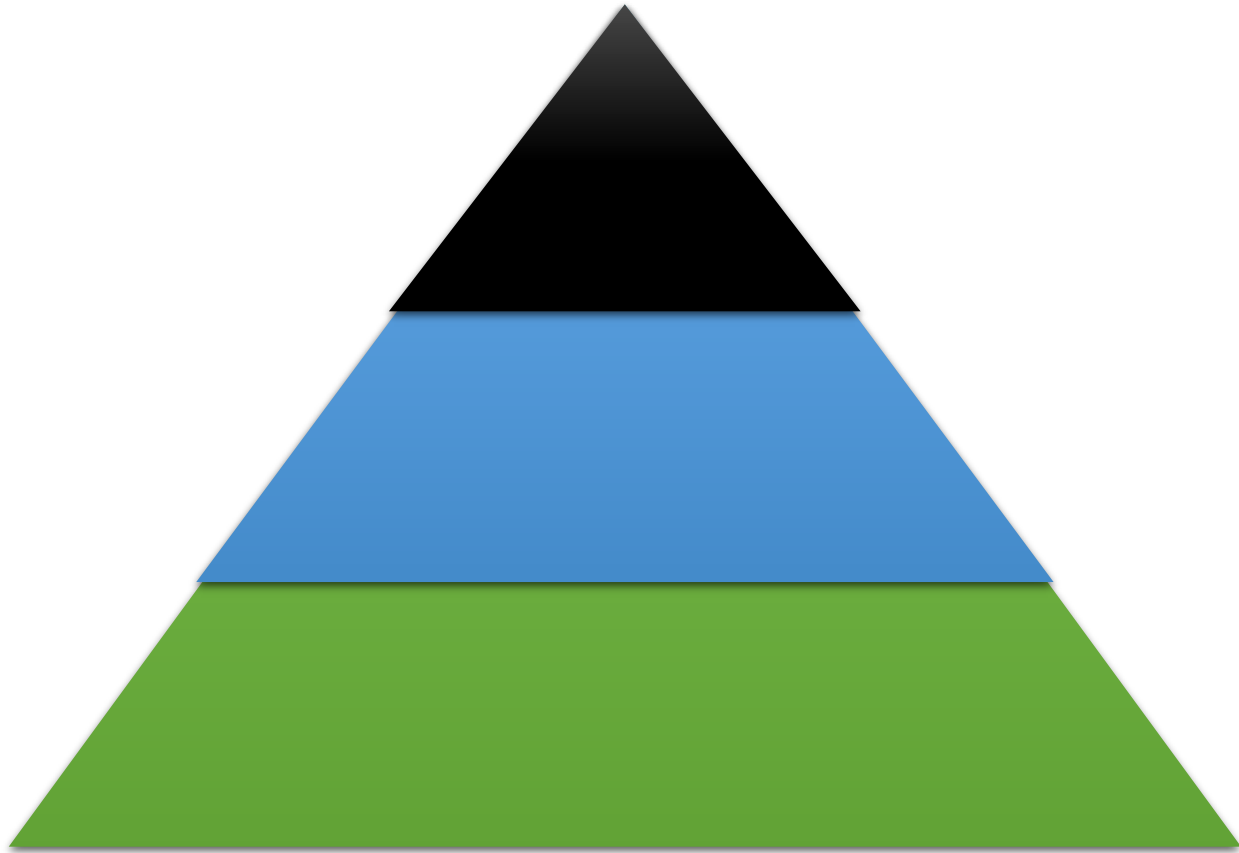


Granville Toogood, "The New Articulate Executive"

"I didn't have time to  
write a short letter,  
so I wrote a long one instead."

Mark Twain





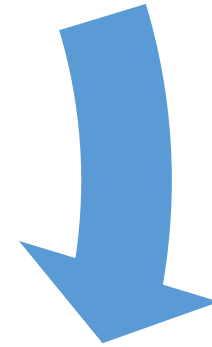
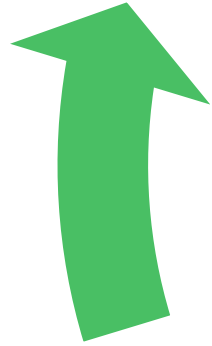
11-second

4-minute

30-minute

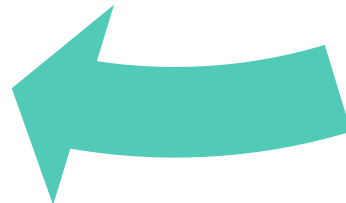
Refinement

Idea



Summary

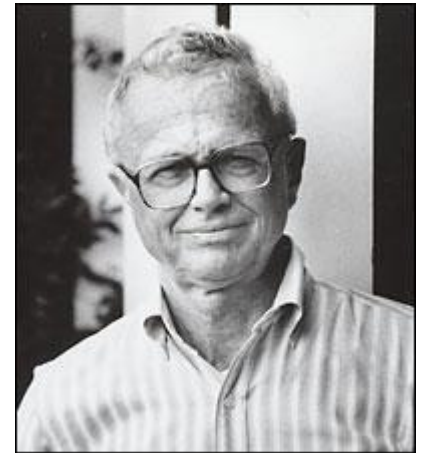
Elaboration



“Don’t be afraid to rewrite your text.

**Rewriting** is the essence of **writing well.**”

William Zinsser

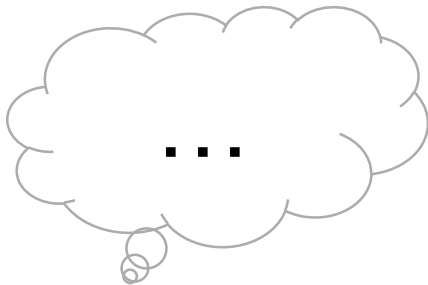






Improve eye contact skills

Maintain a solid posture



Avoid filler words



Team meetings

Company all-hands

Brown bag lunches

Local meetups

Timestamp

**Dec 1, 2017**

Attendees

Kirk, Spock, Uhura, Scott, Sulu

Do we need to migrate *USS Enterprise* to the new Java 9?

- No need, let's stick with what works (Kirk)
- Let's consult Oracle (Uhura)
- I can rewrite everything in C# (Spock)

Summary

“I have an obsession with knowing the answers to things. When I don't know what happened, it just bothers me, gets under my skin, and **I need to write** about it.”

Taylor Swift



"This remarkable book takes the reader from concept, to content, to presentation. It's a kind of lifeline to good communication."  
—Charlotte Beers, former Chairman,  
Ogilvy & Mather Worldwide

THE NEW  
ARTICULATE  
EXECUTIVE

*Look, Act, and Sound  
Like a Leader*

GRANVILLE N. TOOGOOD

*Revised and Expanded  
More Than One Million Copies Sold*

On  
Writing  
Well

*The Classic Guide to Writing Nonfiction*

30<sup>TH</sup> ANNIVERSARY EDITION

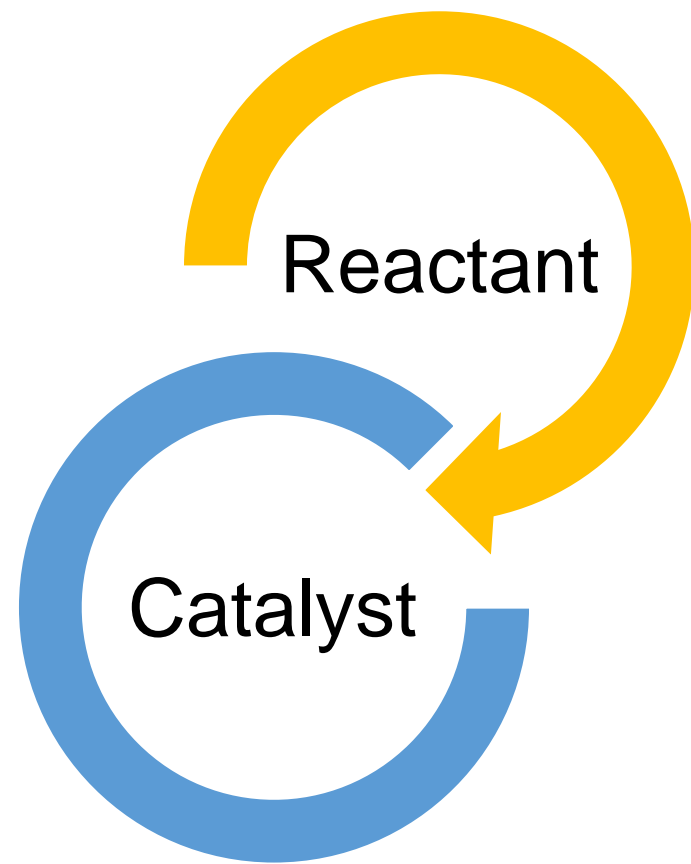
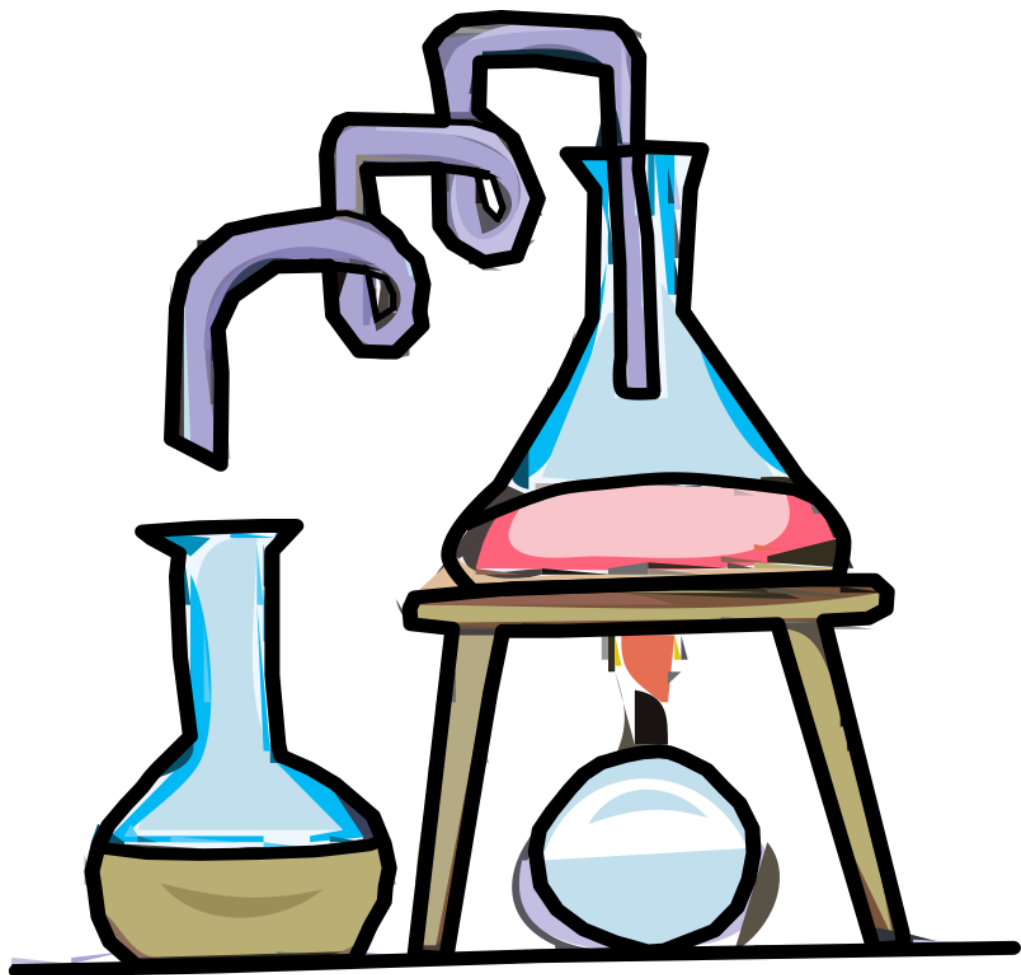
William Zinsser

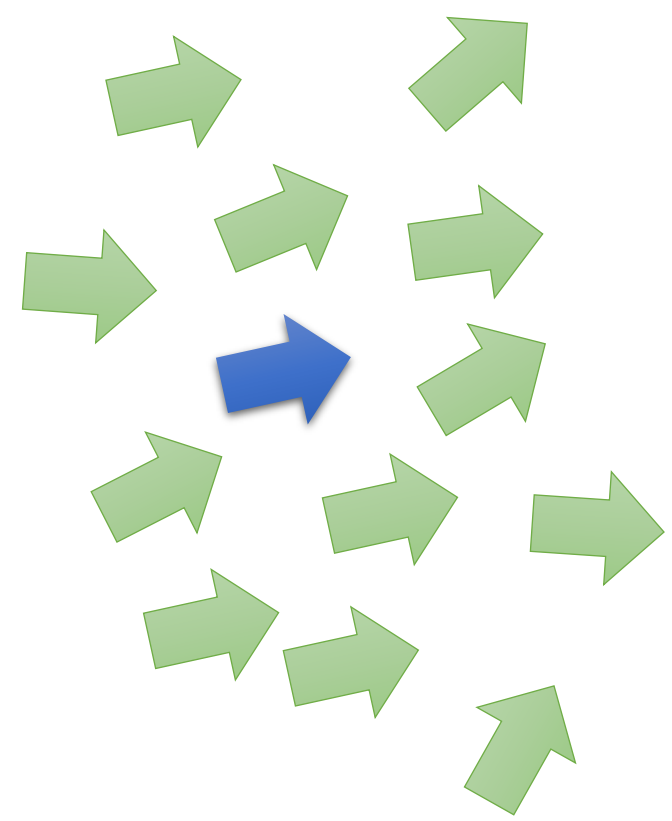
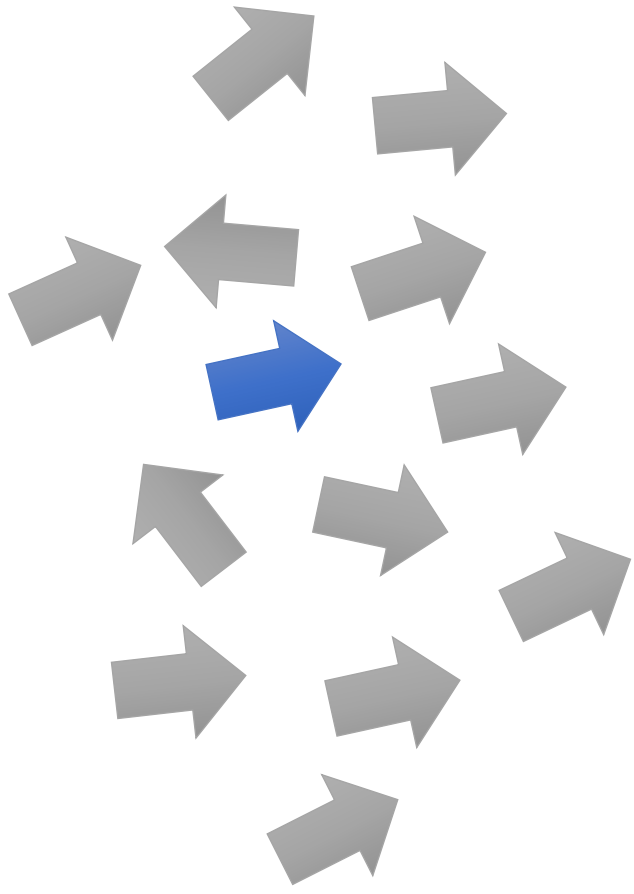


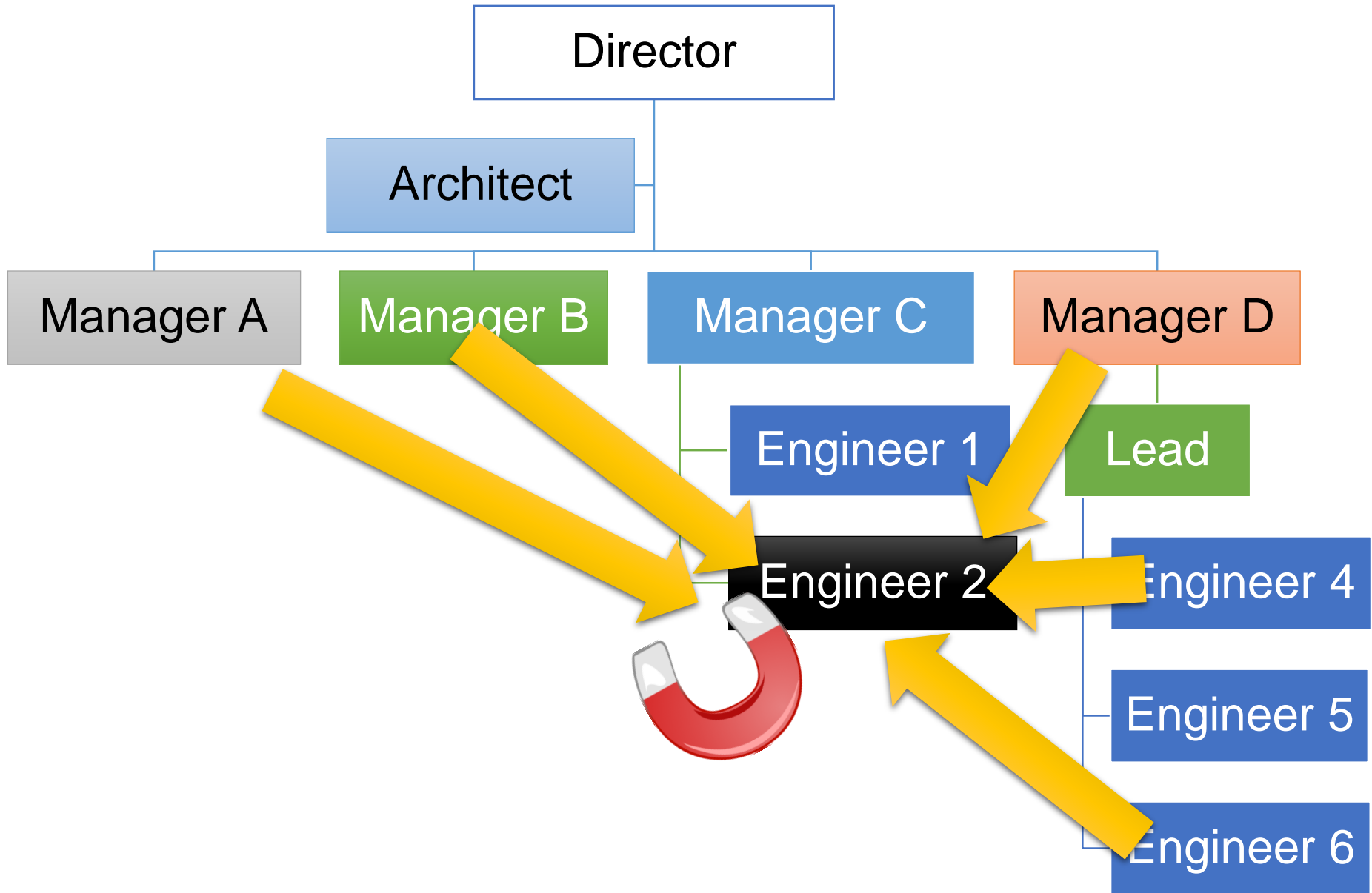
3

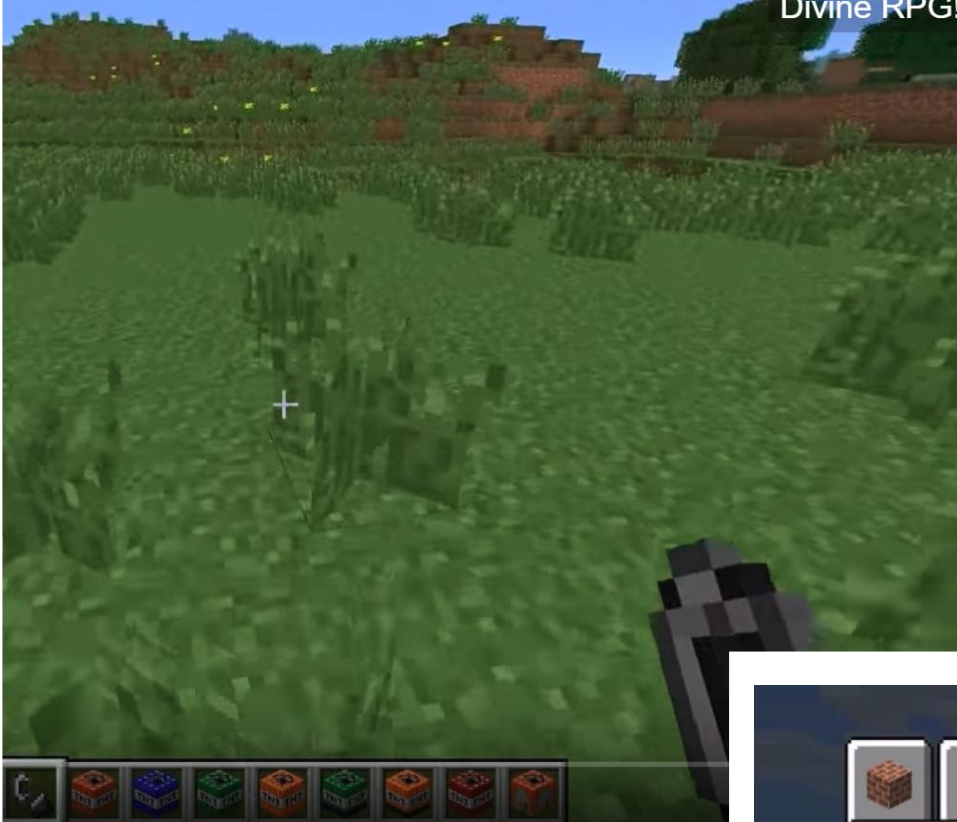
# Influence



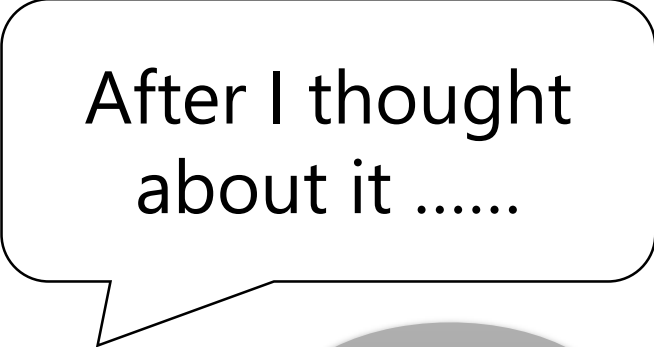




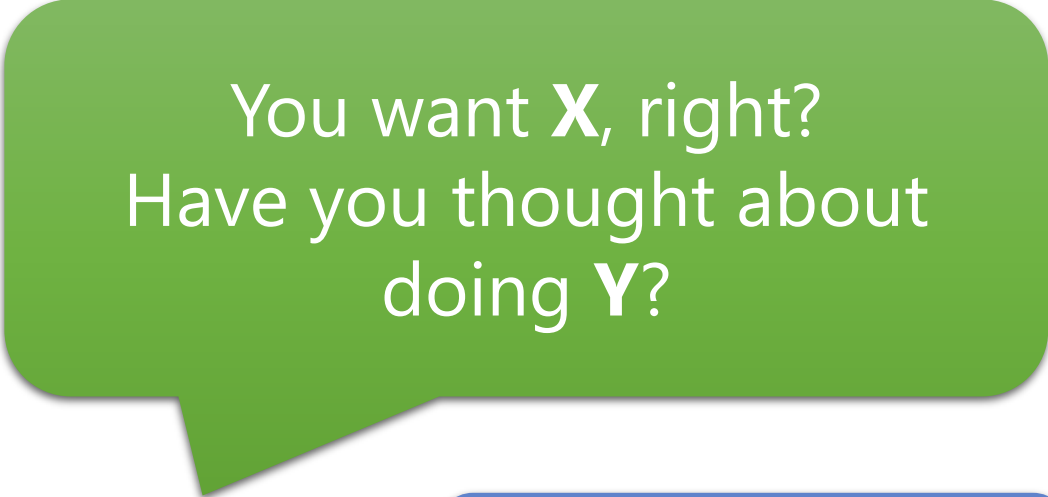
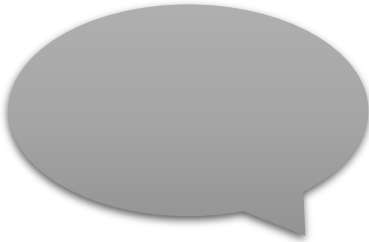








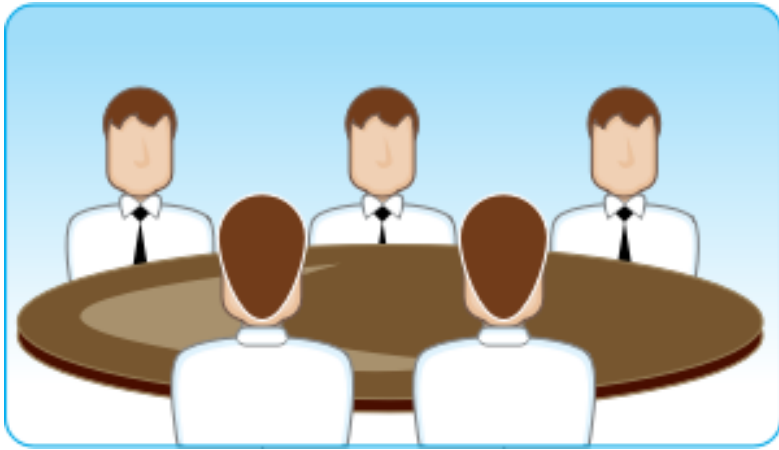
After I thought  
about it .....



You want **X**, right?  
Have you thought about  
doing **Y**?



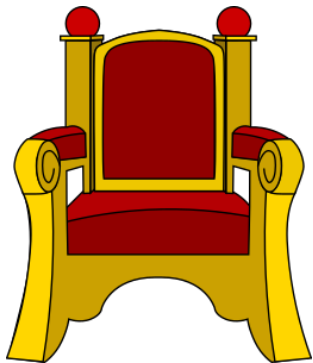
Tell me more!



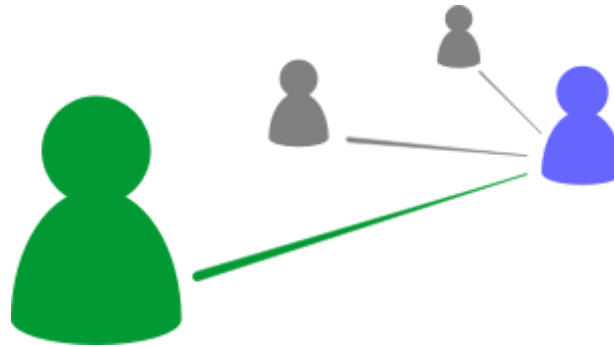
“One can do a great deal of good  
in this world if one does not care  
**who gets the credit** for it.”

William Strickland

Power



Affiliation

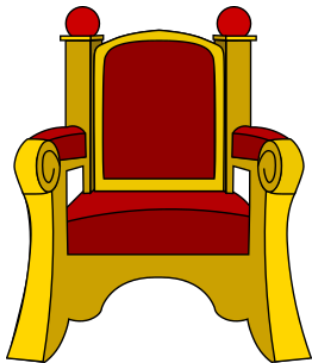


Achievement



Linda Sommer, "Beyond Office Politics"

Assertive



Accommodator



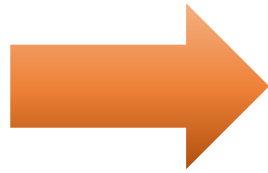
Analytical



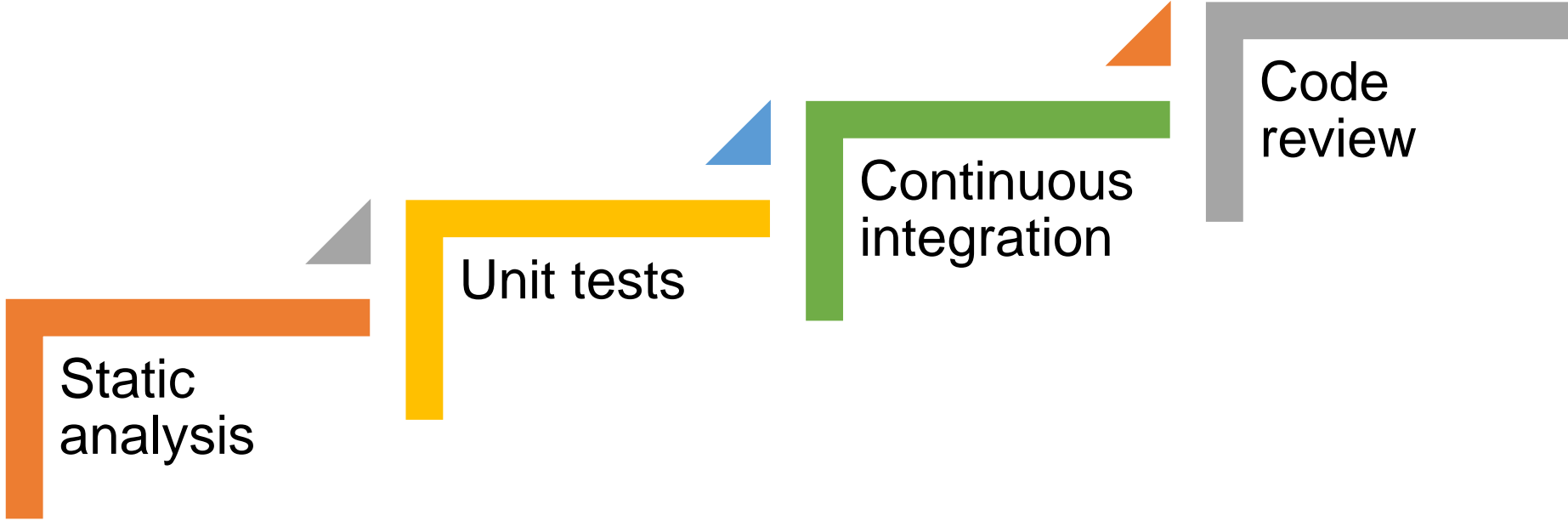
Chris Voss, "Never Split the Difference"







- ✓ Mandatory code review
- ✓ Continuous integration
- ✓ Full code coverage
- ✓ Cross-browser integration tests
- ✓ Continuous deployment
- ✓ Vulnerability assessment



Static  
analysis

Unit tests

Continuous  
integration

Code  
review

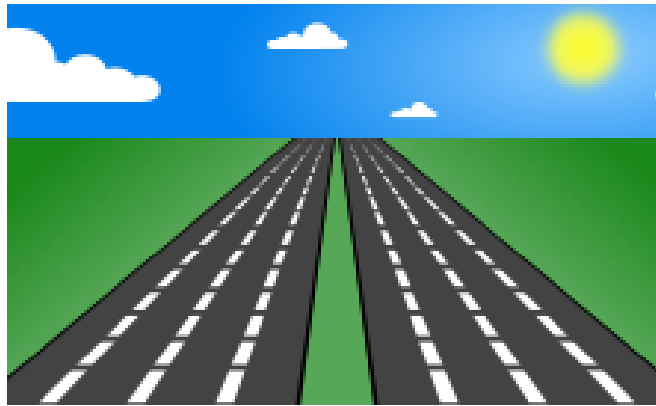
WIIIFM

WHAT'S IN IT FOR ME?

“Never let a good **crisis** go to waste.”

Winston Churchill

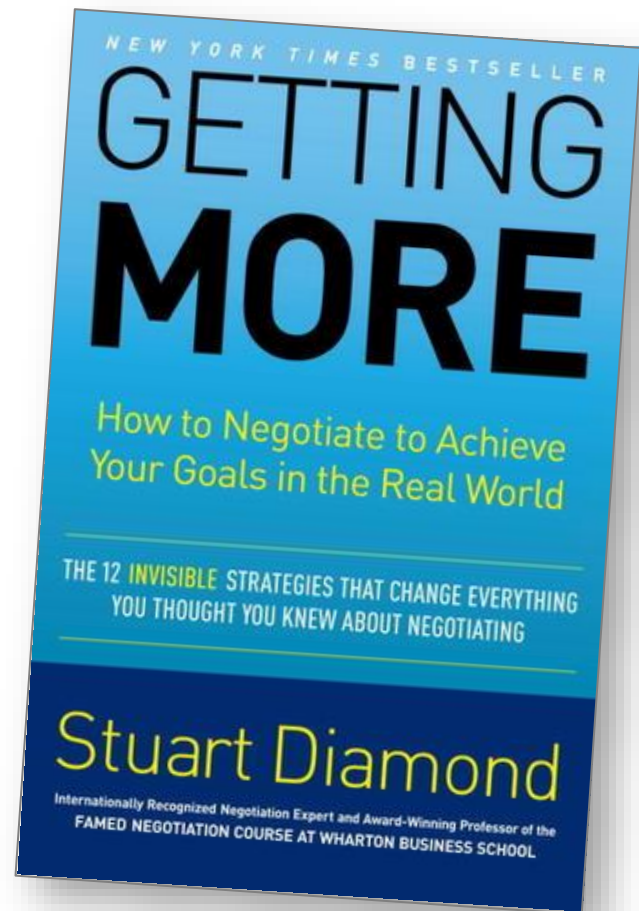
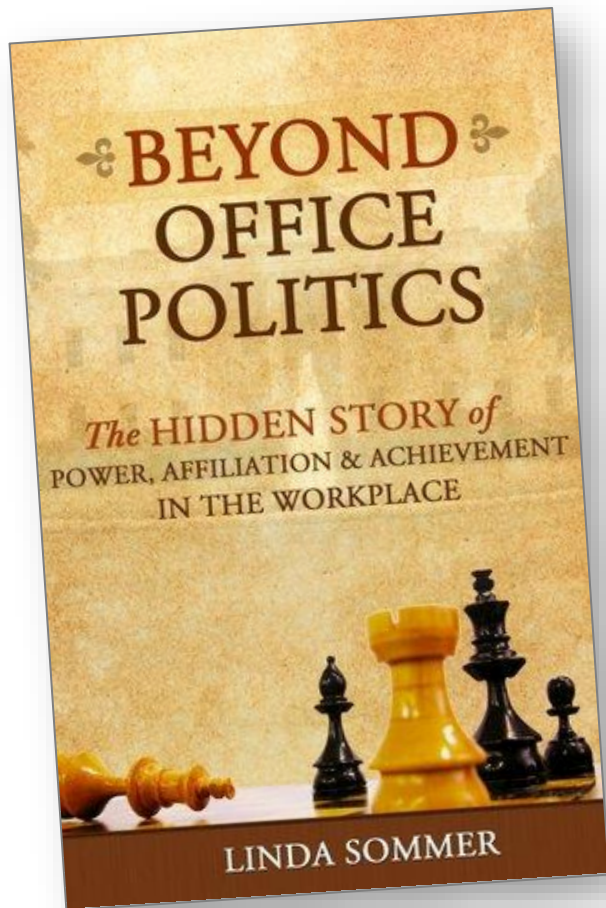




Isn't .... our value?

So what do you think  
about doing...

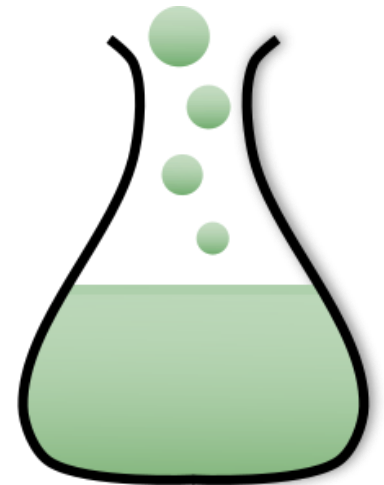
YES.





# Summary

Photo by Iswanto Arif: <https://unsplash.com/photos/0HWIoO4oPnU>



# Thank You



**SH-PE**

shapesecurity.com

**@ariyahidayat**

speakerdeck.com/ariya

End of Presentation