

developers as entrepreneurs

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outline

- **goals**
- **where to start, school vs work, career goals, building your skills**
- **entrepreneurship, my journey**
- **things you can do today**

goals

- **why?**
- **money, fame, power**
- **financial security, influence/respect, work/life balance**
- **today vs tomorrow**
- **you != others**

where to start

- **people around you --> build your network now!!**
- **exposure to different tech/ideas**
- **internships: let you try many things**
- **mentors**

school vs work

- **more time on a single problem**
- **politics + working together**
- **constantly evolving business requirements, no easy A's**
- **learning has only just begun**

finding a job

- **big tech --> well established patterns, clear metrics, security**
- **startups --> lot of work, risk vs reward is high, wear many hats**
- **don't pigeonhole yourself/take path of least resistance --> job != career**
- **take more chances early**

personal skills

- **on time and prepared > skill**
- **dress to fit environment**
- **save your money**
- **family + friends time**
- **health and wellness**

10x engineer

- **wrong mindset: maximize your skill / better than everybody else**
- **team of ten people, double each of their output --> 10x**
- **venn diagram of overlapping skill sets**
- **domain knowledge > technical expertise**
- **how does company make money?**

always be learning

- **reading daily**
- **following trends**
- **pick a new tool and learn every so often**
- **know yourself --> shore up your weaknesses, double down on strengths**

timeless skills

- **communication, communication, communication**
- **project/time management**
- **focus + discipline**
- **creativity/brainstorming**

communication³

- **internal speaking: 1:1, teams, company**
- **external speaking: public, sales, marketing**
- **writing: docs, training/onboarding, email/memos**
- **indirect: reading people / understanding their motivations**

entrepreneurship

- **build something people want**
- **capital --> \$\$, time, energy**
- **product/market fit**
- **maximum experiments for minimum cost**
- **market research vs get weird**

my path

- **coding: solo, senior**
- **managing: architecture, projects**
- **teams, hiring, prioritization, roadmap**
- **sales, marketing, product**
- **where i am now / my decisions**

next steps

- **resume / portfolio site**
- **public speaking / writing**
- **mentorship (others/yourself)**
- **internships/dabbling**
- **make your path**