

# MAKE YOUR SELF MORE MARKETABLE AS AN IT PRO

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# A Little About Me

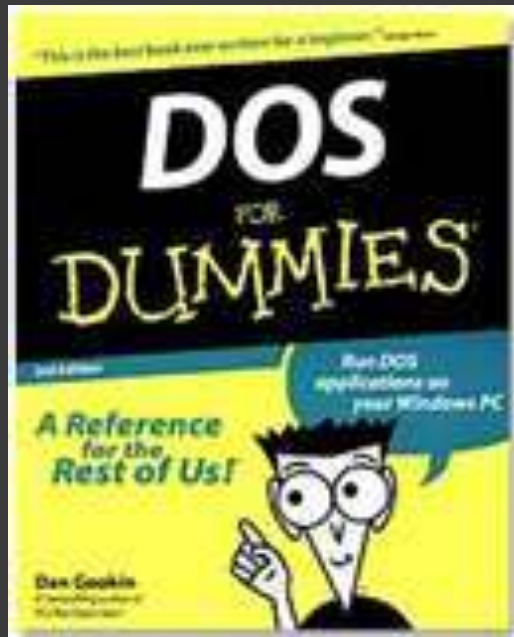
## Who the heck is this guy anyway?

- Robert C. Cain
- Southern Nuclear since 2005
- 10 years as a consultant in the B'ham Market
- Wide range of .Net applications
- SQL Server 2005 Data Warehouse
- <http://arcancode.com>
- <http://twitter.com/arcancode>
- <http://altechevents.com>



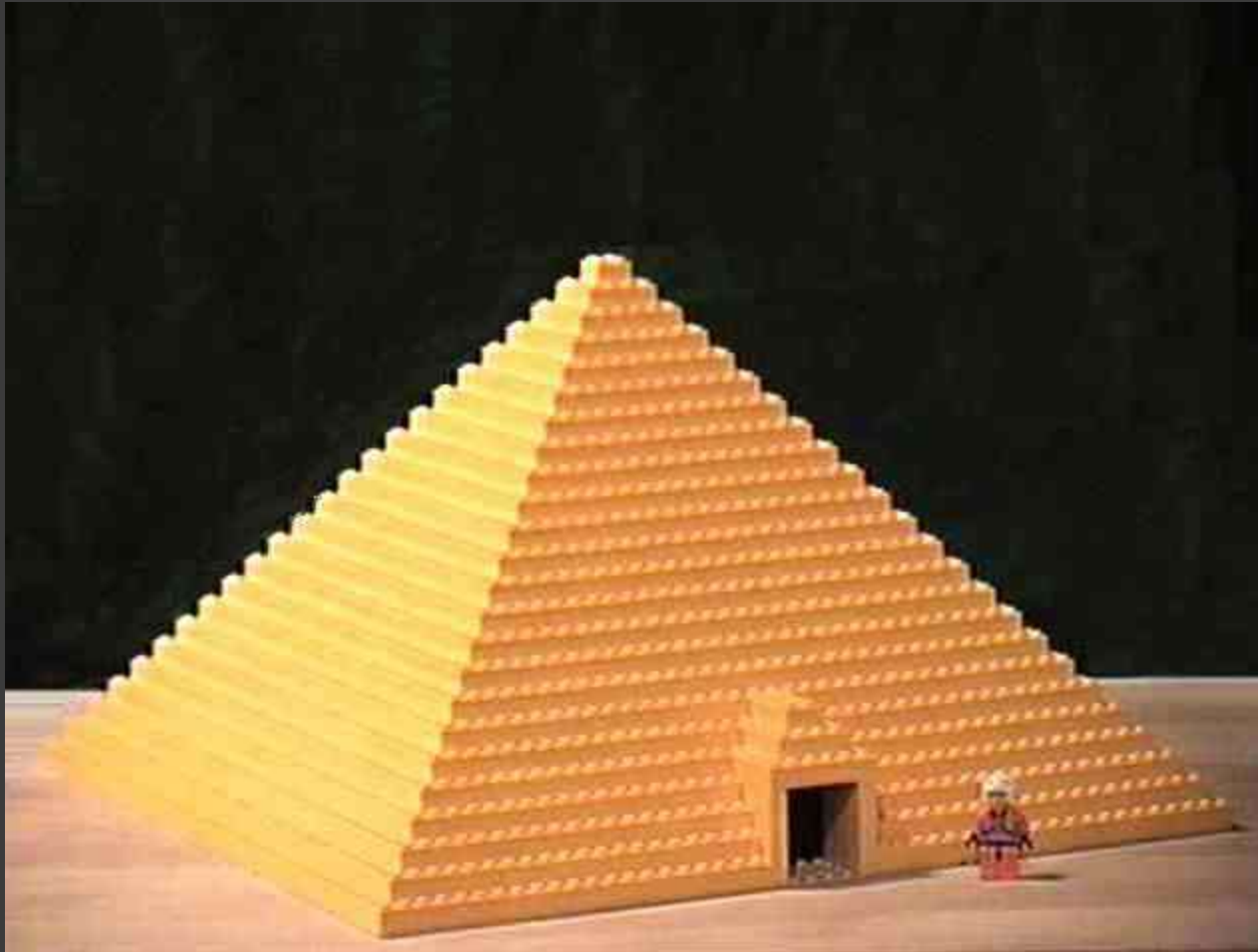
# Step #1 – Become an expert!

**A.K.A. – Learn everything about a topic**



# Step #1 – Become an expert!

**Don't forget about the basics**



# Step #2 – Learn iteratively

## **A.K.A. – Learn something new every day**

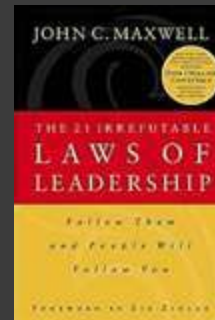
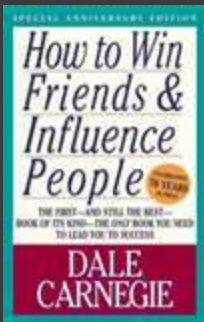
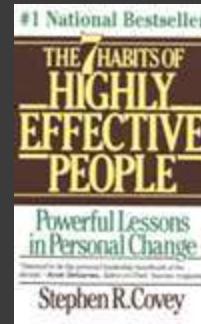
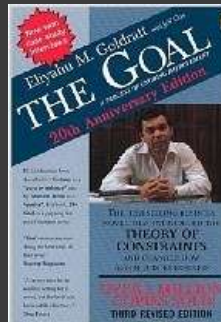
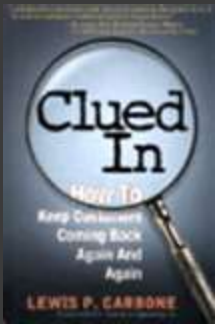
- ⦿ Avoid Cramming
- ⦿ Create a plan
  - ⦿ Decide your goal
  - ⦿ Get a book/article/manual
  - ⦿ Study 20 minutes a day
  - ⦿ Read/Listen to something, then try it out
- ⦿ Find the patterns and practices

# Step #2 – Learn iteratively

- ◎ How people learn
  - Attend a presentation/live webcast
    - More for interest and overview
    - Not a source of deep learning
  - On-demand webcast/video
    - Chance to pause/repeat content
    - Chance to try it out
  - Online reading
    - Targeted single-subject learning
    - Following some guru's blog
  - Books
    - Topical mastery

# Step #3 – Understand the business

## A.K.A. – The buck stops here



# Step #3 – Understand the business

- Career-building additions
  - Coding perspective AND System perspective
  - Technical value AND Business value
  - Understood AND Understanding others
- Learn a business strategy each quarter
  - Read a leadership/business/strategy book
  - Attend a seminar/presentation
  - <http://www.getabstract.com>
- Surround yourself with the right people

# Step #4 – Show up in the community

**A.K.A. – Speak or write what you know**



# Step #4 – Show up in the community

## ⦿ Speaking

- Learn something, and then show people how to do it
- Code camps, conferences, webcasts, geekSpeaks
- Don't show features. Tell the story
- If you're nervous, do it as a group

## ⦿ Attending a user group

- Learning and networking

# Step #4 – Show up in the community

- ⦿ Blogging
  - Consumable technical blurbs
  - Regular intervals
- ⦿ Forum answers
  - Find a question online, research it, and post a solution
- ⦿ Articles
  - Complete story around one topic
- ⦿ Books
  - Complete technology story
- ⦿ Samples
  - Build something and put it out there

# Step #5 – Guard your credibility

**A.K.A: Maintain control**



# Step #5 – Guard your credibility

- ⦿ Not every thought needs to be uttered
  - Venting is risky
- ⦿ Blogging your rant is even riskier
  - Unlimited audience
- ⦿ One bad outburst in public is all it takes
- ⦿ Don't be \*that guy\*
- ⦿ Don't embellish your resume
- ⦿ Learn how to interview
- ⦿ Learn how to take a verbal punch
  - Don't sacrifice the war to win a battle

What happens on the web  
doesn't always stay on the web



# Passion!

**No matter what you choose let passion be your guide**

- ⦿ What fascinates you?
- ⦿ What makes you want to go home and read about it on your own time?
- ⦿ What makes you want to talk about it with others?
- ⦿ What inspires or interests you enough to make you want to buy books on it?

# Summary

## What'd he say?

- ⦿ Five practical steps can help you be successful
  - ⦿ 1) Find an appropriate topic
  - ⦿ 2) Learn it the right way, for long term retention
  - ⦿ 3) Develop business skills
  - ⦿ 4) Form community relationships that will allow people to discover your technical & business skills
  - ⦿ 5) Protect your credibility
- ⦿ Passion!

# Thanks!

- ⦿ Any questions?
- ⦿ All materials available at <http://arcanecode.com>
- ⦿ [arcanecode@gmail.com](mailto:arcanecode@gmail.com)