

I'm a dev, and you?



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Why we do what we do?



“People don’t buy what you do; they buy why you do it.”

“Companies make the jobs, you make your career.”

Richard Branson
www.virgin.com

If you are a dev, then ...



be proud to be a professional dev, PLEASE!



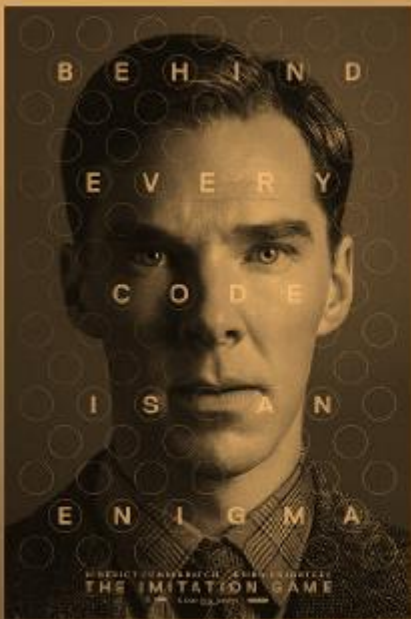
All about passion and discipline




Software development is ...
all about solving problems
hard and “trocken”
not for everyone

We, the devs, are ruling the world, absolutely.

Have you watched it?



The Imitation Game (2014)  218

PG-13 | 114 min | Biography, Drama, Thriller |
25 December 2014 (USA)

Your rating: ★★★★★★★★★★ -/10

8.1 Ratings: **8.1/10** from 376,995 users Metascore: 73/100
Reviews: 576 user | 431 critic | [49](#) from Metacritic.com

During World War II, mathematician Alan Turing tries to crack the enigma code with help from fellow mathematicians.

Director: Morten Tyldum
Writers: Graham Moore, Andrew Hodges (book)
Stars: Benedict Cumberbatch, Keira Knightley, Matthew Goode | [See full cast and crew](#) »

Hint 1: Understand yourself first



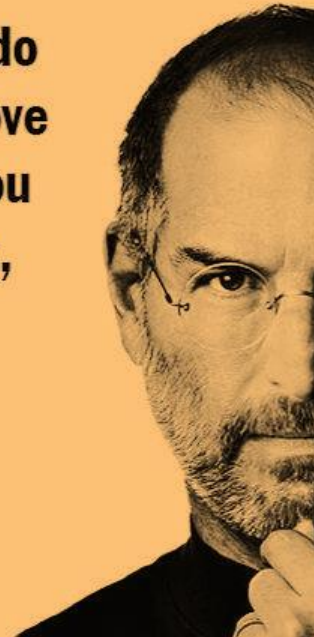
Who have I been since years?

What do I love to do?

Stay motivated and self-confident,
but do not overestimate

**“The only way to do
great work is to love
what you do. If you
haven't found it,
keep looking.
Don't settle.”**

- Steve Jobs



Hint 2: Do you understand me?



Effective communication is king.

- Learn to discuss, argue and persuade
- Speak the same language
- The others must understand me,
if they don't, I'm a fool, eh!



Hint 2: Do you understand me?

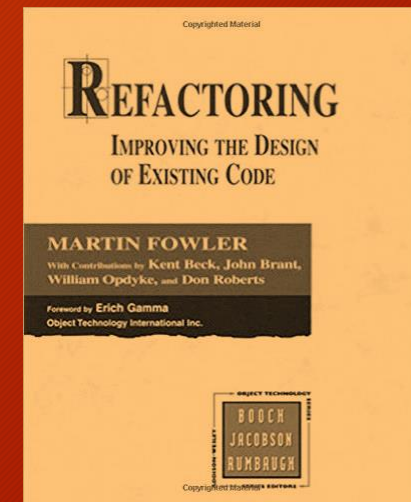
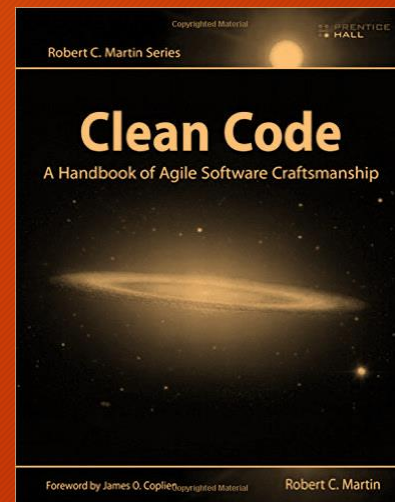
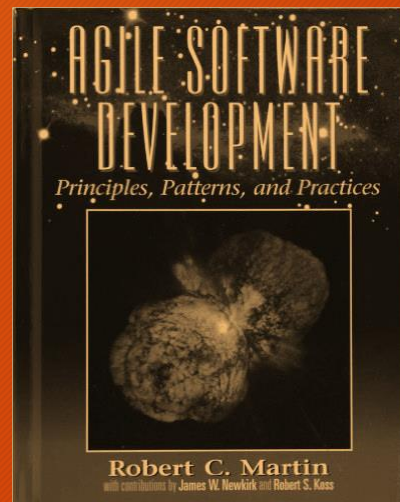


Have you ever heard about:

S.O.L.I.D.

YAGNI / DRY / KISS

...



Hint 3: Being agile, not just doing agile



SCRUM & Co. are just the frameworks.

Agile methodology aims for:

time to market

reducing development costs

productivity



Hint 3: Being agile, not just doing agile

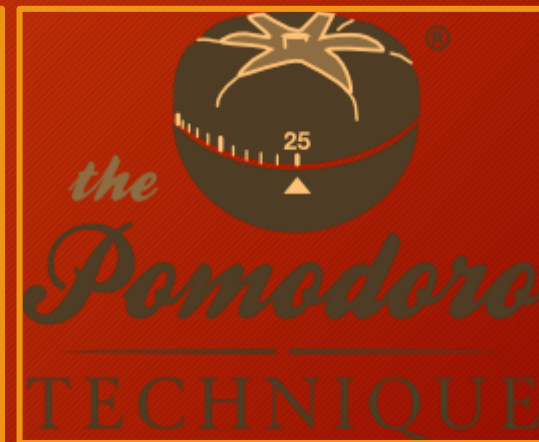


Feature team structure, instead component team

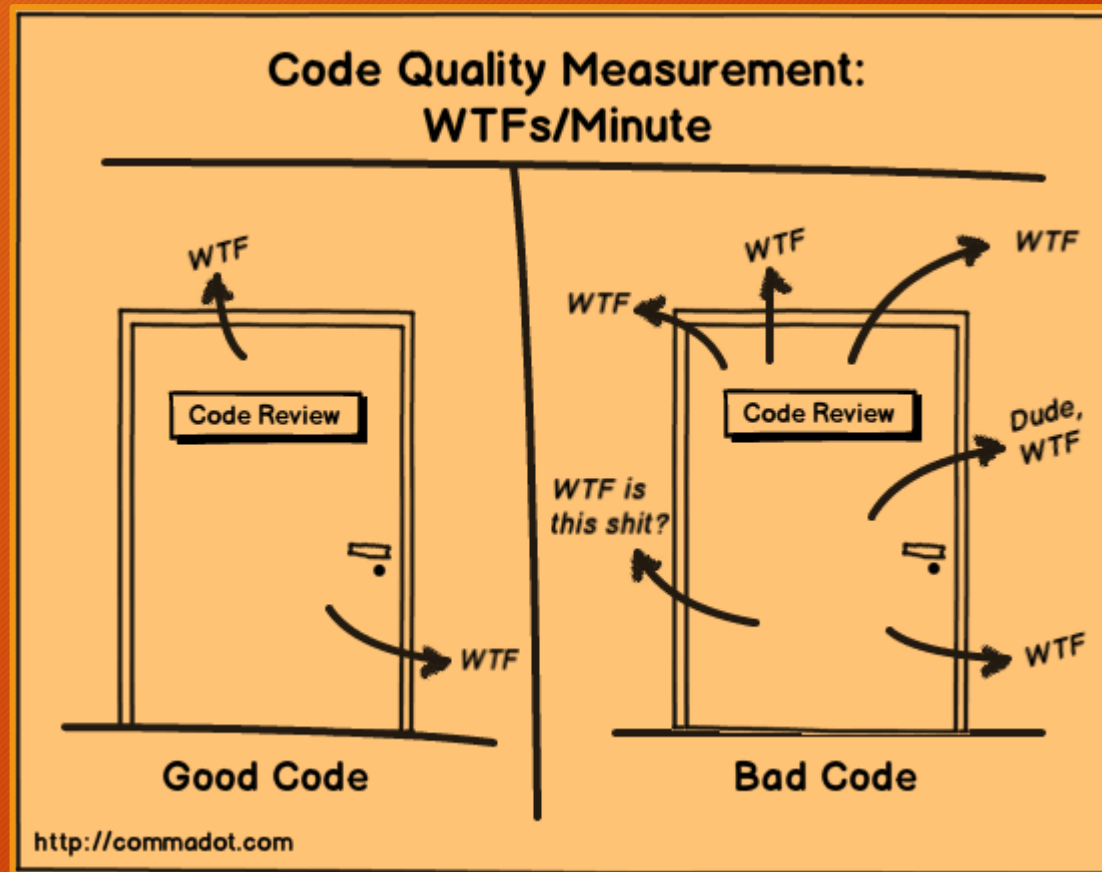
Epic-based software architecture

Pair programming

Get-things-done: breaking down things



Enjoy developing software!



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