THE FULL SPECTRUM DEVELOPER

Photo by Ian Schneider on Unsplash

ANY FULL STACK DEVELOPERS HERE TODAY?

ACCORDING TO LAURENCE GELLERT YOU ARE A FULL STACK DEVELOPER

KEEP YOUR HANDS UP IF

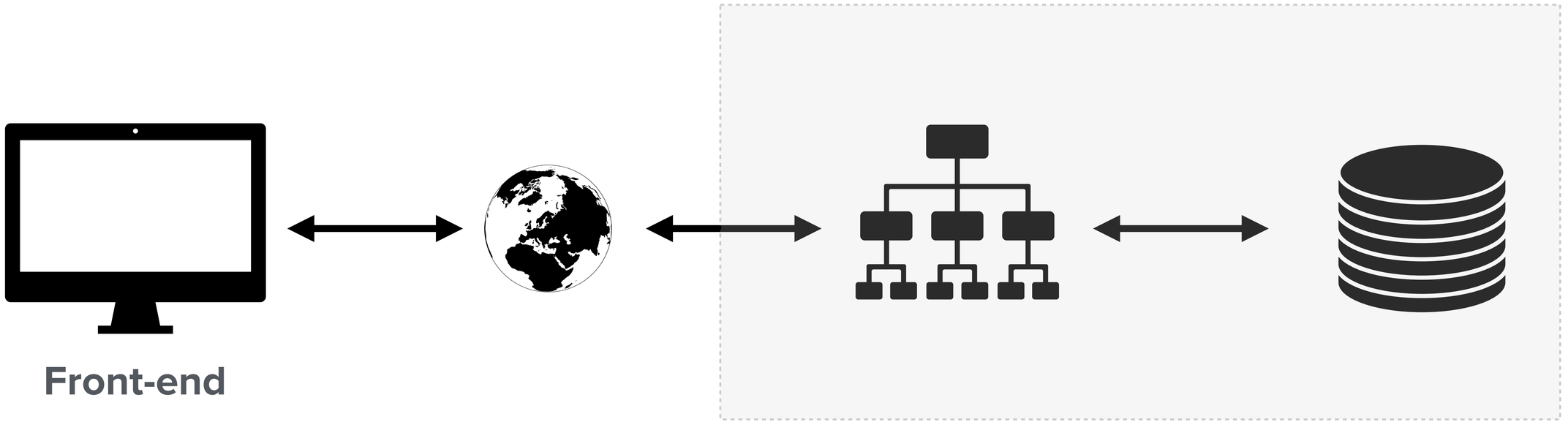
Photo by Analia Baggiano on Unsplash

FRONT END IS NO MYSTERY TO YOU

YOU EAT MVC FOR BREAKFAST

YOU ARE FAMILIAR WITH RELATIONAL OR NON-RELATIONAL DATA MODELING

BOOM!


Front-end
Back-end

WELL, AT LEAST THAT'S WHAT WE ALL THINK, RIGHT?

ACCORDING TO LAURENCE GELLERT YOU ARE A FULL STACK DEVELOPER

KEEP YOUR HANDS UP

WE AREN'T FINISHED...

Photo by Analia Baggiano on Unsplash

OOP & FP AREN'T STRANGE ACRONYMS

AN API IS NOT A SPREAD

UX & DX ARE YOUR BREAD AND BUTTER

YOU TEST DRIVE YOUR CODE

DEPLOYMENT IS JUST ANOTHER ROUTINE THING

YOU GRASP THE SECURITY AND NETWORK IMPACTS

YOU UNDERSTAND THE BUSINESS

OKAY, YOU CAN DROP YOUR HANDS NOW...

ENRIQUE COMBA RIEPENHAUSEN

WHO AM I?

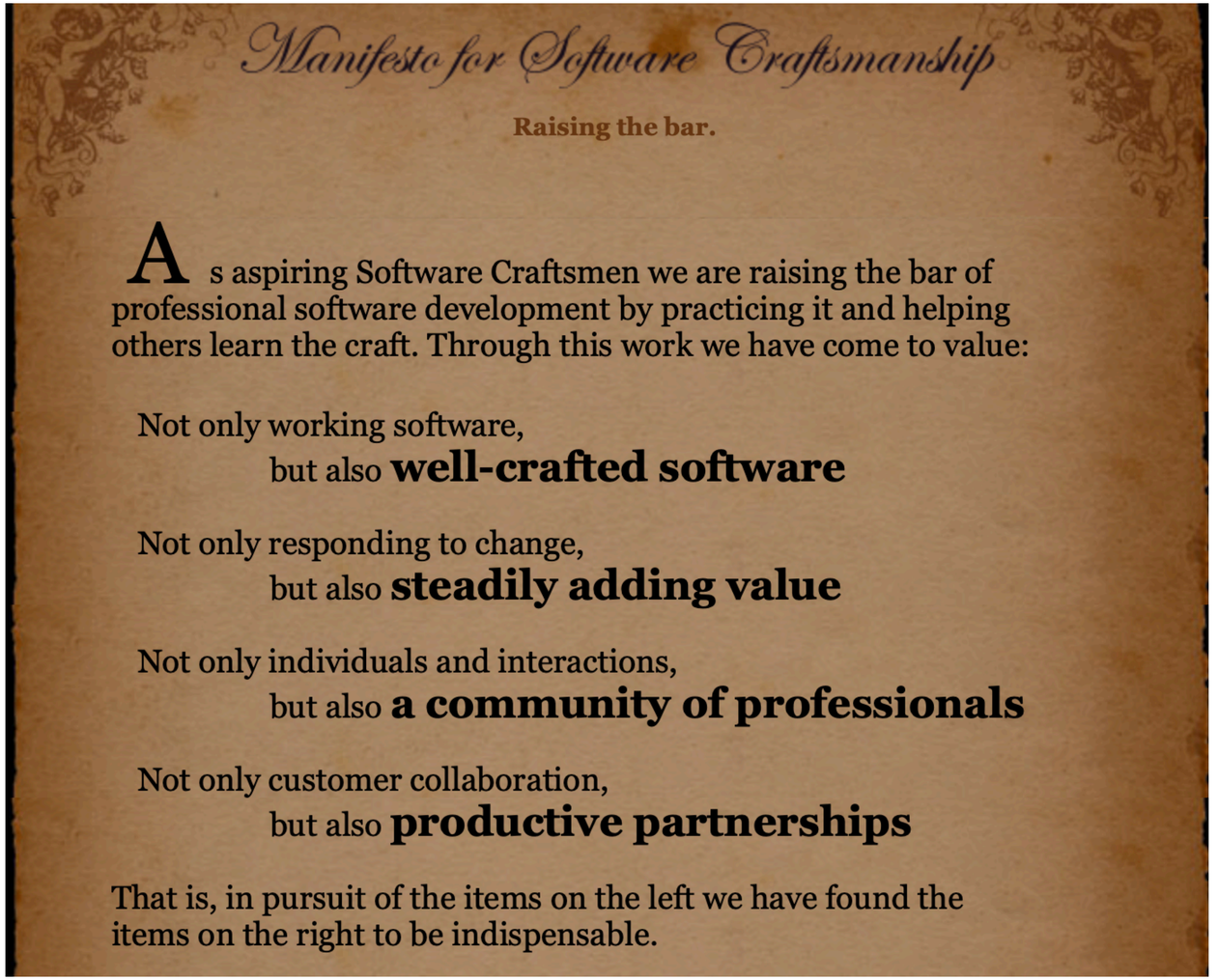
- Frustrated x-wing pilot
- Co-author Manifesto for software craftsmanship
- Father
- Human
- Amateur cook/baker
- Traveller

THE FULL STACK DEVELOPER UNDERSTANDS THE WHOLE STACK AS WELL AS THE BUSINESS

SETTING THE STAGE

THE "MANIFESTOS"

2001



2009

INDIVIDUALS AND INTERACTIONS

OVER PROCESSES AND TOOLS

NOT ONLY INDIVIDUALS AND INTERACTIONS

BUT ALSO A COMMUNITY OF PROFESSIONALS

WORKING SOFTWARE

OVER COMPREHENSIVE DOCUMENTATION

NOT ONLY WORKING SOFTWARE

BUT ALSO WELL-CRAFTED SOFTWARE

CUSTOMER COLLABORATION

OVER CONTRACT NEGOTIATION

NOT ONLY CUSTOMER COLLABORATION

BUT ALSO PRODUCTIVE PARTNERSHIPS

RESPONDING TO CHANGE

OVER FOLLOWING A PLAN

NOT ONLY RESPONDING TO CHANGE

BUT ALSO STEADILY ADDING VALUE

“AS SOFTWARE PROFESSIONALS WE ARE IN THE BUSINESS OF SOFTWARE”

ME

Photo by Artem Beliaikin on Unsplash

Photo by KOBU Agency on Unsplash

Photo by Andre Benz on Unsplash

Photo by Kevin O'Connor on Unsplash

It's a Ruby user group after all

“THE FULL STACK DEVELOPER KNOWS EVERYTHING FROM MICROPROCESSOR CODING TO EMPLOYEE RETENTION

DAVE A. THOMAS

WTF?!

OKAY, OKAY, THIS MIGHT BE A LITTLE TO FAR, BUT...

MINDSET

CURIOSITY

- Our industry has a massively wide span of skills we can learn
- What motivates you?
- White belt mindset
- Get distracted by things

Photo by Marija Zaric on Unsplash

PEOPLE WHO DO WELL ARE PEOPLE WHO READ

PLAY WITH

- different languages
- different paradigms
- different data stores
- different domains
- different cultures
- Learning itself

CHALLENGE YOURSELF:

CULTIVATE 3 CONCEPTUAL INTERESTS OUTSIDE OF WORK

AT WORK

SILOS

- Communication.
- Socio dynamics.
- Developers don’t understand about design.
- Designers don’t understand about development.
- Product people don’t understand the tech.
- Tech people don’t understand the product motivations.

“YOU MIGHT NOT BE ABLE TO CHANGE YOUR SILOED SETUP IN YOUR COMPANY, BUT...”

YOU CAN PEEK OVER YOUR WALLED GARDEN

SHOW INTEREST IN WHAT OTHERS DO, ASK QUESTIONS.

LEARN NEW THINGS

ABOUT THE BUSINESS WORLD

MARKETING

The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

“EVERY INTERACTION YOU HAVE IS MARKETING”

SALES

Activities that lead to the selling of goods or services.

“SALES IS THE ART OF CONVINCING PEOPLE TO JUMP ON BOARD”

LEARNING HOW THE BUSINESS TALKS WILL HELP YOU COMMUNICATE WITH THEM SMOOTHLY!

NEVER UNDERESTIMATE WHAT YOU KNOW,
WE ALL HAVE SOMETHING TO CONTRIBUTE

CREATE PRODUCTIVE PARTNERSHIPS WITH THE BUSINESS!

THE IDEAL FULL SPECTRUM DEVELOPER

- Understands marketing
- Understands sales
- Understands product
- Knows how to build software
- Knows how to deliver software
- Knows how to mainain software

OUR FUTURE?

BUT PEOPLE ARE TALKING ABOUT A

PRODUCT ENGINEER

- Outcome focused
- Work on requirements
- Balances tech decisions with user and business impact

Photo by ThisisEngineering on Unsplash

WHY IS THIS RELEVANT?

- The Ai hype is stealing jobs (at first)
- You need to be more than “just” a typist
- You are a problem solver and a reasoning being

Photo by Andrea De Santis on Unsplash

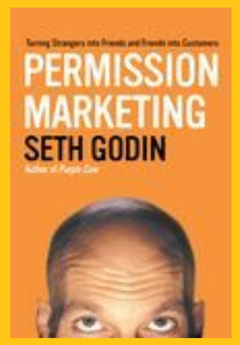
ANTHROPIC CEO PREDICTION

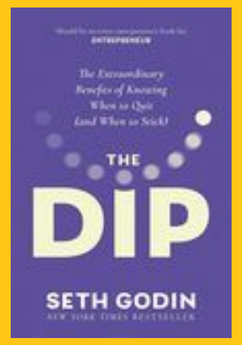
2025 - 90% CODE IS WRITTEN BY AI
2026 - 100% CODE IS WRITTEN BY AI

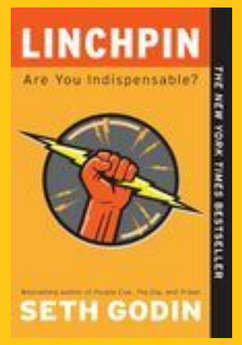
MY PREDICTION:

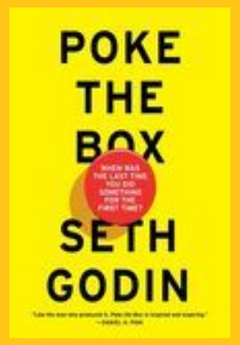
2025 - 90% CODE IS WRITTEN BY AI
2026 - 100% CODE IS WRITTEN BY AI (MAYBE)
2027 - 10% CODE IS WRITTEN BY AI
DEVELOPERS WILL BE IN HIGH DEMAND TO CLEAN THE MESS UP

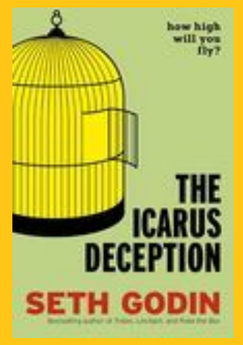
SOME BOOKS


PERMISSION MARKETING
SETH GODIN


THE
DIP
SETH GODIN

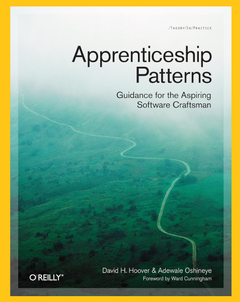

LINCHPIN
Are You Indispensable?
THE NEW YORK TIMES BESTSELLER
SETH GODIN

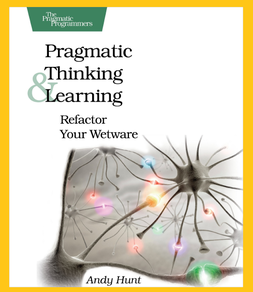

POKE THE BOX
SETH GODIN

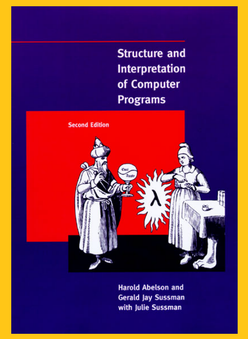

how high will you fly?
THE ICARUS DECEPTION
SETH GODIN

TRIBES

Purple
COW
Seth Godin


Apprenticeship Patterns
Guidance for the Aspiring Software Craftsman
O'REILLY
David H. Hoover & Adewale Oshineye
Foreword by Ward Cunningham


The Pragmatic Programmers
Pragmatic Thinking & Learning
Refactor Your Wetware
Andy Hunt


Structure and Interpretation of Computer Programs
Second Edition
Harold Abelson and Gerald Jay Sussman with Julie Sussman

THANK YOU!
YOU ARE AWESOME!

You can reach out to me at ***hello@ecomba.pro***