

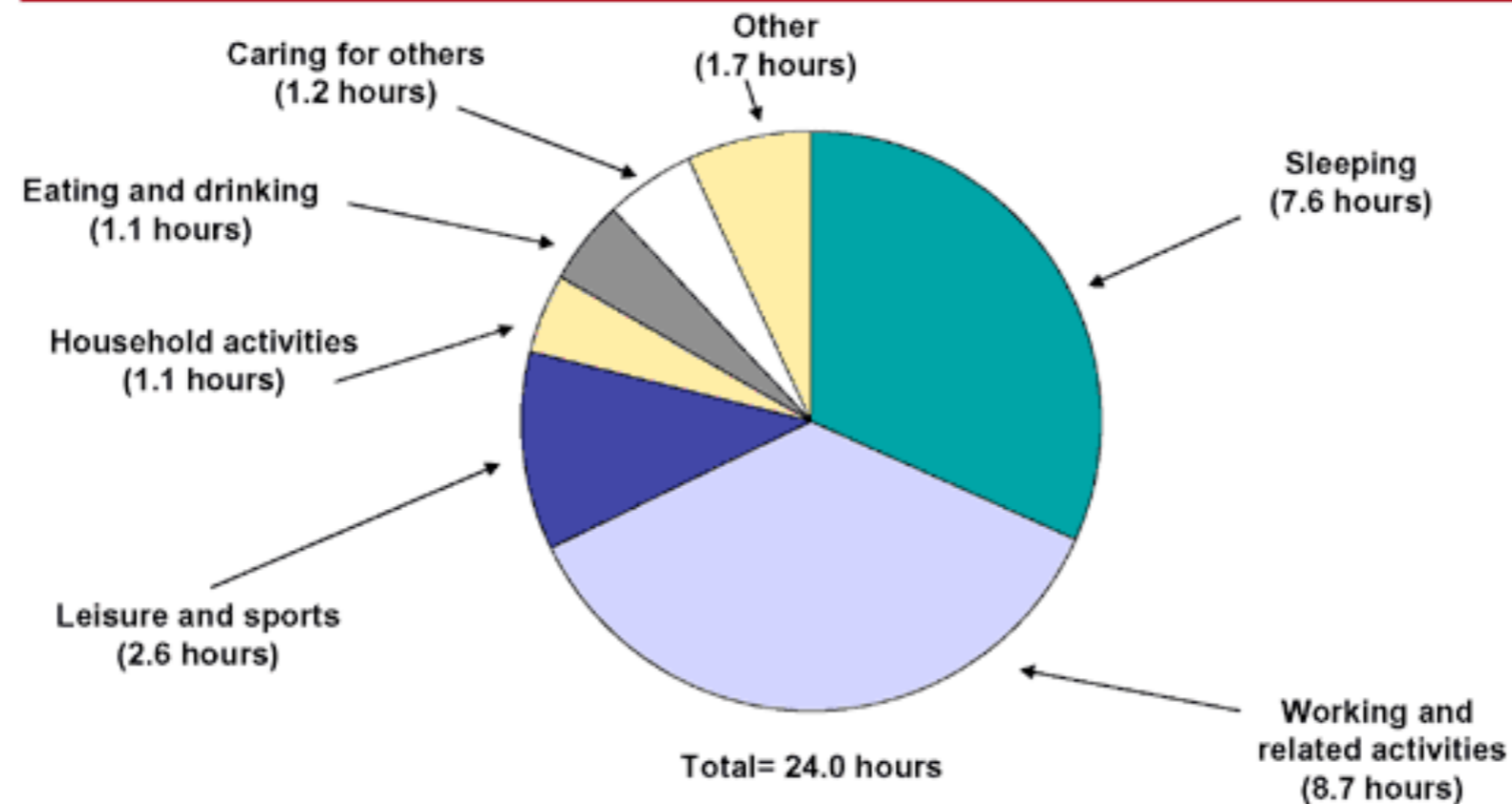


# Wunderlist

The only way to organize your life and work

Hey, how  
have you  
been?

## Time use on an average work day for employed persons ages 25 to 54 with children



NOTE: Data include employed persons on days they worked, ages 25 to 54, who lived in households with children under 18. Data include non-holiday weekdays and are annual averages for 2007.

SOURCE: Bureau of Labor Statistics

```
"%0.2f %" % (8.7 / (24 - 7.6) * 100)
# => "53.05 %"
```

# THE PASSIONATE PROGRAMMER

CREATING A REMARKABLE CAREER  
IN SOFTWARE DEVELOPMENT



CHAD FOWLER

FOREWORD BY DAVID HEINEMEIER HANSSON

“remarkable”

# THE PASSIONATE PROGRAMMER

CREATING A REMARKABLE CAREER  
IN SOFTWARE DEVELOPMENT



CHAD FOWLER

FOREWORD BY DAVID HEINEMEIER HANSSON

# THE PASSIONATE PROGRAMMER

CREATING A REMARKABLE CAREER  
IN SOFTWARE DEVELOPMENT



CHAD FOWLER

FOREWORD BY DAVID HEINEMEIER HANSSON

# THE PASSIONATE PROGRAMMER

CREATING A REMARKABLE **Life**  
IN SOFTWARE DEVELOPMENT



CHAD FOWLER

FOREWORD BY DAVID HEINEMEIER HANSSON

"Stunning and amazing. From mini-retirements to outsourcing your life, it's all here. Whether you're a wage slave or Fortune 500 CEO, this book will change your life!"  
—PHIL TOWN, #1 *New York Times* bestselling author of *Rule #1*

# The 4-Hour Workweek



ESCAPE 9–5, LIVE ANYWHERE,  
AND JOIN THE NEW RICH

TIMOTHY FERRISS

## “Deferred Life Plan”

desires

problems

fears

We all want one thing





“Most organized”

# MOST ORGANIZED

- punk band guitarist - replaced by the now-second-guitarist for Green Day
- professional saxophonist
- Classical music composer
- conference founder/chair
- open source contributor
- author of 4 books
- extreme weight loss
- written about in NYT best seller
- translator to senior tibetan monk
- started a software development center in **India**
- **Live in 4 countries on 3 continents**
- self-taught hindi & tibetan
- Senior Vice President of a fast growing big company
- CTO at multiple startups, including **one that got purchased**
- distance runner
- international conference speaker



In the redwood forest



In the redwood forest

In a meeting



# Qualifications

- procrastinator
- lazy
- introverted
- unqualified

# Passionate Programmer in a Nutshell

- Choose Your Market
- Invest
- Execute
- Market
- Refresh

```
Loop do  
  choose_your_market  
  invest  
  execute  
  market  
end
```

Levinsky

Me with Ruby

```
mainline = Thread.new do
  goal = self.inspect
  until goal.reached?
    market execute(choose_your_market + invest)
  end
end

evolution = Thread.new do
  loop do
    @values.sort!
  end
end

[mainline, evolution].each(&:join)
```

# We are engineers?

- Let's use an engineering metaphor
- Like Scrum vs XP: XP is more prescriptive

McDonalds  
E-Myth

Code Review, me  
programming

# Systematize


We automate important code functions

We raise the level of abstraction in our code


Automate important things career-wise so they don't get ignored

# Automate


You know how to  
work on a complex  
system




You are a  
complex system




Your career is a  
complex system



Your health is a  
complex system



Your personal  
relationships are a  
complex system



# what do engineers do?

# what do engineers do?

Manage  
complexity

# what do engineers do?

Create  
abstractions

# what do engineers do?

Implement

# what do engineers do?

**Measure**

# what do engineers do?

Change things

# what do engineers do?

Anticipate failure

# what do engineers do?

Organize

# what do engineers do?

Argue  
(passionately)

# We care

*"The only great  
programmers are the  
good programmers  
with great practice."*

**Chris Parsons**



# How to be accomplished

- Some tips from me
- Just my personal story.YMMV

```
Person.first(  
  :order => 'smart DESC'  
).  
best? #=> Maybe
```

HARUKI MURAKAMI

WHAT I TALK ABOUT

WHEN I TALK ABOUT

DESC'  
RUNNING

a memoir



We probably mean...

Three things:  
actually **accomplish** things  
**feel** like you accomplished things  
be **perceived** as accomplishing things

# Ask: “Why am I doing this?”

- Business
- Career
- Life

# Opportunity Cost

## Rails Recipes

*Rails 3 Edition*



Chad Fowler

*Edited by John Osborn*

The Facets  of Ruby Series



finding passion

link to my post

What would you rather  
be doing?



India Rickshaw drive

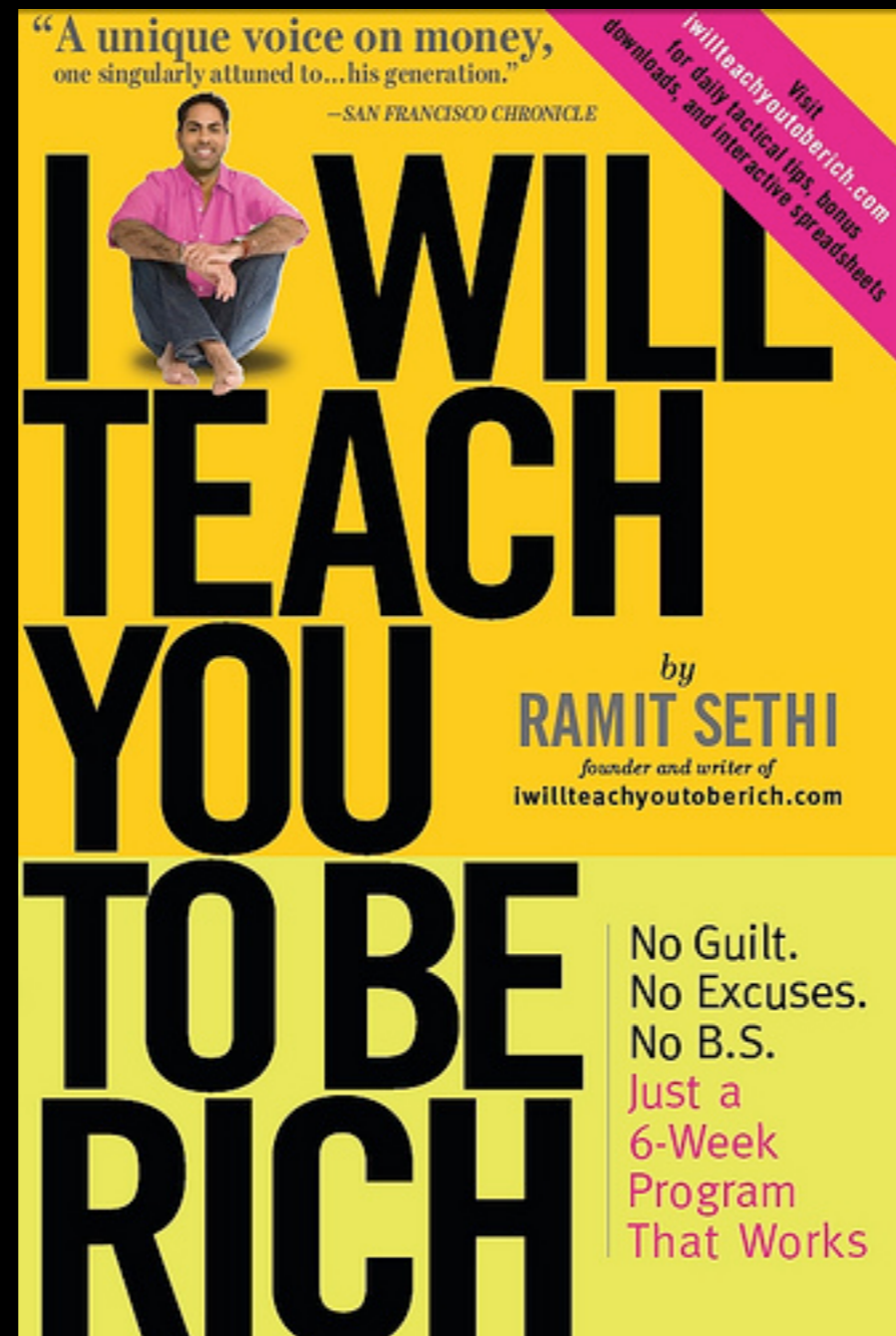
Amazon review

“How do you have time  
for all this?”

Either “Hell  
yeah” or “no”

<http://sivers.org/hellyeah>

don't optimize in the  
small.



“Frugality Sucks” (I’m paraphrasing)



**fogus**  
@fogus

Following



Syntax, naming, versioning, and whitespace are fertile ground for bikeshedding. The manure for delay and strife.

# Confronting Fear

- Some fears are so ingrained we forget they limit us
- Fork lift driver to waiter
- programmer to manager
- contacts



# Practice @ vest

- Practice (Coltrane and/or davinci?)

# LEARN

# Passion Conservation

Leads to working (NEXT  
SLIDE) on the most  
important thing



Richard Hamming  
Bell Labs

“What are you working on?”

“What is the most important open problem in your area?”

“Why aren’t they the same?”

Quitting naviance to do  
the important

<http://www.cs.virginia.edu/~robins/YouAndYourResearch.html>

Changing/evolving vs  
working on

# FIXING BROKEN WINDOWS

Restoring Order and  
Reducing Crime in  
Our Communities

GEORGE L. KELLING  
AND  
CATHERINE M. COLES

"Timely and persuasive ... The authors show that the key to reducing crime  
is the restoration of order."  
—Christie Davies, *National Review*

## The Pragmatic Programmer



from journeyman  
to master

Andrew Hunt  
David Thomas

Foreword by Ward Cunningham

new york

pragprog (code)

career

# Partial People



James Duncan Davidson

Be the worst guy in every band you're in - Pat Metheny

Be the worst guy in every band you're in - Pat Metheny

"If a close pal had an unhealthy amount of weight gain, your chances of packing on pounds increase by 57%, found one Harvard University study"

<http://www.prevention.com/14worsthealthmistakes/list/12.html>

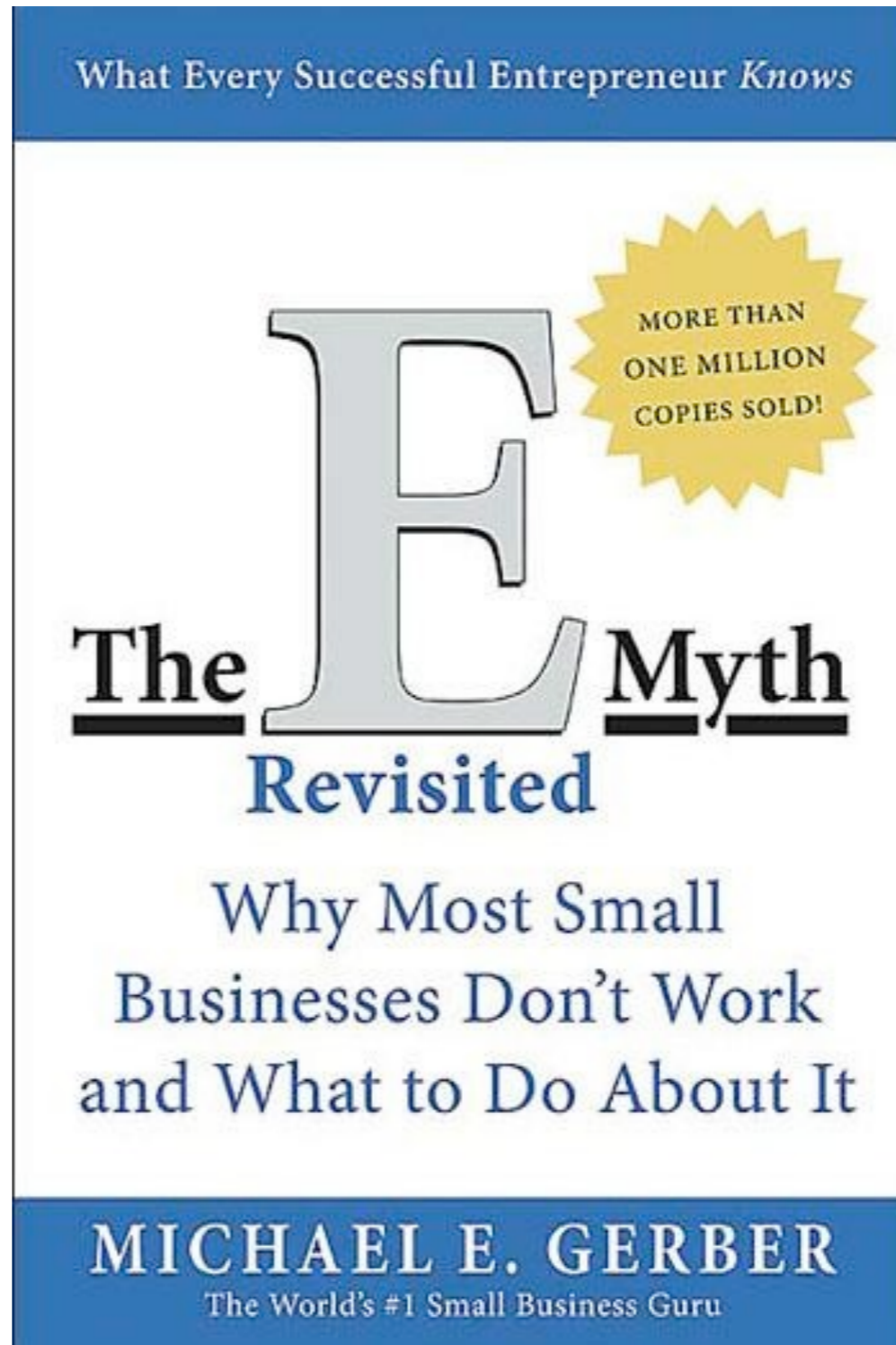


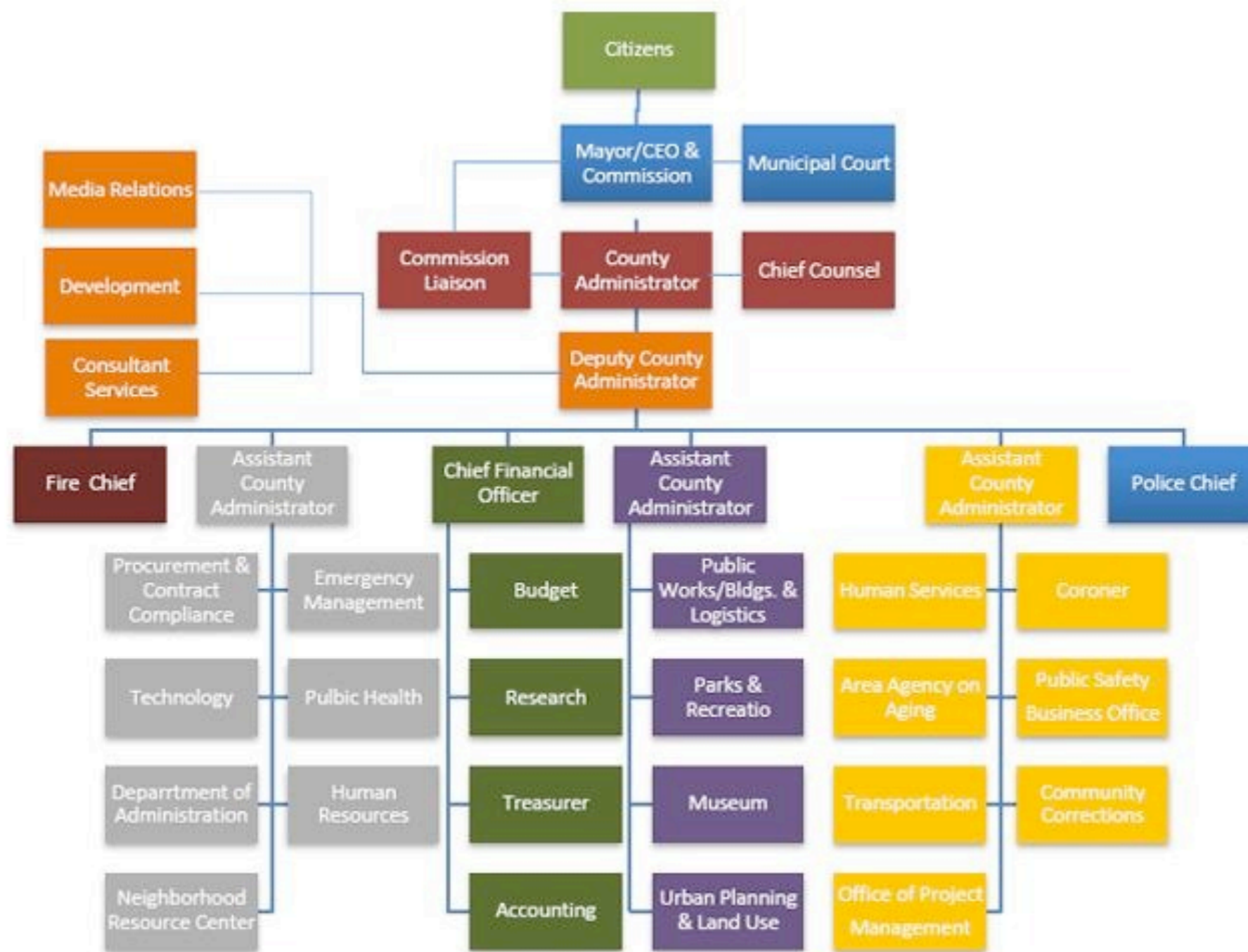
“I’ve always wanted  
to...”

- \* Banjo, accordion, etc.
- \* Get in shape
- \* **Learn a language**

\* I . . .

# How to be “most organized”





"Your organizational chart is like the grand schematic of your business"

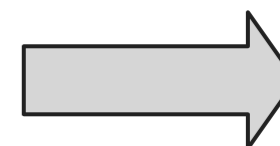
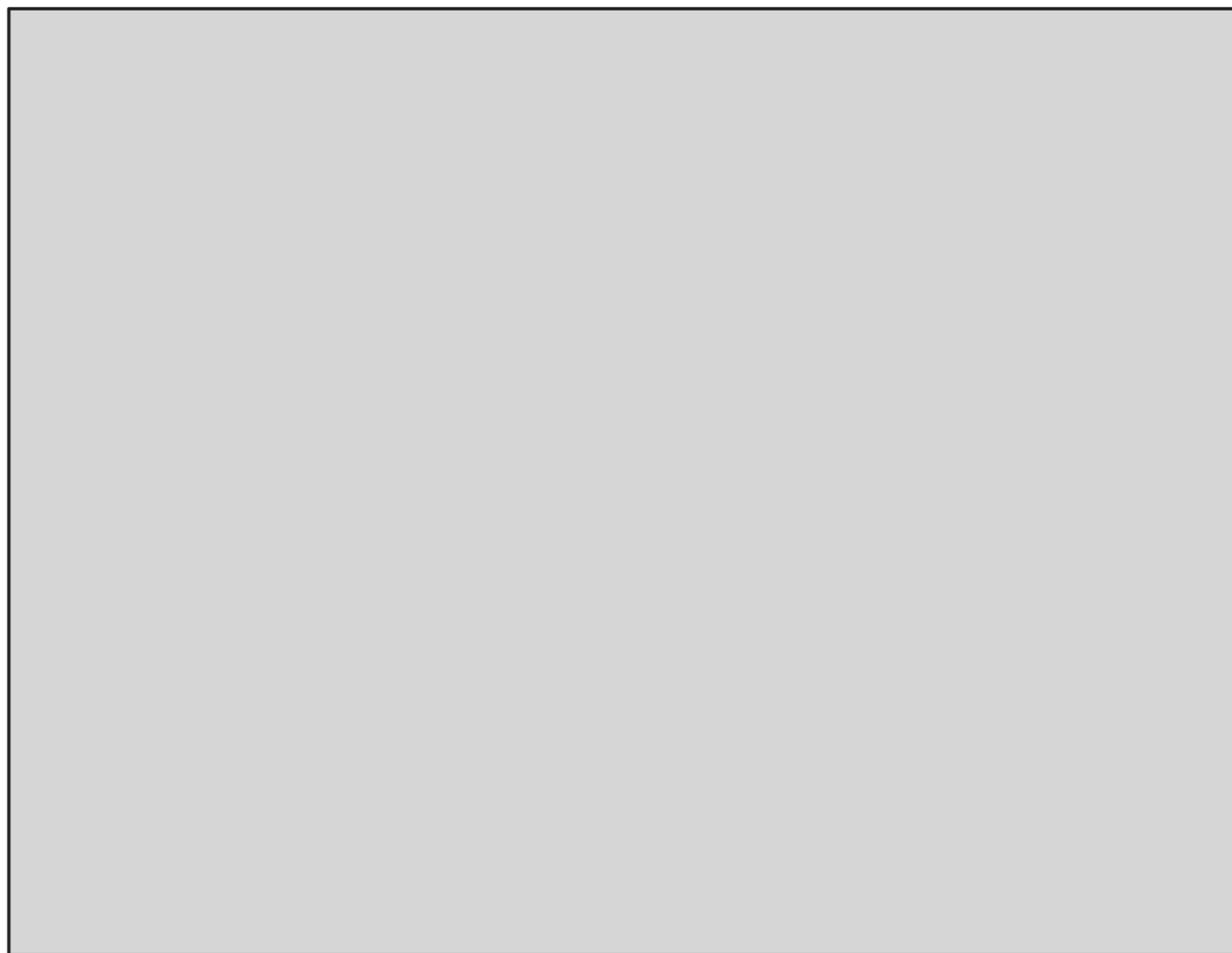
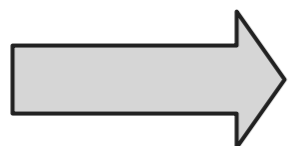
<http://www.e-myth.com/cs/user/print/post/your-organization-chart>

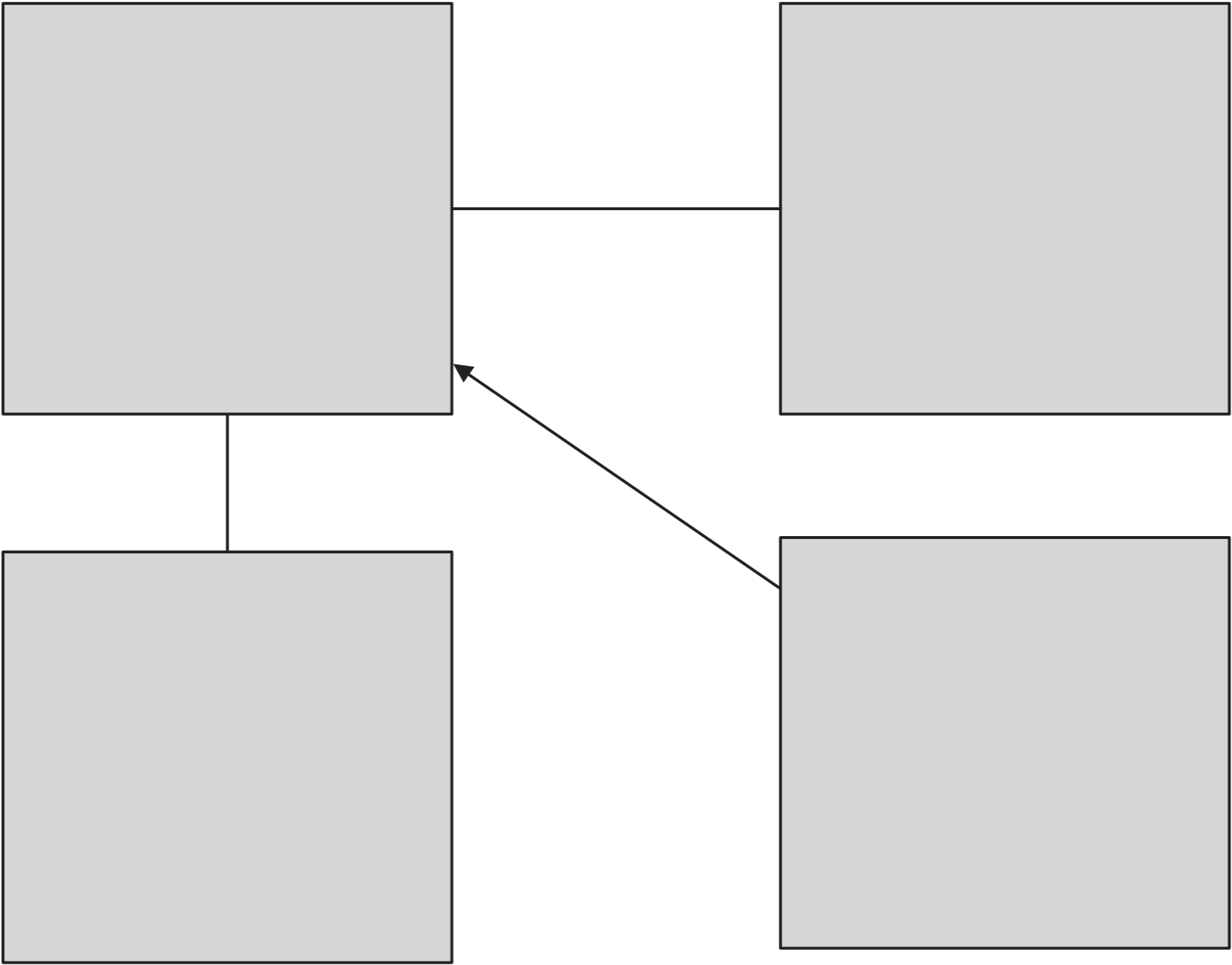


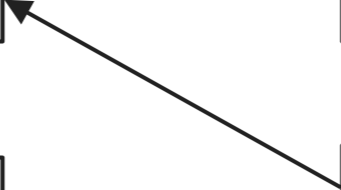
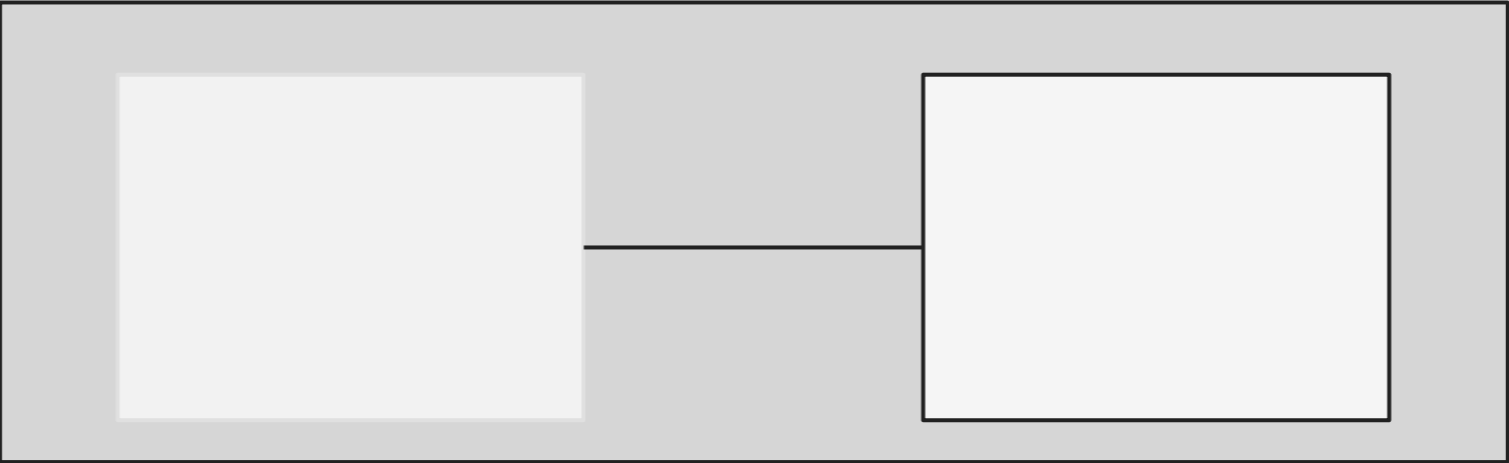
Top Ruby & Rails Team and Local Commerce Leader  
Combining Agility and Innovation for Marketplace Dominance

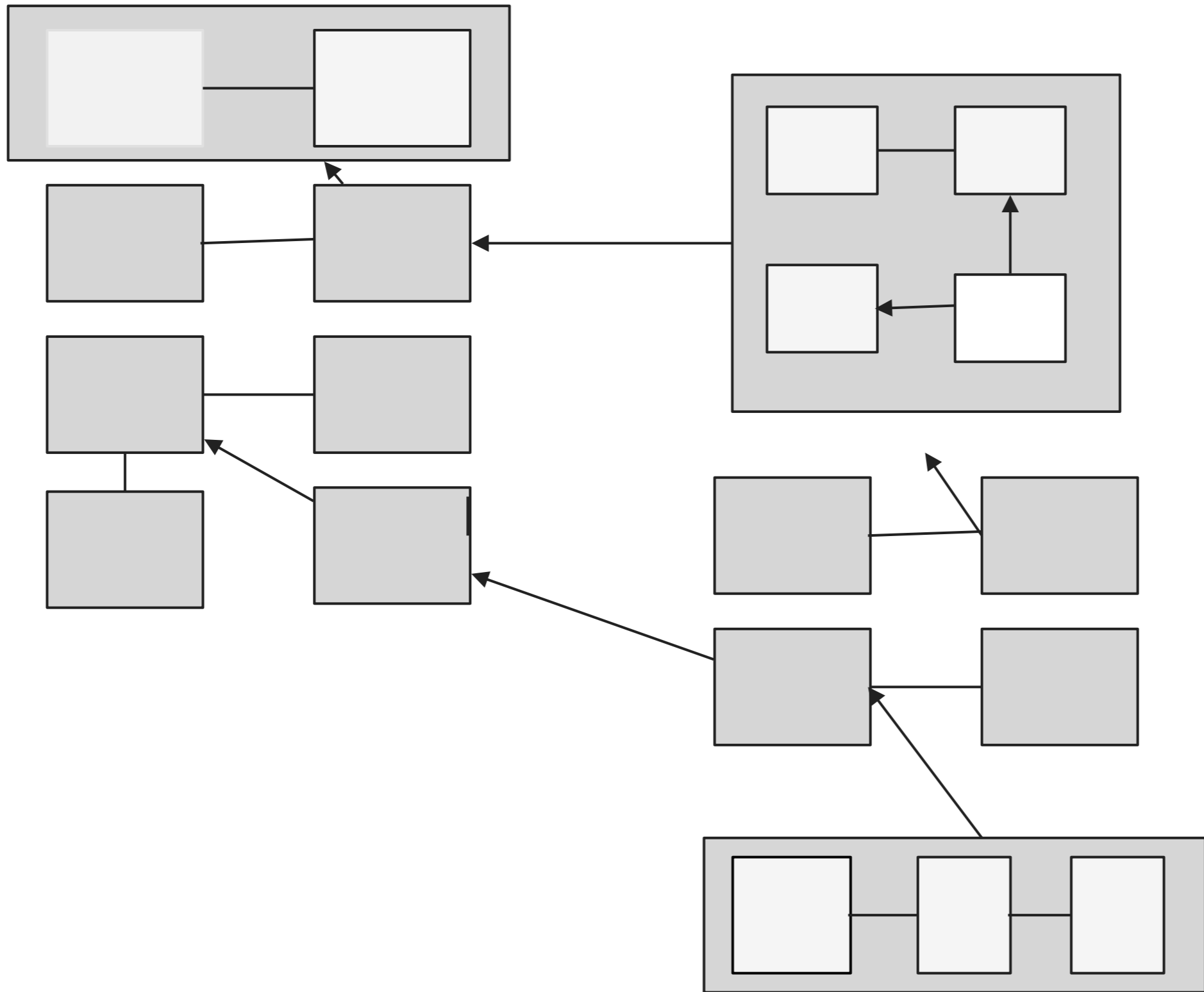
*[Click to Read the Press Release](#)*

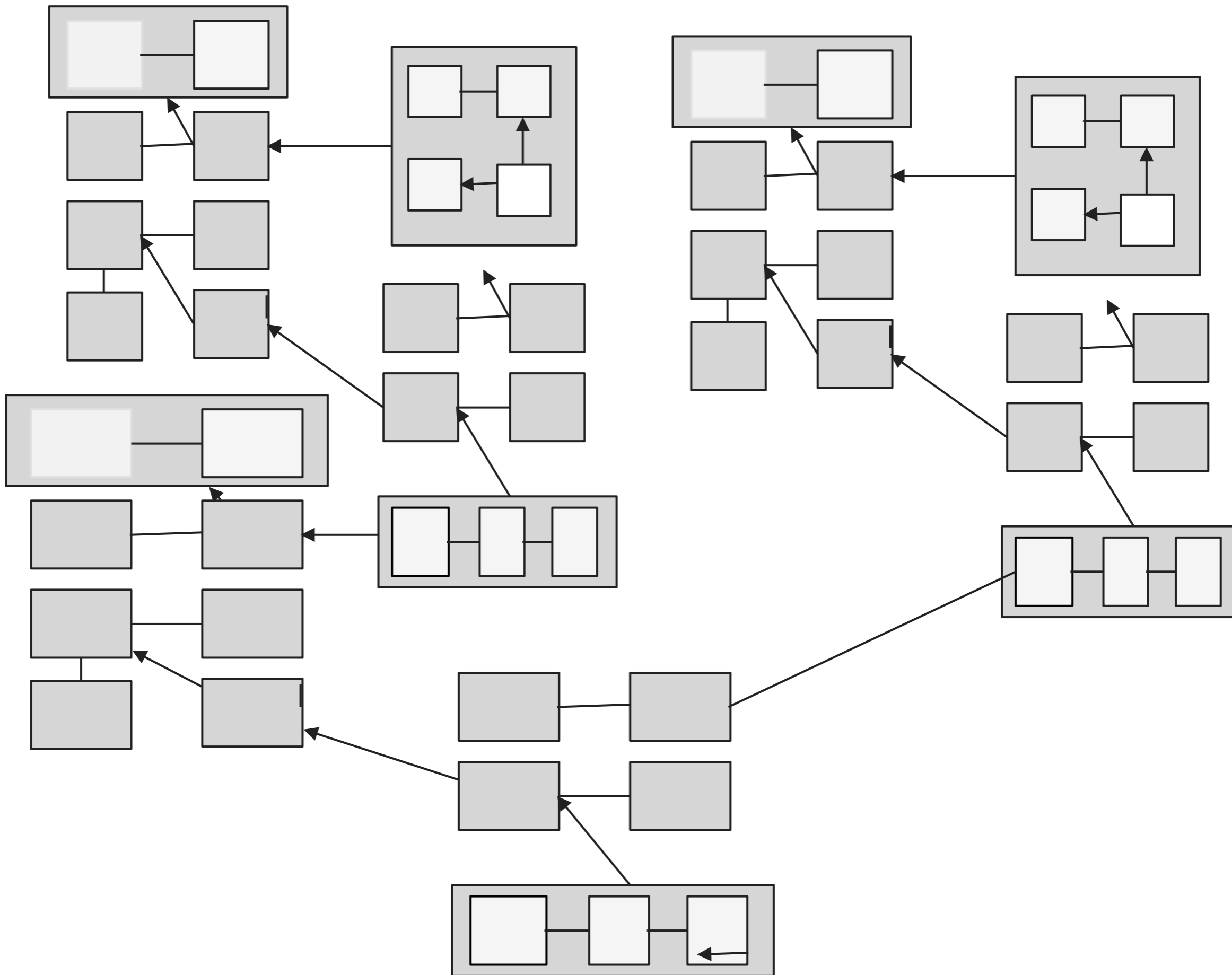
the most complex legacy system of my career









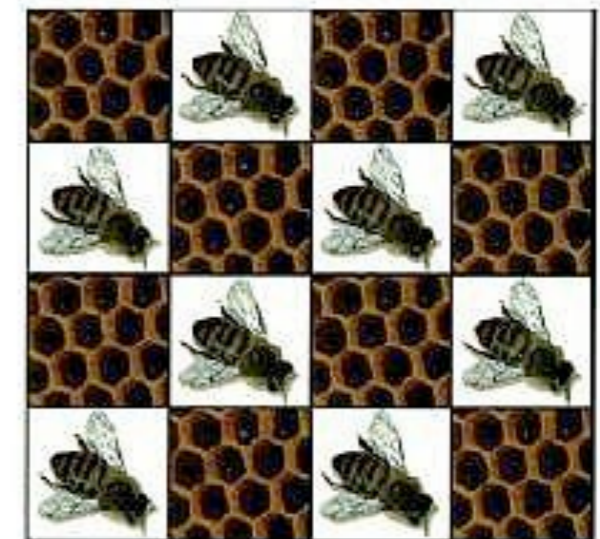


what if you are a one person company?

## Kent Beck's rule for method decomposition

*"Divide your program into methods that perform one identifiable task. Keep all of the operations in a method at the same level of abstraction. This will naturally result in programs with many small methods, each a few lines long"*

## SMALLTALK BEST PRACTICE PATTERNS



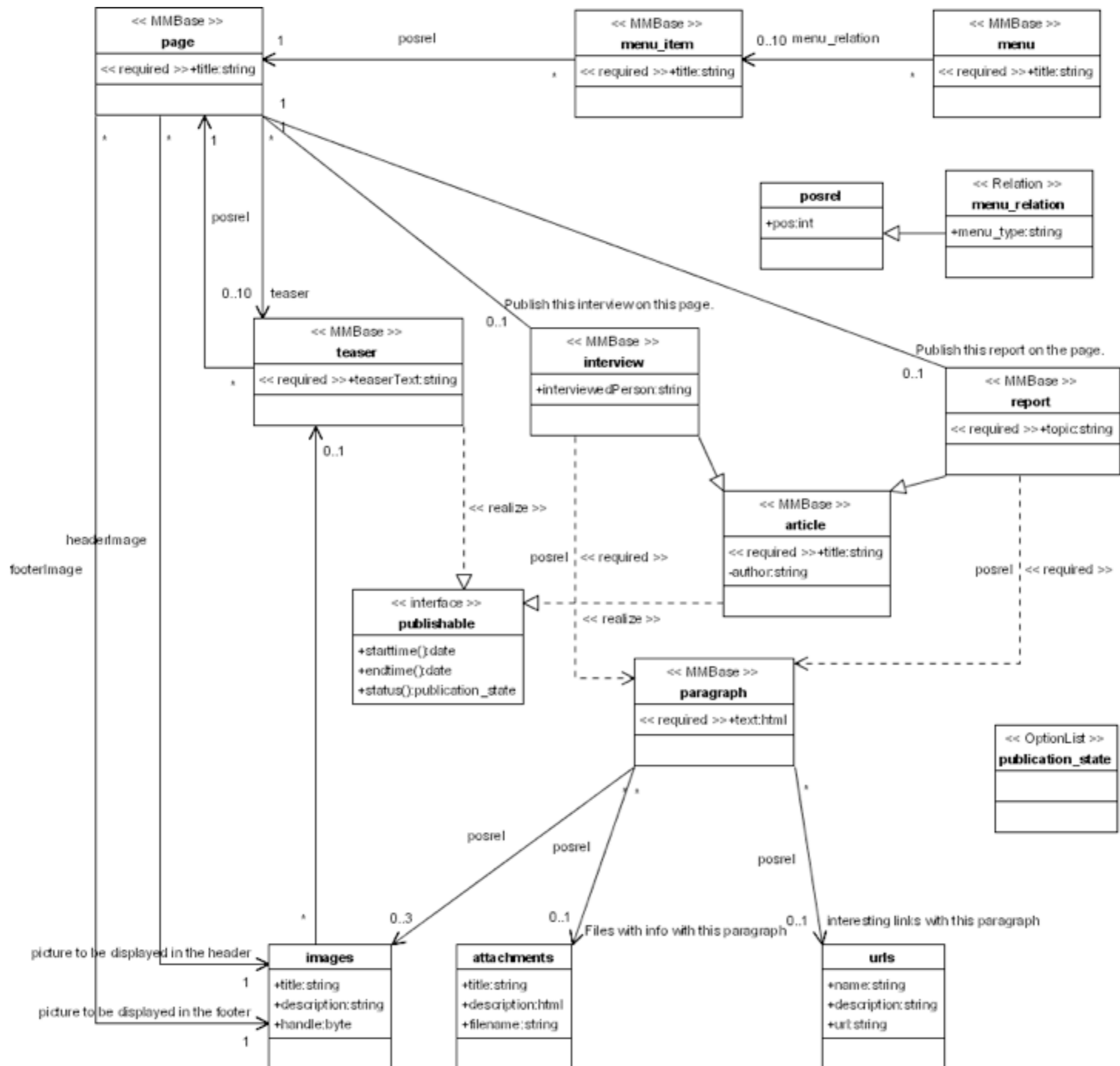
KENT BECK

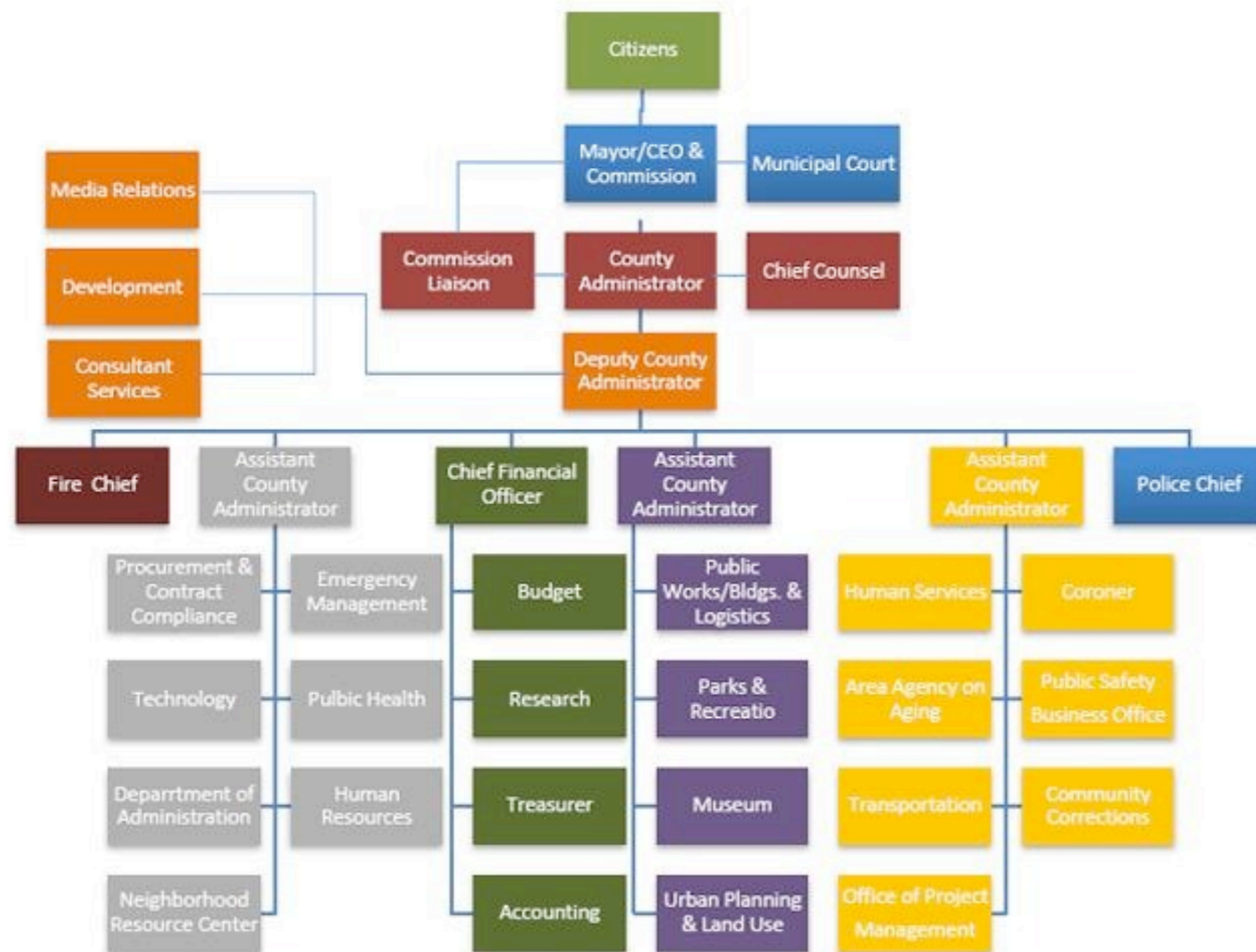
## Single Responsibility Principle

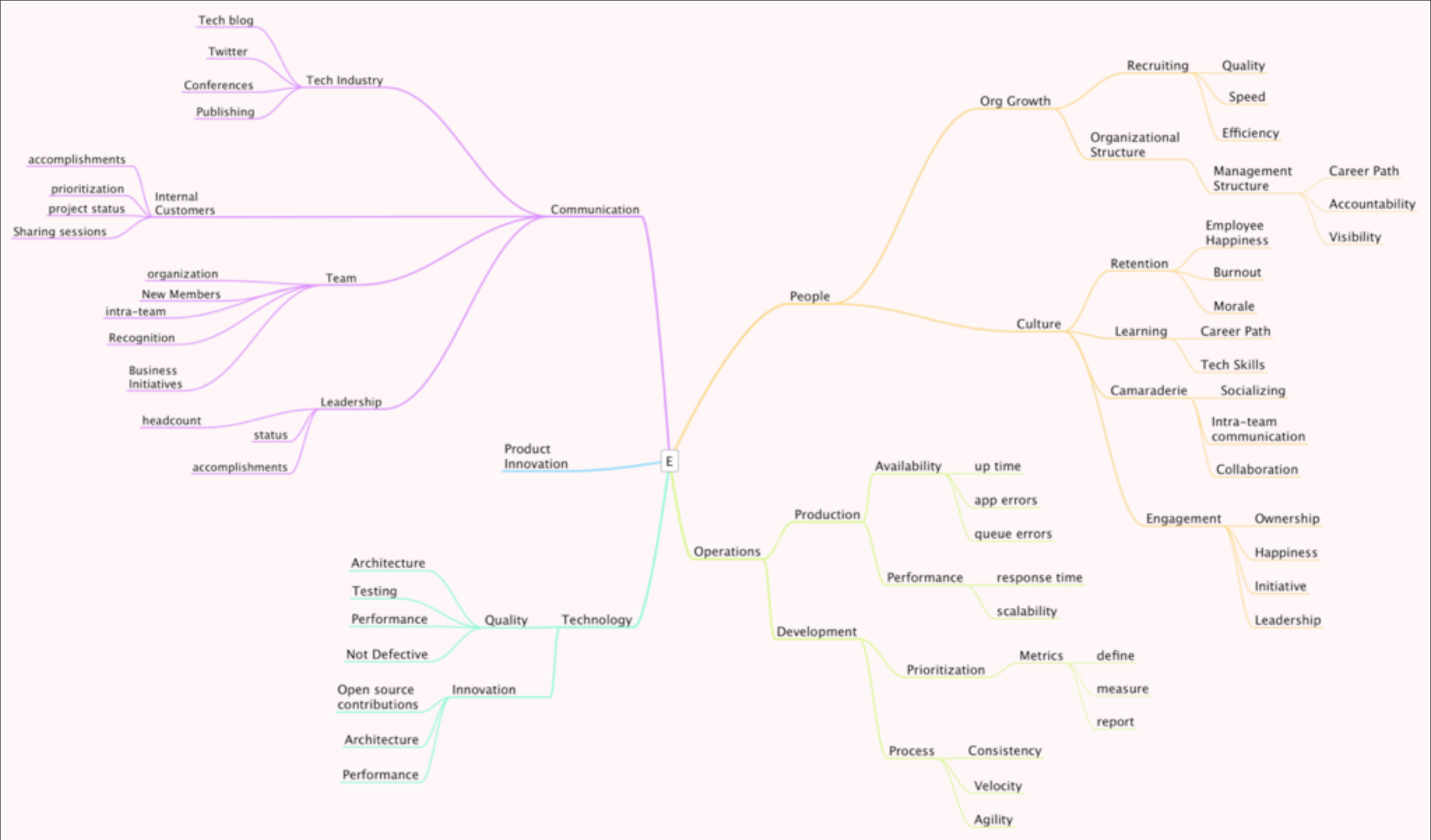
Every object should have a single responsibility.

That responsibility should be entirely encapsulated in the object's class.







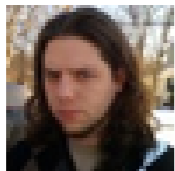


**NO MORE  
PROJECTS**

Help me get my \$%!^ in shape... ask me  
once a day: "Was today better than  
yesterday?" (nutrition / exercise) -  
today: YES!



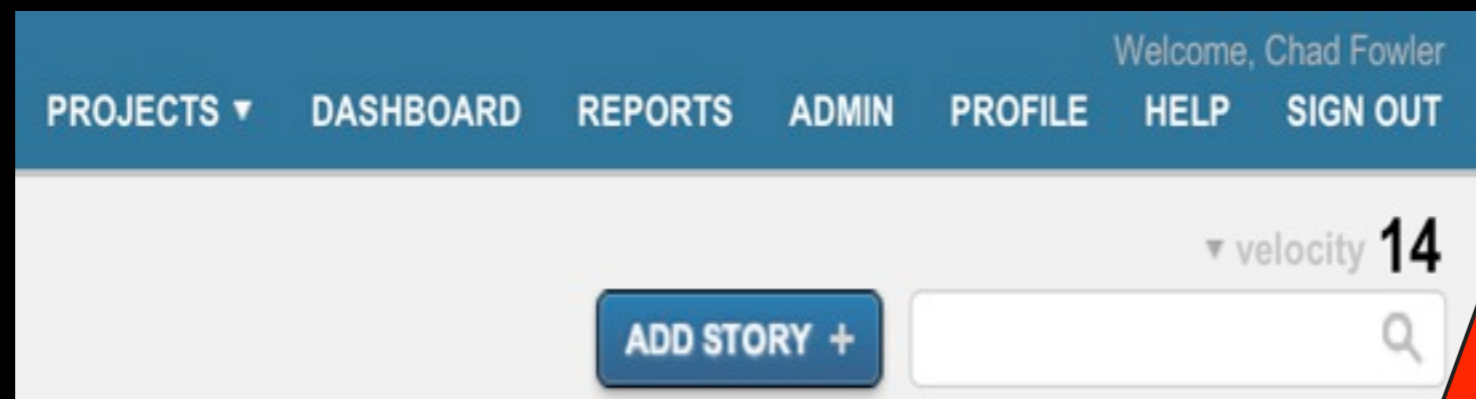
*11:12 PM Aug 11th, 2008 from web*



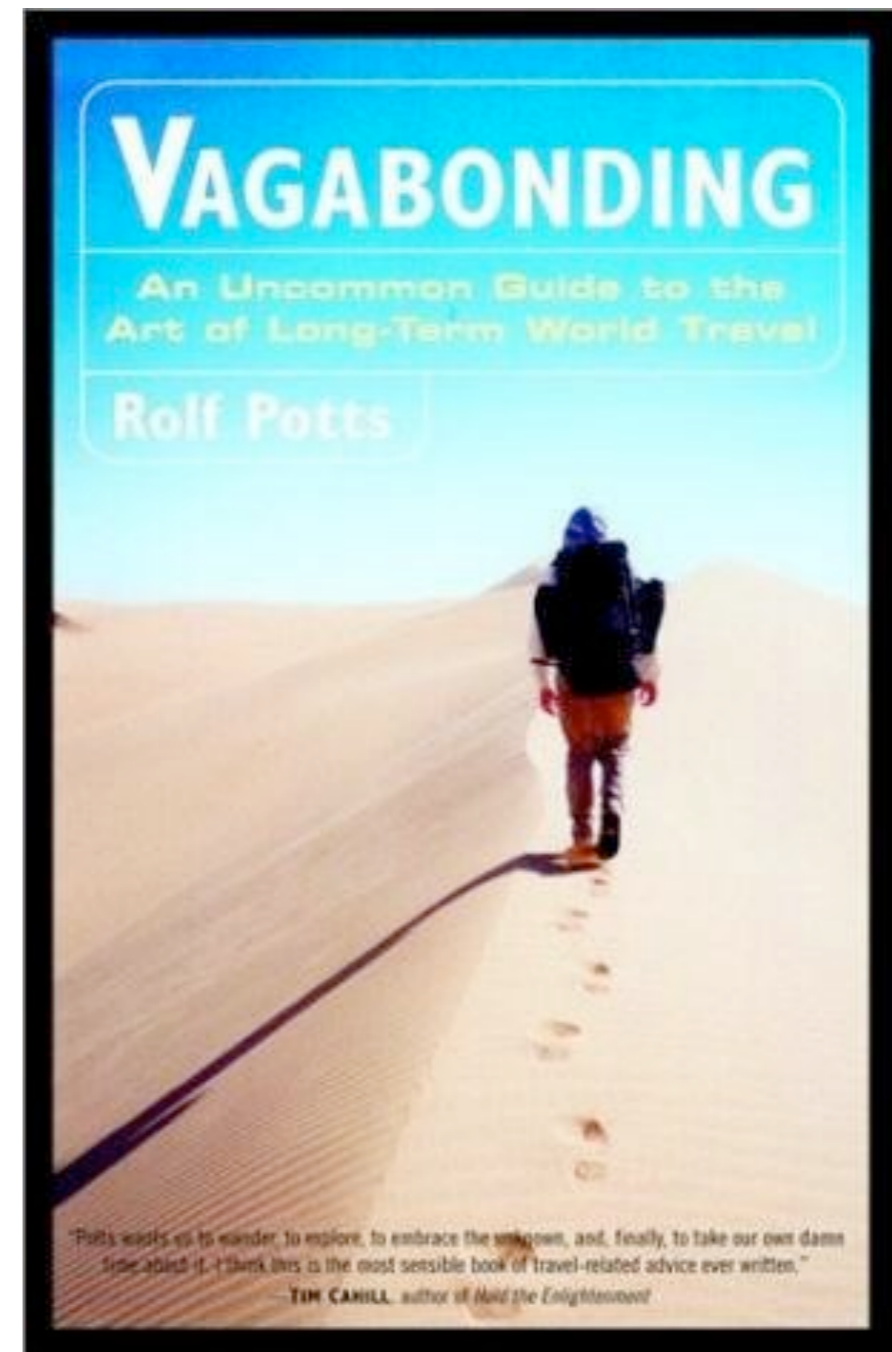
**kastner**

Erik F. Kastner

# DO NOT MEASURE THE PROCESS



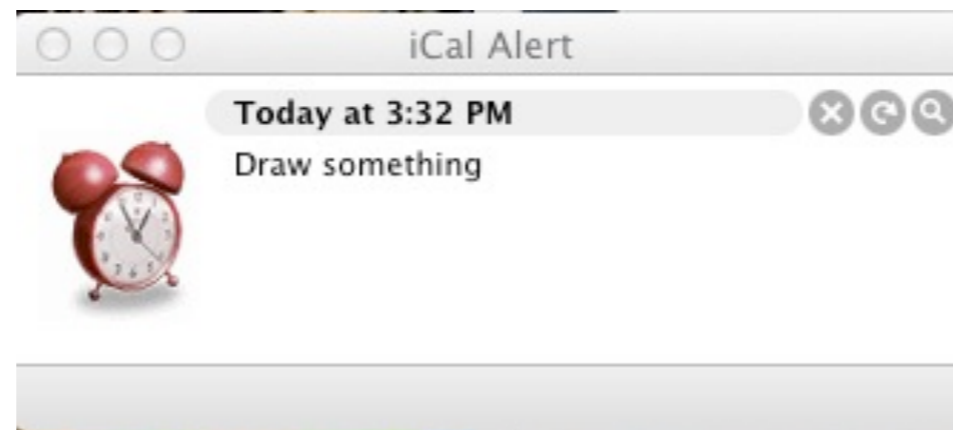
The more our life options get paraded around as consumer options, the more we forget that there's a difference between the two.



# Automation

automate everything you can


calendar alerts



# Marathon Training

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
1	<del>Stretch &amp; strengthen</del>	<del>3 m run</del>	<del>5 m pace</del>	<del>3 m run + strength</del>	<del>Rest</del>	<del>3 m pace</del>	<del>5 m run</del>
2	<del>Stretch &amp; strengthen</del>	<del>3 m run</del>	<del>30 min tempo</del>	3 m run + strength	Rest	3 m pace	6 m run
3	Stretch & strengthen	3.5 m run	6 x 400 5-K pace	3 m run + strength	Rest	Rest	<b>5-K Race</b>
4	Stretch & strengthen	3.5 m run	35 min tempo	3 m run + strength	Rest	3 m run	7 m run
5	Stretch & strengthen	4 m run	7 x 400 5-K pace	3 m run + strength	Rest	3 m pace	8 m run
6	Stretch & strengthen	4 m run	40 min tempo	3 m run + strength	Rest or easy run	Rest	<b>10-K Race</b>
7	Stretch & strengthen	4.5 m run	8 x 400 5-K pace	3 m run + strength	Rest	4 m pace	9 m run
8	Stretch & strengthen	4.5 m run	40 min tempo	3 m run + strength	Rest	5 m pace	10 m run
9	Stretch & strengthen	5 m run	9 x 400 5-K pace	3 m run + strength	Rest or easy run	Rest	<b>15-K Race</b>
10	Stretch & strengthen	5 m run	45 min tempo	3 m run + strength	Rest	5 m pace	11 m run
11	Stretch & strengthen	5 m run	10 x 400 5-K pace	3 m run + strength	Rest	3 m pace	12 m run
12	Stretch & strengthen	4 m run	30 min tempo	2 m run	Rest	Rest	<b>Half Marathon</b>

  
**PHONETIC KEMP INC.**  
Voice-Operated Research Laboratory

  
**UNIYO CAMERA SYSTEMS**  
portable phone "Kamajika"

[http://en.wikipedia.org/wiki/File:Kempelen\\_chess1.jpg](http://en.wikipedia.org/wiki/File:Kempelen_chess1.jpg)

outsource



Business Process Outsourcing

[HOME](#)

[OUR SERVICES](#)

[MESSAGE BOARD](#)

[EMAIL: OPEN A TICKET](#)

## Hire a Virtual Assistant

**Do what you do best. Outsource the rest**



VMG BPO, has provided me with outstanding virtual assistant (VA) services for the past 2+ years. VMG BPO is reliable, easy to get started with, easy to work with, and a good value for the money.

*Rob Walling*

*Founder at Micropreneur.com*

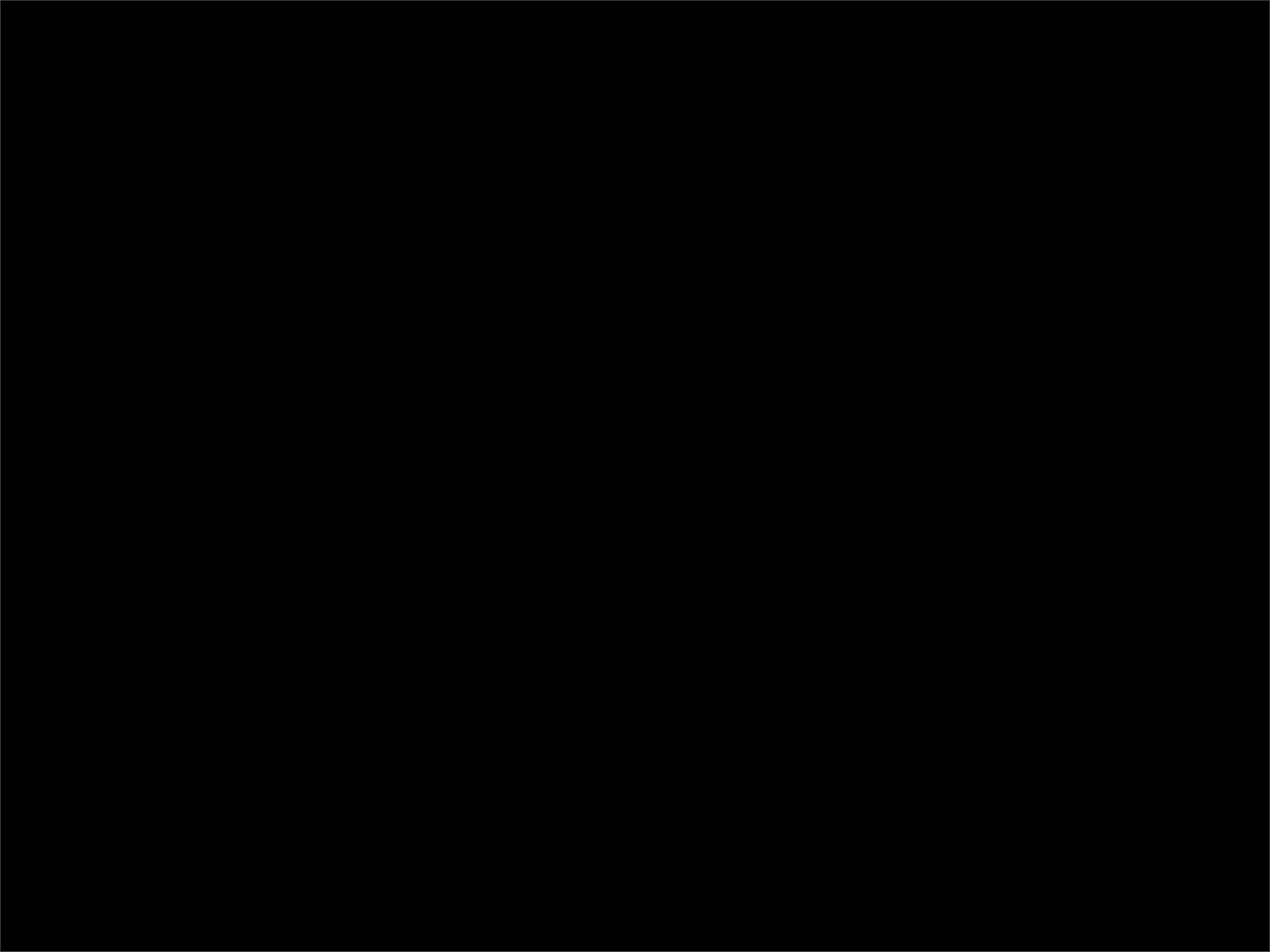
**VMG has been offering virtual assistance to entrepreneurs,  
small businesses and professionals for over 5 years**

[► Click for Live Help](#)

24/7 Chat Agents by **VMG**

make it outsourceable

- document
- communicate
- delegate
- measure



# Marketing is a moral imperative

# Vanity Metrics vs. Success Metrics



"To be frank, though, I have worked a lot harder than I've made wealth. Perhaps I just have a lot of regret about that." - Kent Beck

Do it but don't obsess

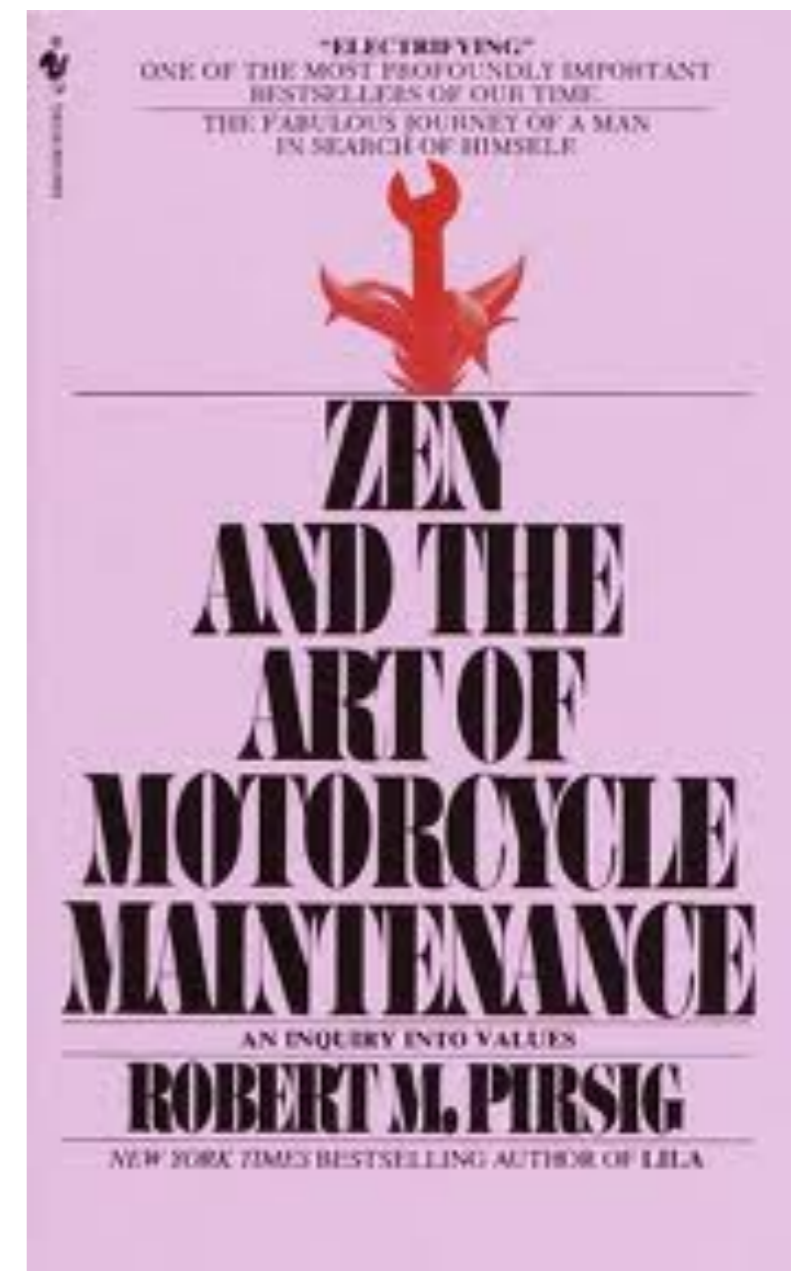
<http://www.threeriversinstitute.org/blog/?p=231>

**DIVERSIFY**

**+**

**REFRESH**

# Value Rigidity





# Monitoring

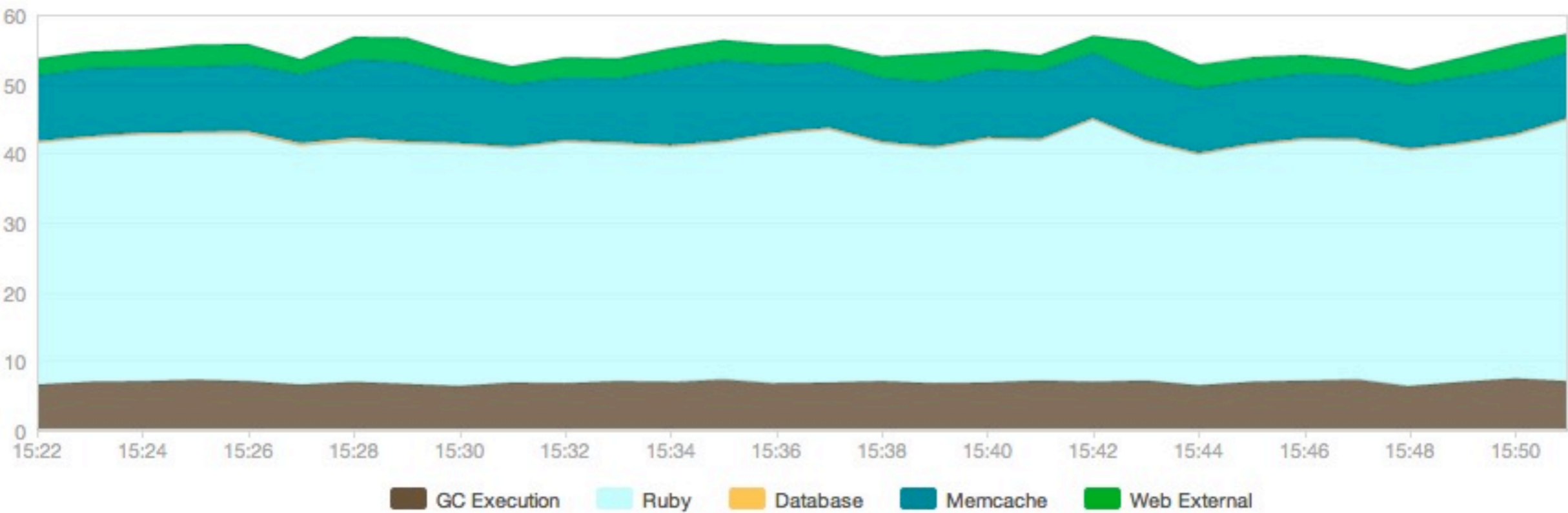
create systems to watch your systems

# How does this happen?



Average response time, broken down by tier (ms)

Average: 54 ms



New Relic

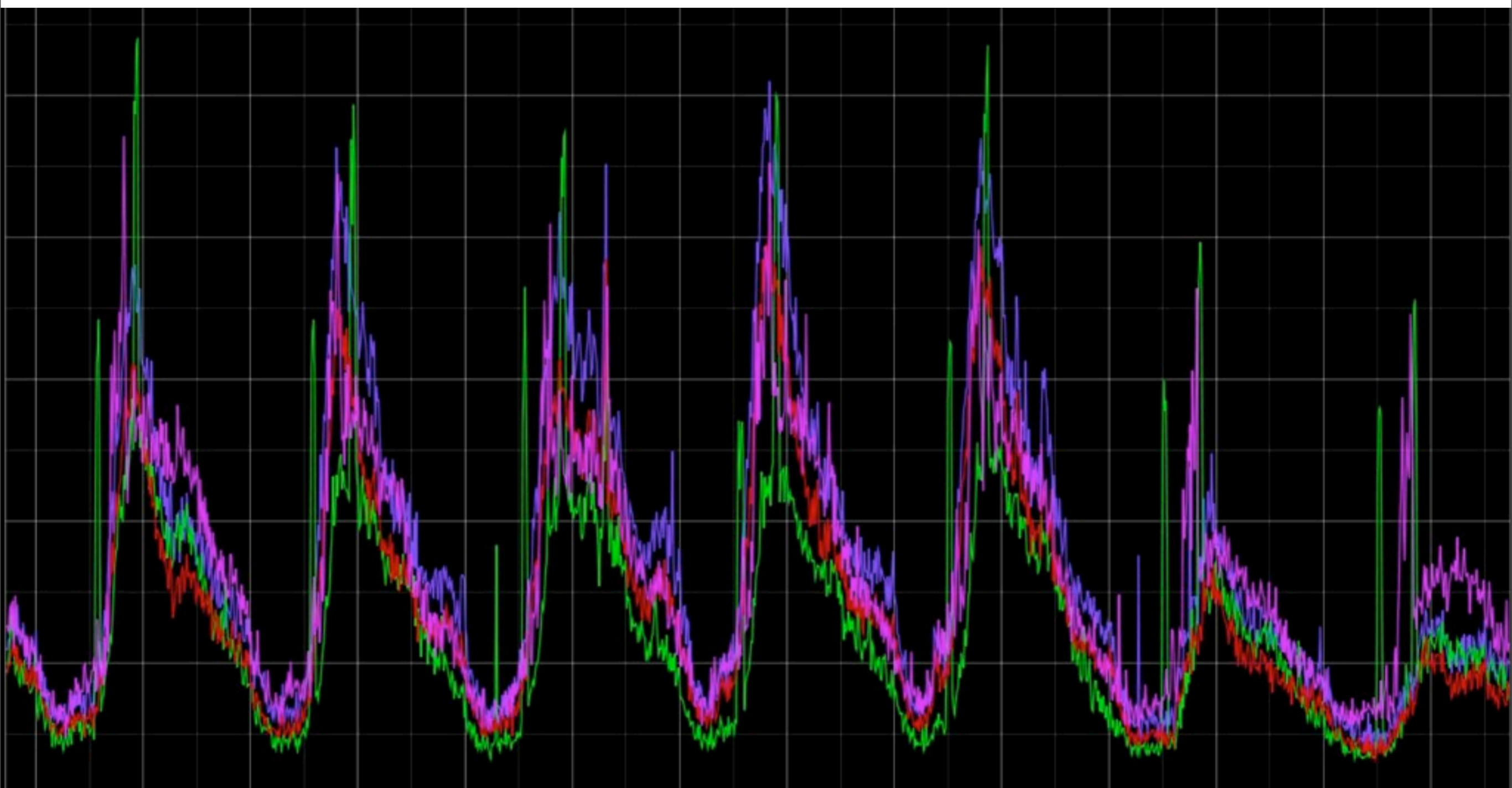
# Code as Craft

Etsy

## Measure Anything, Measure Everything

Posted by Ian Malpass | Filed under [data](#), [engineering](#), [infrastructure](#)

If Engineering at Etsy has a religion, it's the Church of Graphs. If it moves, we track it. Sometimes we'll draw a graph of something that isn't moving yet, just in case it decides to make a run for it. In general, we tend to measure at three levels: network, machine, and application. (You can read more about our graphs in Mike's [Tracking Every Release](#) post.)

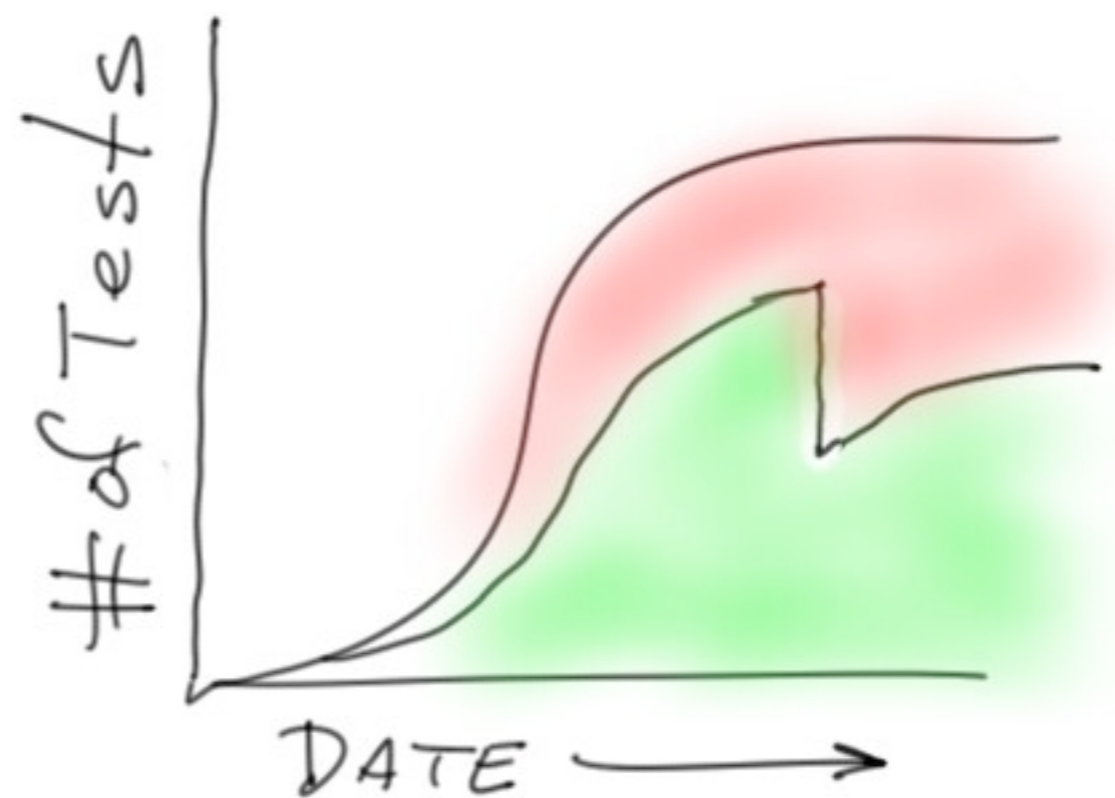
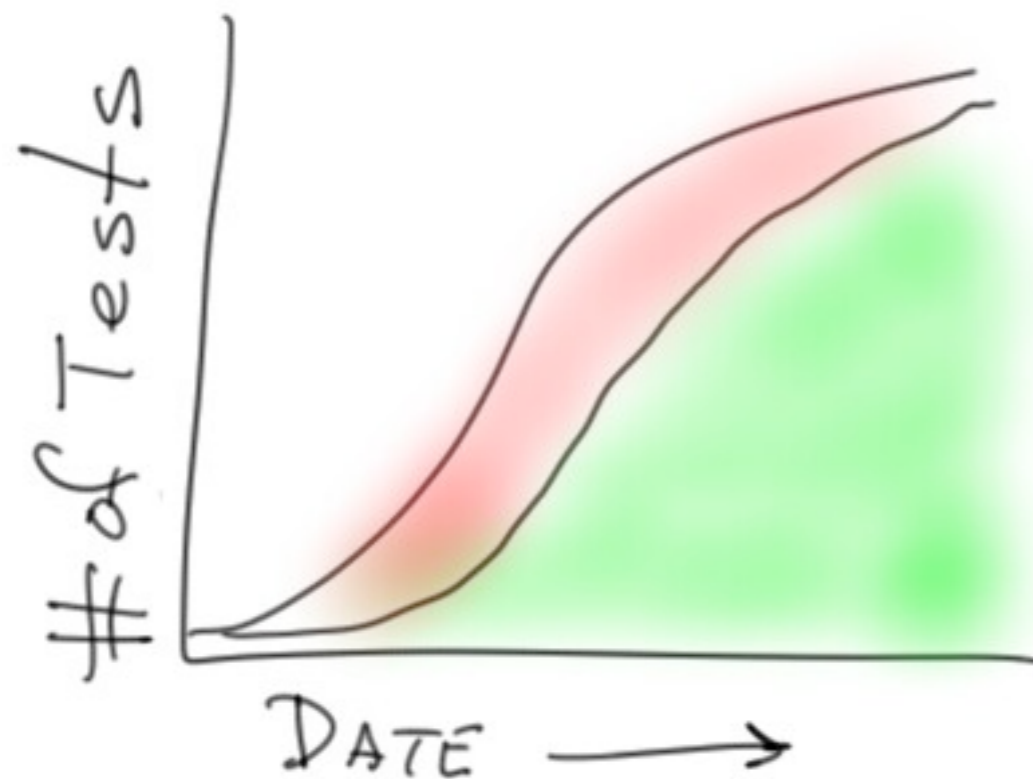




# information radiator

“Coined around 2000 while standing in a Thoughtworks office looking at all the paper on the walls around me, “information radiator” refers to a publicly posted display that shows people walking by what is going on. Information radiators are best when they are big, very easy to see (e.g. not online, generally), and change often enough to be worth revisiting.”

[http://alistair.cockburn.us/  
Information+radiator](http://alistair.cockburn.us/Information+radiator)



“Chart what you care about, what you worry about, what you want other people to know.”

<http://xprogramming.com/articles/bigvisiblecharts/>



## Exploration Through Example

[Example-driven development](#), [Agile testing](#), [context-driven testing](#), [Agile programming](#), [Ruby](#), and other things of interest to Brian Marick

[191.8](#) ⇒ [167.2](#) ⇒ [186.2](#) [183.6](#) [184.0](#) [183.2](#) [184.6](#)



Sat, 02 Apr 2005

### A Big Visible Chart for a big visible belly

In my mid twenties, I weighed about 190 pounds. Then I had an early midlife crisis and got into shape, using the novel method of eating less and exercising more. Now, twenty years on, what with kids, age, some chronic injuries, and resurgent gluttony, I'm back at the start. I've resolved that this shall not stand, but the past few months have shown that I need some extra oomph behind the project.

What do Agile teams do when they need some constant added pressure to do as they know they need to do? [They make the important facts widely visible](#). So I will do the same. In the header of this blog, I'll post a running record of what the scale shows for me + hiking boots (to ease achilles tendonitis when stair-climbing). This blog gets around 120,000 hits per month. Even though the vast majority don't have an actual human behind them, there are enough that my pride will not let me fail.

Twenty years ago, losing two pounds a week was comfortable, so that shall be my progress goal. My lowest weight was 157, but I had absurdly low body fat. This time I'll shoot for 167.

## Posted at 19:30 in category [/misc](#) [[permalink](#)] [[top](#)]

<http://www.exampler.com/old-blog/2005/04/02/>

# 30-day experiments

The screenshot shows the homepage of the Whole9 website. At the top, the logo "whole" is in white with a green "9" and "WHOLE NINE" in red below it. To the right, the tagline "LET US CHANGE YOUR LIFE" is in pink and white. Navigation links include "CONSULTING", "ABOUT", "CONNECT WITH WHOLES", and "MEDIA". Social media icons for RSS, Facebook, and Twitter are present. A main navigation bar contains links: "HOME", "START HERE", "OUR BOOK", "THE WHOLE30", "WHOLE30 DAILY", "FORUM", "BLOG", "EVENTS", "PARTNERS", and "TESTIMONIALS". A search bar is on the right.

The main content area features a large banner with the text "Welcome to the" above the "whole" logo, which has a red circle around the "30". Below the logo, it says "est. 2009 by Whole9" and "visit our forum at <http://forum.whole9life.com>".

Below the banner is a section titled "THE WHOLE30® PROGRAM" with a date "January, 2012". At the bottom of this section is a promotional banner for the book "IT STARTS WITH FOOD" by Dallas & Melissa Hartwig, with the text "ORDER YOURS TODAY! THE #1 NUTRITION BOOK ON AMAZON".

On the right side, there is a sidebar with a purple header "now a New York Times bestseller!" and a book cover for "IT STARTS WITH FOOD". Below this are logos for "amazon.com", "BARNES & NOBLE", and "Indigo". Further down is a section titled "Whole9 affiliates" listing: "Stronger Faster Healthier", "US Wellness Meats", "Premade Paleo (meal delivery)", "Autoimmune Paleo Cookbook", and "Paleo Recipe Book".

<http://whole9life.com>



A. Where do we want to be?

B. Where are we?

C. How do we improve our position?



# 10-year careers

<http://sivers.org/donkey>

chad@chadfowler.com

**PLEASE  
DO  
THESE  
THREE  
THINGS**

# Set a remarkable goal for yourself

- tell everyone
- image here

# Experiment with no lazy thinking/complaints

developers like to be MORE RIGHT than  
others

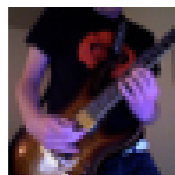
Building off of negativity leads nowhere

# Experiment with no lazy thinking/complaints

failed at setting up a public git repo with working push. giving up for tonight, working on something else.



*1:17 AM Jun 20th, 2007 from web*



**defunkt**

Chris Wanstrath

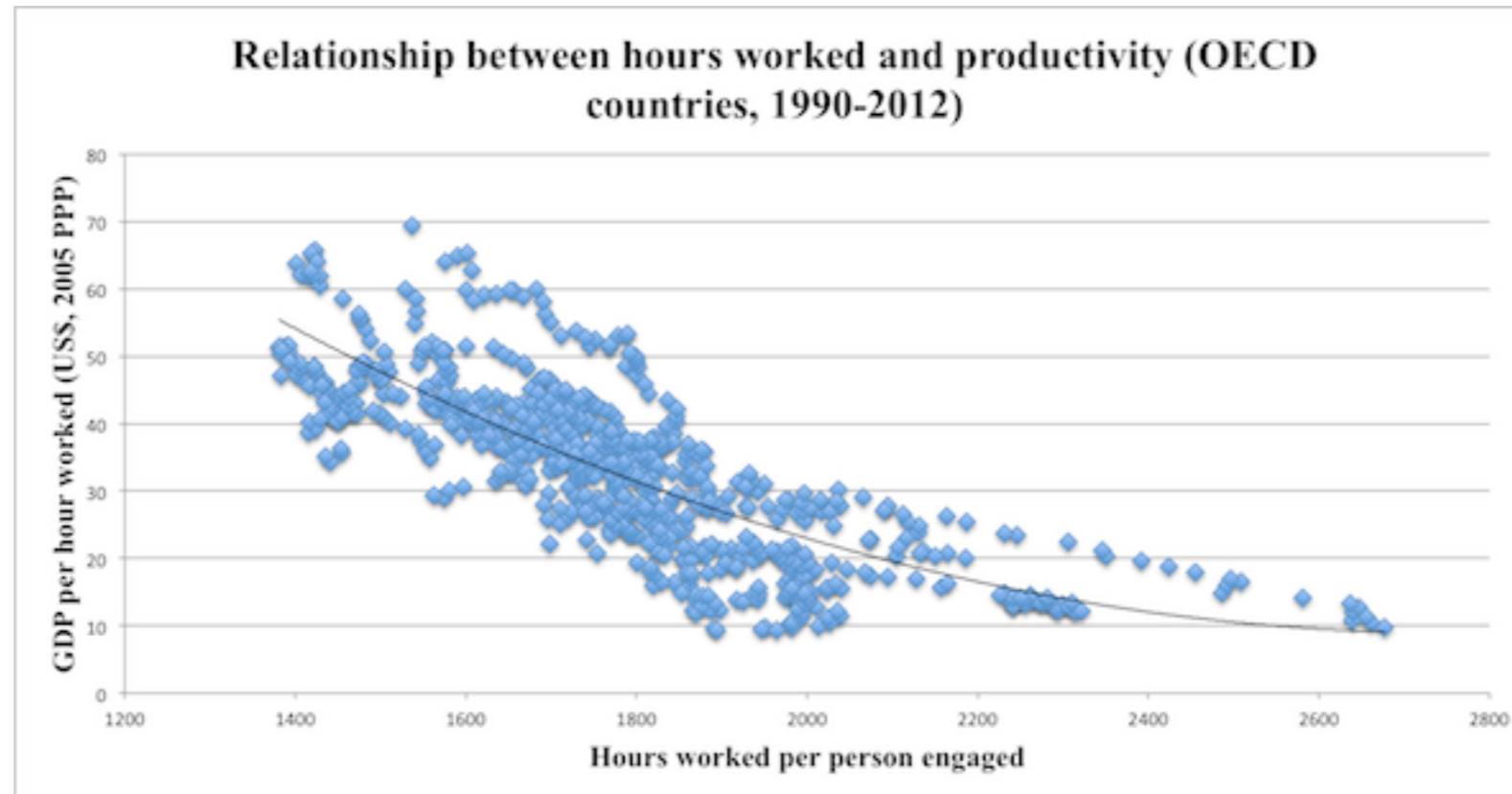
Confront  
a  
fear

Find a fear or phobia and  
kill it

public speaking, perhaps?

EVEN IF NOT  
“IMPORTANT”

# Relax



<http://www.economist.com/blogs/freeexchange/2013/09/working-hours>

# Path == Destination

"I urge you to please notice when  
you are happy, and exclaim or  
murmur or think at some point, 'If  
this isn't nice, I don't know what is.'"  
-- Kurt Vonnegut, Jr.

[chad@chadfowler.com](mailto:chad@chadfowler.com)

[@chadfowler](#)

<http://wunderlist.com>