HOW TO LEARN
FROM CONFERENCES
Liz Hustedt, Engineering Manager @ ActBlue

HERE'S THE PLAN:

01. WHO'S THIS LADY?
Just a quick introduction

02. ARCHETYPES
How do presenters and attendees show up to these shindigs?

03. EXPERIMENTATION
How can we create hypotheses and evaluate our learnings?

04. SUCCESS AND FAILURE
What does it mean to be successful? Or to fail?

05. CLOSING
I'll give you some homework, but nothing crazy

SO, I'M LIZ

so nurse

very engineer

pretty ok with humans

liz_fam.jpg

LOADING...

ARCHETYPES

How do presenters and attendees show up to these shindigs?

ARCHETYPES OF PRESENTERS

THE SILVER BULLET

"CEOs hate her for using this one easy trick!"

MOVE FAST, BREAK THINGS

Hustle and grind, my guy.

ZEN

The answer is *within you.*

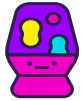
ARCHETYPES OF ATTENDEES

THE ALL-IN ATTENDEE

I want to learn everything!

THE NETWORKER

Forget the talks; I'm here to meet people!



THE GO-WITH-THE-FLOW FOLK

I'll just play it by ear and absorb the info.

THE SELECTIVE LISTENER

Eh, the title of that talk looks boring.

THE ALL-IN ATTENDEE

Benefits:

- Tons of notes and takeaways
- Likely to retain information from talks

Risks:

- Could throw too many changes into an org at once
- ...or get overwhelmed and make zero changes
- Overextend / put too much pressure on themselves

THE GO-WITH-THE-FLOW FOLK

Benefits:

- Manage stamina well
- Could remain engaged in the present moment... or zone out

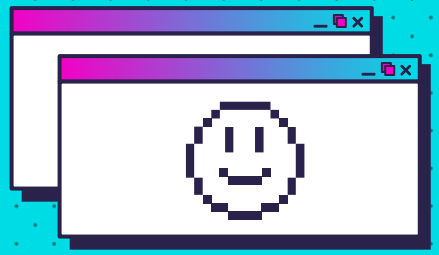
Risks:

- Likely minimal notes and takeaways
- Difficult time forming an action plan to institute changes

(SHH)

THE HUNGOVER ONE

we've all seen it
...or done it



THE NETWORKER

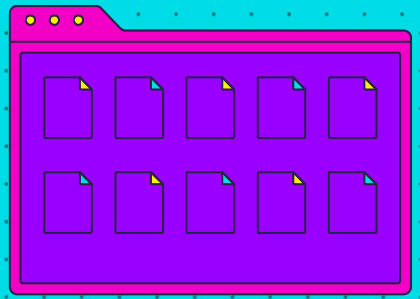
Benefits:

- Make a lot of connections outside of their norm
- Or reinforce established relationships

Risks:

- Not prepared to make process or tech changes at their org

THE SELECTIVE LISTENER



Benefits:

- Great approach for retention, if they're truly engaged
- Manage stamina well

Risks:

- Could miss out on opportunities by judging a talk by its title or speaker

WHICH ONE ARE YOU?

EXPERIMENTATION

How can we create action plans and evaluate our learnings?

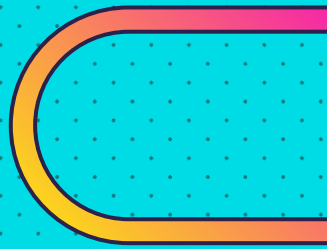
A BRIEF TIMELINE

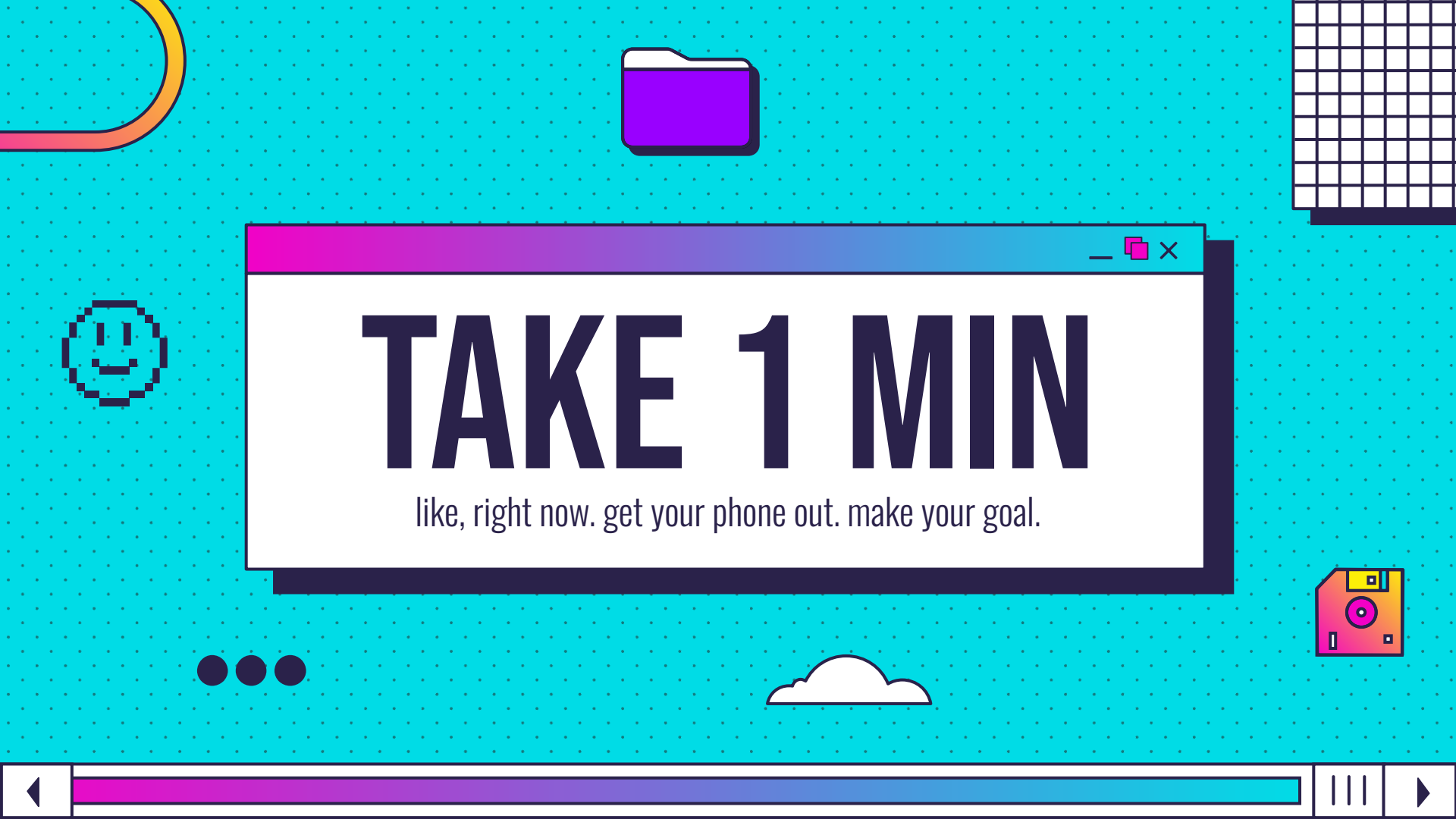
BEFORE THE CONFERENCE

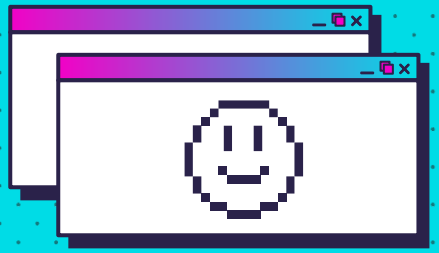
DURING

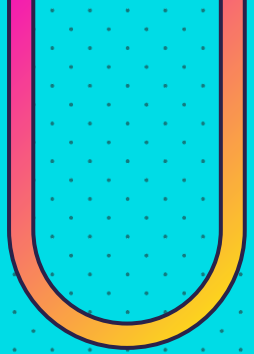
IMMEDIATELY AFTER

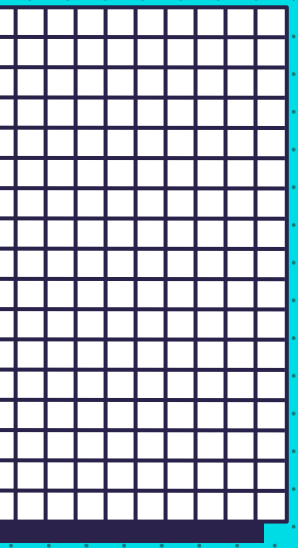
6 MONTHS (OR SO) LATER




TAKE 1 MIN
like, right now. get your phone out. make your goal.

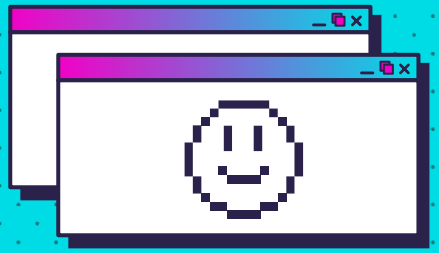


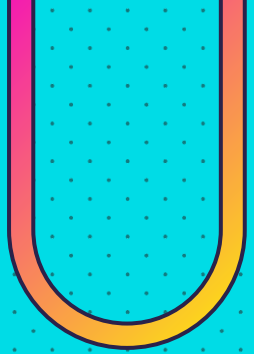


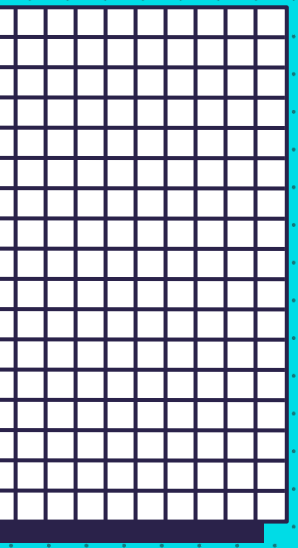


DURING THE CONFERENCE

- Take notes
- Then take more notes
- (here's a cool study about memory)
- ...or distill your thoughts after the talk!
- Be aware of your stamina
- Nourish your body







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IMMEDIATELY AFTER

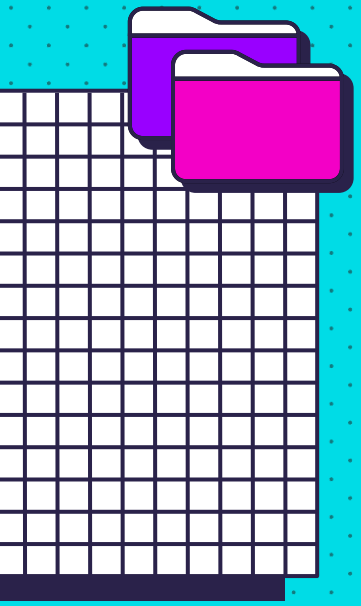
- Have a large swath of notes? ***Distill them down***
- **Re-evaluate your goal**, if needed!
- **Make an action plan** of 1-2 meaningful changes or philosophies you can introduce to your organization or team or code
- Resist the urge to **change too much** at once
- *...and* resist the urge to **“wait until the time is right”**

6 MONTHS (OR SO) LATER

Evaluate your experiment

Did you satisfy your success criteria?
What did you learn along the way?
Why was it successful?

WHAT IF I FAIL?



RADICAL ACCEPTANCE FOR YOURSELF

Just because your experiment may have failed doesn't mean *you're* a failure.

RADICAL ACCEPTANCE FOR YOUR ORG

Acknowledge the people, processes, systems and constraints that have brought to where it is today.

OK BYE!

DO YOU HAVE ANY QUESTIONS? MEET ME DURING BREAK!

lizhustedt@gmail.com

https://www.linkedin.com/in/lizhustedt/

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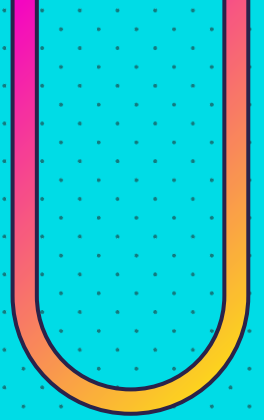

FINISHED!

OK BYE!

popup.exe

BUT WAIT!

Before I go: write down your takeaways from my talk and Tara's!

DO YOU H

lizhus

https:

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FINISHED!

MAYBE YOU NEED TO DIVIDE THE CONTENT

MARS

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust

VENUS

Venus has a beautiful name and is the second planet from the Sun

CONTENTS OF THIS TEMPLATE

Here's what you'll find in this **Slidesgo** template:

1. A slide structure based on a marketing presentation, which you can easily adapt to your needs. For more info on how to edit the template, please visit **Slidesgo School** or read our **FAQs**.
2. An assortment of graphic resources that are suitable for use in the presentation can be found in the **alternative resources slide**.
3. A **thanks slide**, which you must keep so that proper credits for our design are given.
4. A **resources slide**, where you'll find links to all the elements used in the template.
5. **Instructions for use**.
6. Final slides with:
    1. The **fonts and colors** used in the template.
    2. A selection of **illustrations**. You can also customize and animate them as you wish with the online editor. Visit **Storyset** to find more.
    3. More **infographic resources**, whose size and color can be edited.
    4. Sets of **customizable icons** of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

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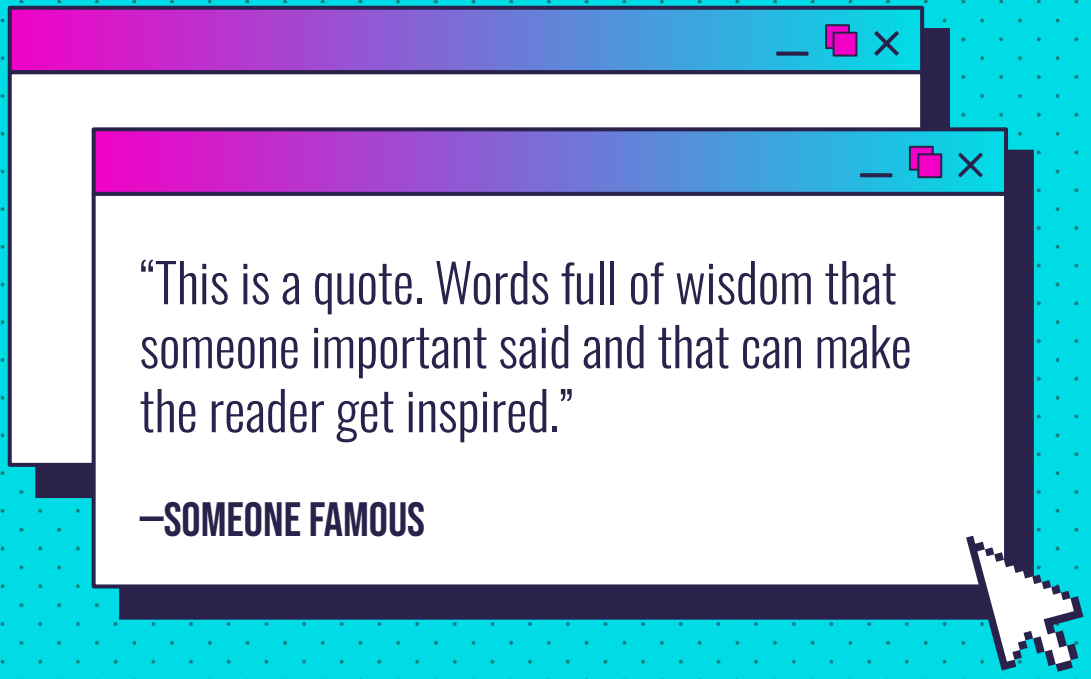
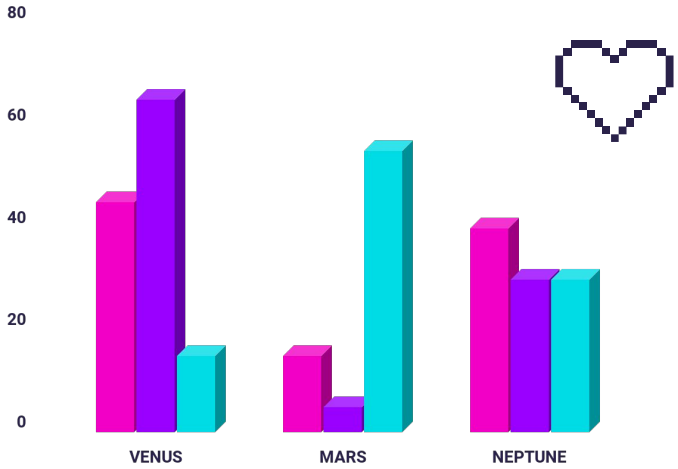

“This is a quote. Words full of wisdom that someone important said and that can make the reader get inspired.”
—SOMEONE FAMOUS

IN DEPTH



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NEPTUNE

Neptune is the farthest planet from the Sun

MERCURY

Mercury is the closest planet to the Sun

MARS

Mars is a cold place. It's full of iron oxide dust

CUSTOMER REVIEWS

"Neptune is the farthest planet from the Sun and the fourth-largest in our Solar System!"

—JENNA PEGGIE

"Despite being red, Mars is a cold place. It's full of iron oxide dust"

—ANNA ANDERSEN

"Mercury is the closest planet to the Sun and also the smallest one in our Solar System"

—ROBERT WILLIAMS

"Jupiter is the biggest planet in our Solar System and the fourth-brightest object"

—JENNIFER BROWN

WELCOME!

JENNIFER HUFF

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury

JACOB RAYD

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust, which gives the planet its reddish cast

REVIEWING CONCEPTS IS ALWAYS GOOD

MARS

Mars is actually a very cold place

VENUS

Venus has a beautiful name

NEPTUNE

It’s the farthest planet from the Sun

JUPITER

Jupiter is the biggest of them all

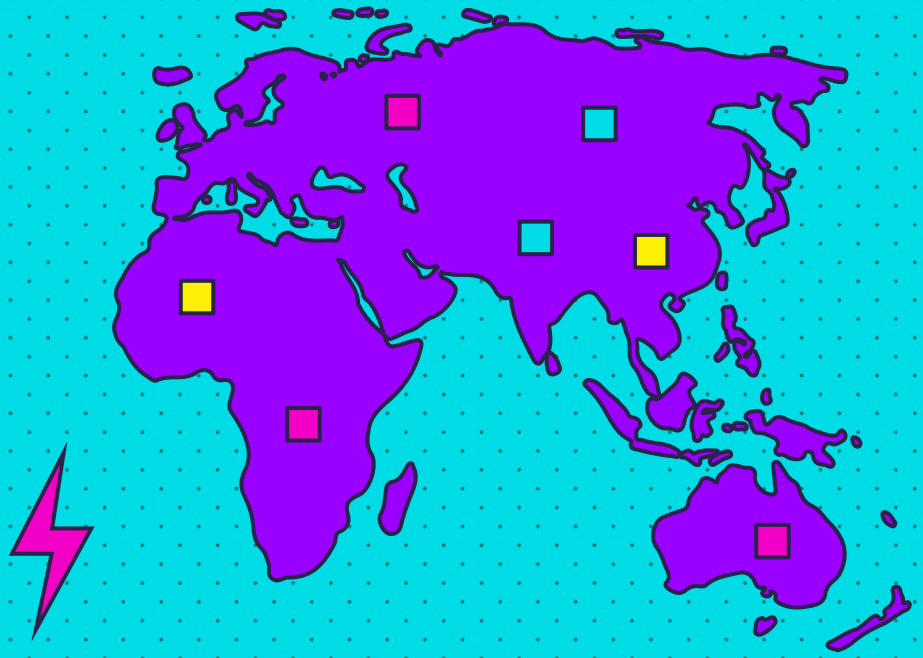
SATURN

Saturn is the ringed one

MERCURY

It’s the closest planet to the Sun

THIS IS A MAP!



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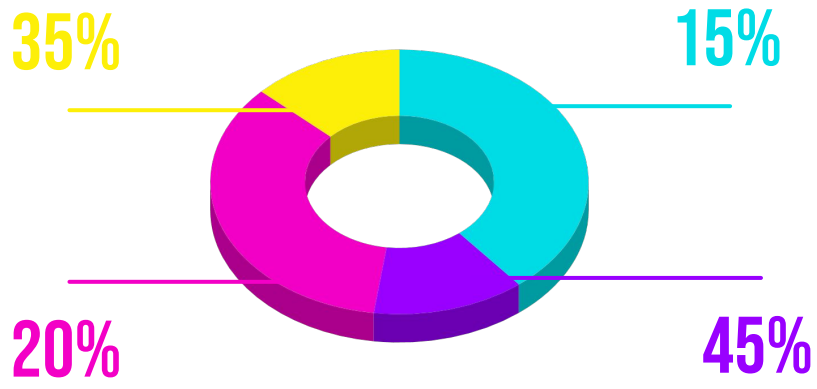

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MARS

Despite being red, mars is a cold place

SATURN

Yes! Saturn is the one with rings

333,000.00

earths is the Sun's mass

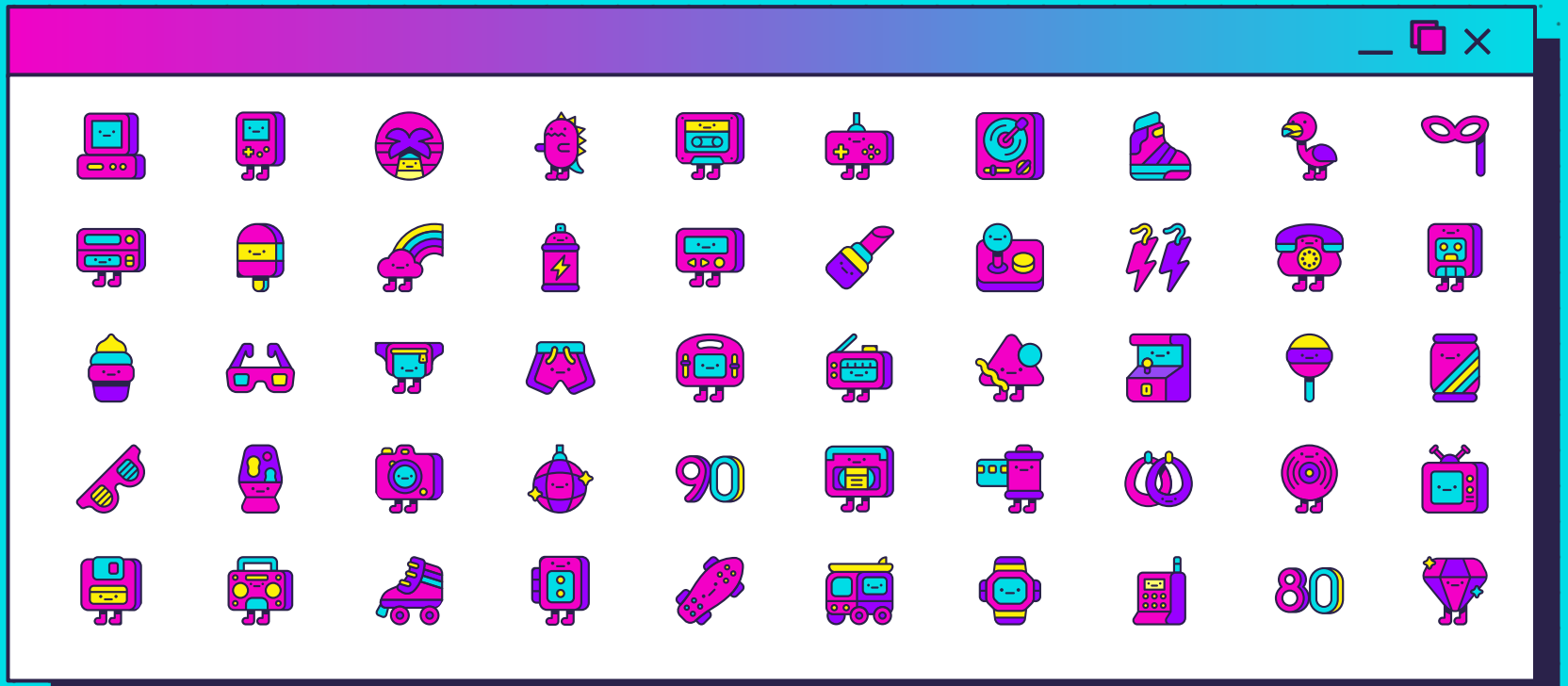
24H 37M 23S

is Jupiter's rotation period

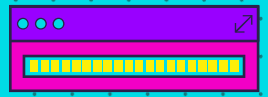
386,000KM

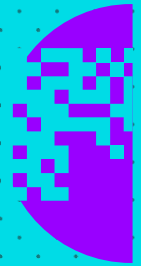
distance between Earth and Moon

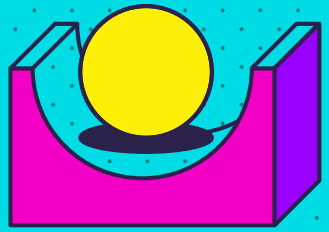
ALTERNATIVE RESOURCES

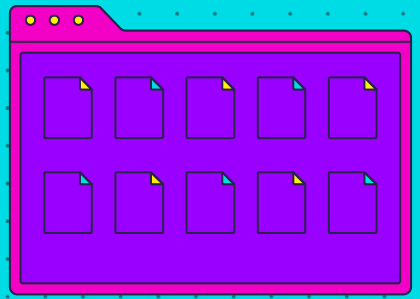


ALTERNATIVE VECTORS









RESOURCES

PHOTOS

- Transport vehicle; phone; light; spectacle and camera over pink background
- Miniature transport vehicle arranged in a row on pink backdrop
- Front view of smiley woman posing with headphones
- Portrait of smiley handsome man

05. EVENTS

You can enter a subtitle here if you need it

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Pana

Amico

Bro

Rafiki

Cuate

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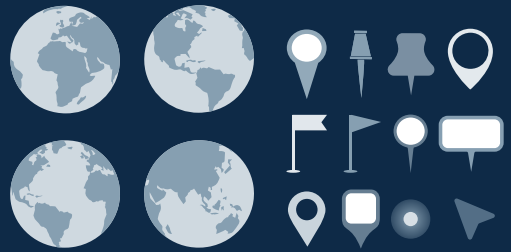

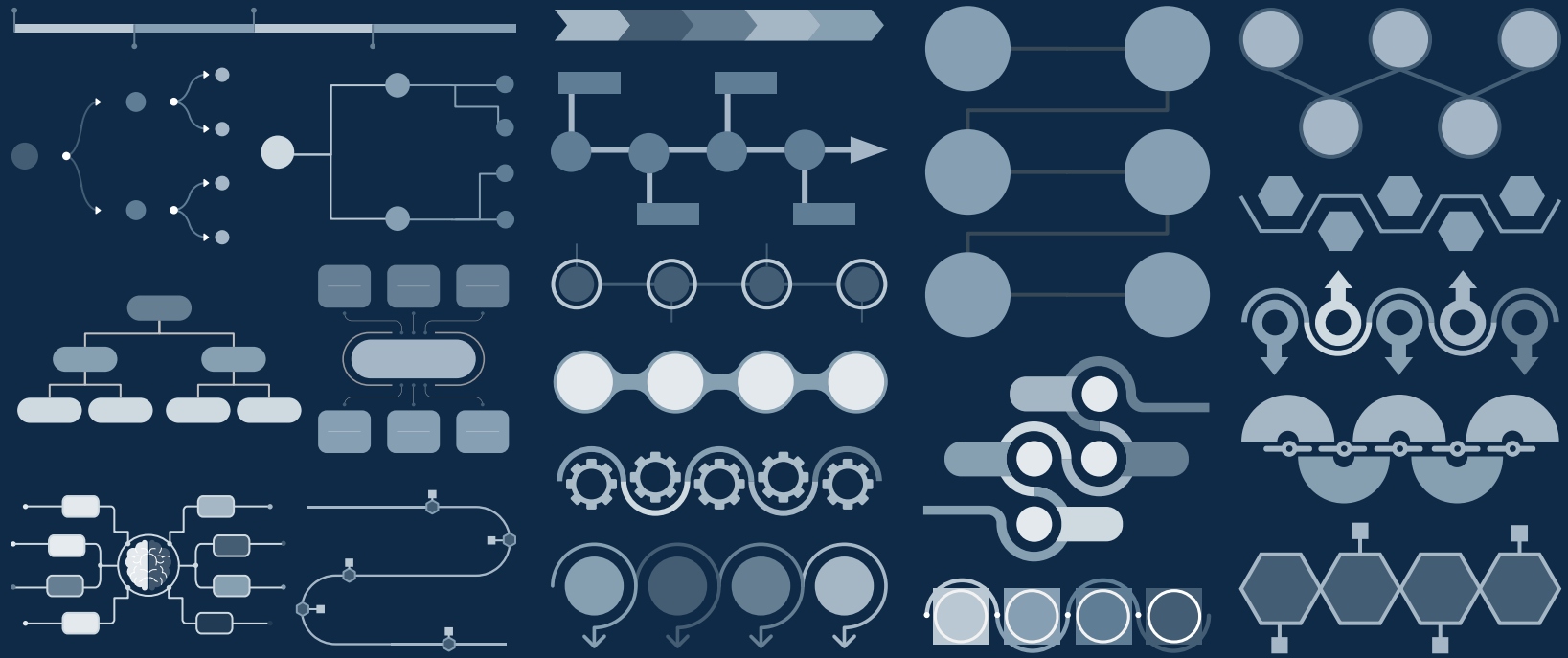

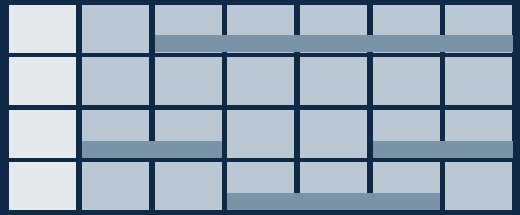

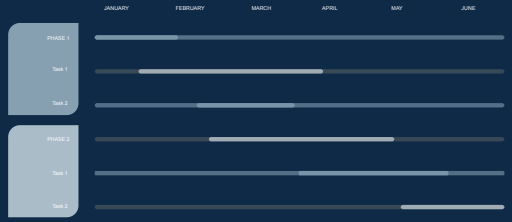
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MARCH
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PHASE 1
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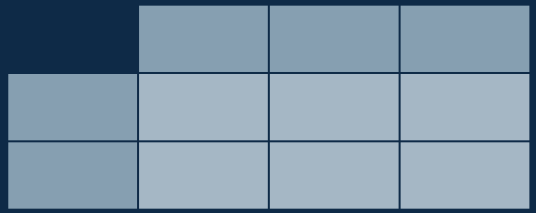
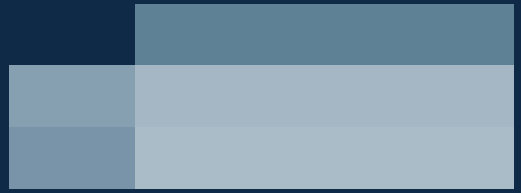
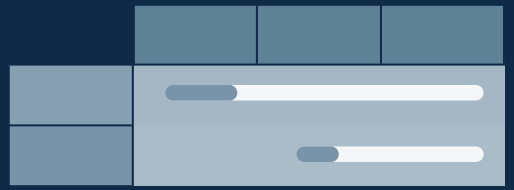
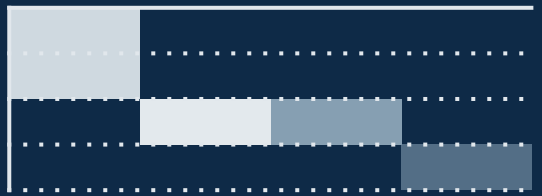
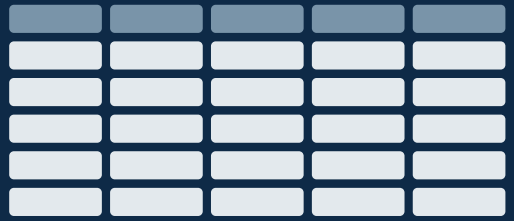
Task 2

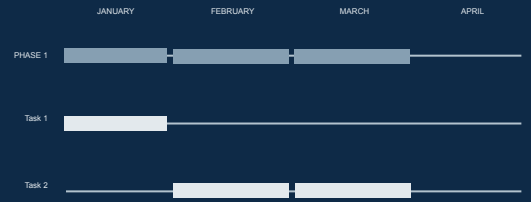








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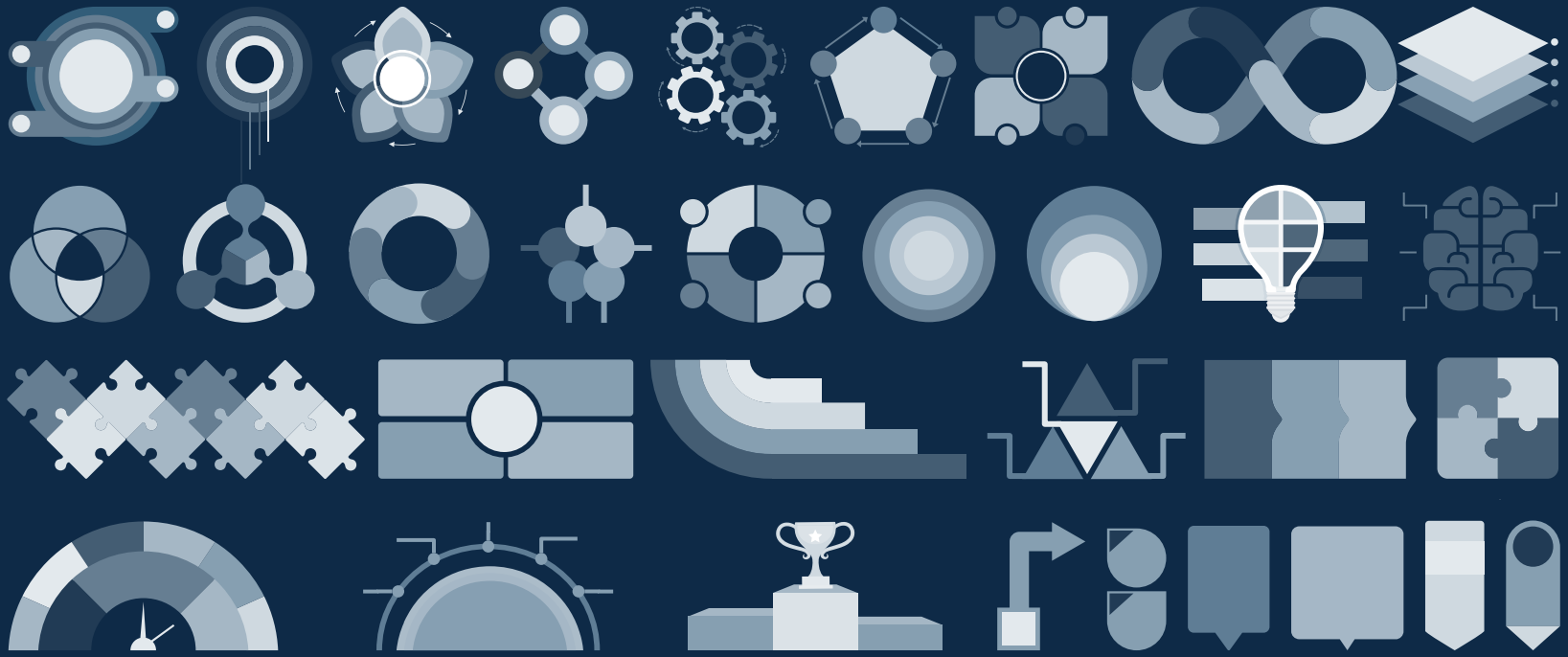
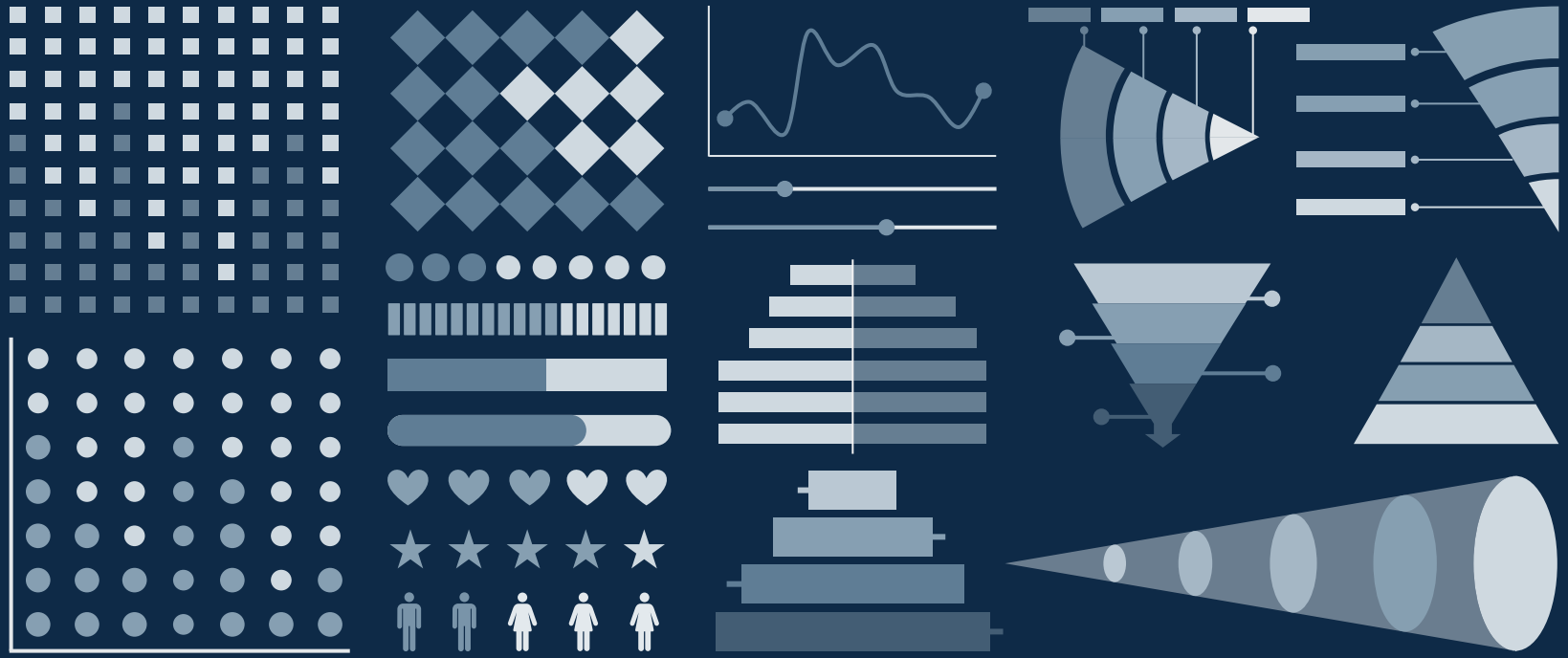
FEBRUARY
MARCH
APRIL
PHASE 1
Task 1
Task 2





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