

Say No to Burnout and Stand Up for Yourself

Krys Flores



**I get paid a lot.
Am I delivering
that value?**

**How can I take care
of myself while still
driving business
value?**





**Joy.
Fulfillment.
Fun.
How can I be more
energized?**



Using Informed No's

Bringing Value to the Table

Money Talks

Big Picture Thinking

Force Multiplying

Setting Boundaries

Understanding Your Needs

Becoming comfortable with being uncomfortable

Be up front about context switching

Delegate away the unimportant

Leave work behind

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Bringing Value to the Table

Case Study Time!!

Bringing Value to the Table – which projects do this?

- Fix **Handlebars Template** uses so that our BIG customer can use one of the newest products: Mail Campaigns.
- Add **GraphQL** to reduce the need to request information back and forth between different two different services.
- Switch **SQS** for **Kafka** to increase queue throughput of messages for the mailpiece creation worker for Mail Campaigns.
- **Automate** error resolutions when errors are received for mailpiece creatives so that Mail Campaigns don't get stuck in a "Validating" state.
- **Deprecate** Webhooks V1 to reduce code complexity and cut AWS costs..
- **Support** and contribute to the Custom Mail Builder Service, basically **V2 of the company API**, because it will enable us to onboard new mail types faster and sign new customers. \$\$\$\$
- Build a **panda garage**.

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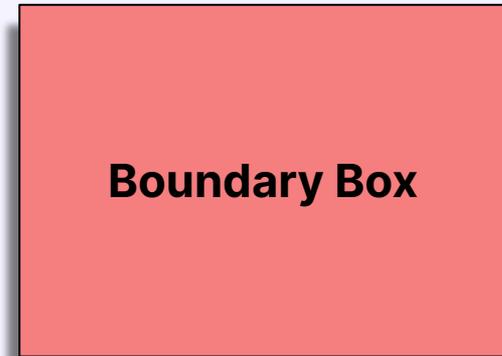
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Setting Boundaries

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Understanding My Needs

- I'm hungry. It's lunch time. I have a lot work, but I'm hungry.
- I'm working on a very important business critical project. Why am I being given a side quest?
- Oh no! It's 4:50 PM and my boss wants to have a working session. I need to pick my twins up from daycare in 10 minutes. Will I make it on time?!

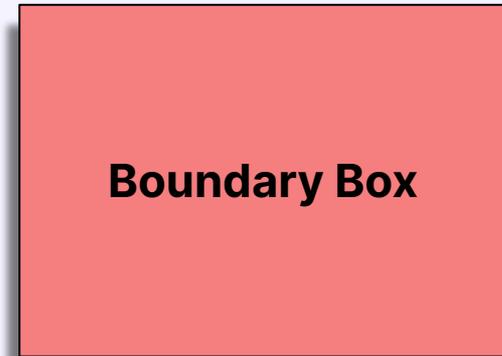


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Lob

decide

Origin

LATIN

de-
off

LATIN

→ decidere
determin

LATIN

caedere
cut

late Middle English (in sense of 'determine', from *de-*

I want to do all the things!!!



from Latin *decidere*

Work

~~Element~~ with the
highest priority



**“Delegate Away,
Delegate Away,
Come Delegate with Me”**

**Are you the only person
who can do it?**

```
graph TD; A[Are you the only person who can do it?] -- Yes --> B[Do it]; A -- No --> C[Delegate Away];
```

Yes

Do it

No

Delegate Away



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