



When You Give An Engineer A Sticker

Hi, I'm Paddy.







It was January, 2017.

It was a simpler time.

A partner wanted to record a video.



“Sure, send Paddy!”

What could go wrong?

**This all happened because they
wanted competitors' logos covered.**

Visibility was important to me.

Visibility is important to me.

**A Pride sticker is an agreed upon
safe way to introduce queerness
into a professional context.**



Dream Daddy

Dadrector's Cut

**So I asked my manager if I could
make one.**

He said “talk to Jana”

So I asked Jana if I could make one.

She said “no”.

**“... but we will pay someone to
make one for you.”**

This was an acceptable turn of events.



I printed 12.

12 was not enough.

**“These should be part of our
regular rotation.”**

**50 were brought to
HashiConf 2017. We ran out.**

**500 were brought to re:Invent 2017.
We ran out halfway through the day.**

**They continue to be one of our
most popular stickers.**

**They continue to be one of our
most popular ~~stickers~~.**

**Jana, if you're watching, please
look away for a moment.**

**An incomplete list of things I have
seen/put this logo on:**

Magnets.

A skateboard.

A hat.

HashiCorp's Twitter profile.

Patches.

Temporary tattoos.

Please don't fire me.

I got what I wanted.

I got more than what I wanted.

**When you give an engineer a sticker, they
will definitely make something else, too.**

**When you give an engineer a sticker,
sometimes you give them something more.**



Thank you.

Questions?

