

# Self-Help Tips for Your Drupal Site

*How life skills can help us better perform our tasks  
in creating and managing Drupal websites*

Shani Felder  
Drupal GovCon 2020  
Community and Being Human

# Hi, I'm Shani

Digital Communications & Technologies Strategist  
Federal Trade Commission\*

- 15 years in development, design, and UX
- 8 years using Drupal with the CDC, Smithsonian, Department of Education

\* The views expressed here are my own and not those of the Commission.



# Today's Objectives

- 1) Share how the principles of three best-selling books can improve our work with Drupal.
- 2) Encourage you to explore the self-help, motivation, and business genres as tools to improve your work-life balance
  - Why self-help?
  - Applying self-help to our work
  - Thoughts and questions from you

# Why Self-help?

## My Roles on Drupal Projects

- Designer
- Site builder
- Tech support
- Trainer
- Accessibility expert
- Content manager
- User experience expert
- Project manager
- Themer / Front-end developer

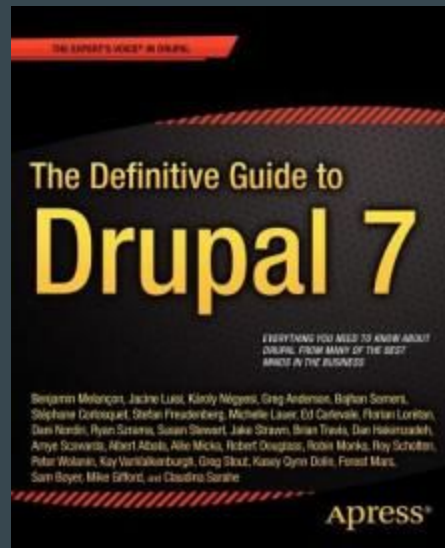


*Jules Winnfield,  
Pulp Fiction*

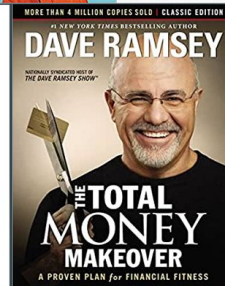
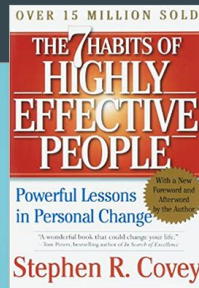
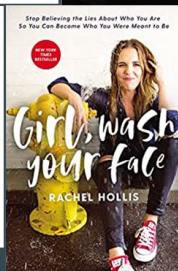
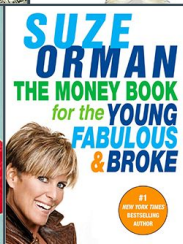
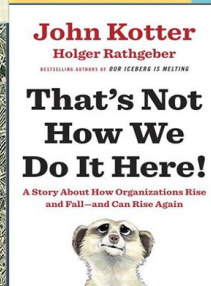
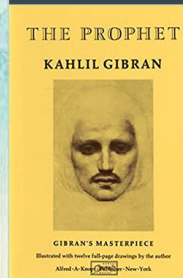
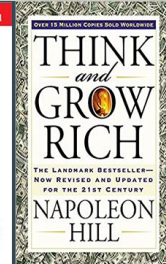
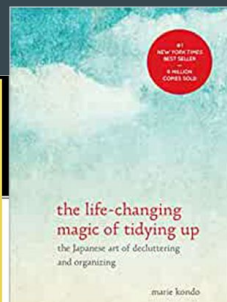
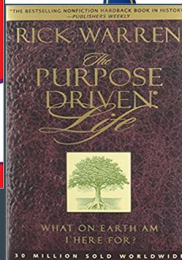
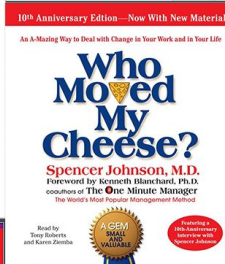
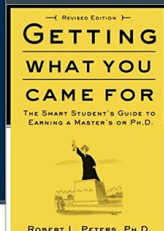
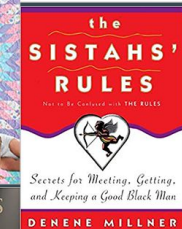
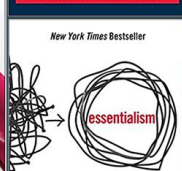
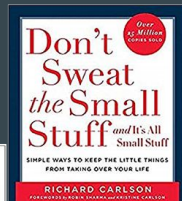
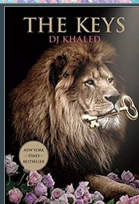
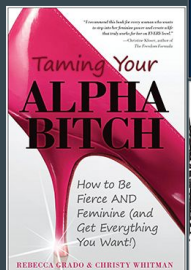
# Why Self-help?

## Drupal Books I've Read

- 1) The Definitive Guide to Drupal 7
- 2) *Hundreds* of Drupal.org issue pages, guides, blog posts, YouTube videos (& comments), forums, conference slides, project documentation pages, coworker notes



# (Some) Self-help books I've read



# Why Self-help?

- Get organized
- Reduce stress
- Get things done
- Learn new approaches to life's problems
- Learn to create goals and meet them
- Become more efficient at...[insert anything here]
- Break negative habits
- Overcome negative feelings
- Confront personal fears
- Try being better person, spouse, parent, or friend



# Self-help Books We'll Explore

the life-changing magic of tidying up  
Marie Kondo, 2014

Girl, Stop Apologizing  
Rachel Hollis, 2019

Essentialism  
Greg McKeown, 2014





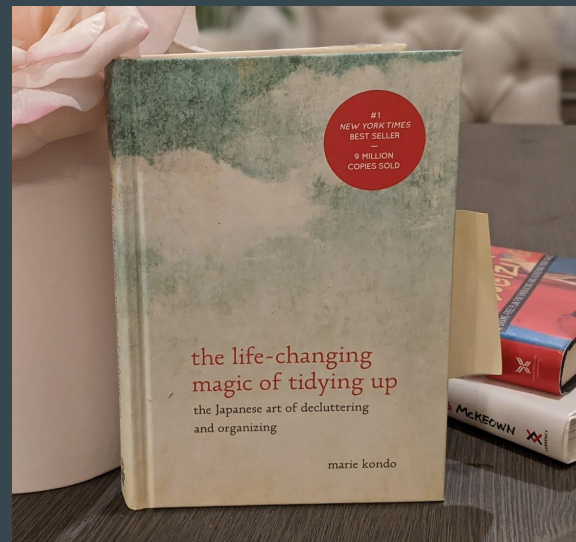
**the life-changing magic of tidying up**

# the life-changing magic of tidying up

the Japanese art of decluttering and organizing

- Zen spirituality, home organization categories
- Aims to help readers declutter their homes with a strict two-item criteria (KonMari Method):
  - Discard first, then store
  - Ask yourself: “Does this spark joy?”

Kondo was named one of *Time's* 100 most influential people.



# Applying KonMari: Discard first

Dispose of anything that is:

- Not currently in use
- Not needed for a limited period of time, or
- Must be kept indefinitely

In Drupal:

- Clean up your repos
- Remove multiple versions of files
- Review & remove nodes, users, content types, etc.

## Admin View: Files

### NAME

org_chart.pdf
org_chart_07-09-19.pdf
org_chart_07-09-19.pdf
org_chart_07-09-19.pdf
org_chart_08-05-19.pdf
org_chart_09-03-19.pdf
org_chart_1-10-20.pdf
org_chart_1-11-18.pdf
org_chart_1-14-20.pdf
org_chart_1-24-2020.pdf
org_chart_1-3-20.pdf
org_chart_10-1-19.pdf
org_chart_10-15-18.pdf
org_chart_10-15-18.pdf
org_chart_10-24-18.pdf
org_chart_10-28-19.pdf
org_chart_10-4-17.pdf
org_chart_10-4-17.pdf
org_chart_12-23-19.pdf
org_chart_2-1-19.pdf

# Applying KonMari: Keep things that spark joy

- Everything you keep should have a properly labeled “home”
- Run rules and filters on your inbox or unsubscribe!
- Find better apps, editors or IDEs that your work will flourish on

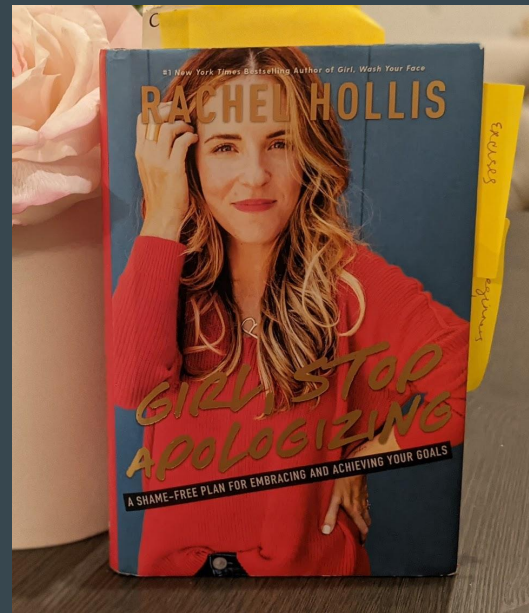


**Girl, Stop Apologizing**

# Girl, Stop Apologizing

A Shame-free Plan for Embracing and Achieving Your Goals

- Business Motivation, Women & Business, and Self Improvement
- Aims to help readers achieve their goals unapologetically with three actions:
  - Let go of excuses that have you stuck
  - Adopt habits and behaviors as foundations for success
  - Build skills necessary for growth



Hollis is a CEO, podcast host, mom of four, and sought-after motivational speaker.



# Applying Girl, Stop Apologizing

Excuse to Let Go Of: “I don’t have enough time”

Trade in your comfort and reconfigure your schedule:

- 1) Make a timeline of your week
- 2) Find five hours, “Five to Strive”
- 3) Use your best hours
- 4) Plan your schedule weekly

Learn to say no.

# Applying Girl, Stop Apologizing

Excuse to Let Go Of: “It’s been done before.”

Common for creatives, innovators, and perfectionists!

Stop comparing your beginning with their middle!

- Everything’s been done before, but not by you.
- Have fun and get better
- Personal tip: Do it differently and give back

# Applying Girl, Stop Apologizing

Behavior to Adopt: “Choose one dream and go all in.”

- “10, 10, 1”<sup>TM</sup>
  - *Ten Years, Ten Dreams, One Goal*

In Drupal:

- What do you want your project to be in 10 weeks/months/years?
- 10 features, pages, or functions to get there
- One specific, measurable goal to start

# Applying Girl, Stop Apologizing

Skill to Acquire: Planning

Roadmap Strategy

1. Start at the finish line (this is your goal)
2. Brainstorm things that will get you closer to that end
3. Extract 3 major guideposts from end to beginning
4. List all mile markers (steps) to get you to each guidepost

**In Drupal:** Create roadmaps for your D7 to D8 migration, sprint planning, new theme, or new site.

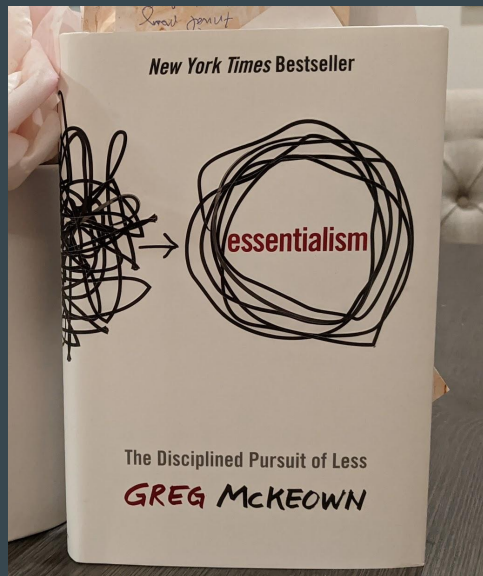
**Essentialism**

# Essentialism

## The Disciplined Pursuit of Less

- Time Management, Business Decision Making
- Teaches readers the discipline of “discerning what is absolutely essential in order to make the highest contribution to the things that matter.”
- Four Parts to Essentialism:
  - Essence, Explore, Eliminate, Execute

McKeown is a renowned public speaker with clients such as Apple, Google, Facebook, and Twitter.





# Applying Essentialism

Essence: What is the core mindset of an essentialist?

## Non-essentialist

---

Thinks almost everything is essential

Views opportunities as equal

“What am I giving up?”

## Essentialist

---

Thinks almost everything is nonessential

Distinguishes the vital few from the trivial many

“What can I go big on?”

**In Drupal:** Prioritize the tasks that are essential to your work so that you can make the highest contribution with joy.

# Applying Essentialism

Explore: How can we discern the trivial many from the vital few?

## Non-essentialist

---

Too busying *doing* to think about life

Thinks play is unproductive

Uses broad criteria to make decisions

## Essentialist

---

Creates space to escape and explore life

Uses play to spark exploration

Asks “Is this *exactly* what I’m looking for?”

**In Drupal:** Escape to find some uninterrupted focus. Tinker with things and have fun. Choose projects, clients, and teams wisely.

# Applying Essentialism

Eliminate: How can we cut out the trivial many?

## Non-essentialist

---

Might say “No”, occasionally

Thinks adding makes things better

Sees boundaries as constraining

## Essentialist

---

“No” is a part of their regular vocabulary

Thinks subtracting makes things better

Sees boundaries as liberating

**In Drupal:** Enforce your limits early so that you can explore the options you will contribute most to.

# Applying Essentialism

Execute: How can we make doing the vital few things almost effortless?

## Non-essentialist

---

Forces execution at the last minute

Reacts to crisis, does more

Thinks about what was important yesterday or tomorrow

## Essentialist

---

Practices extreme and early preparation

Removes obstacles to make room for progress

Focuses on the present; what's important right now

**In Drupal:** Budget for the unexpected. Seek out the surprise stakeholders. Communicate your blockers and address them fast.

# Self-help Pitfalls

- Continuing to read ideas that disturb, disappoint, or don't align with your goals

Kondo: “Spark joy”

- Trying too many methods at once

Hollis: “One goal at a time”

- Following ideas that work for others but not yourself

McKeown: “Separate the trivial many from the vital few”

# Further Conversation

- 1) How has the pandemic affected your goals, productivity, or ability to prioritize?
- 2) Have you found self-help or other genres helpful in your work life?
- 3) What books would you recommend to the audience that have had an impact on the way you work?
- 4) Questions or comments?



**Thank You**