



全球技术领导力峰会

GLOBAL TECH LEADERSHIP CONFERENCE

2017年6月30日-7月1日 / 上海宝华万豪酒店

《技术人如何打造个人品牌》

— SPEAKER —

谢孟军

主办方

Geekbang
极客邦科技

EGO
EXTRA GEEKS' ORGANIZATION
NETWORKS

Agenda

- 什么是个人品牌？
- 如何打造个人品牌？
- 我是如何打造Go社区的？



个人拥有的**外在形象**和**内在涵养**所传递的**独特、鲜明、确定、易被感知**的
信息集合体



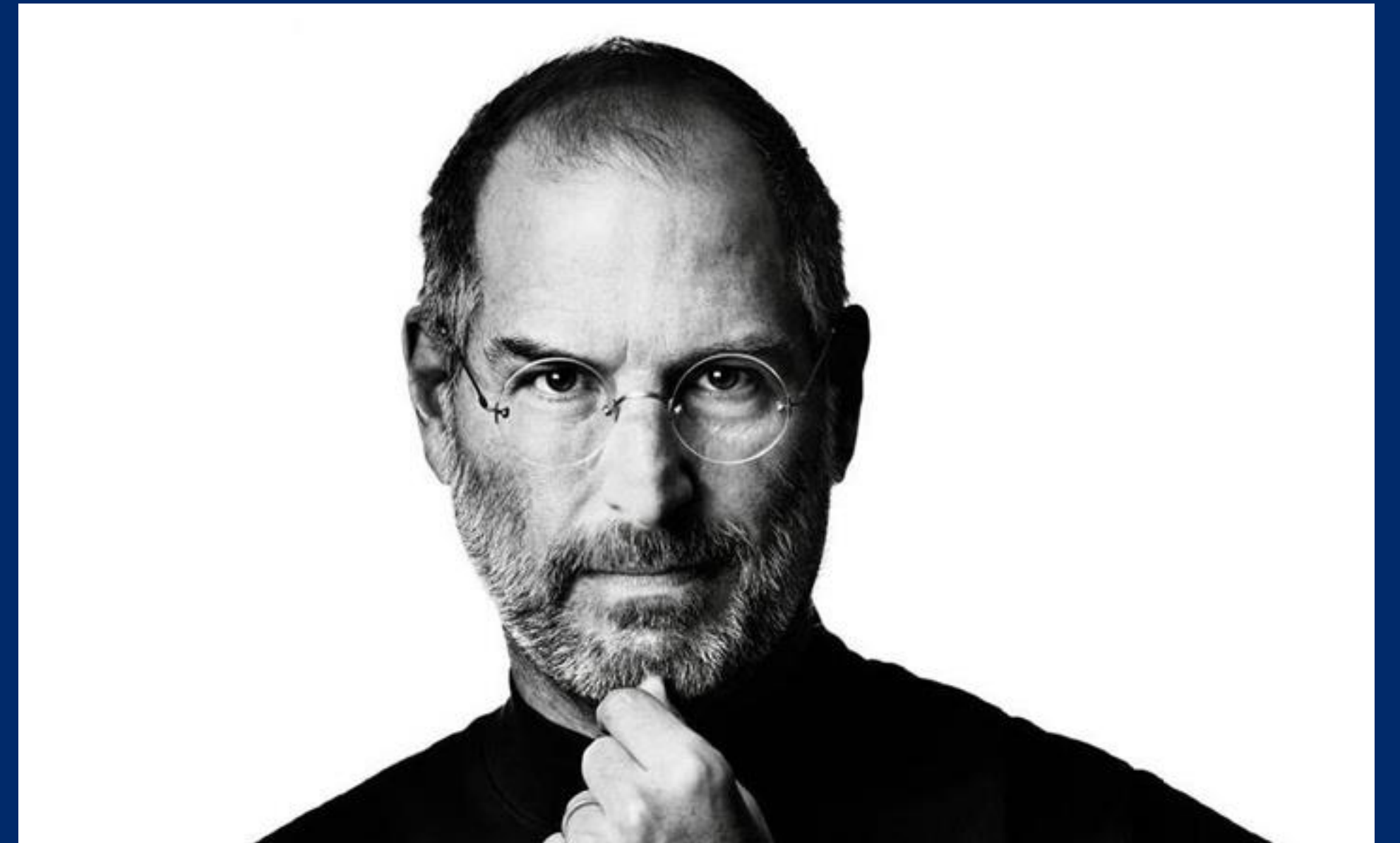
个人品牌

Apple创始人

追求极致

完美主义

改变世界



个人品牌

小道消息

阿里黑

技术人楷模

互联网圈鲁迅



个人品牌

轮子哥

技术大牛

GacUI

知乎吐槽哥



个人品牌



如何打造个人品牌

- 个人核心技能的打造
- 打造自己的独特性
- 找平台 + 建立圈子
- 坚持坚持再坚持



个人核心技能的打造

聚焦

眼界



打造自己的独特性

专业

信赖



找平台 + 建立圈子

分享

总结



坚持



KEEP
CALM
AND
PRACTICE
EVERYDAY



我是如何打造Go社区的？



astaxie / build-web-application-with-golang

Unwatch 1,783 Unstar 16,558 Fork 5,181

Code Issues 55 Pull requests 2 Projects 0 Wiki Settings Insights

A golang ebook intro how to build a web with golang Edit

Add topics

4,636 commits 1 branch 0 releases 253 contributors BSD-3-Clause

Branch: master New pull request Create new file Upload files Find file Clone or download

astaxie committed on GitHub Merge pull request #858 from oxbambooxo/patch-1 Latest commit 33e39a0 9 days ago

bn	conflict resolved	5 months ago
de	Fix lib/pg Pgsq database link	29 days ago
en	error() -> Error()	18 days ago
es	Fix mysql database link	29 days ago
fr	adding fr support	a year ago
ja	Fix mysql database link	29 days ago
pt-br	Fix mysql database link	29 days ago
ru	Fix lib/pg Pgsq database link	29 days ago
tr	convert a block in 02.1 and fix typos in other papers	8 months ago
zh	Update 11.2.md	10 days ago

我是如何打造Go社区的？

The screenshot shows the GitHub repository page for 'astaxie/beego'. At the top, it displays the repository name, 'Unwatch' (900), 'Unstar' (11,375), and 'Fork' (2,650) buttons. Below this is a navigation bar with 'Code', 'Issues 254', 'Pull requests 9', 'Projects 2', 'Wiki', 'Settings', and 'Insights'. The main description states: 'beego is an open-source, high-performance web framework for the Go programming language. <http://beego.me>'. Below the description are tags for 'go' and 'beego', and a 'Manage topics' link. A statistics bar shows '2,864 commits', '2 branches', '21 releases', and '211 contributors'. Below this is a toolbar with 'Branch: master', 'New pull request', 'Create new file', 'Upload files', 'Find file', and 'Clone or download'. The commit history table is as follows:

Commit	Message	Time
astaxie	committed on GitHub Merge pull request #2651 from astaxie/develop	Latest commit cab8458 on May 19
.github	update issue template	a year ago
cache	mall fixes	2 months ago
config	add golint check and fix all golints	2 months ago
context	move to context	a month ago
grace	add golint check and fix all golints	2 months ago
httplib	fix misspell	2 months ago
logs	add golint check and fix all golints	2 months ago
migration	bee fix	a year ago
orm	Merge pull request #2637 from alexsunxl/develop	a month ago
plugins	Add an authorization plugin that supports ACL, RBAC based on casbin. ...	2 months ago
session	hotfix: err nil	2 months ago
swagger	add support for global security	2 months ago



我是如何打造Go社区的？



我是如何打造Go社区的？



2015



2016



2017



Thanks!



主办方 **Geekbang** 极客邦科技 **EGO** EXTRA GEEKS' ORGANIZATION NETWORKS



Geekbang > | EGO NETWORKS
极客邦科技

EGO会员招募季

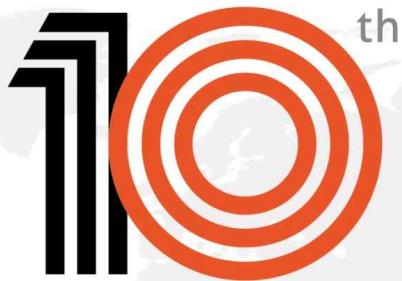
EGO旨在组建全球最具影响力的技术领导者社交网络，联结杰出的技术领导者学习和成长。

2017年6月30-7月10

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