VIBE CODING WORKSHOP FOR LEADERS:
Learn, Assess, Integrate, and Rewire Your Organization

ETLS Day 0, SEPTEMBER 22
FONTAINEBLEAU LAS VEGAS
1:30 PM – 5:30 PM

Who Is This For:

Vibe coding is completely reshaping how we create software. Google co-founder Sergey Brin captured this revolution perfectly when he encouraged the Google Ads team to adopt these practices, noting engineers using AI were experiencing "10 to 100x speedups" in their work.

This is likely going to fundamentally transform how software is conceived, built, and maintained. As Brin suggested, the developer's role is evolving "to being the product engineer, where they decide what the product should do," freeing them from implementation details to focus on vision and strategy.

As a real-world 100x speedup example, workshop co-leader Steve Yegge, with 30+ years of experience including nearly 20 at Amazon and Google, now routinely generates 12,000 lines of high-quality production and well-tested code per day. He spends $300 per day just on AI tokens, or nearly $80,000 annually, to code with multiple agents at once.

We believe these types of productivity gains are generalizable to most developers. If so, senior leaders may be faced with a serious (and maybe even scary) choice. Either forgo the productivity gains and risk being left behind, or start having some serious discussions about where to find the money — potentially impacting existing team structures and ways of working.

This workshop offers direct, hands-on experience—the only way to gain a real understanding of this rapidly advancing technology. You may not have written code in decades, but you'll find yourself experiencing the excitement all over again during this workshop and beyond.

We believe that this hands-on knowledge will help you make better decisions about AI than any analyst report or high-priced consultant (who will probably know less about it than you do already!).

This 4 hour hands-on workshop, led by Gene Kim and Steve Yegge, cuts through the hype and teaches you why and how to vibe code, and how you can use it to help you, your team, and your organization win.

THIS WORKSHOP IS IDEAL FOR:

Technology People Leaders (CTOs, CIOs, VPs, Head of Engineering, Directors):
If you need to make informed strategic decisions about AI adoption, understand its real impact on team structure and workflows, and lead your organization through this transition effectively, then gaining firsthand experience is crucial. (And we are pretty sure you will also rediscover the joy of building cool things again, as we have!)

Individual Contributor Leaders (Senior and Principal Engineers, Architects):
If you want to dramatically boost the productivity for both yourself and those around you (based on our experience, we think 10x-100x are possible) by having the AI help with the tedious aspects of implementation, focus on solving more interesting and ambitious problems, and build better tools faster, this is for you.

Anyone Seeking to Thrive in the AI Era: If you recognize that AI is fundamentally changing software creation and want to acquire the skills, mindset, and practical techniques needed to not just survive but thrive, this workshop provides the foundation.

What You'll Learn:

Join Gene Kim and Steve Yegge in this hands-on workshop based on their upcoming book, "Vibe Coding: Building Production-Grade Software With GenAI, Chat, Agents, and Beyond." You will gain both theoretical understanding and practical experience in:

THEORY & MINDSET:

The "Why" of Vibe Coding: Understand the fundamental shift AI brings to software development, moving beyond hype to grasp the real opportunities and challenges.

The FAAFO Framework: Learn how Vibe Coding enables you to build Faster, be more Ambitious, work Alone on complex projects, rediscover the Fun, and gain Optionality by exploring multiple solutions.

Redefining the Developer Role: Embrace the "Head Chef, Not Line Cook" analogy—shifting focus from manual implementation to directing AI collaborators, evaluating solutions, and taking ownership of outcomes

Vibe Coding For Side-Projects vs. Vibe Coding Inside Enterprises: YouTube and X/Twitter are full of examples of how to build games and hobby projects. We'll present case studies of how large, complex organizations are starting to capture the value of developers vibe coding.

How Vibe Coding Affects Software Estimation: Software estimation has always been difficult. We believe it's even more difficult now with AI because the variability is so much higher! Navigating the Future: Understand the trajectory of AI development and how skills are evolving, positioning yourself for long-term relevance and success.

Your responsibility as a leader: how do you actually achieve the gains in your organization that vibe coding should be able to unlock.

PRACTICE & SKILLS:

Hands-On Vibe Coding: Engage in practical exercises using chat, agents, and other GenAI tools to build and modify software.

Effective AI Collaboration: Master core techniques like task decomposition, effective prompting, verification strategies (including "Count Your Babies"), hardening AI-generated code, and managing AI agents.

Essential Engineering Disciplines for AI: Learn how to adapt crucial practices like creating fast feedback loops (validation, verification) and building modularity to work effectively and safely with AI.

Accelerated Learning Techniques: Discover how to rapidly learn and adapt in the fast-paced AI landscape, leveraging AI itself as a learning partner and developing critical judgment ("warning signs detector")

About the Workshop Leads:

Gene Kim *has been studying high-performing technology organizations since 1999. He was the founder and CTO of Tripwire, Inc., an enterprise security software company, where he served for thirteen years. He is a Wall Street Journal bestselling author whose books have sold over 1 million copies. His list of books include Wiring the Winning Organization, The Unicorn Project, The Phoenix Project, The DevOps Handbook, and the Shingo Publication Award-winning Accelerate. His latest book is co-authored with Steve Yegge: "Vibe Coding: How To Build Production-Grade Software With GenAI, Chat, Agents, and Beyond"*

Steve Yegge *began his career as a computer programmer at GeoWorks in 1992, and worked at Amazon from 1998 to 2005 as a senior engineer and senior manager. From 2005 to 2018, Yegge worked as a senior staff engineer and senior engineering manager at Google. There, he built a system called Grok that was wired into Google's internal Code Search system, which had a 99% satisfaction rating within Google (soundly beating the next-best tool by double digits).*

He went on to be Head of Engineering at Grab, a ride-share and payments company based in Singapore. Beginning in 2022, he helped lead the development of the Cody AI assistant at Sourcegraph (which commercialized the Code Search system that Steve built at Google), and wrote the "Death of the Junior Developer" post in 2024.

$450

Space is strictly limited.

Register to secure your spot.

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