

GopherCon UK 2026



Hi

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How to Stay Passionate in Tech in the Age of AI

Lines becoming blurred

Resources

Sense of accomplishment

Passion is built

Passion is built

Accomplishment

Accomplishment

It's ancestral

It's ancestral

**The Product
Owner**

**The Software
Craftsman**

**The Product
Owner**

**The Software
Craftsman**

The quiet crisis

The quiet crisis

65%

41%

33%

73%

Claude just killed...

The journey is missing

The IKEA Effect

The IKEA Effect

The IKEA Effect

**If the Machine Is As Good As
Me, Then What Use Am I?**

**If the Machine Is As Good As
Me, Then What Use Am I?**

***Why* it matters**

The afternoon tax

Imposter syndrome

The next generation

It depends

Reclaiming our craft

01

Prompt efficiently

01

Prompt efficiently

02

Post process

02

Post process

02

Post process

03

Invest in understanding

03

Invest in understanding

04

Set boundaries

04

Set boundaries

04

Set boundaries

05

Build stuff

05

Build stuff

05

Build stuff

06

Teach what you know

06

Teach what you know

06

Teach what you know

06

Teach what you know

07

Find your niche

[12] [13]

07

Find your niche

07

Find your niche

08

Stay connected

08

Stay connected

08

Stay connected

09

Keep learning

09

Keep learning

09

Keep learning

Time

Time

Patience

Patience

Make

Thank you

