
Engineering, everywhere, all at once

Rethinking value as an engineering leader

“It’s not about engineering.”



“You need to be commercial.”

Everyone I spoke to

Being commercial is a behaviour.

Focus on business value, not being commercial.

opportunities abound here



I don't know where to look.

I'm time poor.

I'm embarrassed to ask.

Identify what matters.

“What do **customers really love us** for?”

“What’s the **biggest blocker** to us growing?”

Compliance

Design

Data

Cust. Ops

ACME A



ACME B



ACME C



Compliance

Design

Data

Cust. Ops

ACME A



ACME B

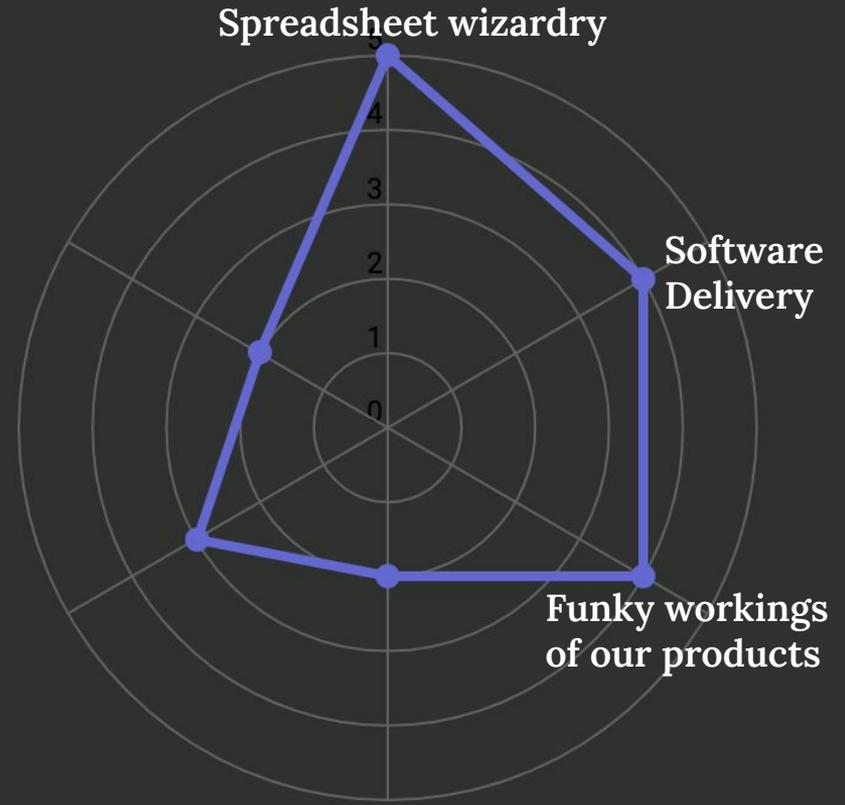


ACME C



Work out what you don't know.

But also, what you do.



Build relationships with intent.

I don't know what Compliance's needs are.

The impact is I might make decisions that create friction and slow us down.

I'd love Compliance+Eng to enable each other.

Compliance folks might benefit from my in-depth knowledge (and wizardry).

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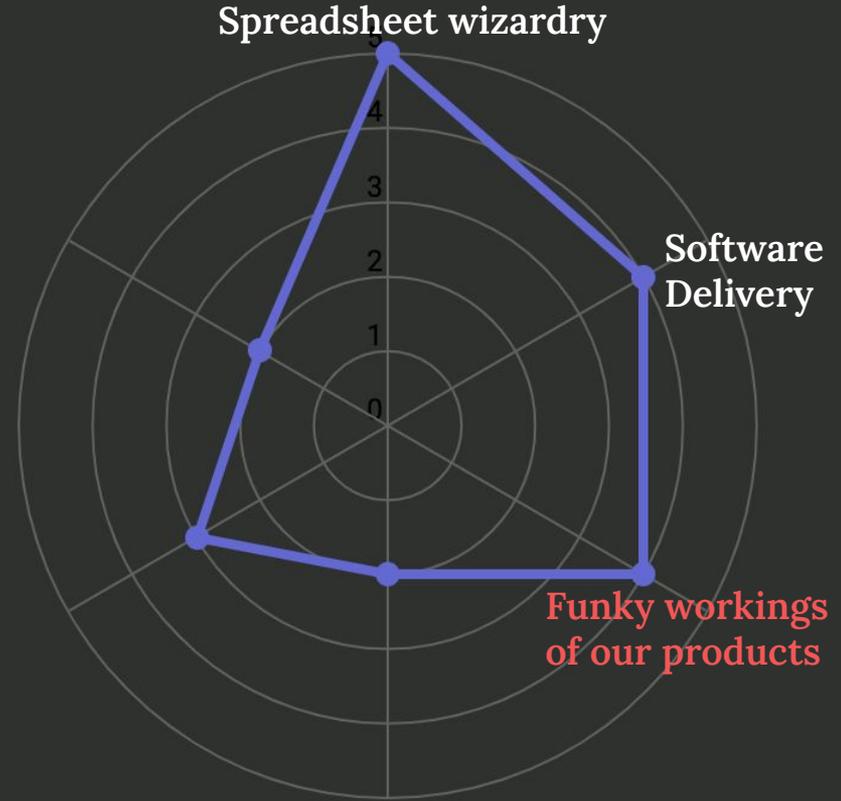
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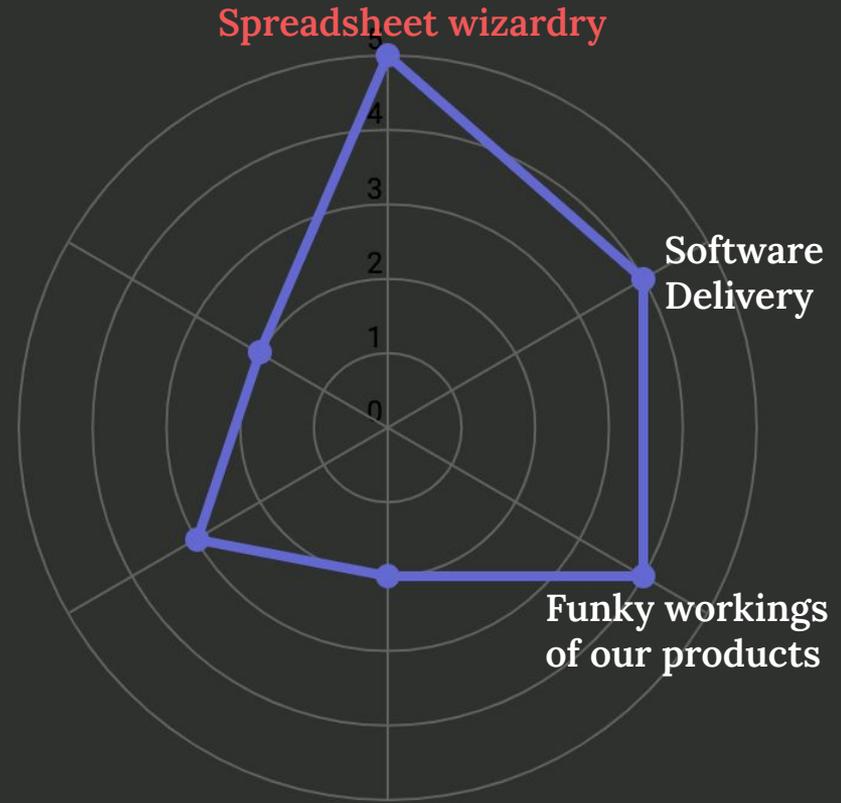
Compliance folks **might benefit from** my in-depth knowledge (and wizardry).

“Hey. What are the problems you’re dealing with?”

“I’m really struggling with how this works 😡”

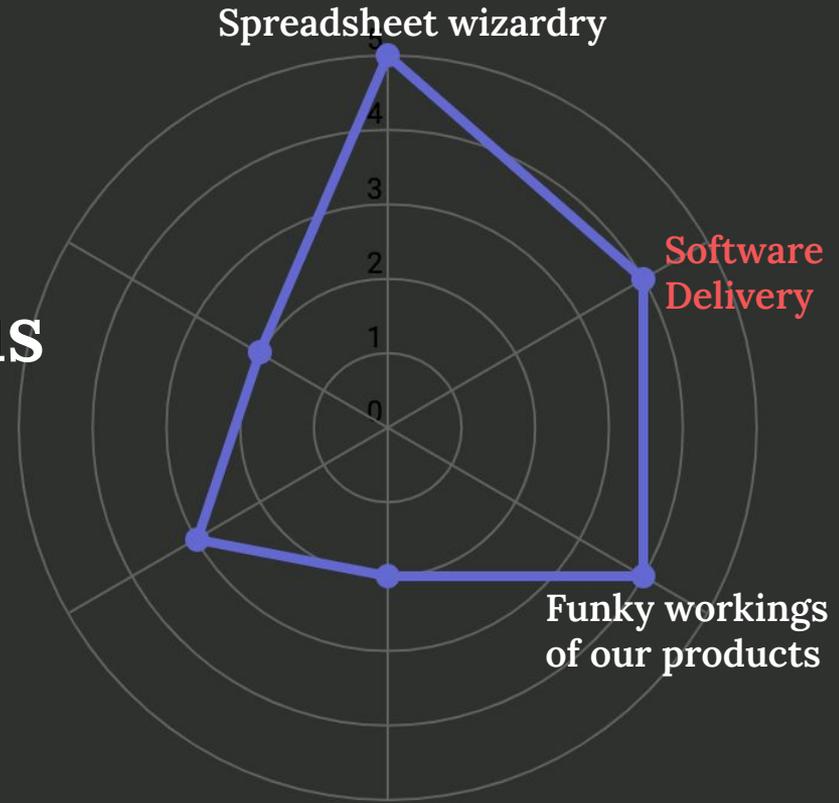


“We’ve got a painful reconciliation issue 🥲”



The impact is I might make decisions that create friction and slow us down.

I'd love Compliance + Eng to enable each other.



~~I don't know where to look.~~

I'm time poor.

I'm embarrassed to ask.

Have you given yourself bandwidth?

Leave hierarchy at the door.

Focus on business value.

Identify what matters.

Work out what you do / don't know.

Build relationships with intent.

Mind those three conflicts!

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