

# What Now?

Leading in a Post Boom World

Tara Ellis 10/18/23



**This is Hard**

**This is Scary**

**This is Normal**

# Big TECH

A History 2002-2023



# In the Beginning...

2000-2002 **dot.Com** crash

**Excessive speculation** and overvaluation of internet companies drove Stock prices to unsustainable levels.

When companies **failed** to deliver anticipated results the **bubble burst** and the **market crashed**.

# In the Beginning...

2000-2002 **dot.Com** crash

**Google**

**Salesforce**

**Amazon**



# Then...

## Global Financial Crisis 2007-2009

aka **The Great Recession**

**Primarily** caused by the bursting of the **housing bubble** in the United States leading to a financial crisis.

When the **bubble burst** it caused financial institutions to collapse, credit markets to **freeze** and a severe **global economic downturn**.

# Then...

**Global Financial Crisis 2007-2009**  
aka **The Great Recession**

**Uber**

**Airbnb**

**Venmo**



# Now...

## Covid Pandemic 2020 - 2021? **The Great Lockdown**

The Pandemic sparked a **remarkable shift** toward **online services** and much of Big Tech experienced rapid growth as demand skyrocketed.

Demand did eventually slow down we are now witnessing a dramatic reversal from hiring to layoffs in Big Tech that we are still **experiencing**.

**Now...**

**Covid Pandemic Recession?**



**What Now?**

**Motivating Teams/Oneself**

**Hiring**

**Less Opportunity/Growth**

# Motivation

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## Boom

- Had Financial Incentives to motivate
- Interesting work - “greenfield” more prevalent
- Healthy job market

## Post-Boom

- Money is “tight”. Less financial incentives to offer
- Companies slowed down investments in new strategic areas.
- Extremely competitive job market

# Hiring

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## Boom

- Employees Market
- Tons of choices in employers

## Post-Boom

- Company Market
- Cost of hiring has increased

**This is the**  
**New Normal**

*“You don’t manage **people**, you manage things. You **lead** people.”*

**Rear Admiral Grace Hopper**

# Hiring

- Be more intentional.
- Understand your team composition in the bigger picture
- Don't rely on generic hiring templates



# Growth/Opportunity

- Lean into Transparency
- Motivation comes in many ways.
- Be creative in finding opportunities.

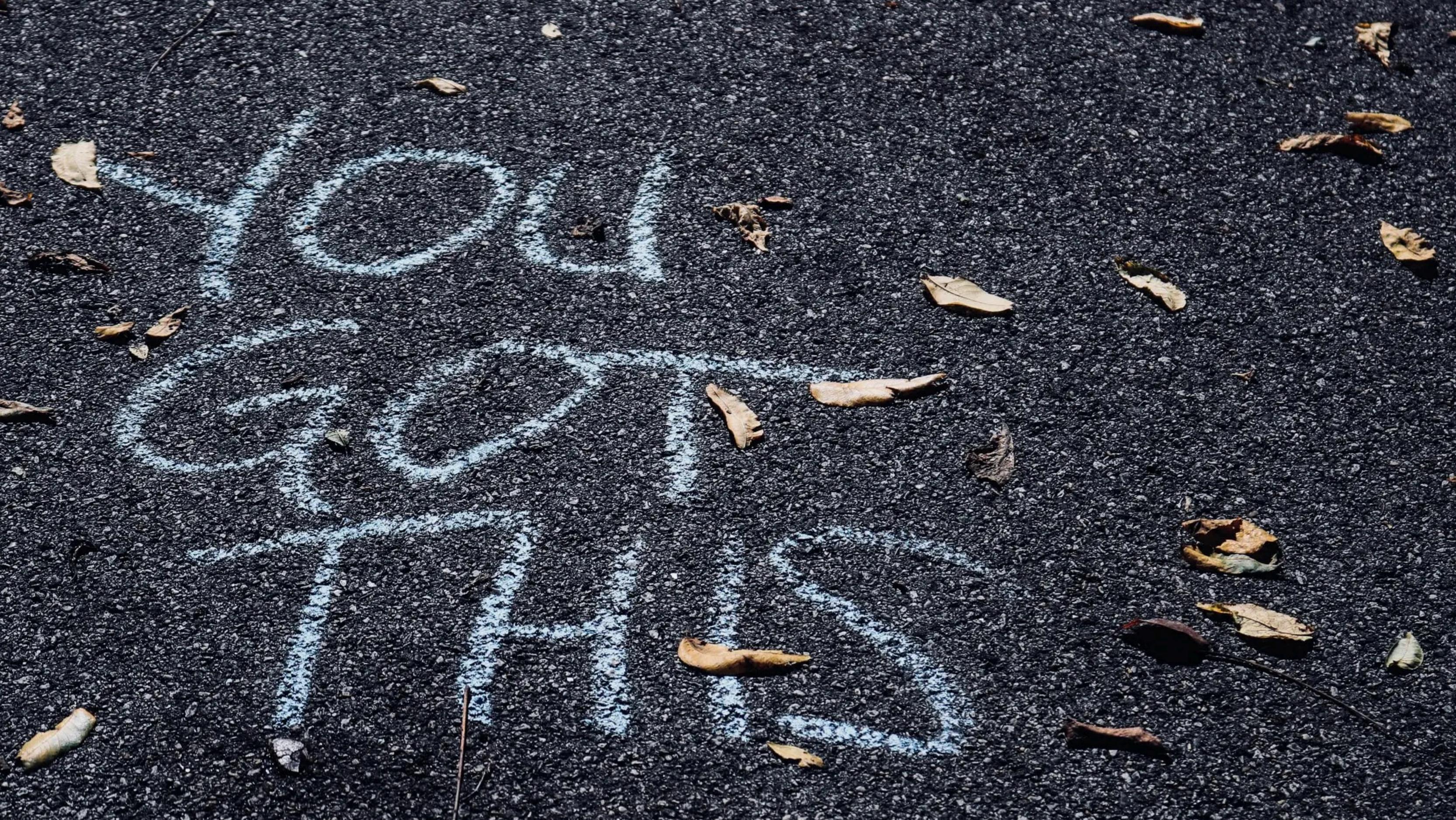


# Your Growth

- Learn new skills
- Network, Network, Network
- Be creative in finding opportunities internally.
- Know where the business is going.



**This is Normal**



**Thank you!**

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