



Crafting an effective technical strategy: Business success through targeted investment



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Strategy's simple.

It's a plan to create value.



What is strategy?

~~Goal~~

~~End state~~

~~Aspirations~~

~~Dreams~~

Plan ✨

Strategy components

Good Strategy/Bad Strategy by Richard Rumelt

1

Diagnosis


2

Guiding policy

3

Coherent Actions





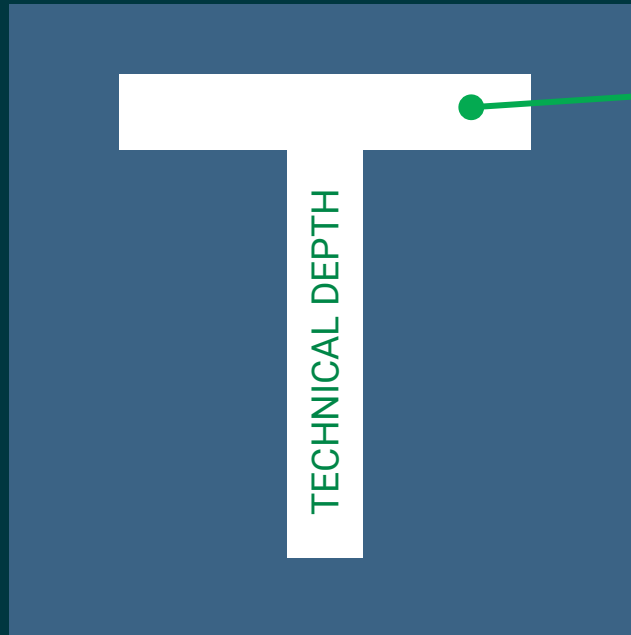
What does it take to
build a good **technical**
strategy?



It starts with
understanding
your business
strategy.

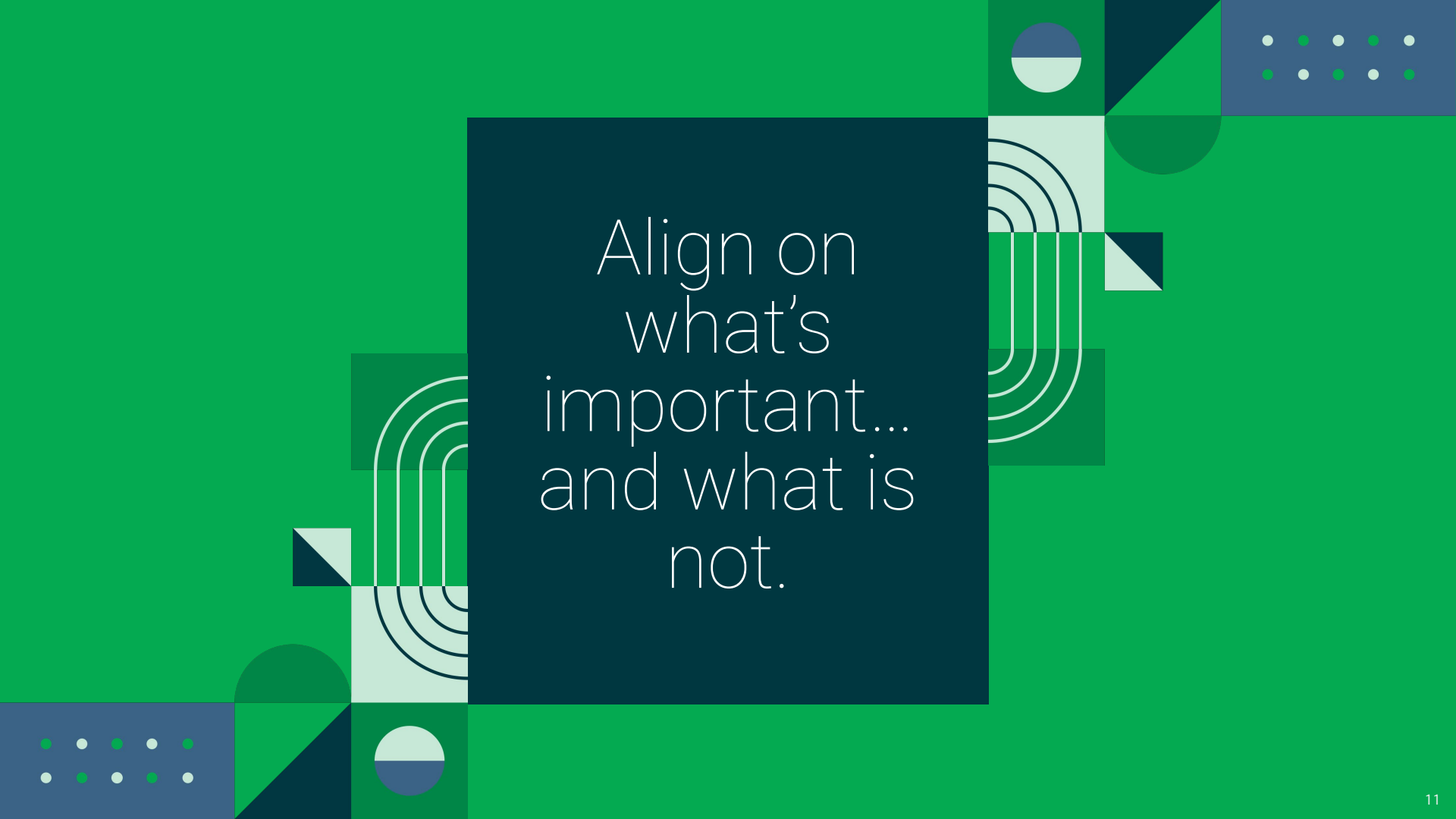
Things to avoid:
**Betting on *precise*
business outcomes**

The importance of depth and breadth in strategic decision making



MANAGEMENT
PRODUCT MANAGEMENT
SALES
CUSTOMER SUCCESS
FINANCE
ACCOUNTING
LEGAL

Things to avoid:
Talking "Tech Debt"



Align on
what's
important...
and what is
not.

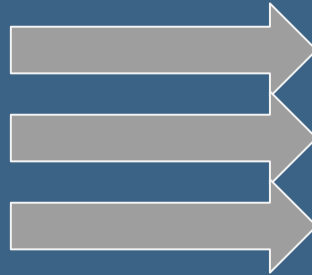
Things to avoid:

**Too much emphasis on
localized throughput**

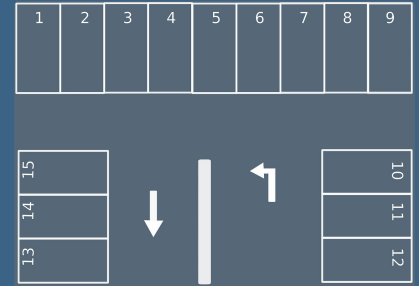
How to drive specific outcomes



INVEST



ALIGN



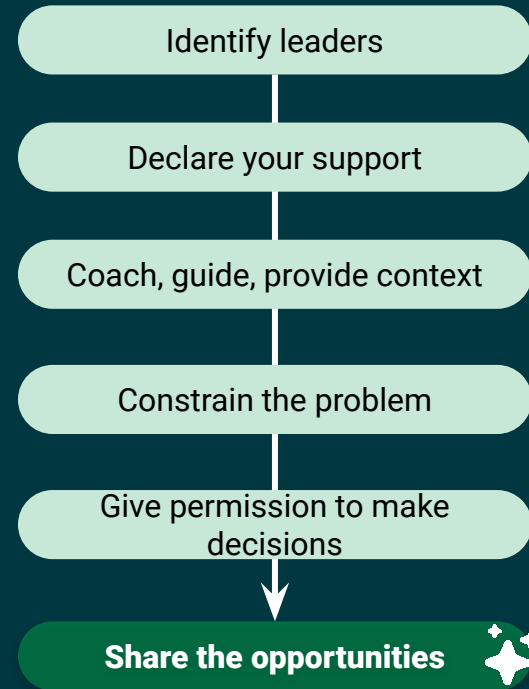
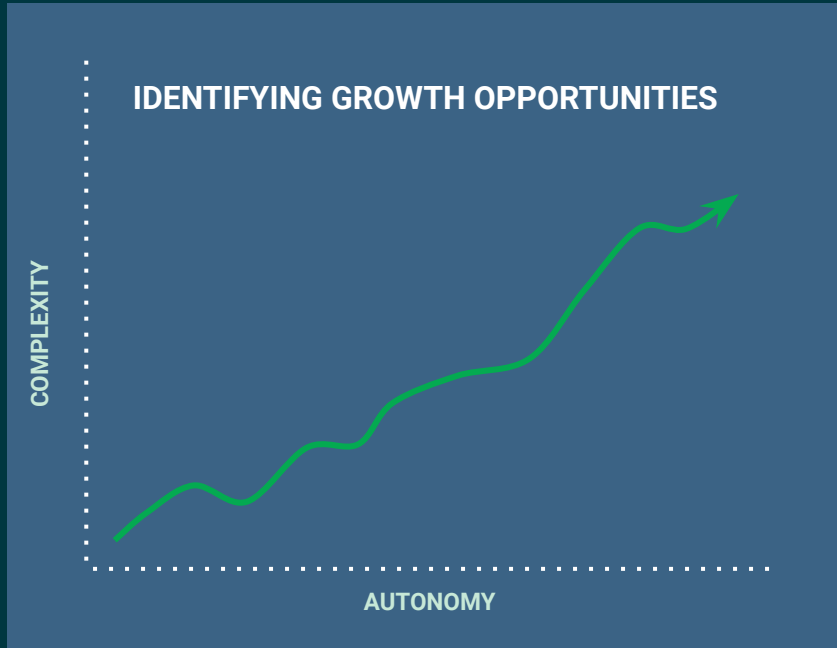
PARK



Invest in
your team.

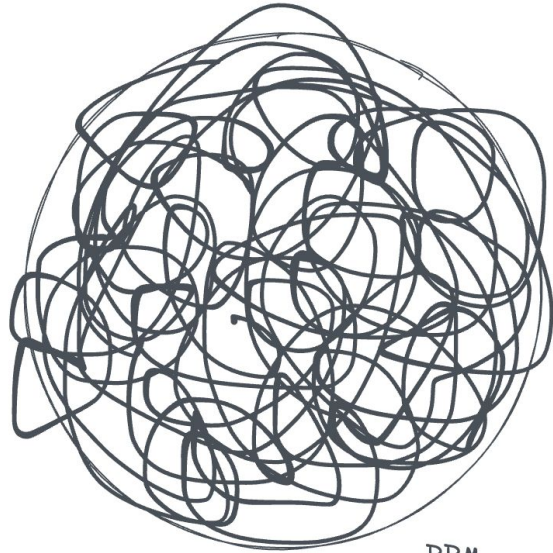
Things to avoid:
**Confusion about
empowerment**

How to grow strategic leaders

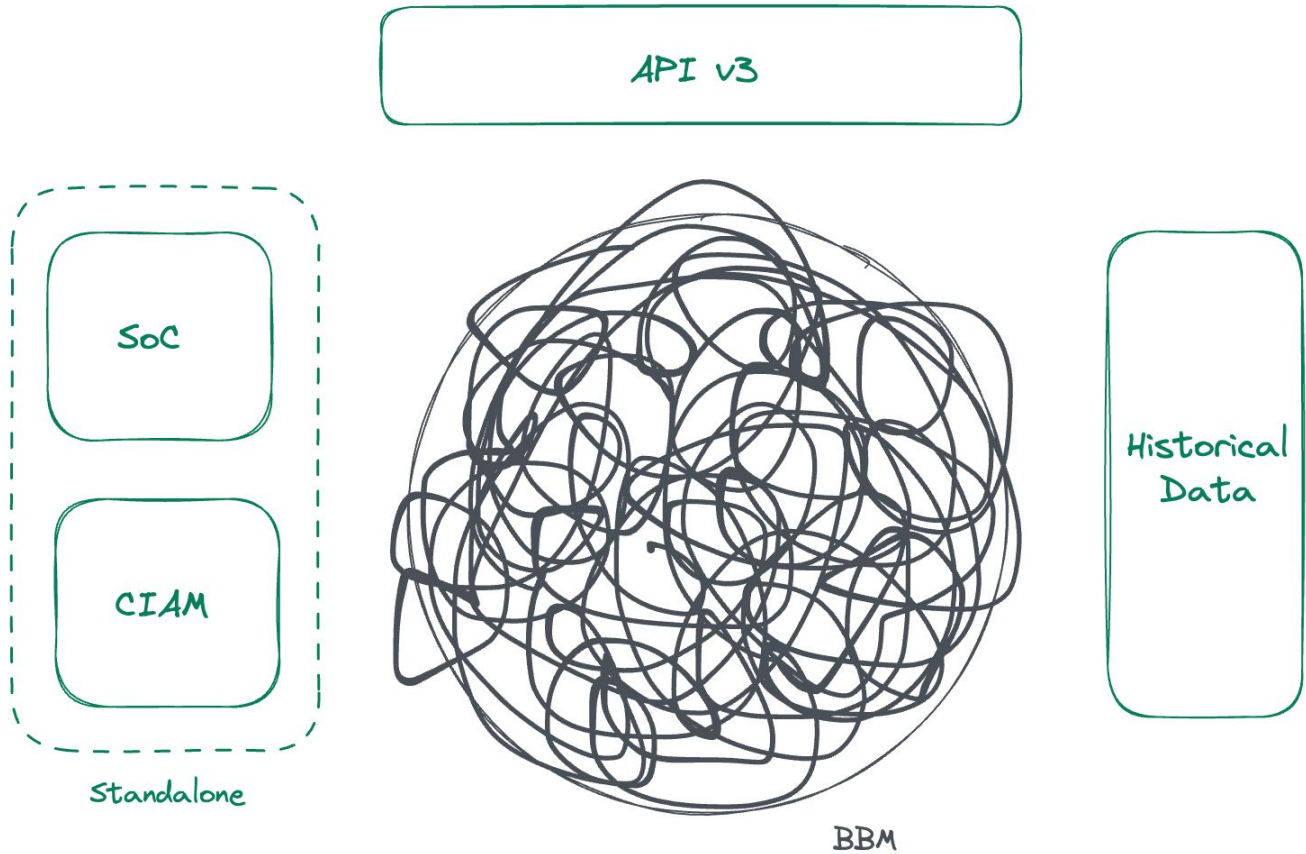


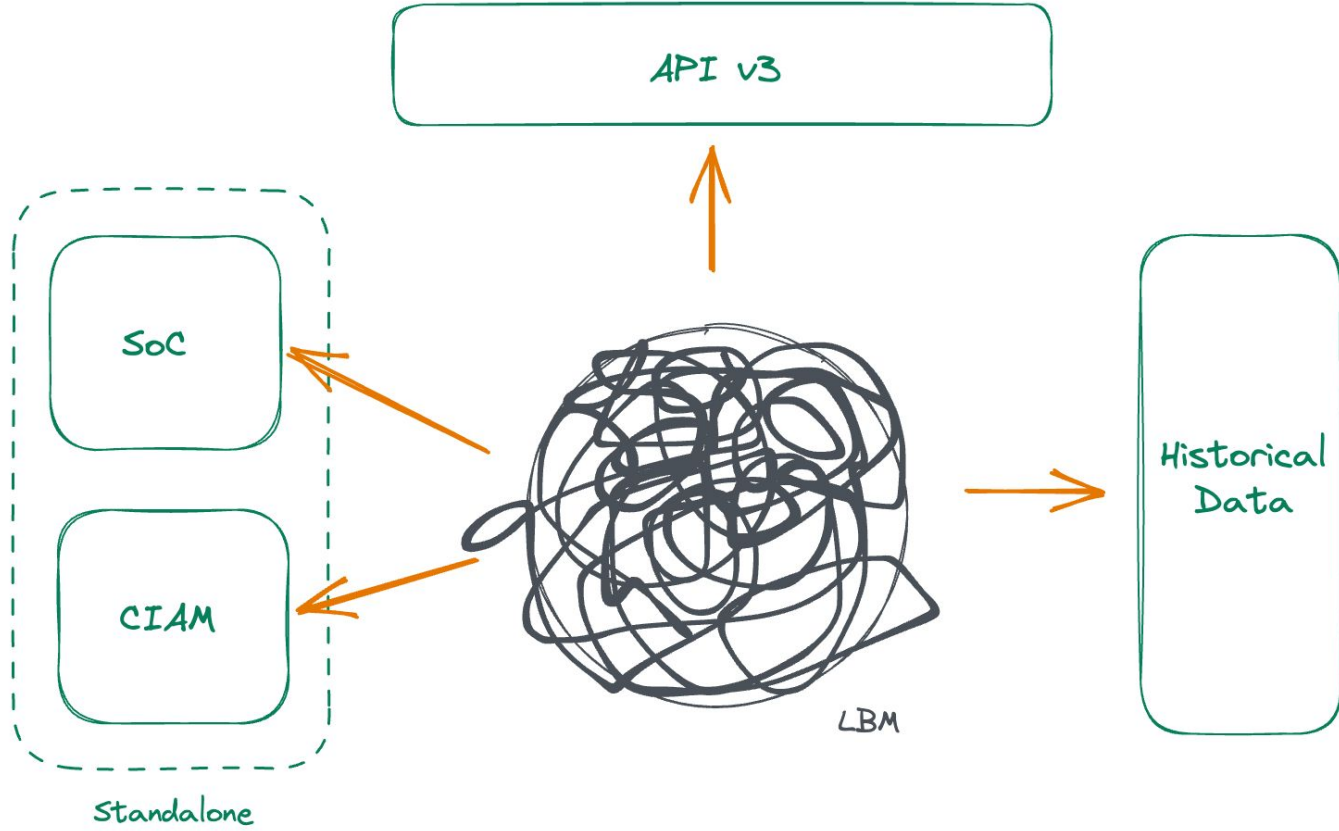


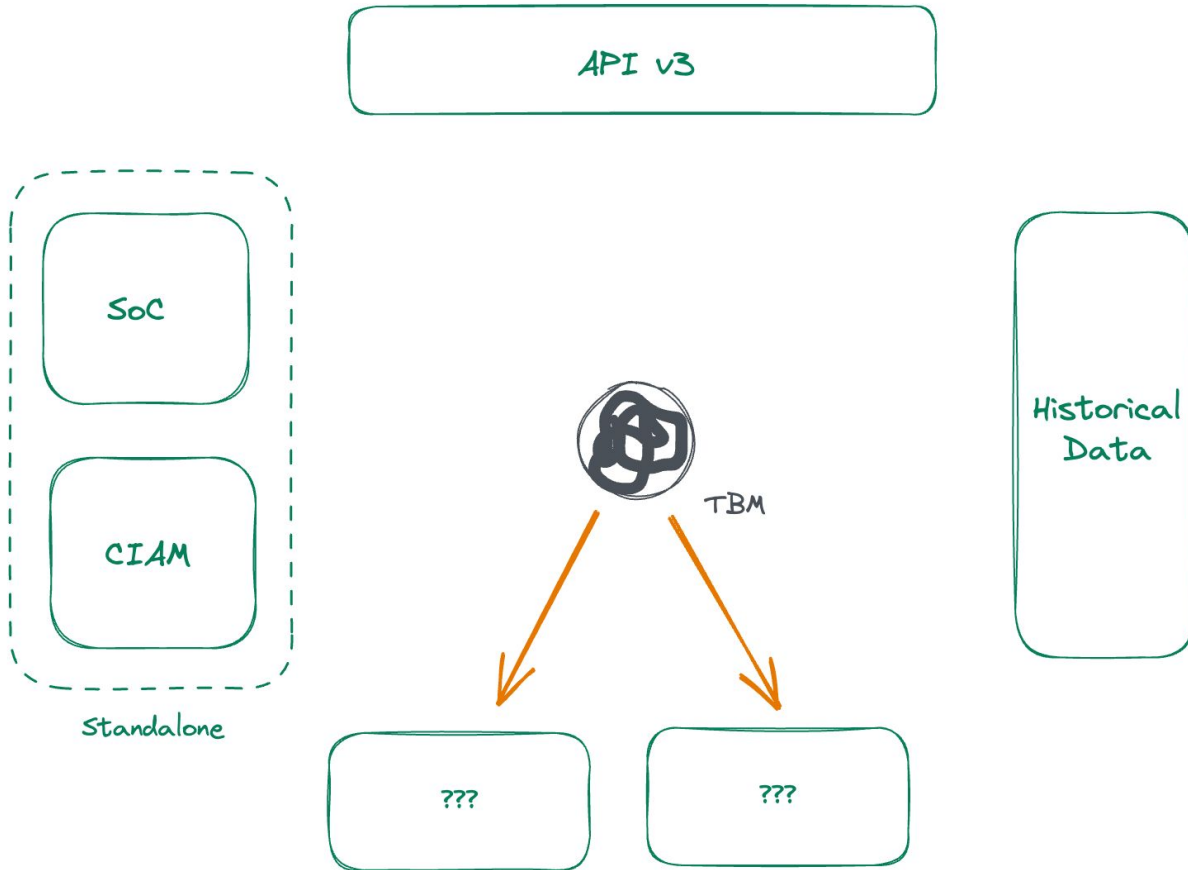
Put it into
practice.



BBM









Thank you

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