

Drive product gaps as an engineering leader.



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INVISIBLE

The Operations Innovation Company

What does an engineering
leader *even* do?



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We do a lot of *everything*.

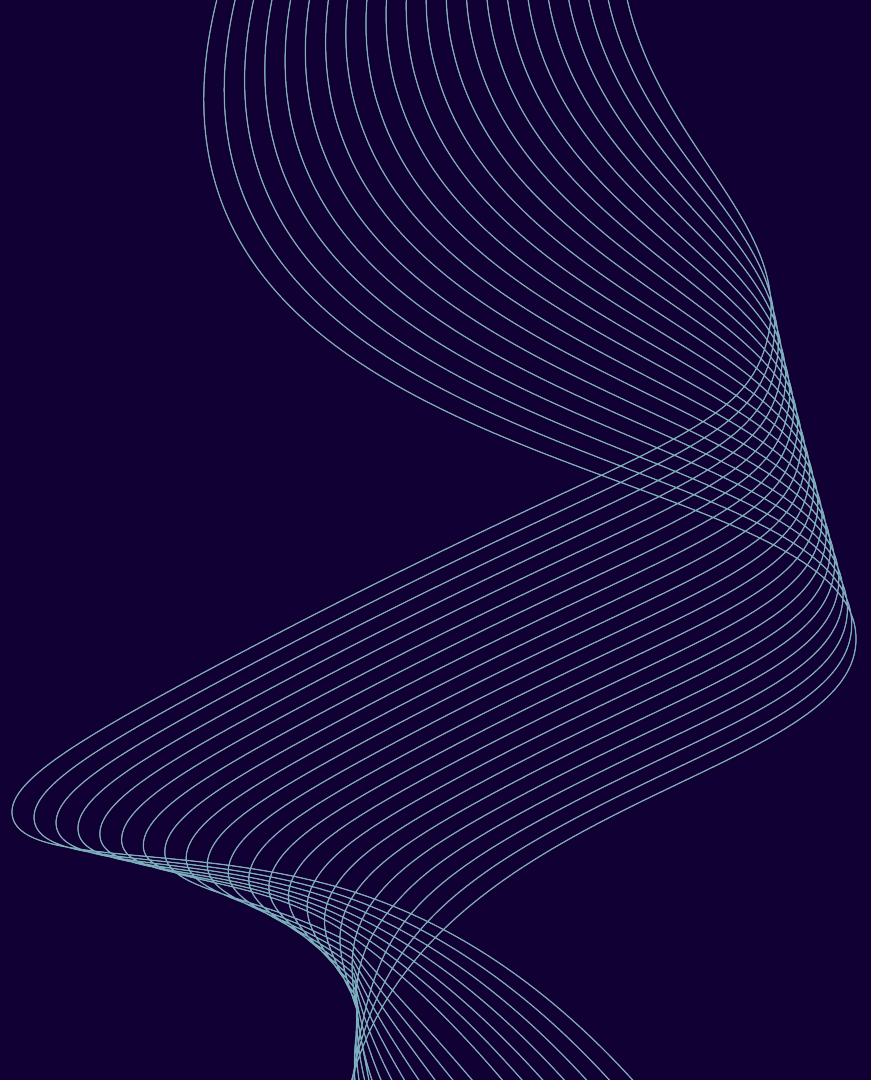
We guide teams to build software that
solves a problem.

Have you ever felt like you
were building the **wrong**
thing?



Scenario #1

You don't have a
product manager.



You don't have a product manager.

Cut the noise, get close to your customer.

Establish relationships, internally and externally. Find good connections across the organization, and keep them up. Engage with the company. Ask questions.

Focus on something.

You can't solve everything. Find something bite size, and high impact. Drill in. Don't take every request that falls into your lap. Expect to be pulled in different directions.

Combine your technical goals.

Use your inside knowledge of the tech to kill 2 birds with 1 stone. Highlight what features are blocked by technical limitations.



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Scenario #2

You disagree with your
product manager.



You disagree with your product manager.

Be apart of the process.

Stay close to the SDLC process. Have open dialogue with your triad structure. Start with small feedback, make it the norm. Ask questions!!

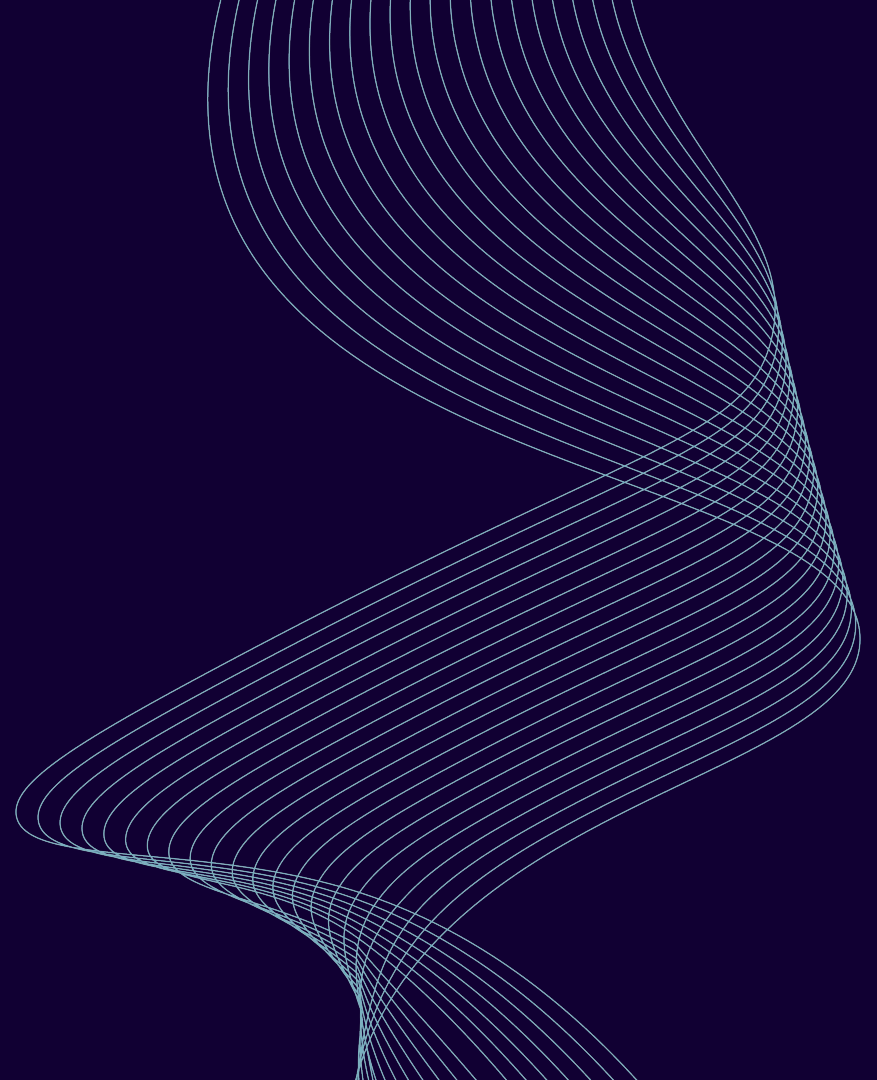
Communicate and Escalate.

When nothing else works, speak up. Remember you might be wrong but you might be right, don't make it personal. Push for incremental changes.



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Scenario #3
You have an idea.



You have an idea.

Pitch, Pitch, and Pitch.

Share your idea, upwards, sideways, cross wide. Align it to company goals.

Do your research.

Find data points to back your idea. Market research, competitors, etc. Prove your hunch. Ask questions!!

Target a MVP.

Build something light weight that showcases the idea, proves the concept.



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What you can do?

The product is yours too. You can and should have impact. You and your teams are more than code monkeys. **BE CURIOUS.**

Make Connections

- Your Product Manager
- Executives / Leaders
- Cross Org Collab
- Clients/Customers

Communicate

- Stand up, say no.
- Voice your opinions
- Talk to anyone who listens

Harness MVP Mindset

- Encourage iterative building
- Test the market
- Use MVPs to back you up

Thank You LeadDev!



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Interested in working
at or with Invisible?