

What's My Job Again?

By Cate Huston

With illustrations by Joe Groove









What Can We Learn?

- **Get strategic**
- **Build your squad**
- **Restore resilience**



Get Strategic



“A good strategy is a hypothesis of what will work based on functional knowledge and your knowledge of your own business – this is a crucial insight. Many people find success in one area, and then fail in the next because they apply the same strategy in a different context.

Good strategy is only good in context.”

–Richard Rumelt, Good Strategy/Bad Strategy





Many writers on strategy seem to suggest that the more dynamic the situation, the further ahead a leader must look. This is illogical. **The more dynamic the situation, the poorer your foresight will be.** Therefore, the more uncertain and dynamic the situation, the more proximate a strategic objective must be. The proximate objective is guided by forecasts of the future, but the more uncertain the future, the more its essential logic is that of “taking a strong position and creating options,” not of looking far ahead.

~Richard Rumelt, Good Strategy/Bad Strategy





- **Time**
- **Context**
- **Direction**
- **Expertise**







Smol.
blu.
moves?
Dat looks
like :)
How did
I get here!
I have no





- **Time**
- **Context**
- **Direction**
- **Expertise**



- **Time**
- **Context**
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Product Strategy





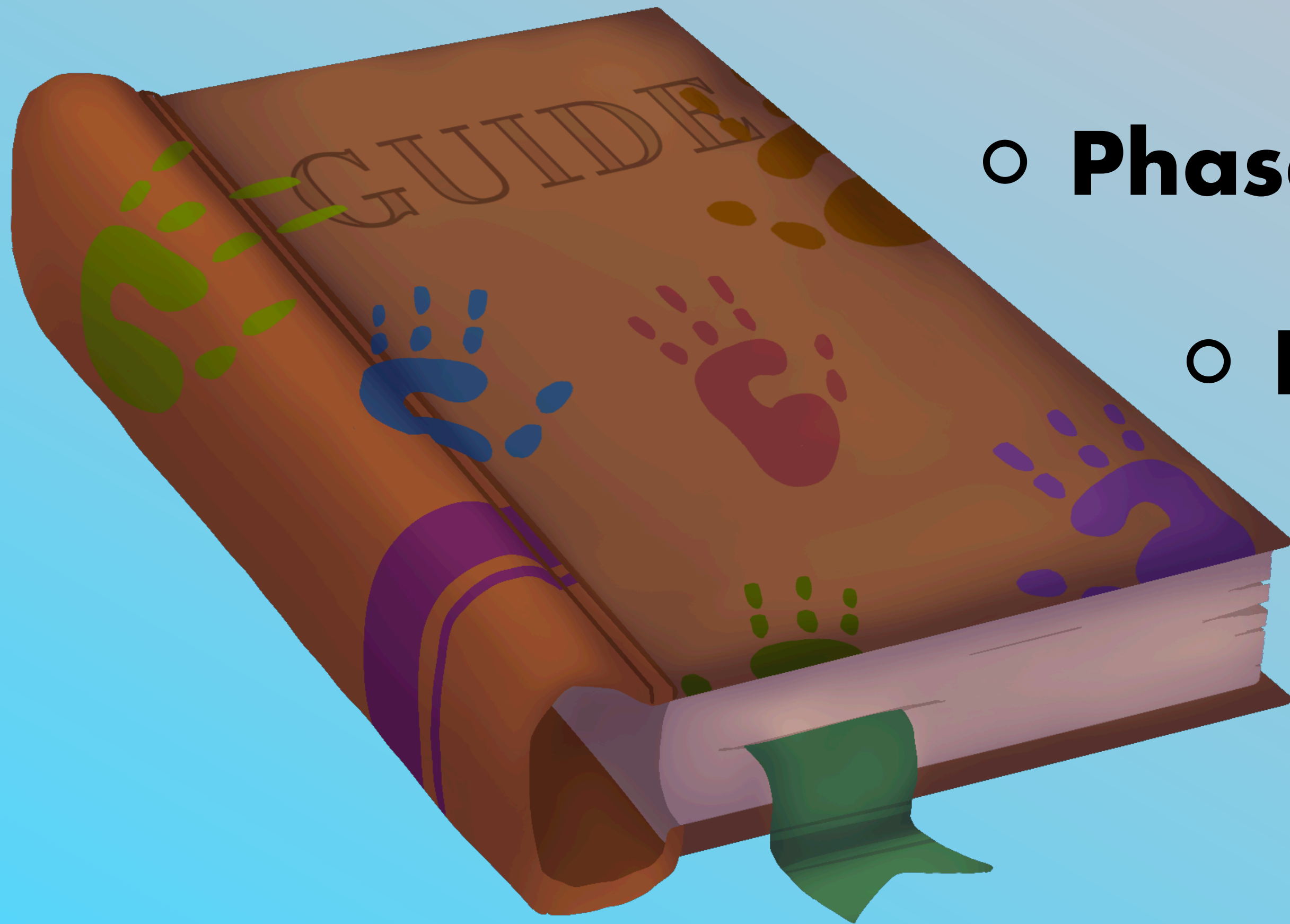


Technical Strategy



Technical Strategy

- **Phase 1: Assess and De-risk**
- **Phase 2: Core Implementation**
- **Phase 3: Enablement**







Build Your Squad



Leadership Styles



Affiliative



Coaching



Democratic

Authoritative



Coercive



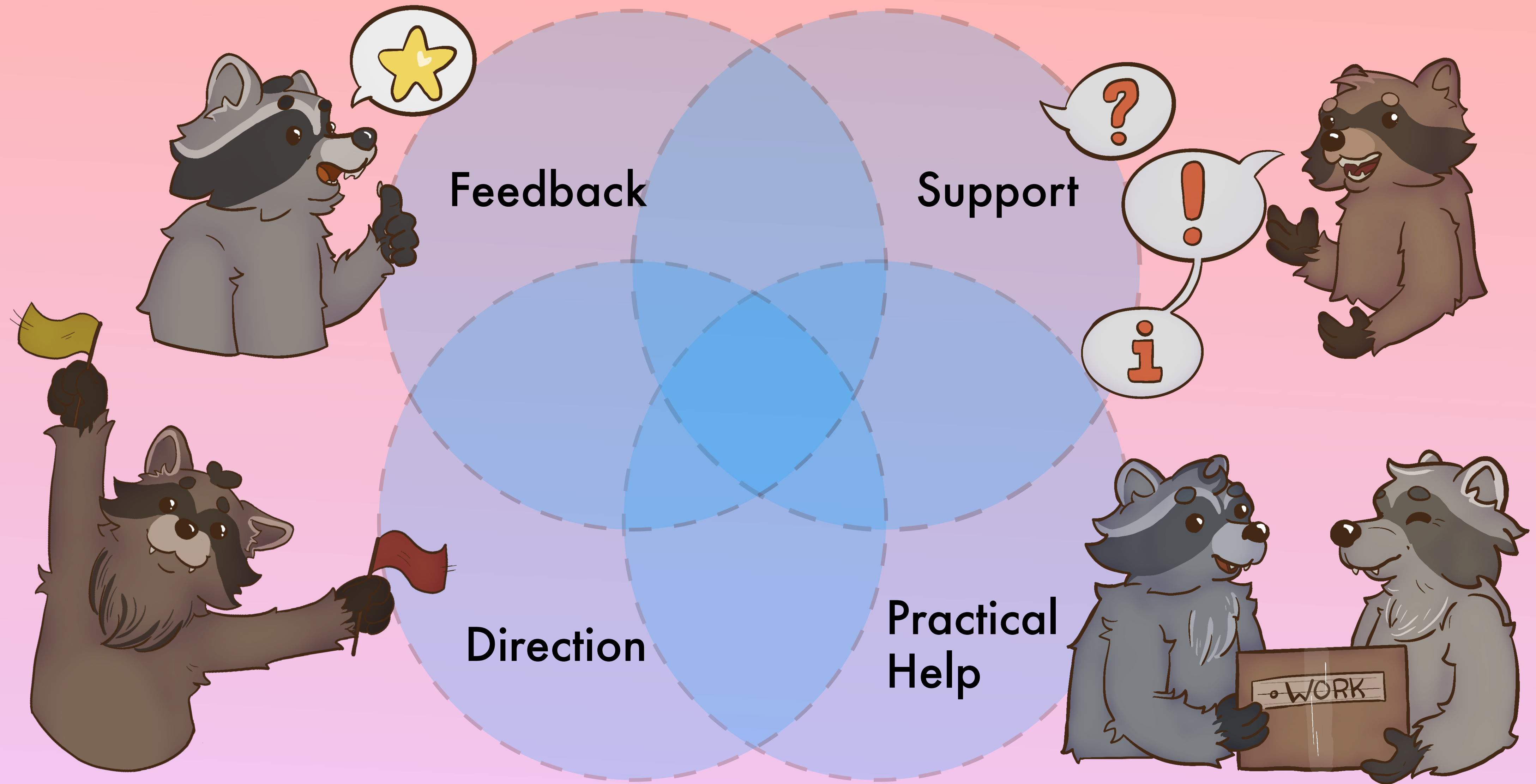
Pacesetting



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Components of Management

**When Your Job Gets Harder:
Make a friend**



Restoring

Resilience



The trap of being useful



A Story about Dave



A Story about Dave





Toronto Raccoon

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All about Cate

- Building Native Applications @ DuckDuckGo
- Advisor @ Glowforge & Twill
- Book: **The Engineering Leader (O'Reilly)**
- LinkedIn: <https://www.linkedin.com/in/catehuston/>
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Thank you so much for
watching,
I'm Joe Groove and I did all the illustrations.
Interested in my work?
Check me out on **Bluesky**
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