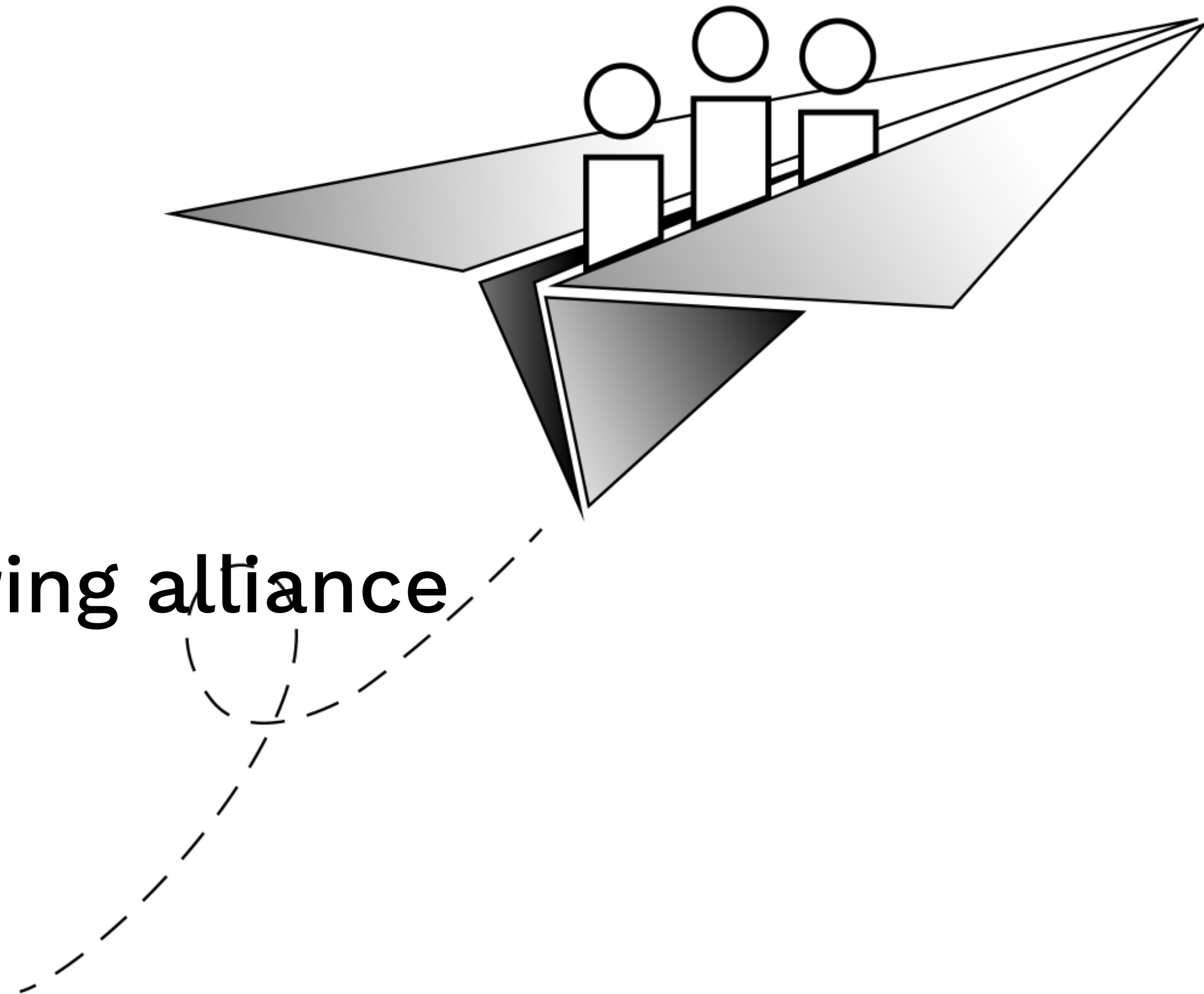


From Friction to Function

Strengthening the product-engineering alliance



Kevin Goldsmith, October 2025

Engineering and Product Alignment is Critical

When Product-Engineering Falter

Delivery slips

Quality degrades

Morale declines

Product and Engineering are judged on different metrics

The friction points

Changing priorities without tech input

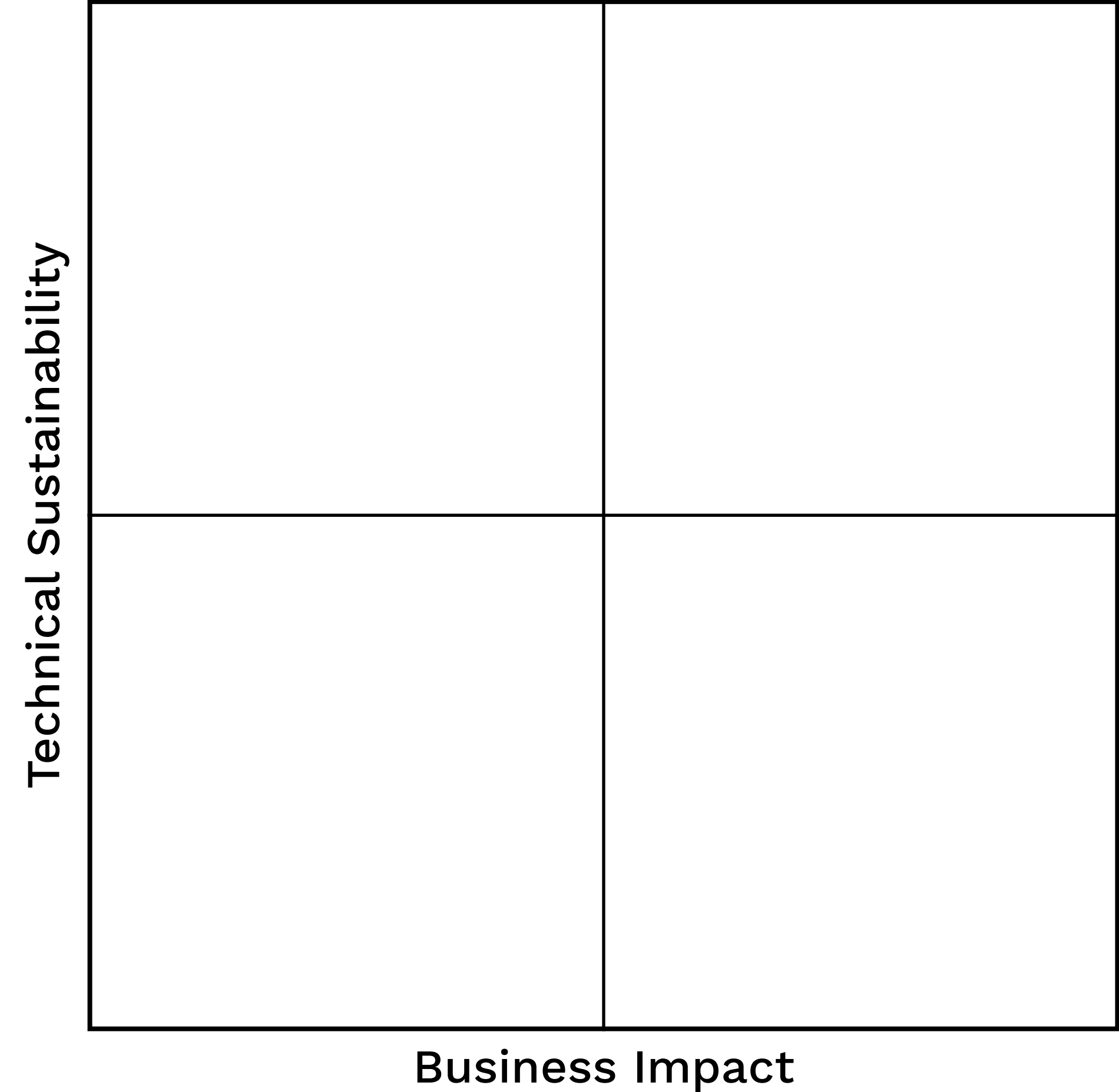
Technical debt deprioritized

Opaque decision-making

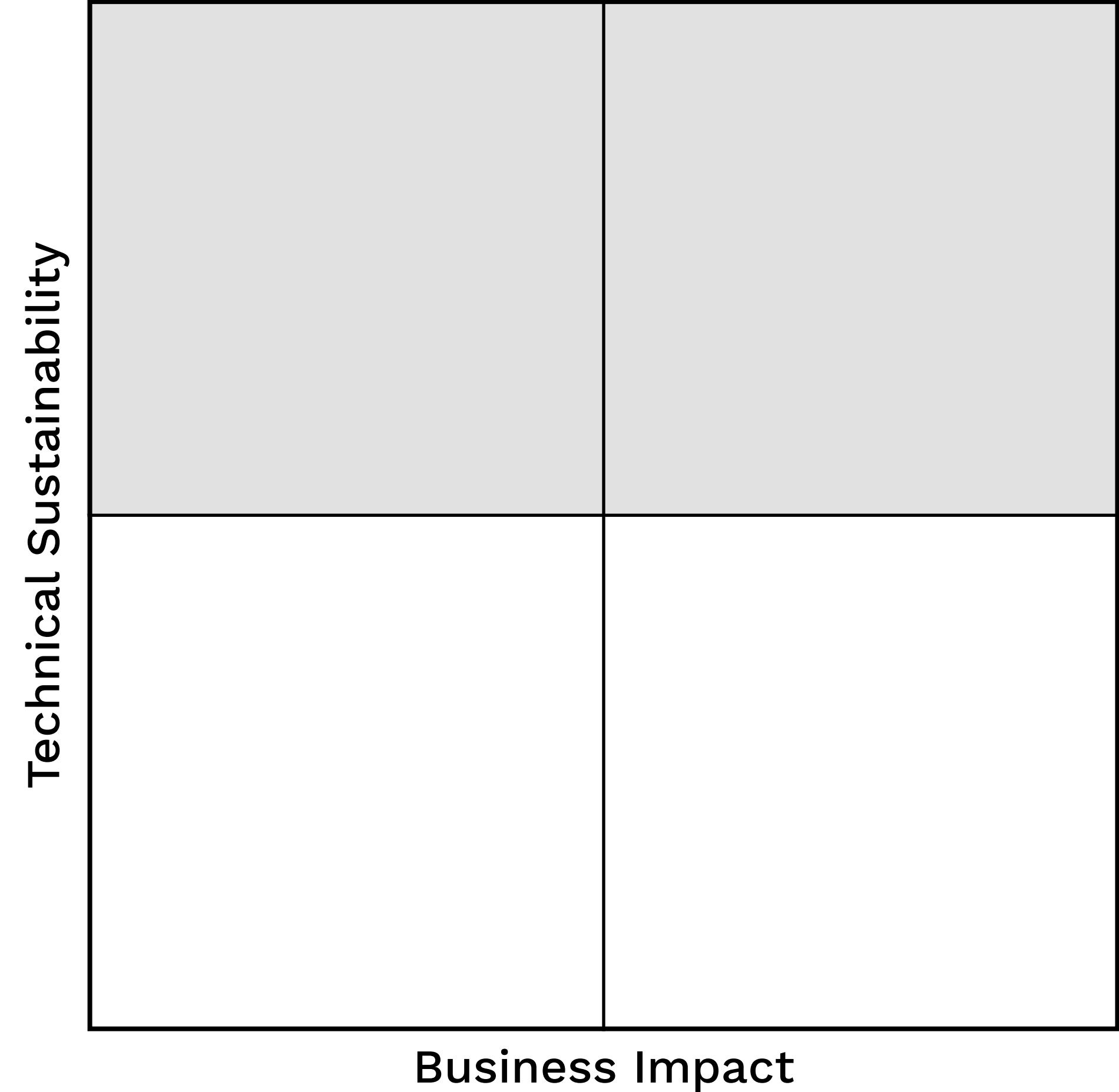
Disconnect between daily work and strategy

Turning Conflict into Partnership

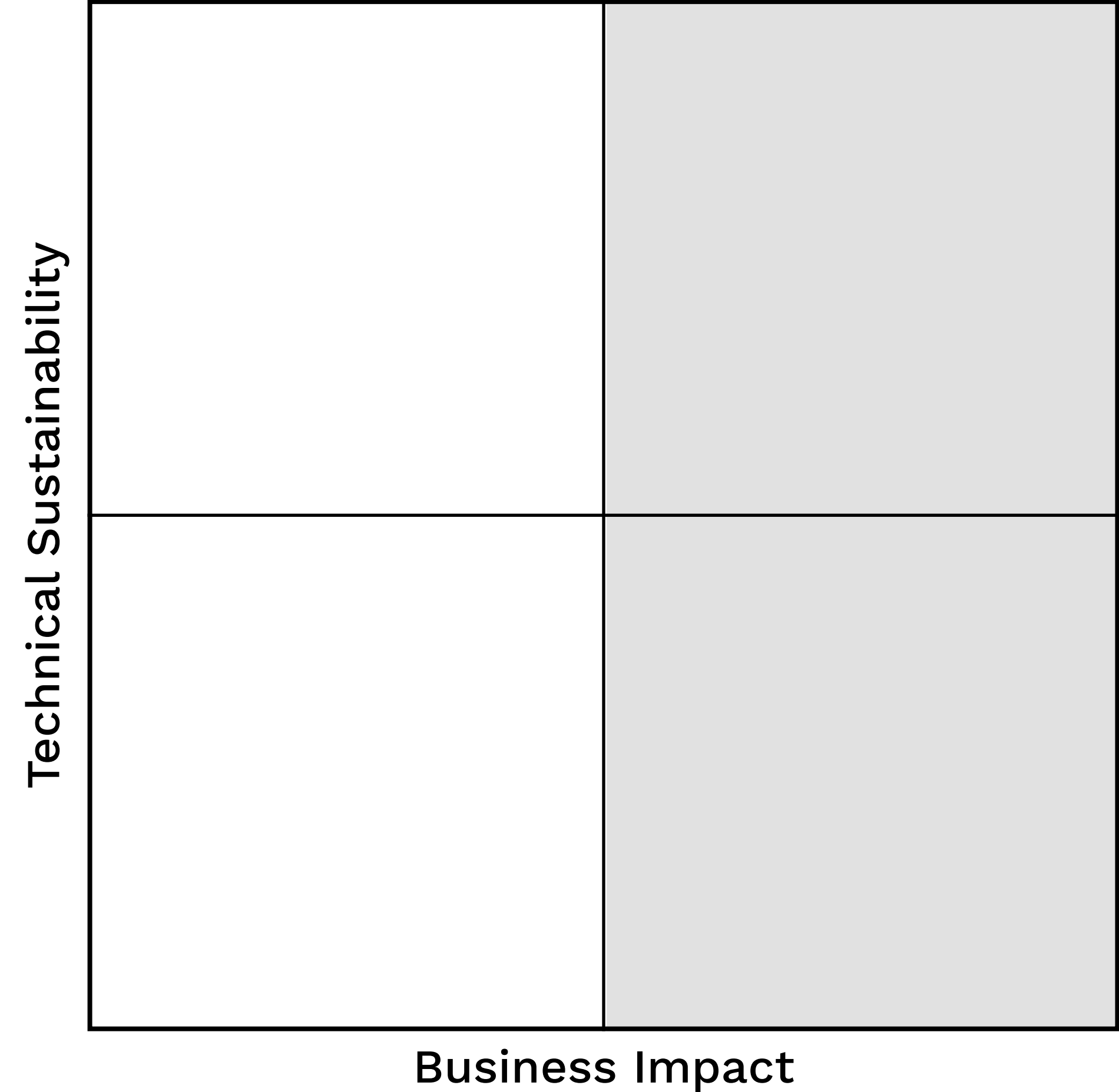
Balanced Prioritization



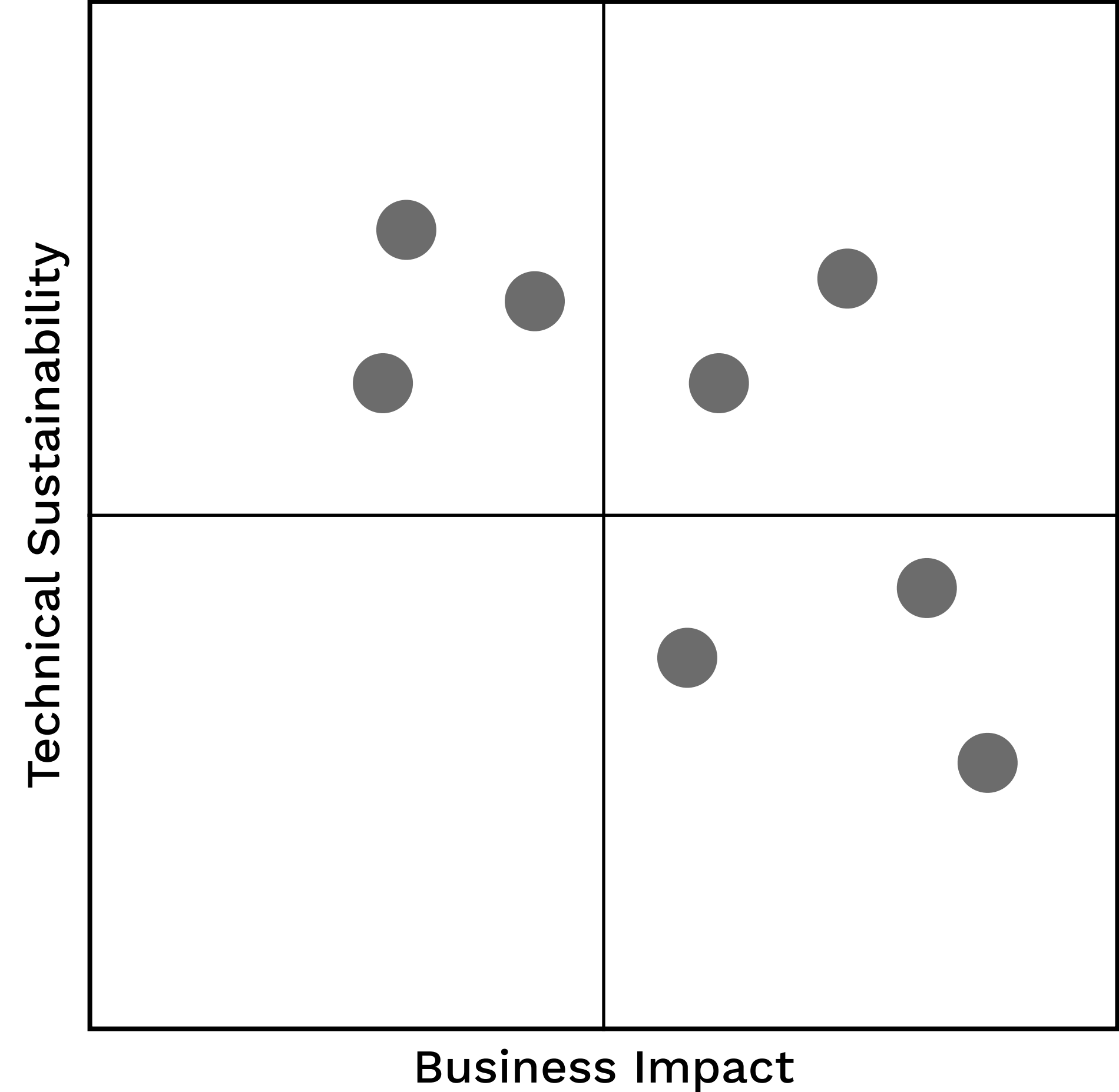
Balanced Prioritization



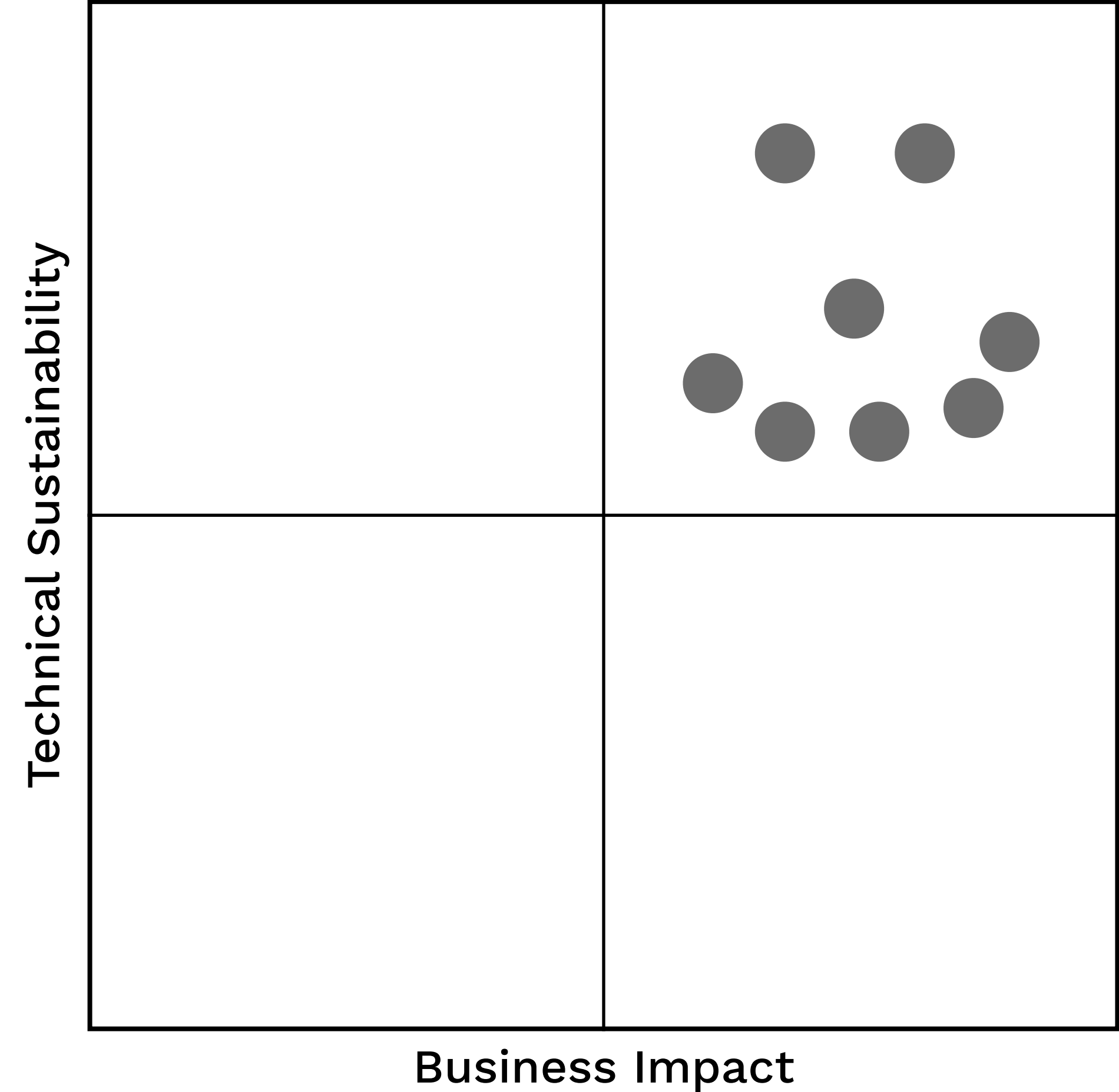
Balanced Prioritization



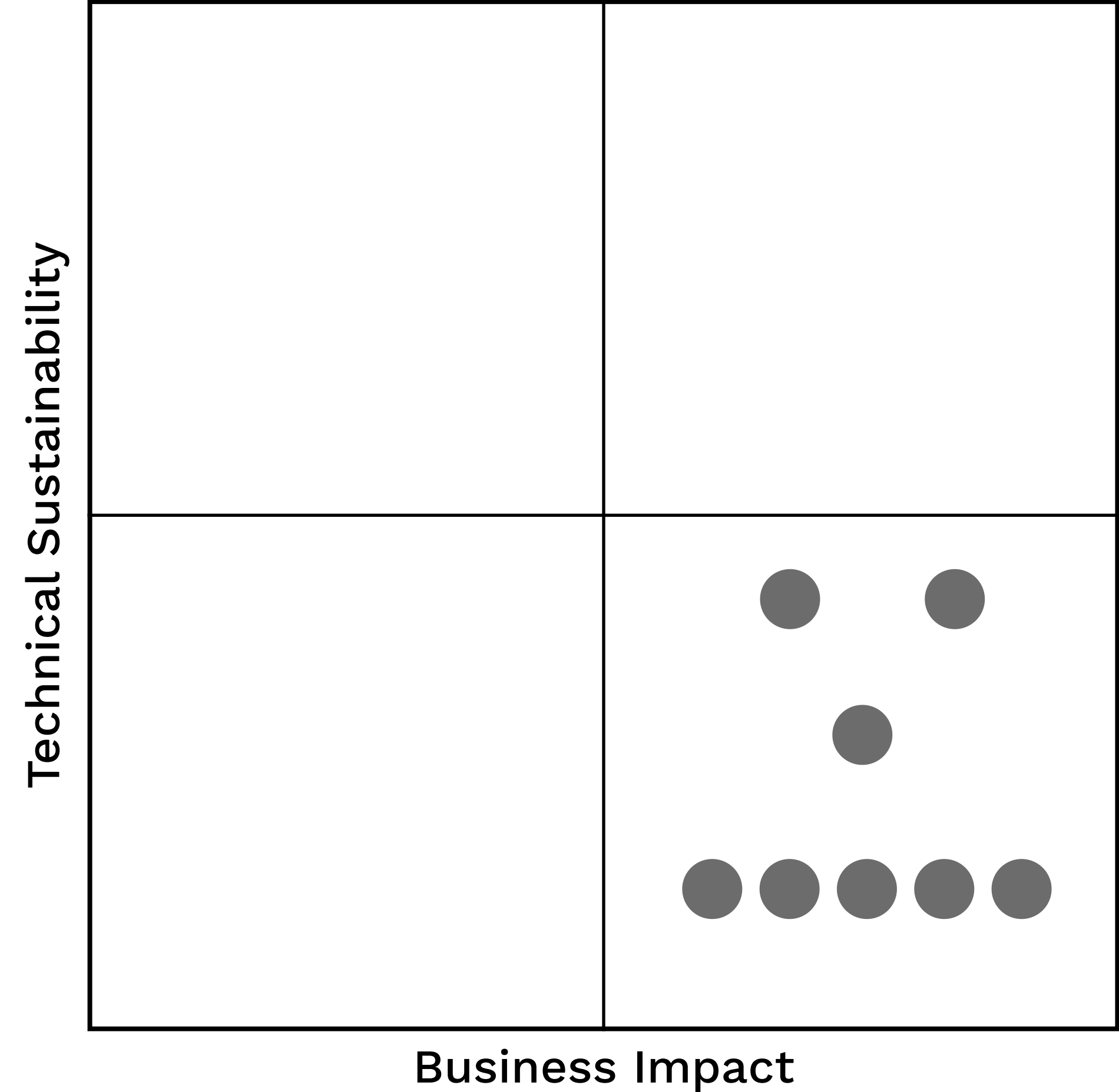
Balanced Prioritization



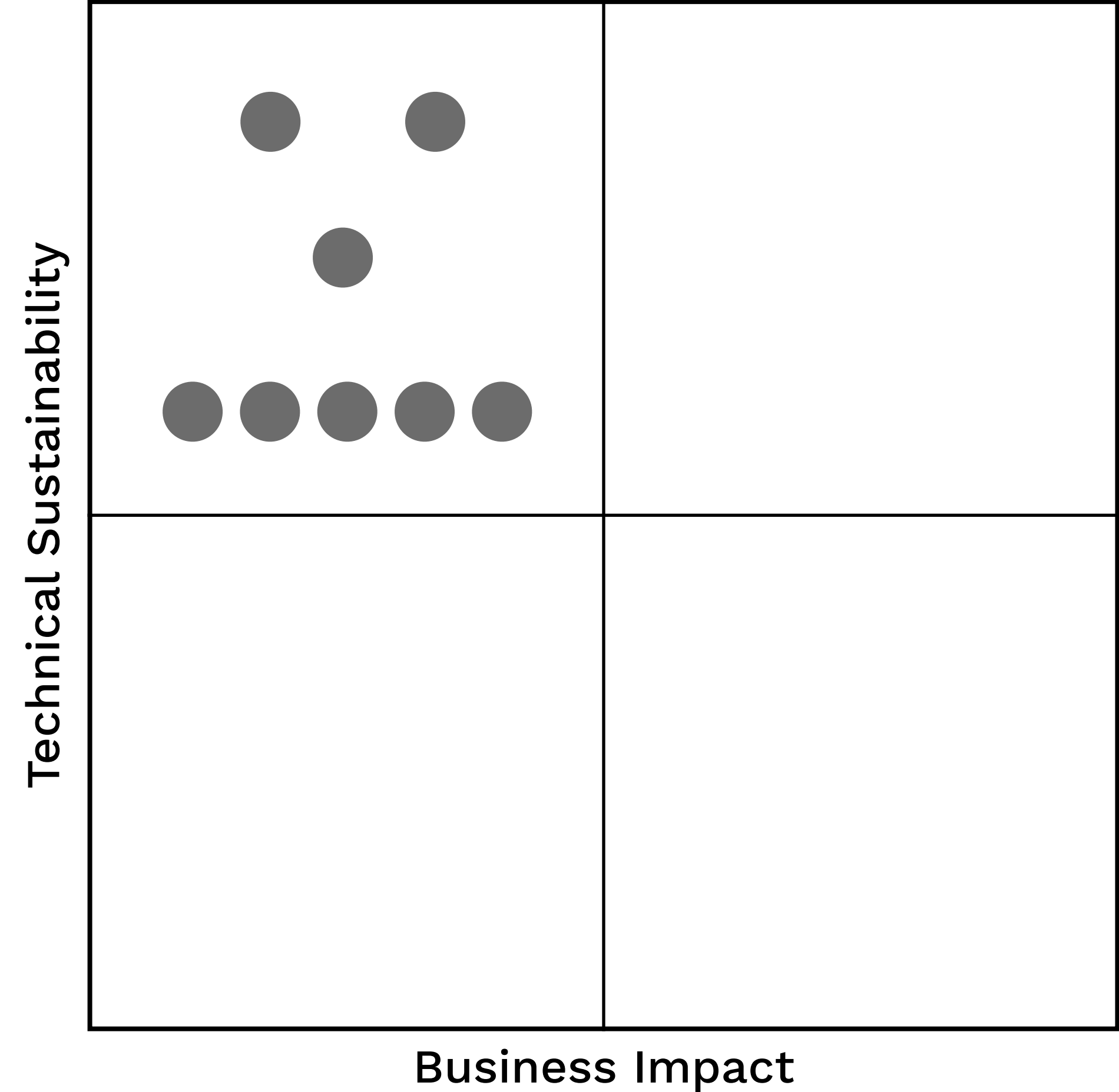
Balanced Prioritization



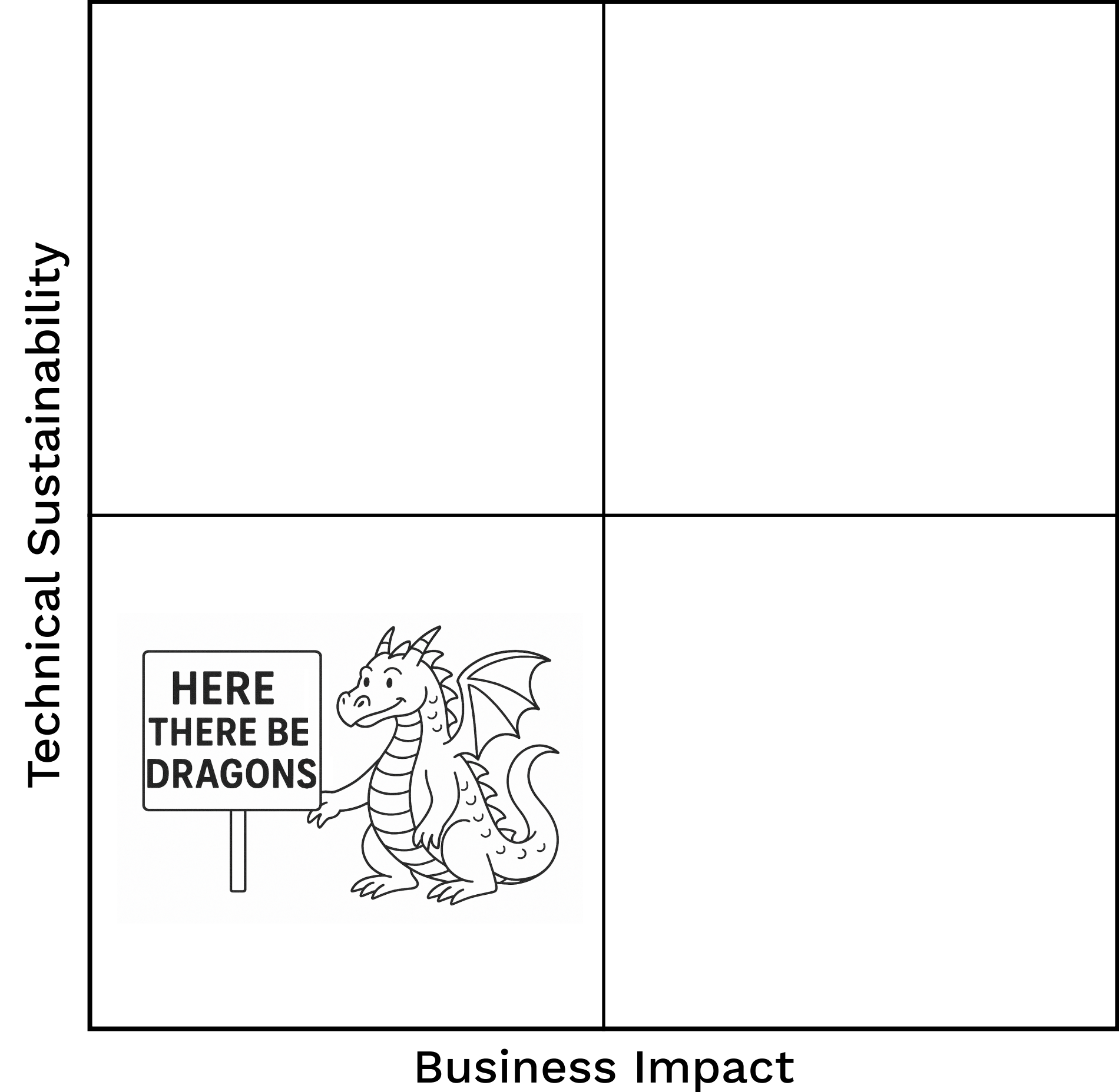
Balanced Prioritization



Balanced Prioritization



Balanced Prioritization



Structured Participation

Translate Technology concerns into Business Impact

Present “cost of delay” for tech debt stories alongside feature estimates

Unite with Metrics

Retention ↔ Reliability

Conversion ↔ Performance

Time-to-Market ↔ Defect Rate

Practices for Partnership

Demand Engineering's Voice in Decision-Making

Regular Alignment Rituals

Transparency in Trade-Offs

Mutual Trust & Coverage

Psychological Safety

More Than Process

Respect and trust between product & engineering leaders is non-negotiable. YOU are a team.

Establish communication patterns that reduce surprises.

Leaders model partnership for their teams.

🦋 @kevingoldsmith.com

🌐 <https://kevingoldsmith.com>

🦋 @nimbleautonomy.bsky.social

🌐 <https://nimbleautonomy.com>

