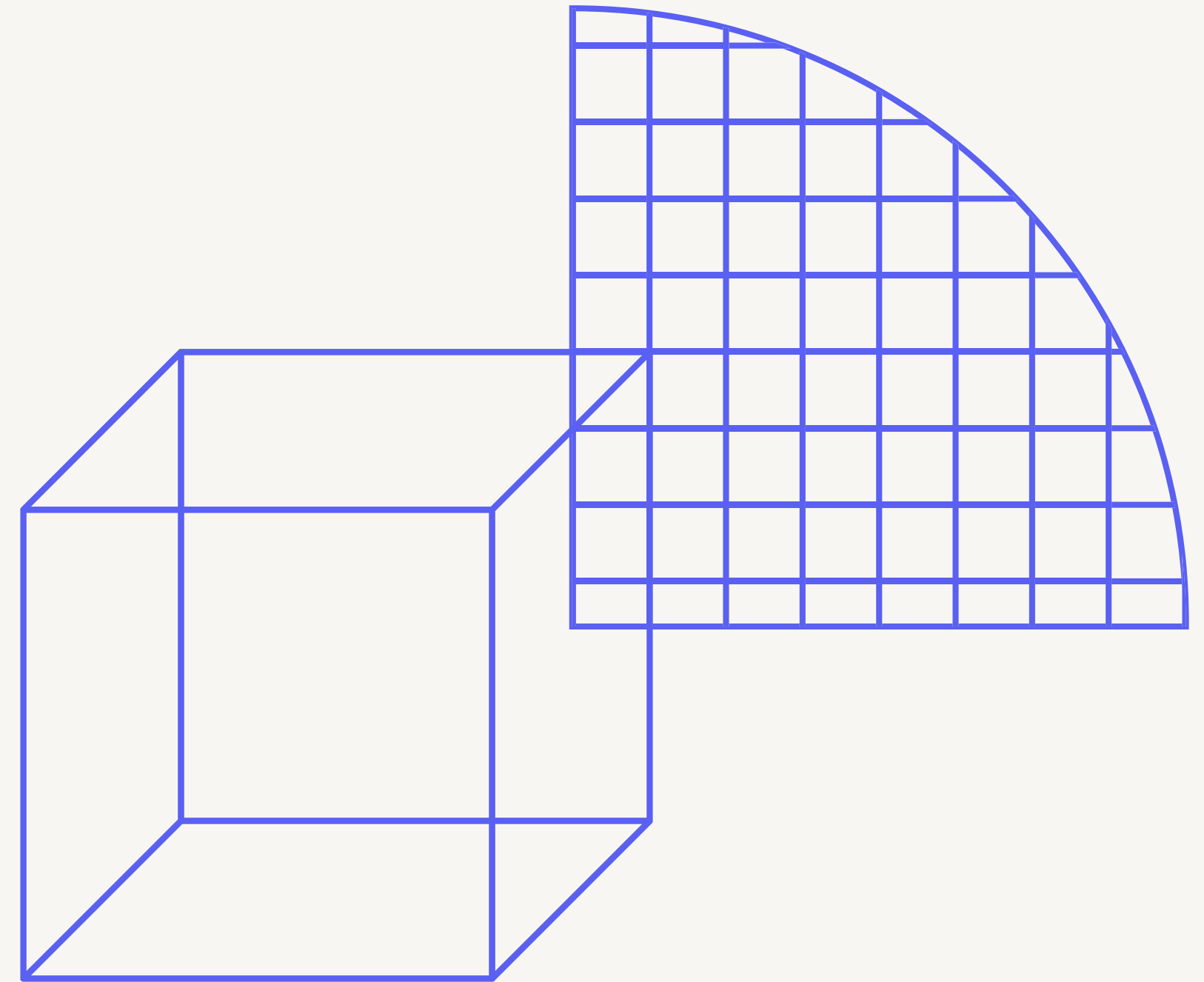




ENGINEERING LEADERSHIP IN 2025

Thriving When Budgets Shrink

LeadDev Berlin 2025



JAMES BARNES

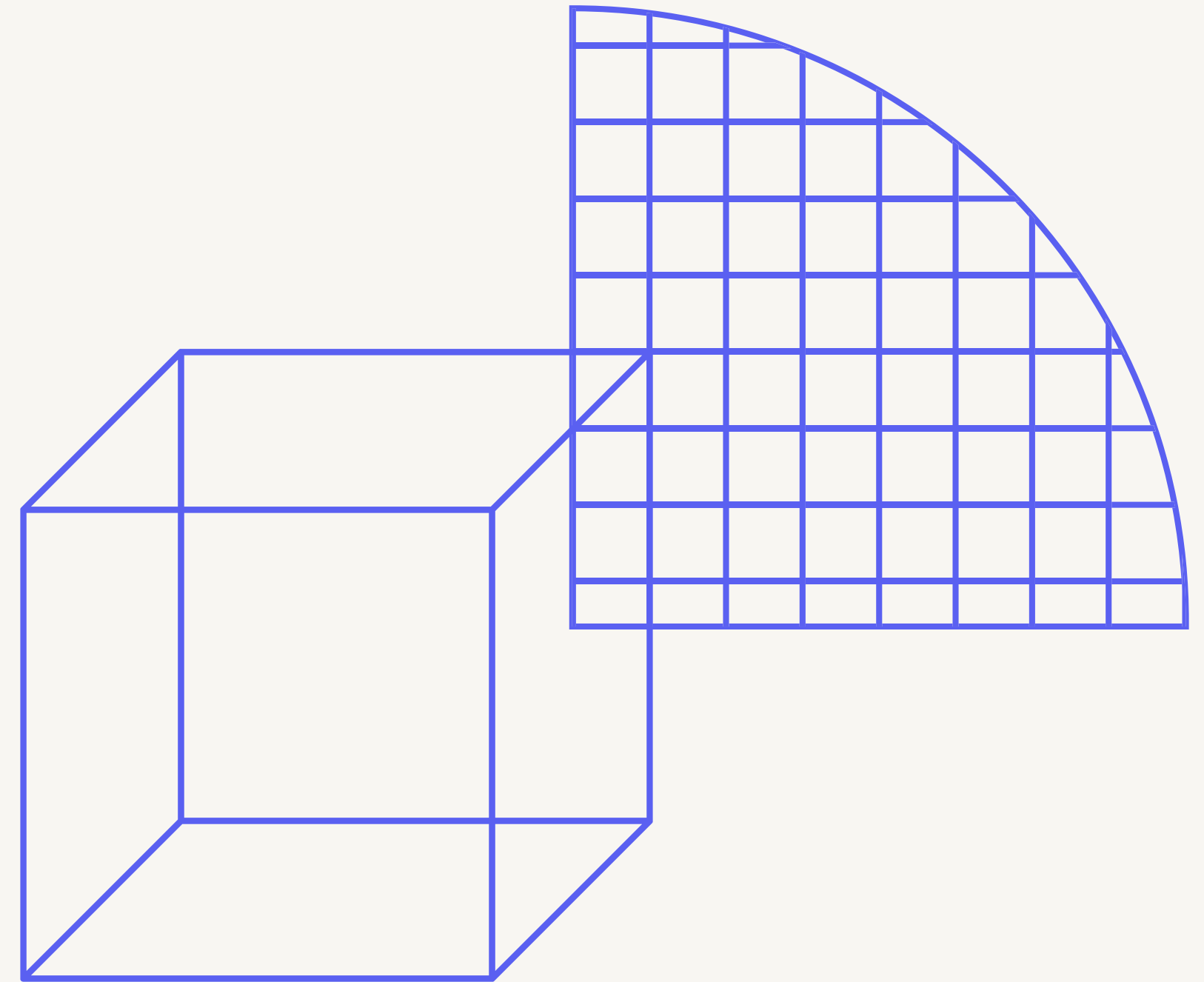
CEO & Founder
StatusCake.com



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Welcome to 2025

 Product wants faster delivery

 The CEO wants innovation, yesterday

 Customers expect flawless performance

 The CFO says - “Do it all, but with less money”

Welcome to 2025

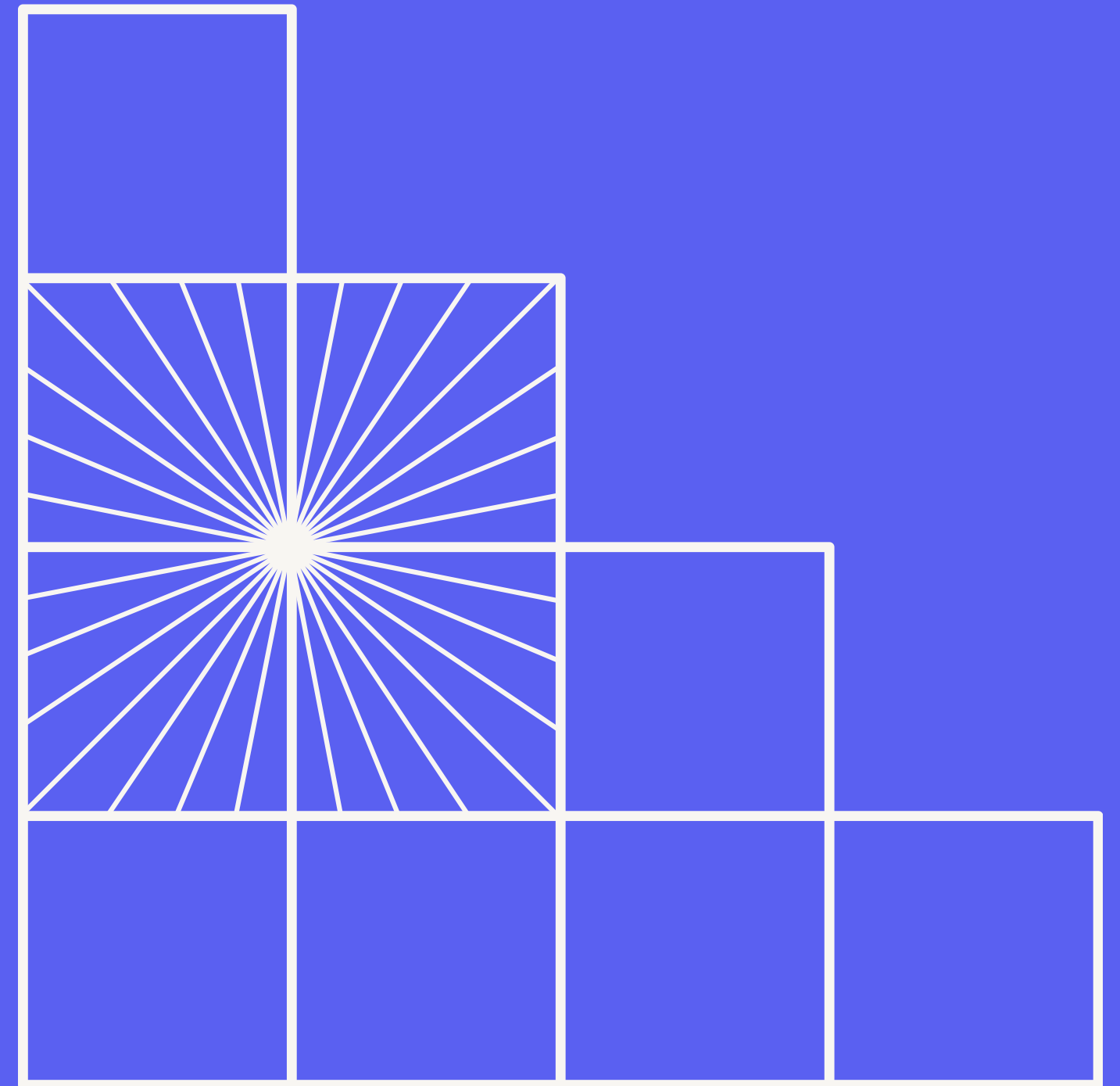
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The Pressure Cooker

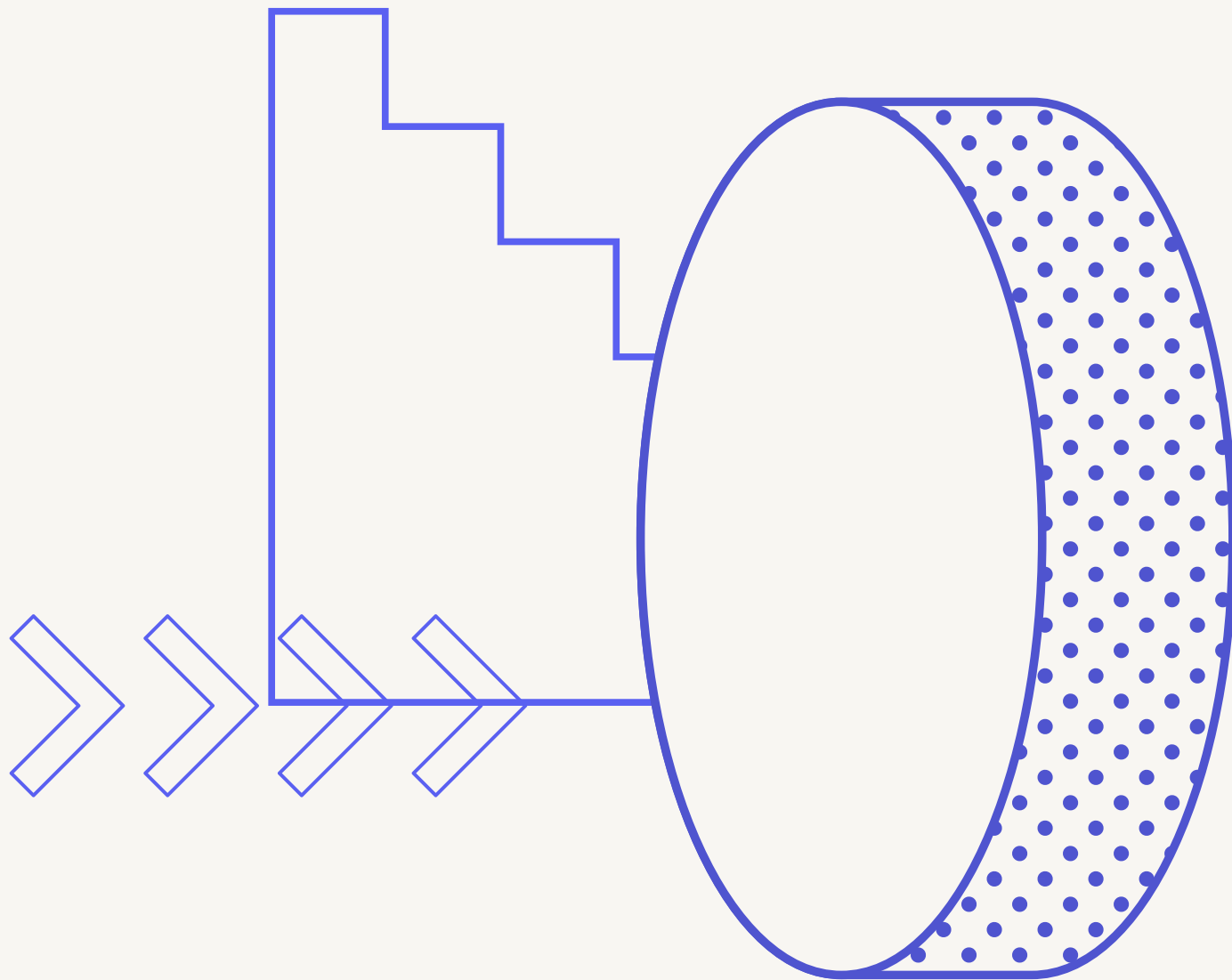


LeadDev Engineering Report 2025

Survey of 600+ Leaders

65%

WORRIED ABOUT A RECESSION

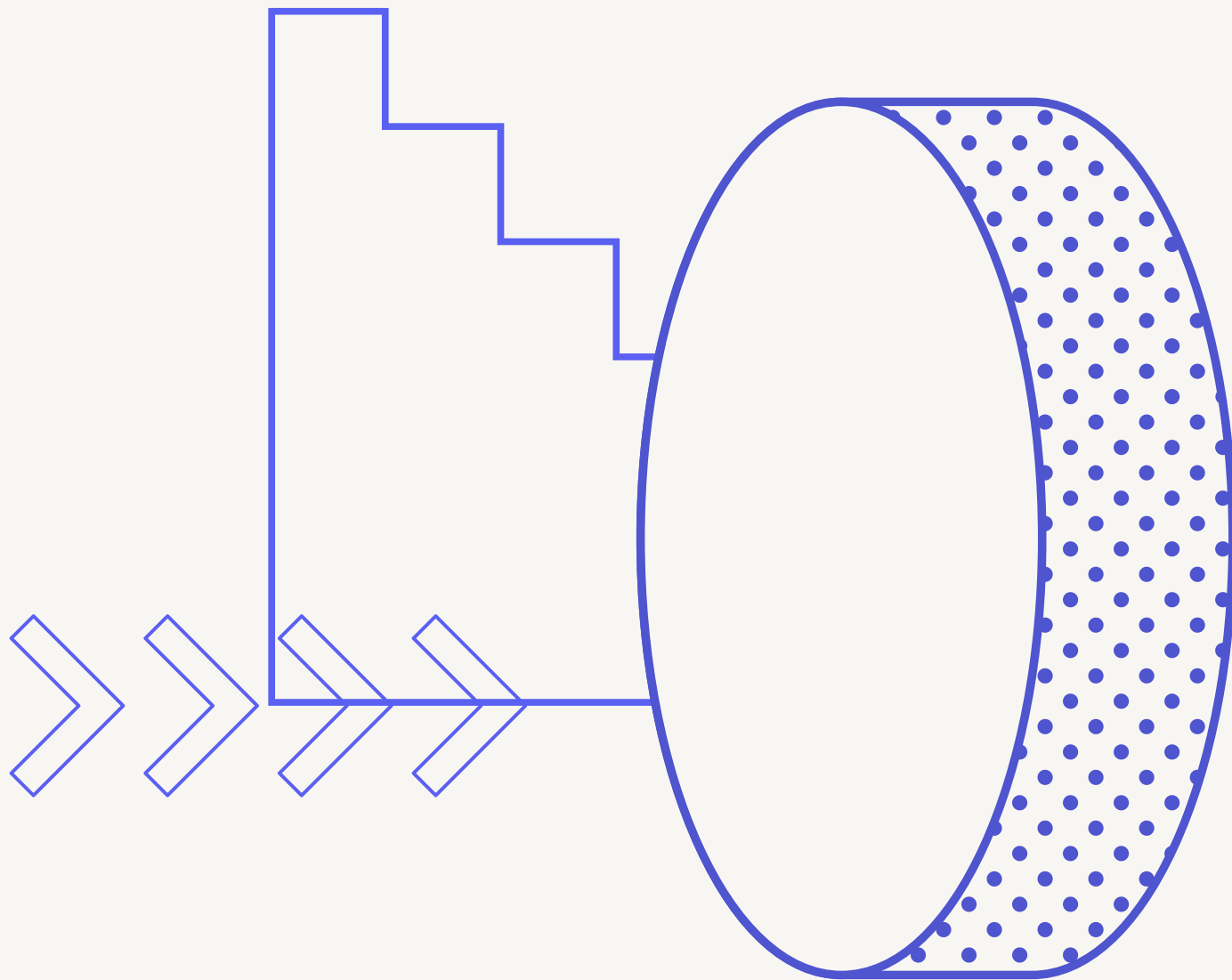


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53%

BELIEVE THERE ARE FEWER JOBS
AVAILABLE

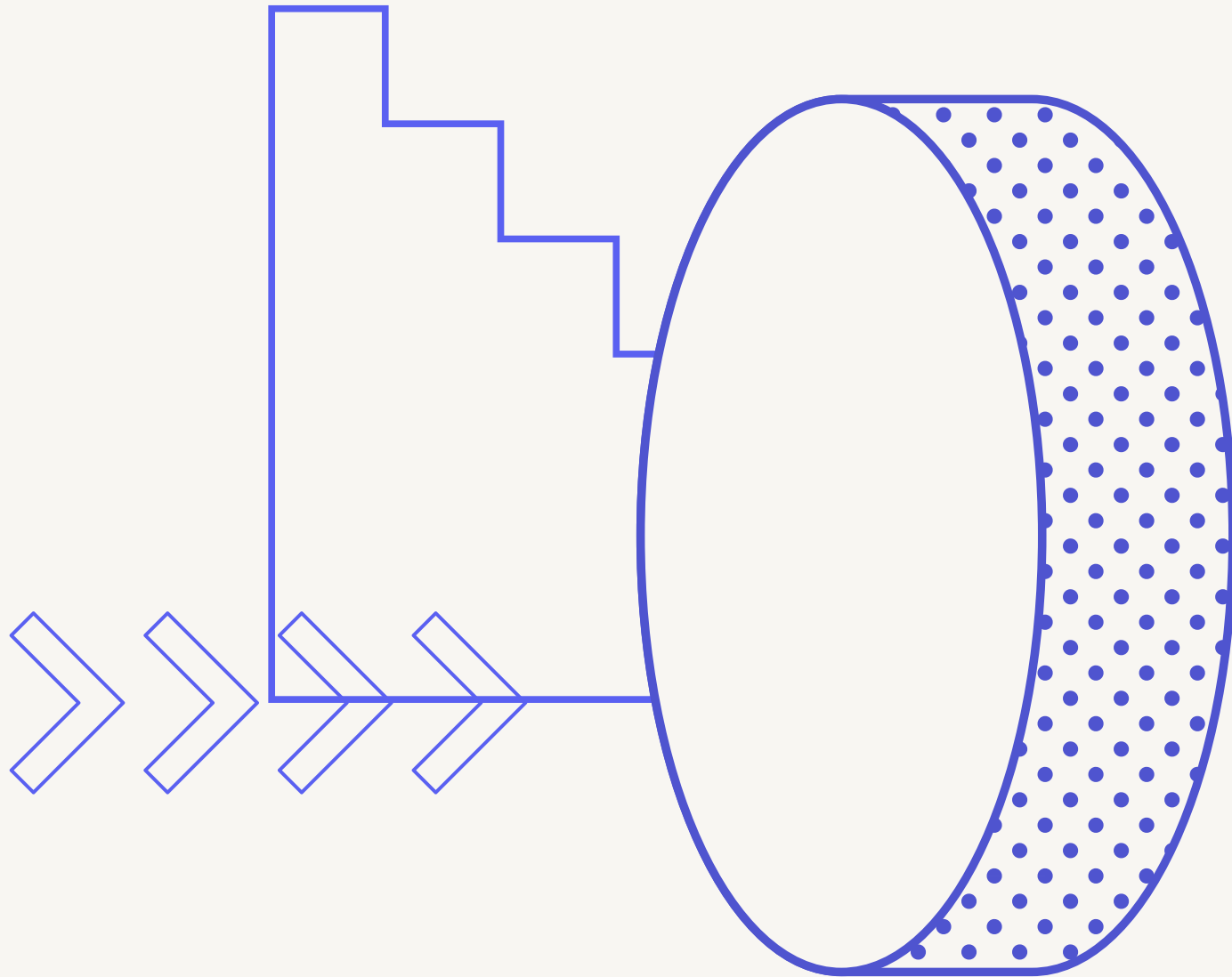


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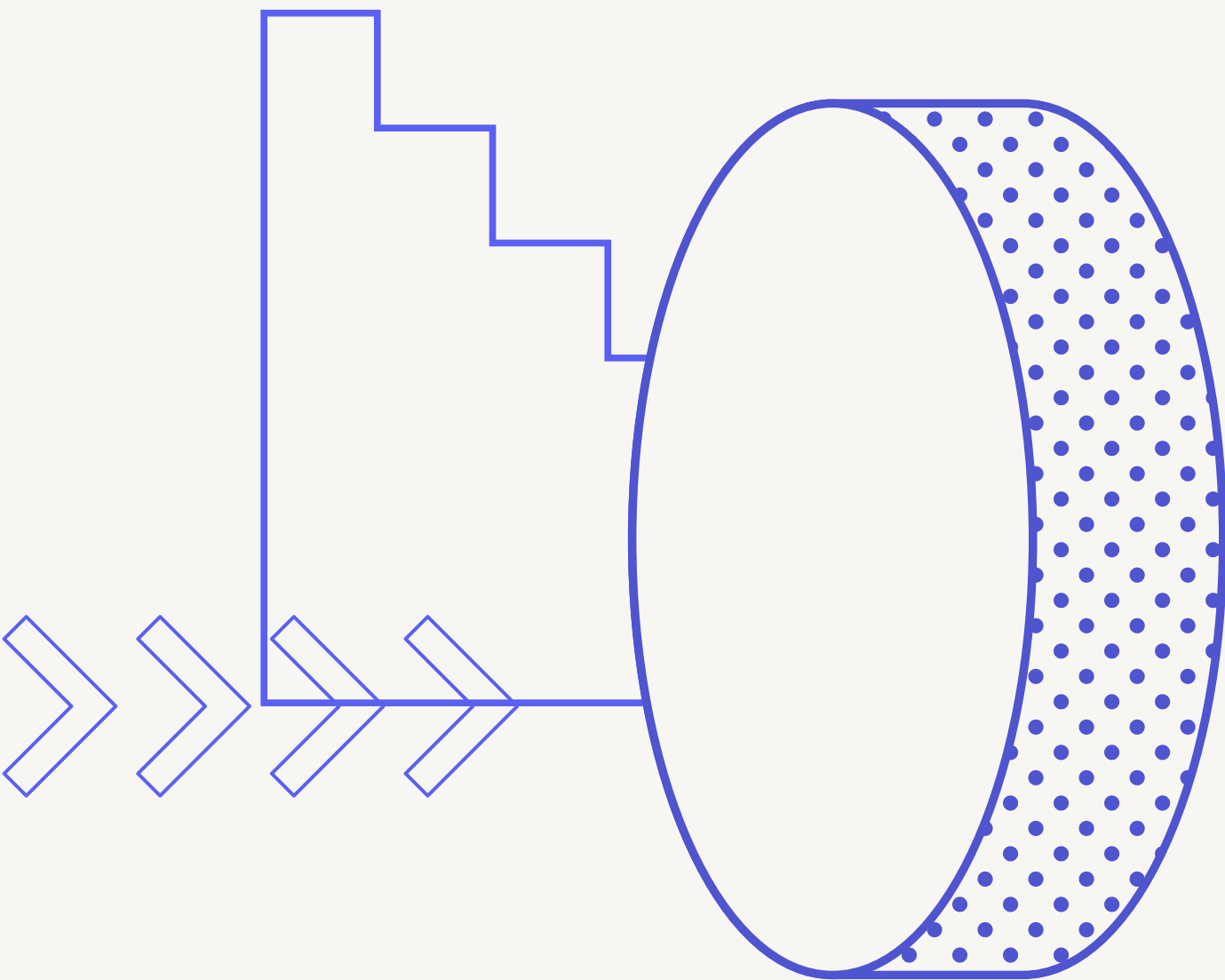
40%

SAYS TEAMS ARE LESS MOTIVATED



LeadDev Engineering Report 2025

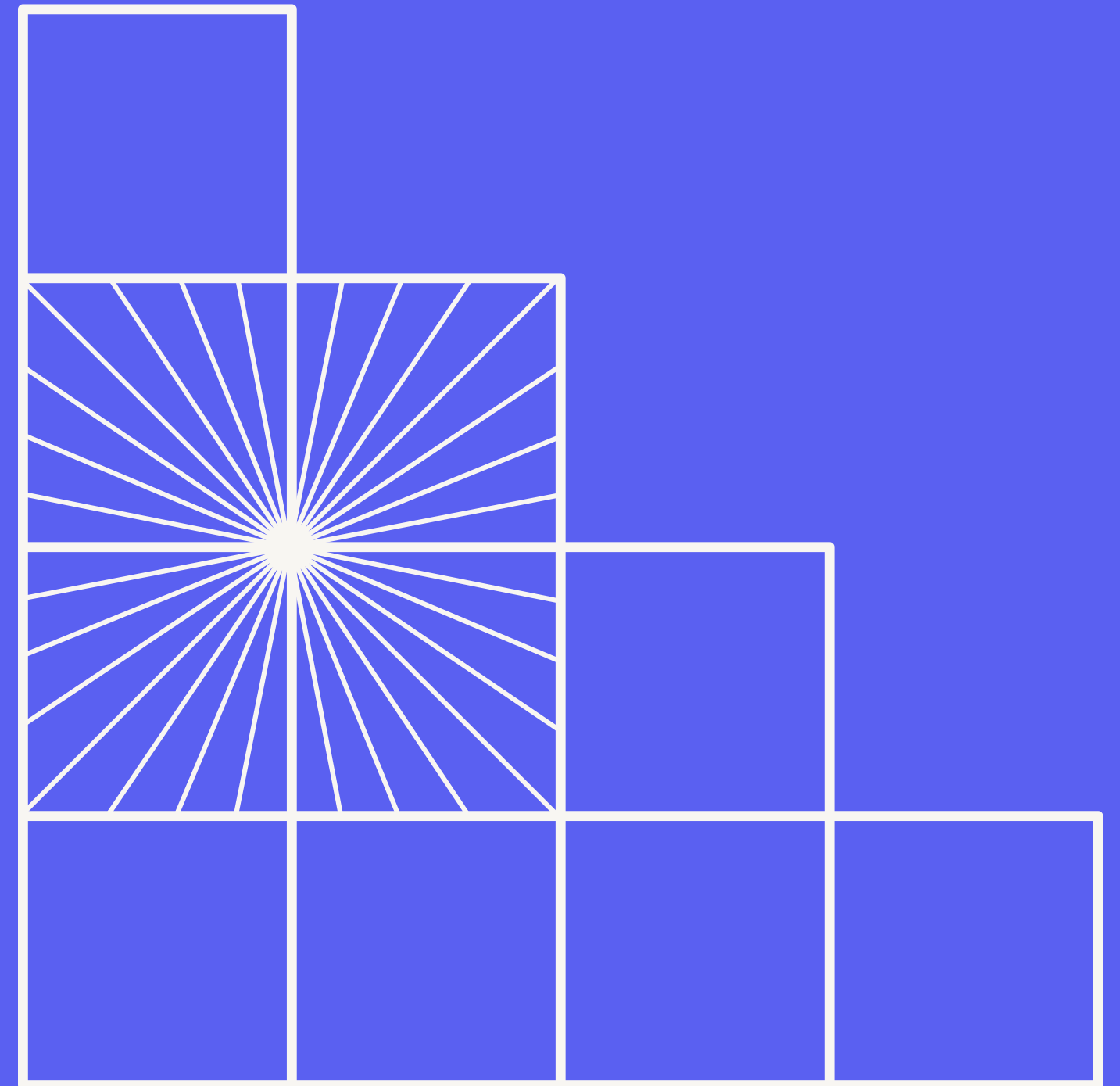
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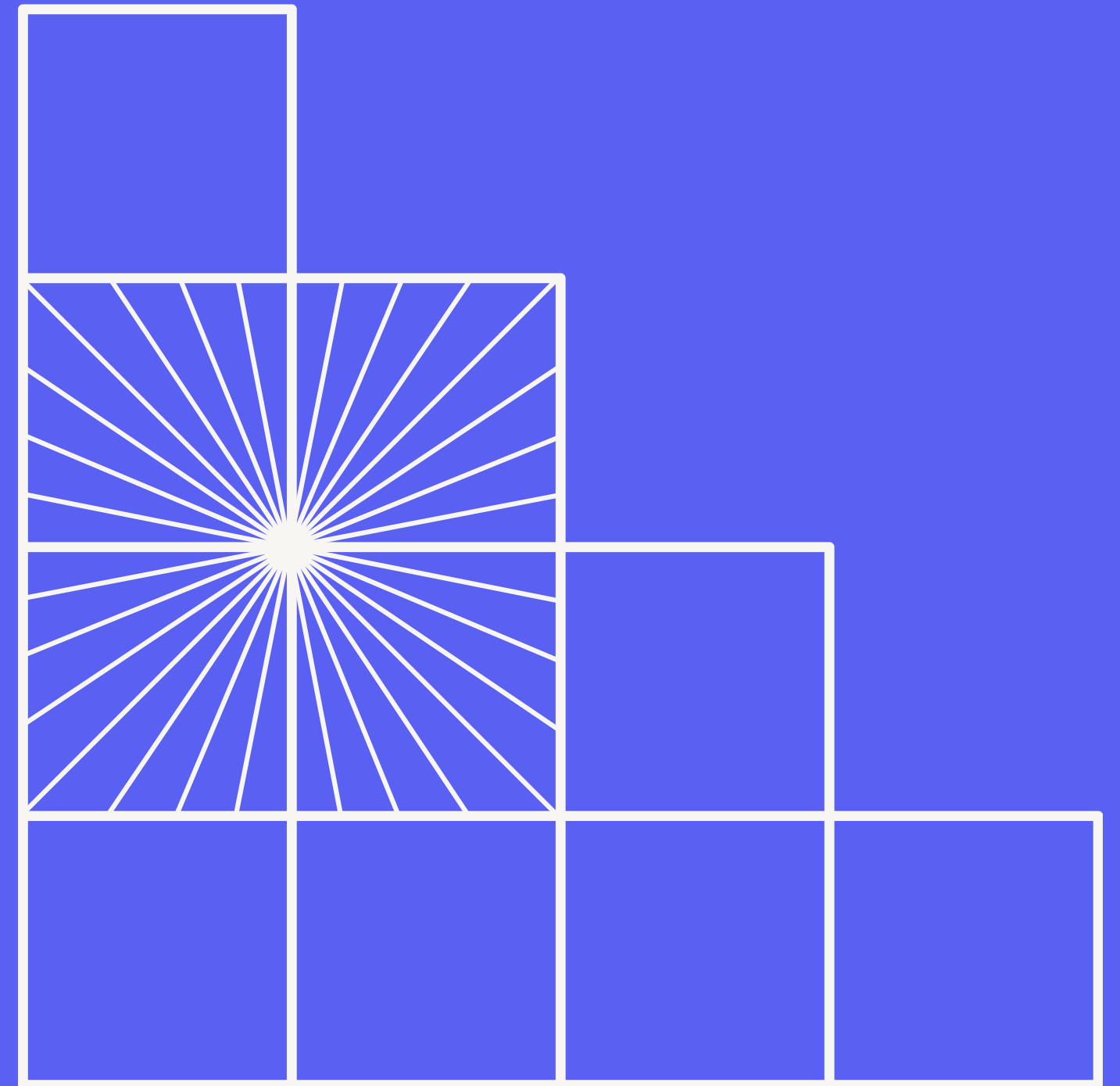
22%

FEEL BURNED OUT

**Are you a cost
centre or a profit
centre?**



**Are you a cost
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centre?**





Laura Tacho ✓ • Following
CTO @ DX, Developer Intelligence Platform
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"Only cost centers brag about cost savings."

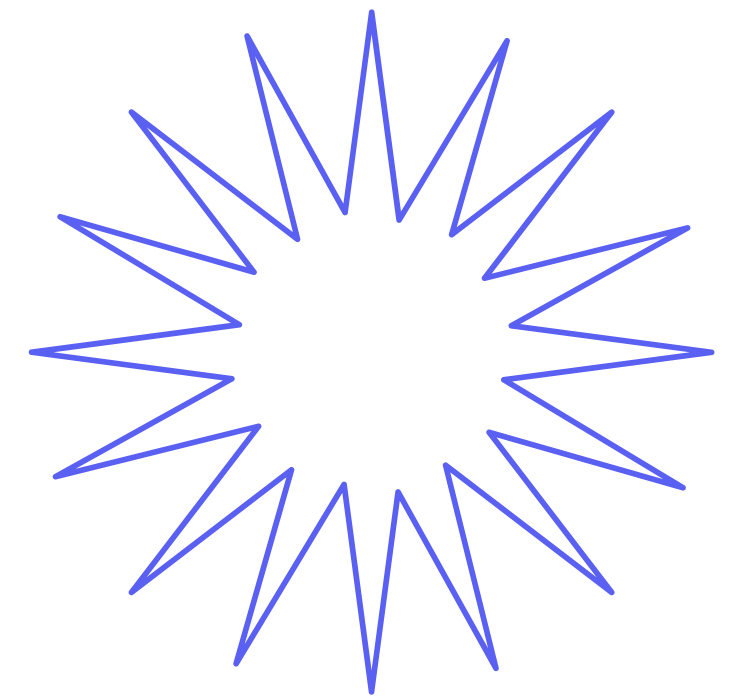
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It's about ROI, not about slashing budgets. If you brag about cost savings, your reward will be a budget cut.



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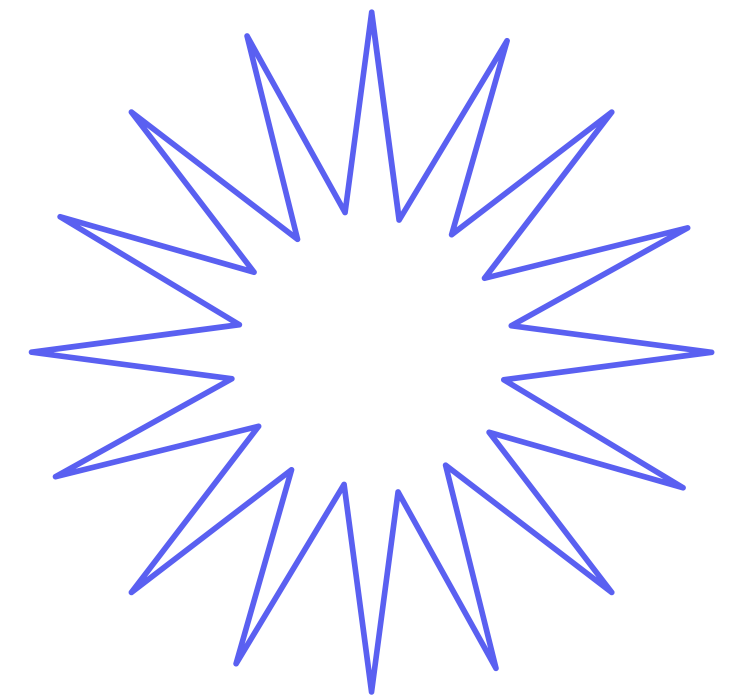
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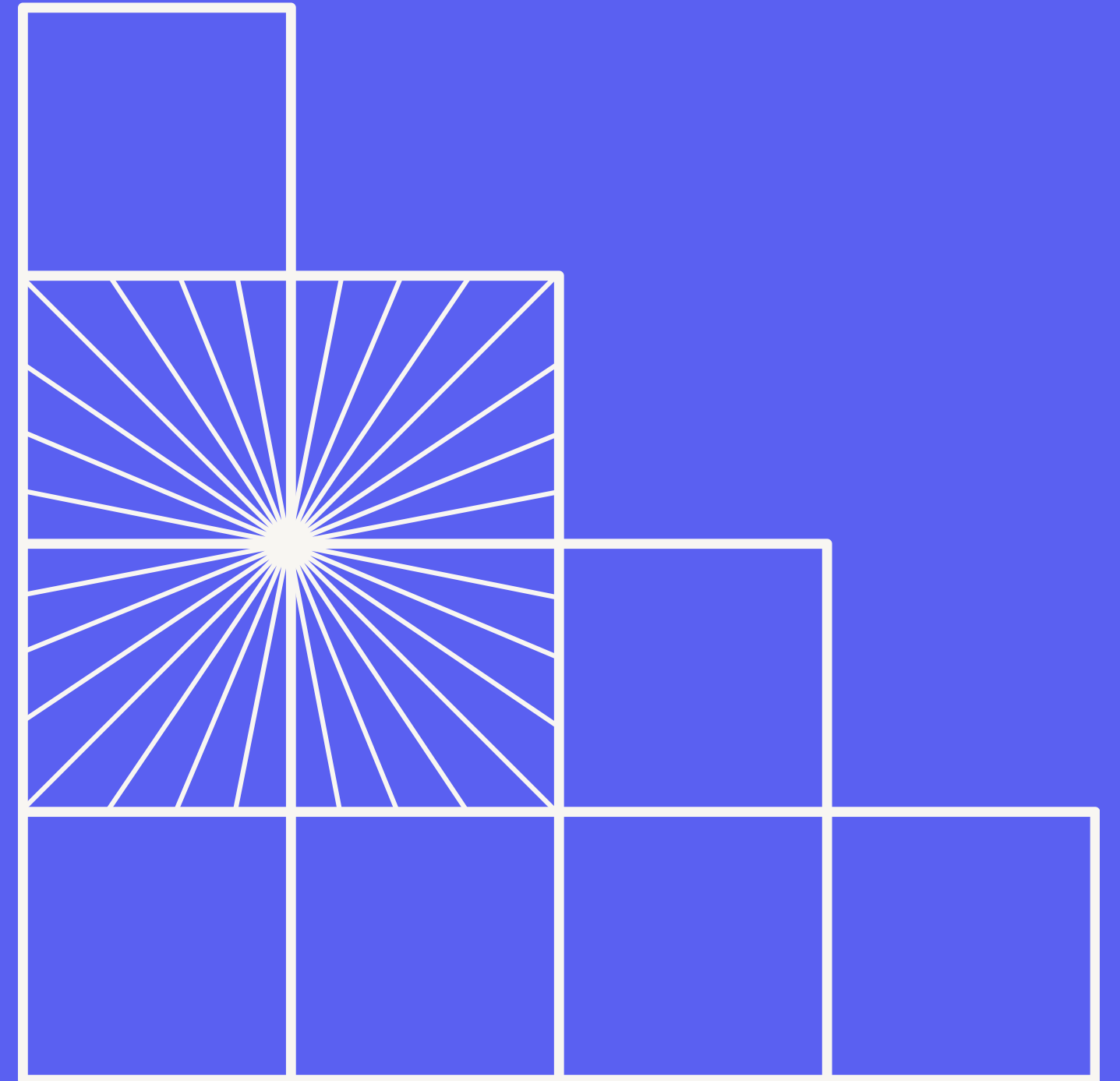
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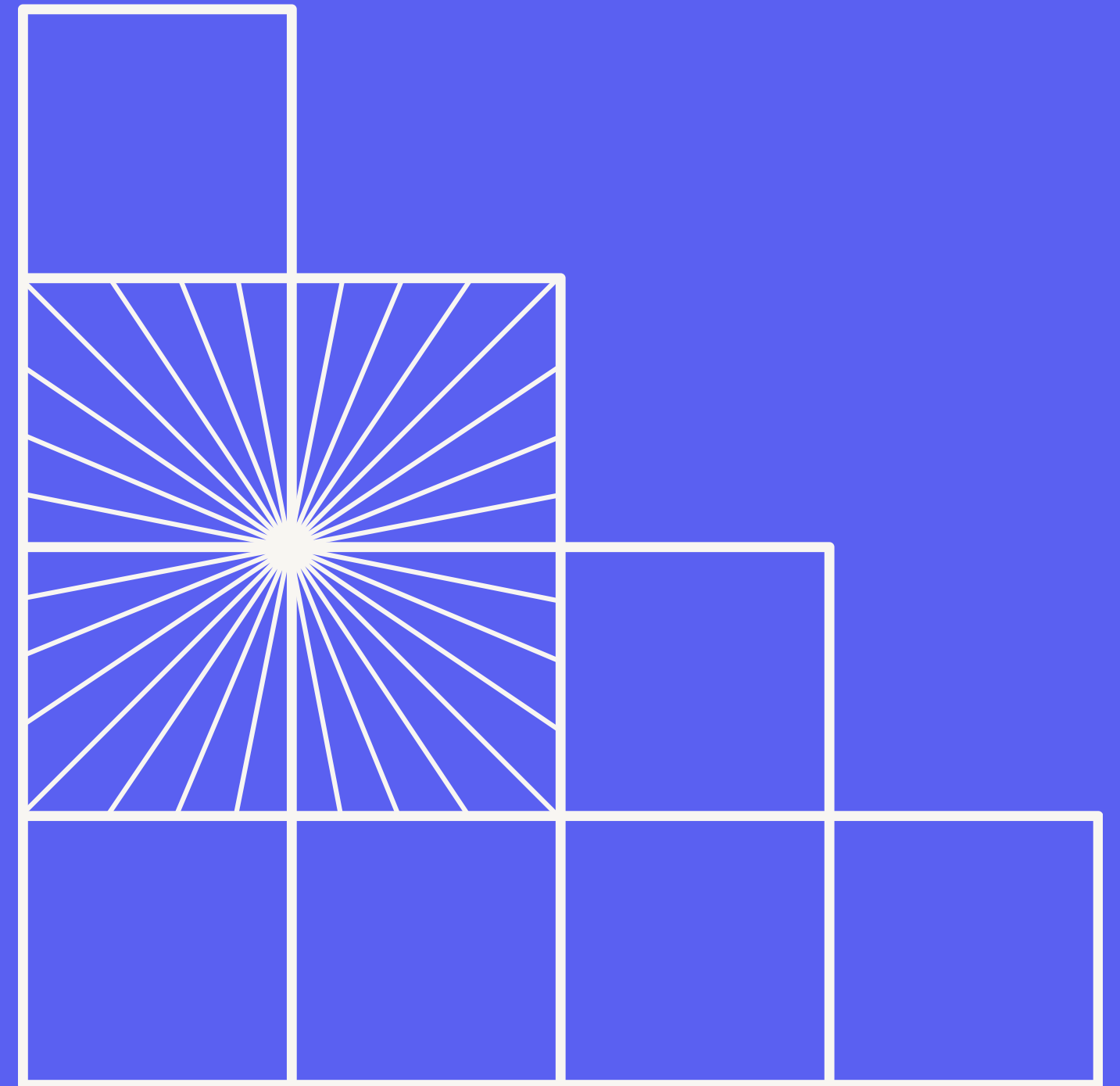
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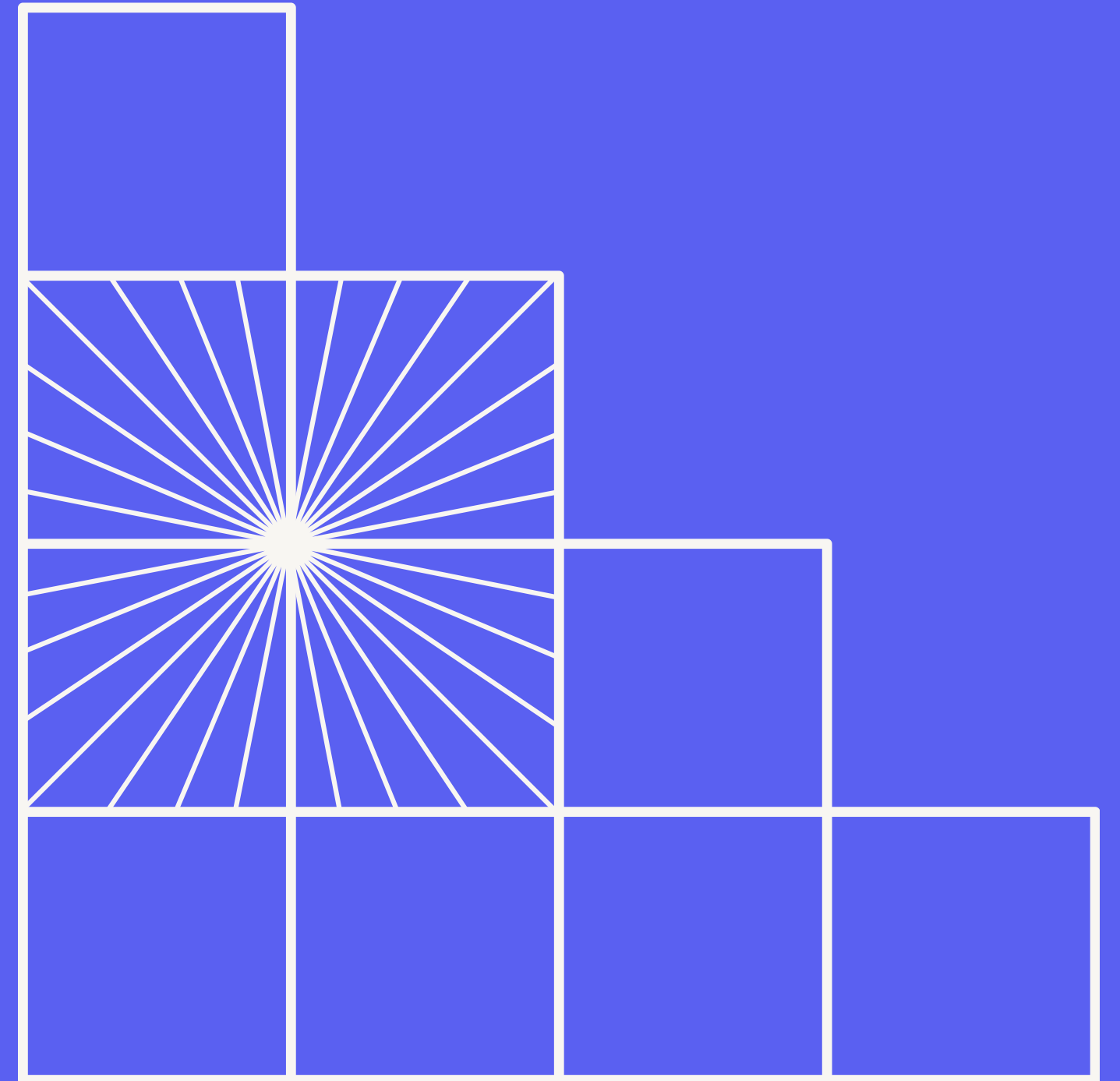
Principle 1



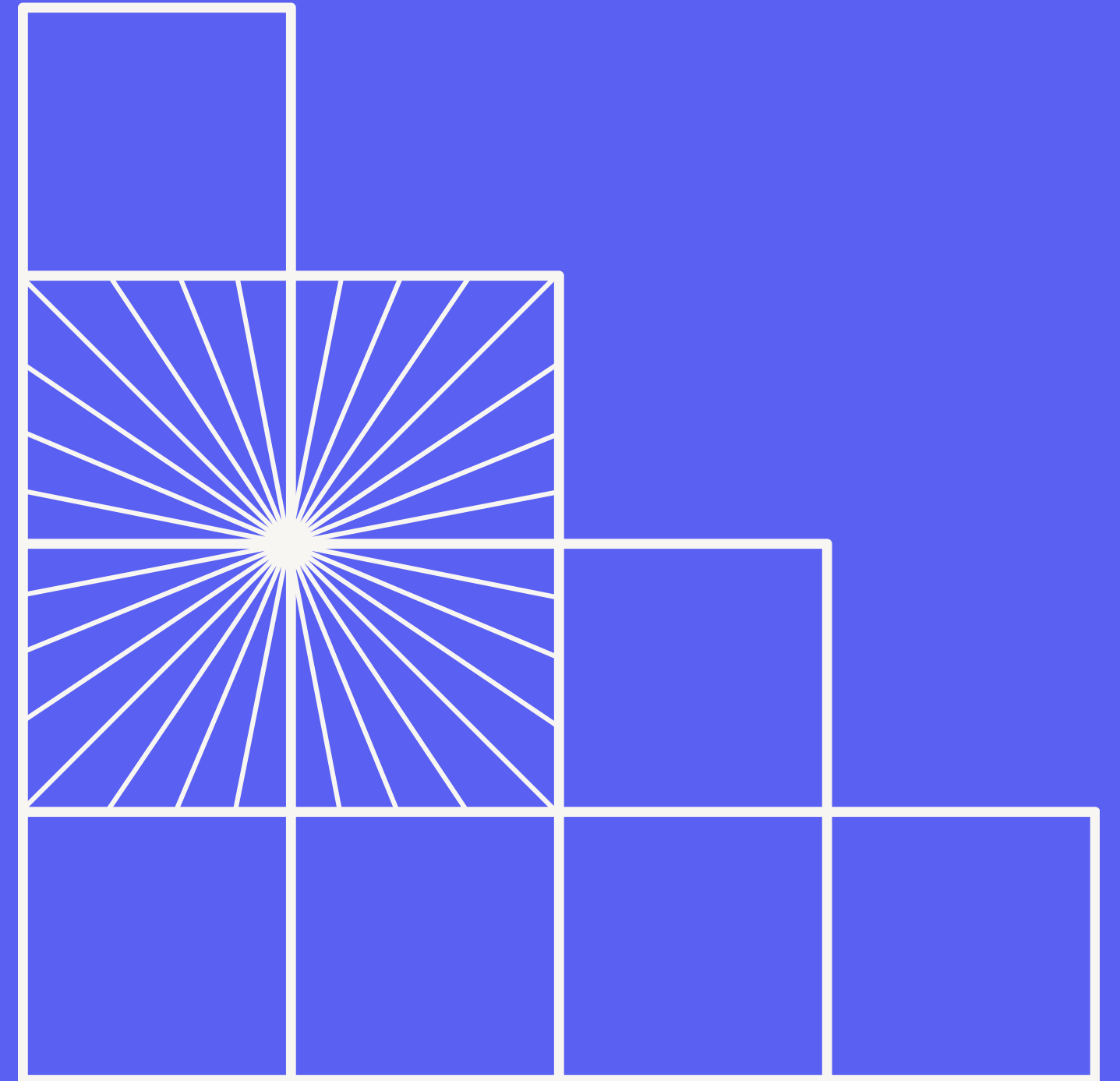
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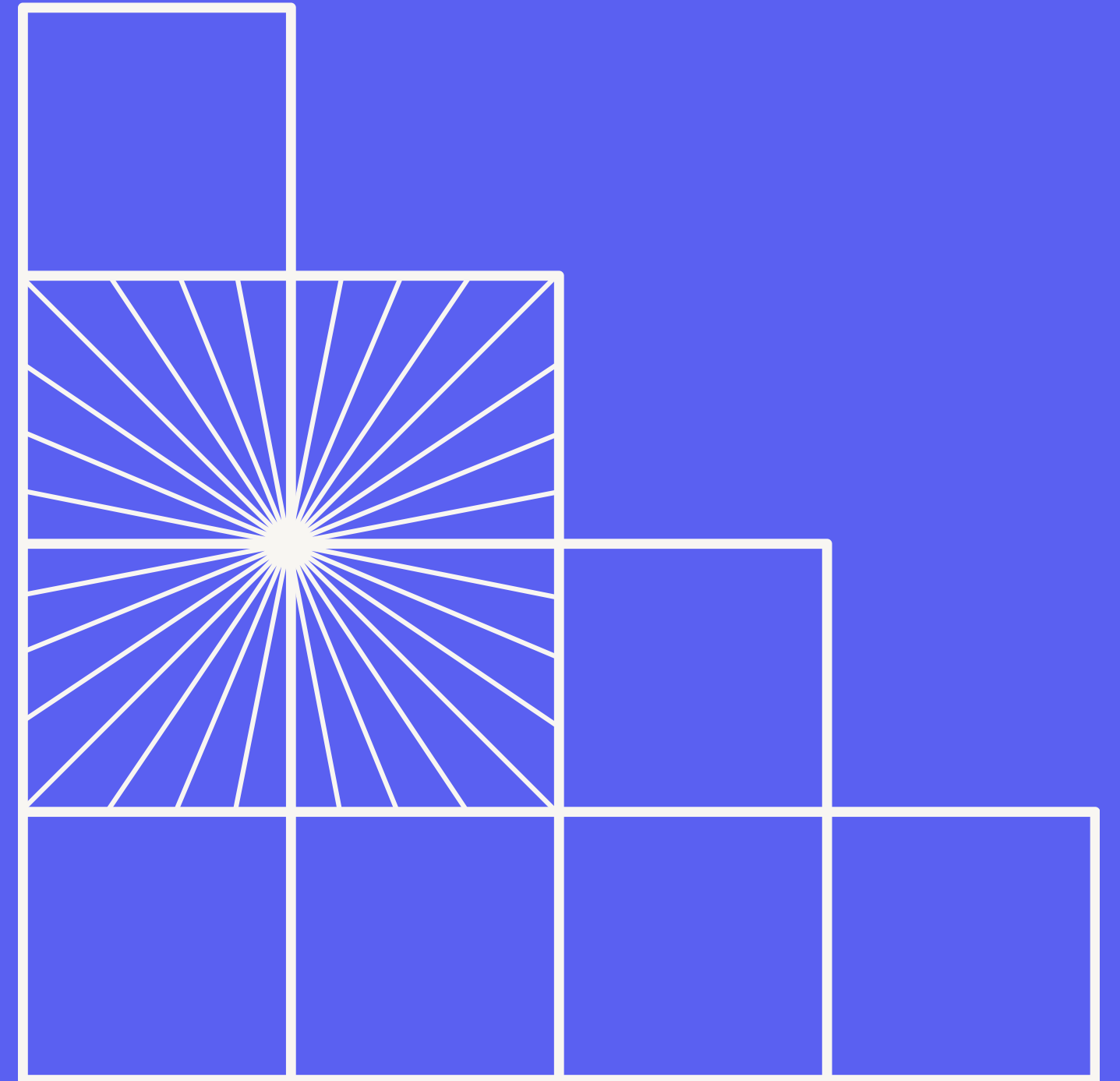
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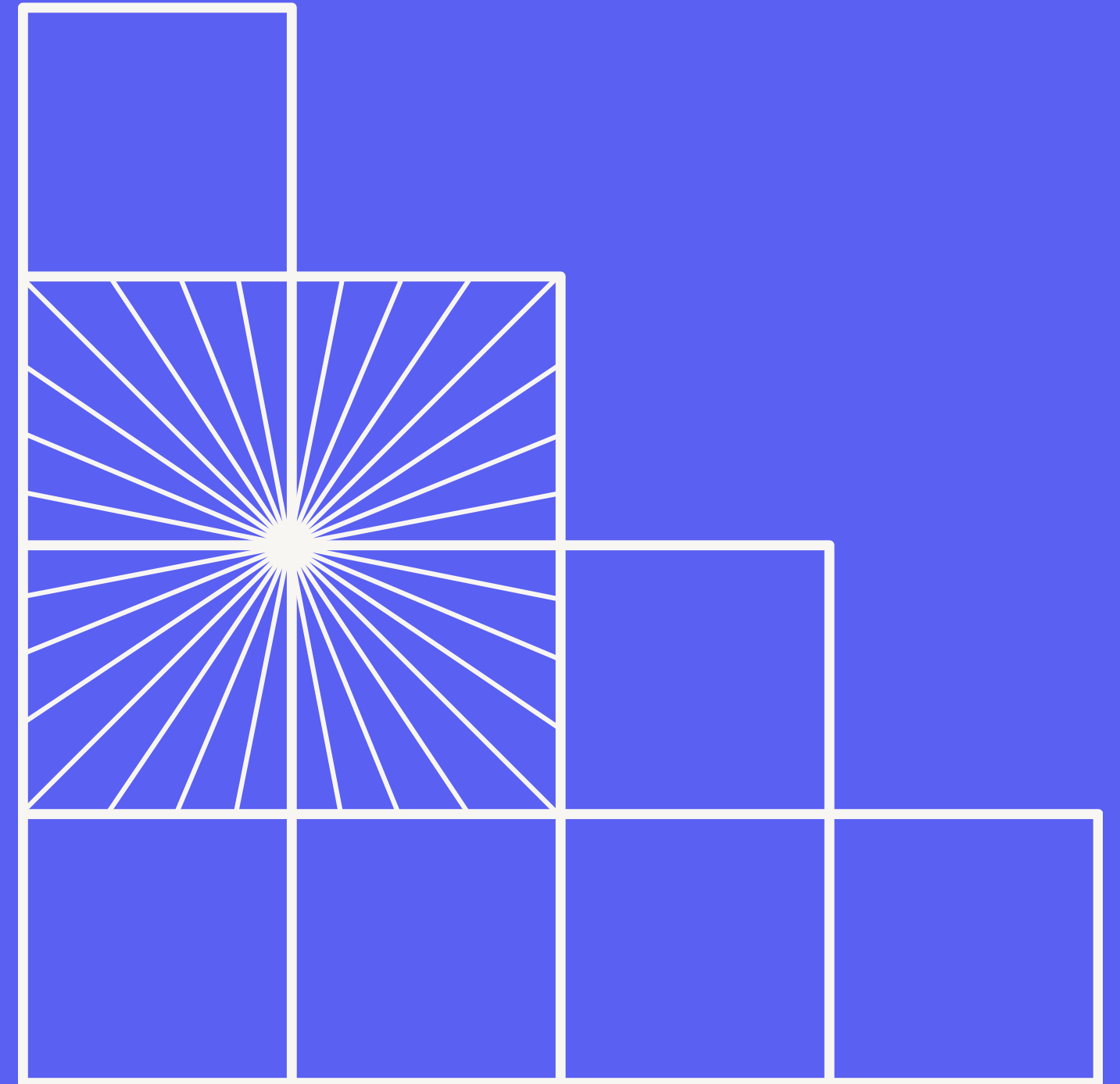
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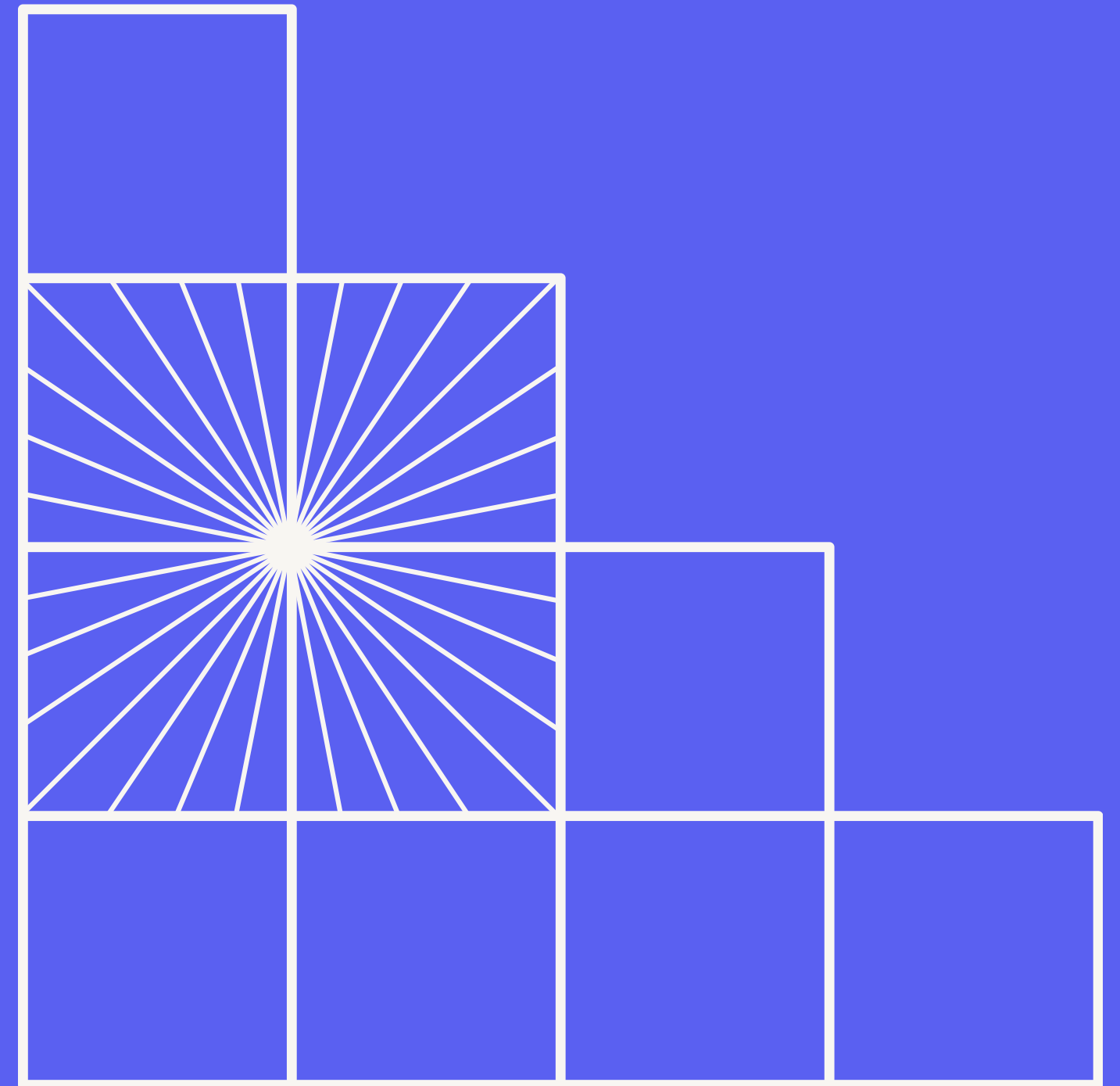
Principle 1

Focus Beats Speed

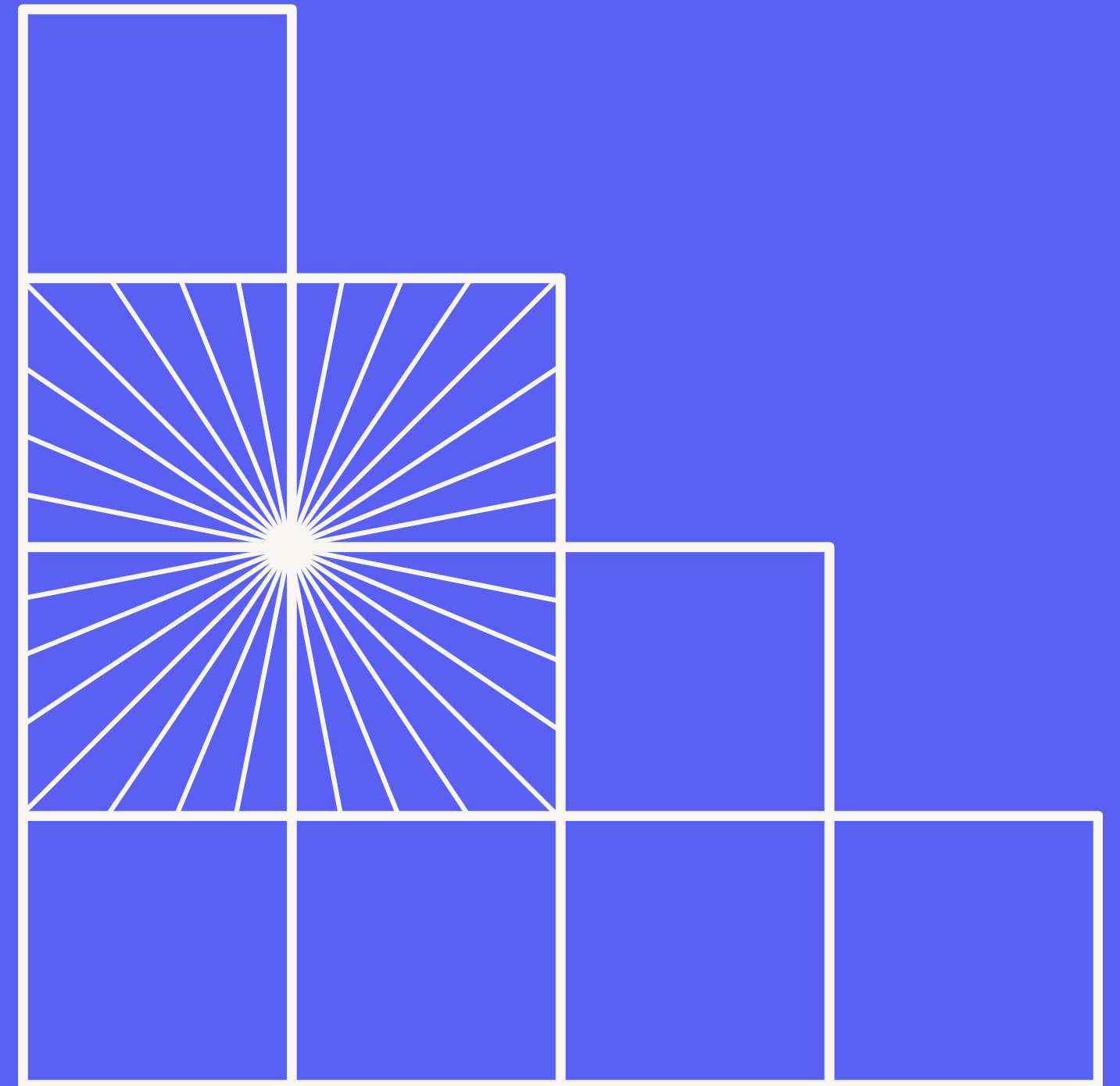
*Make sure everyone's
building the right thing, not
just building fast.*



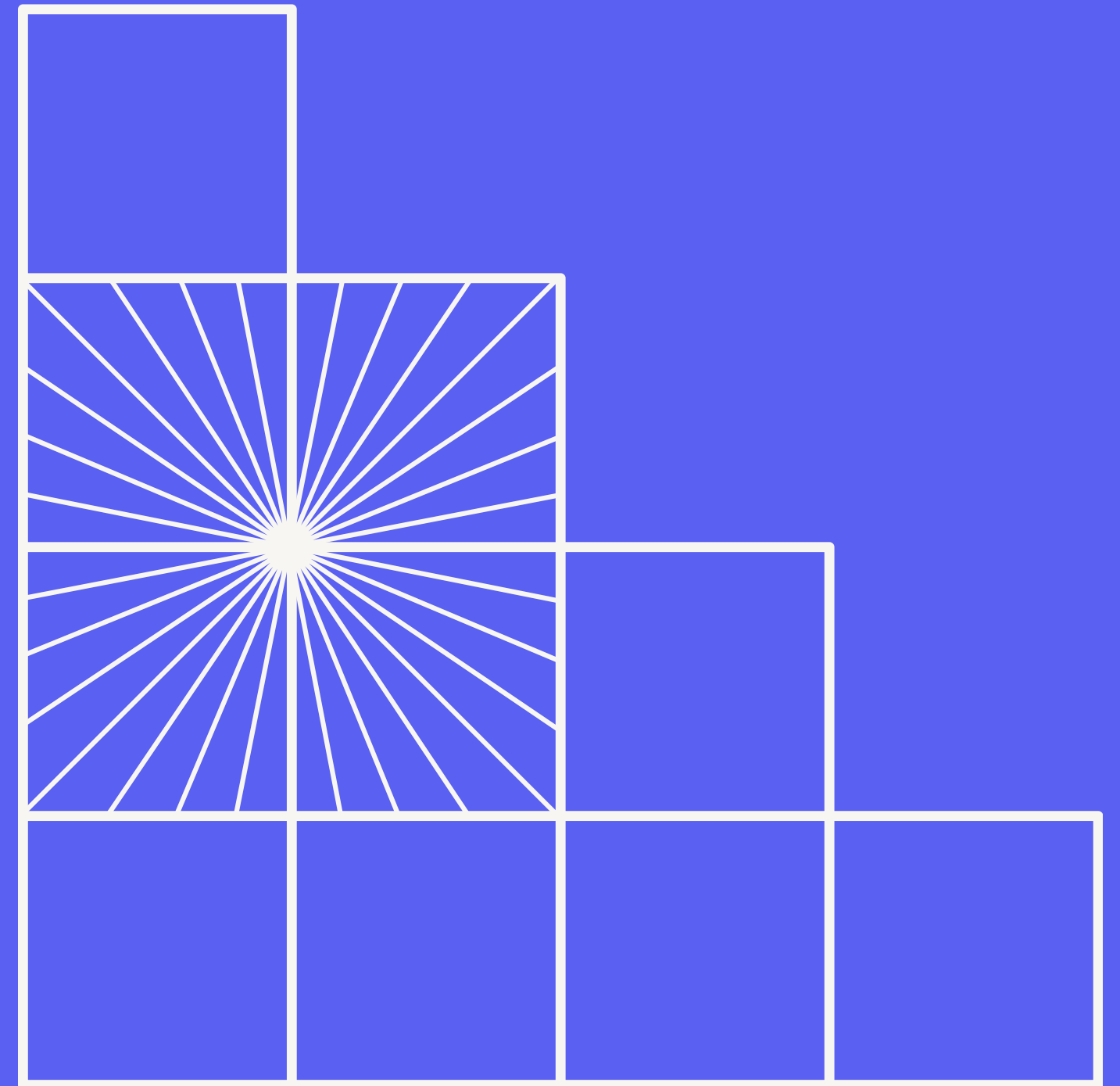
Principle 2



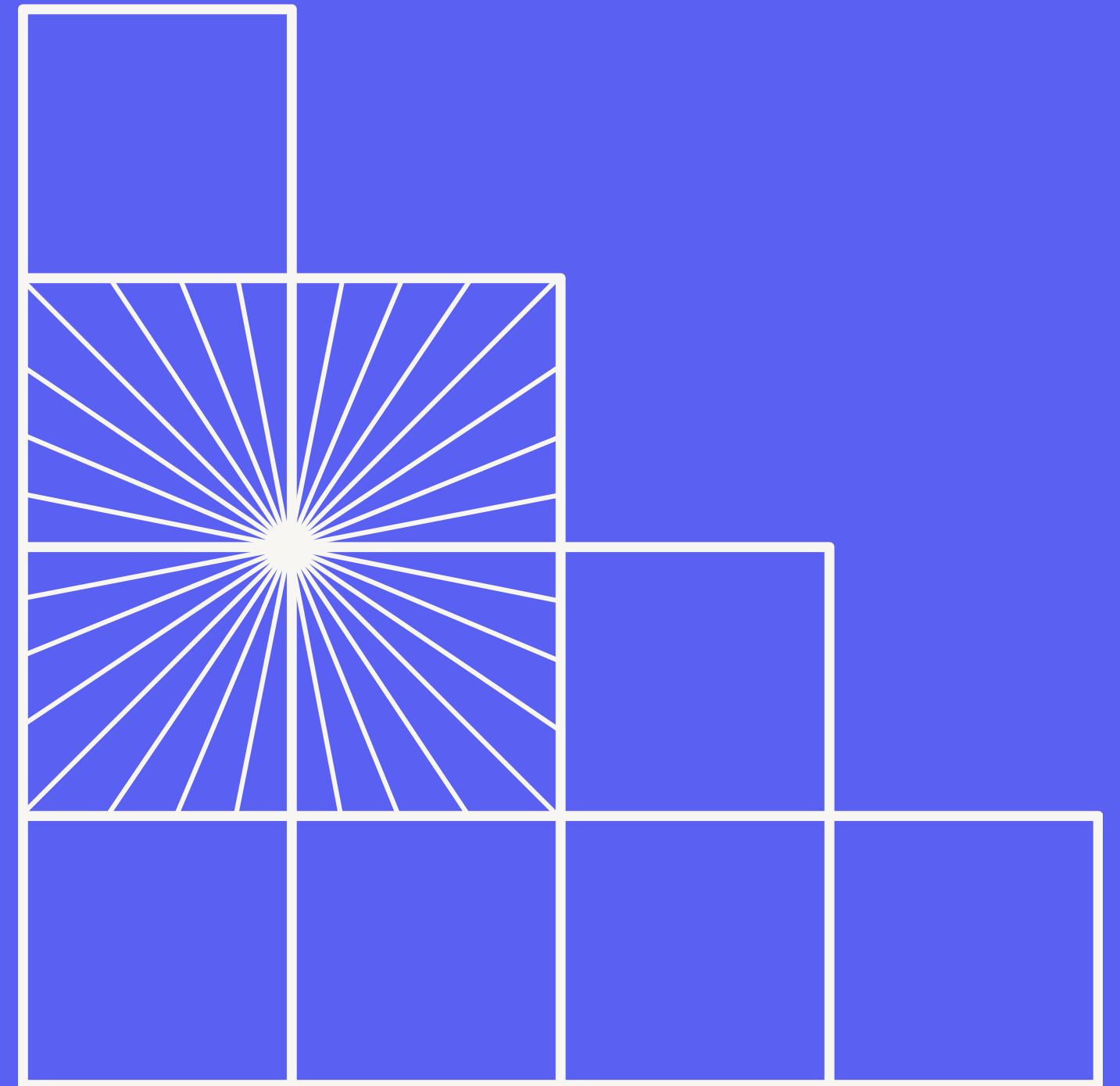
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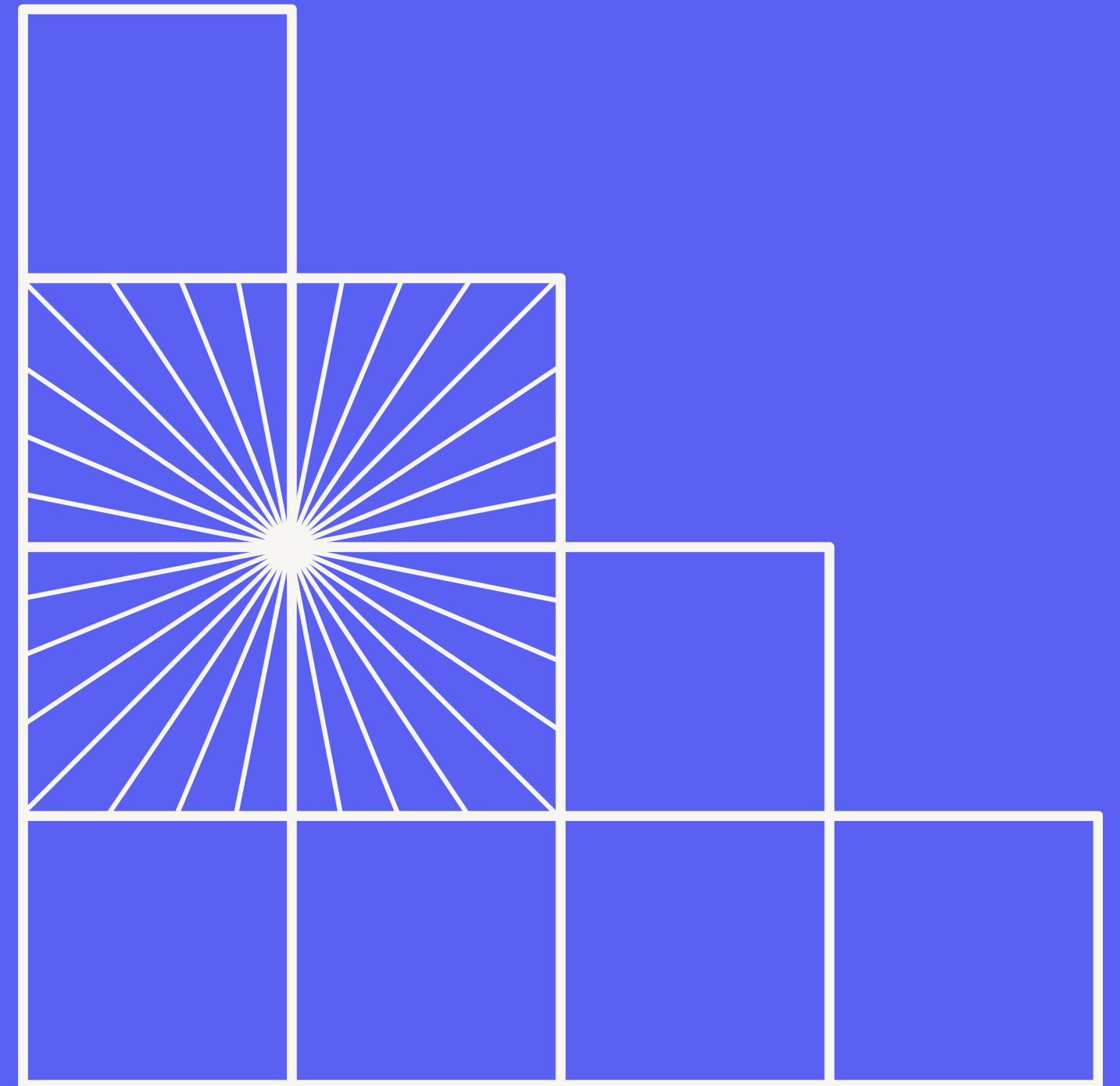
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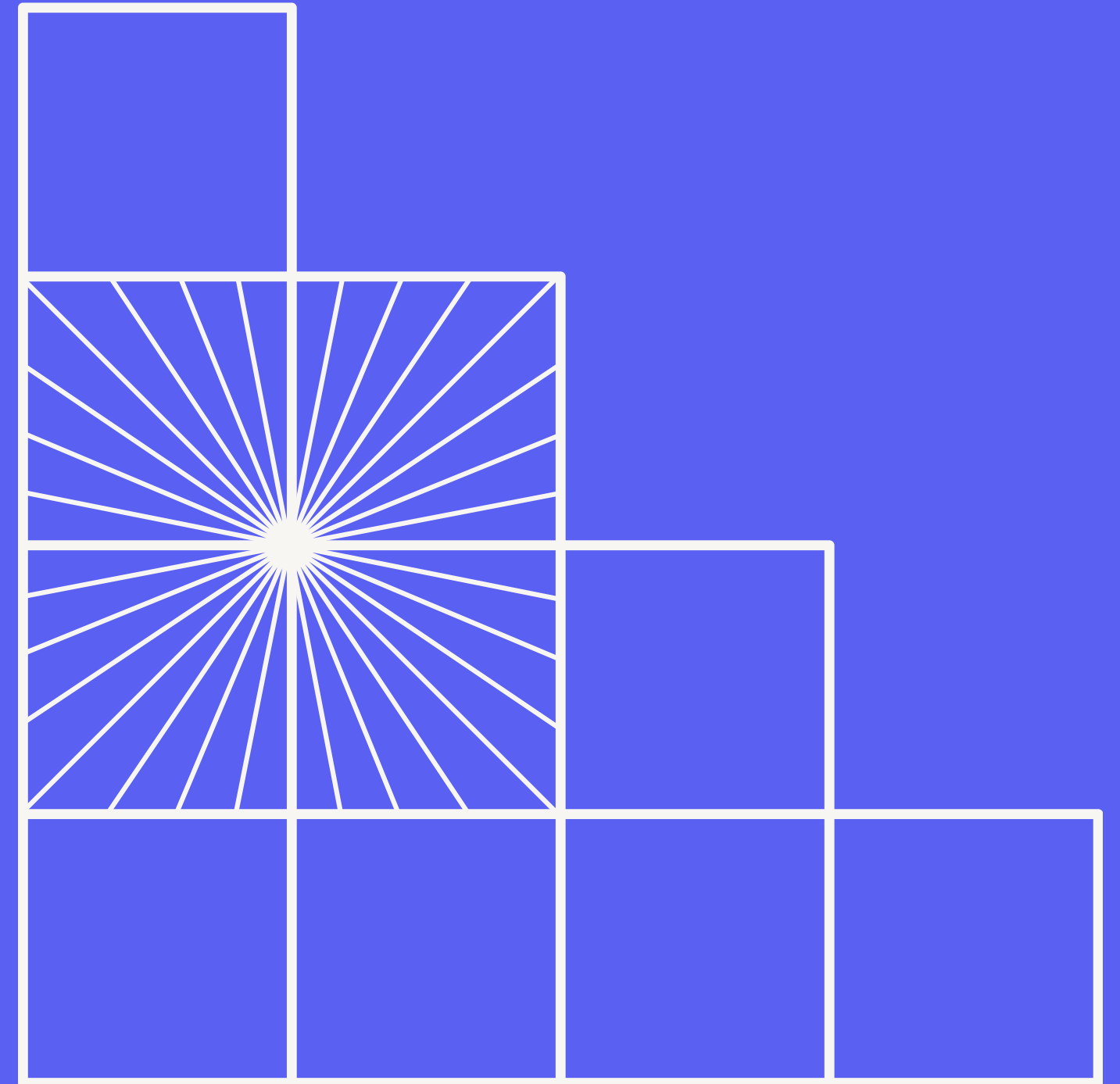
Principle 2



Principle 2

Share The Why

*Teams make smarter choices
when everyone understands
the “why” behind the work.*

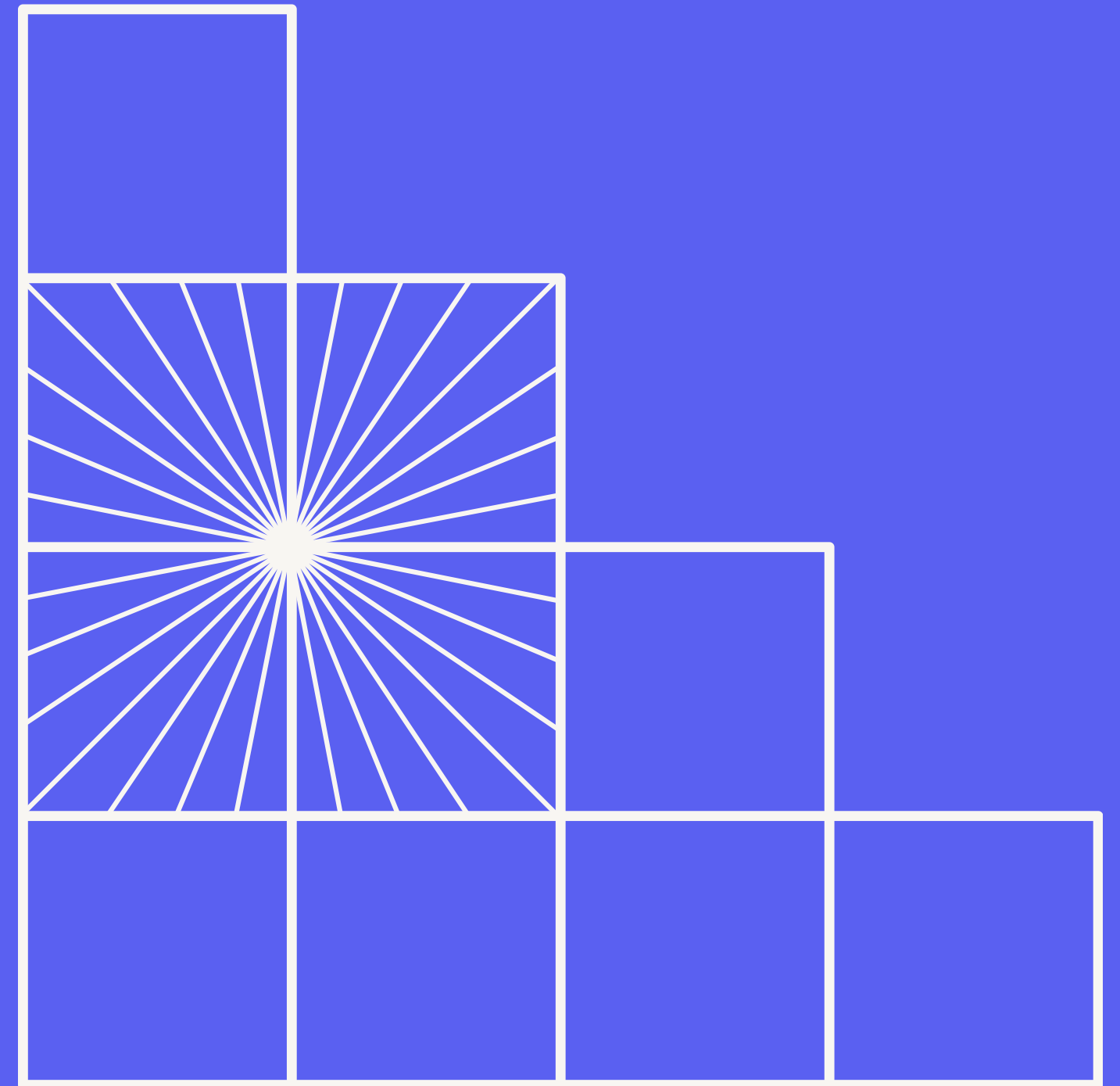


Five Principles

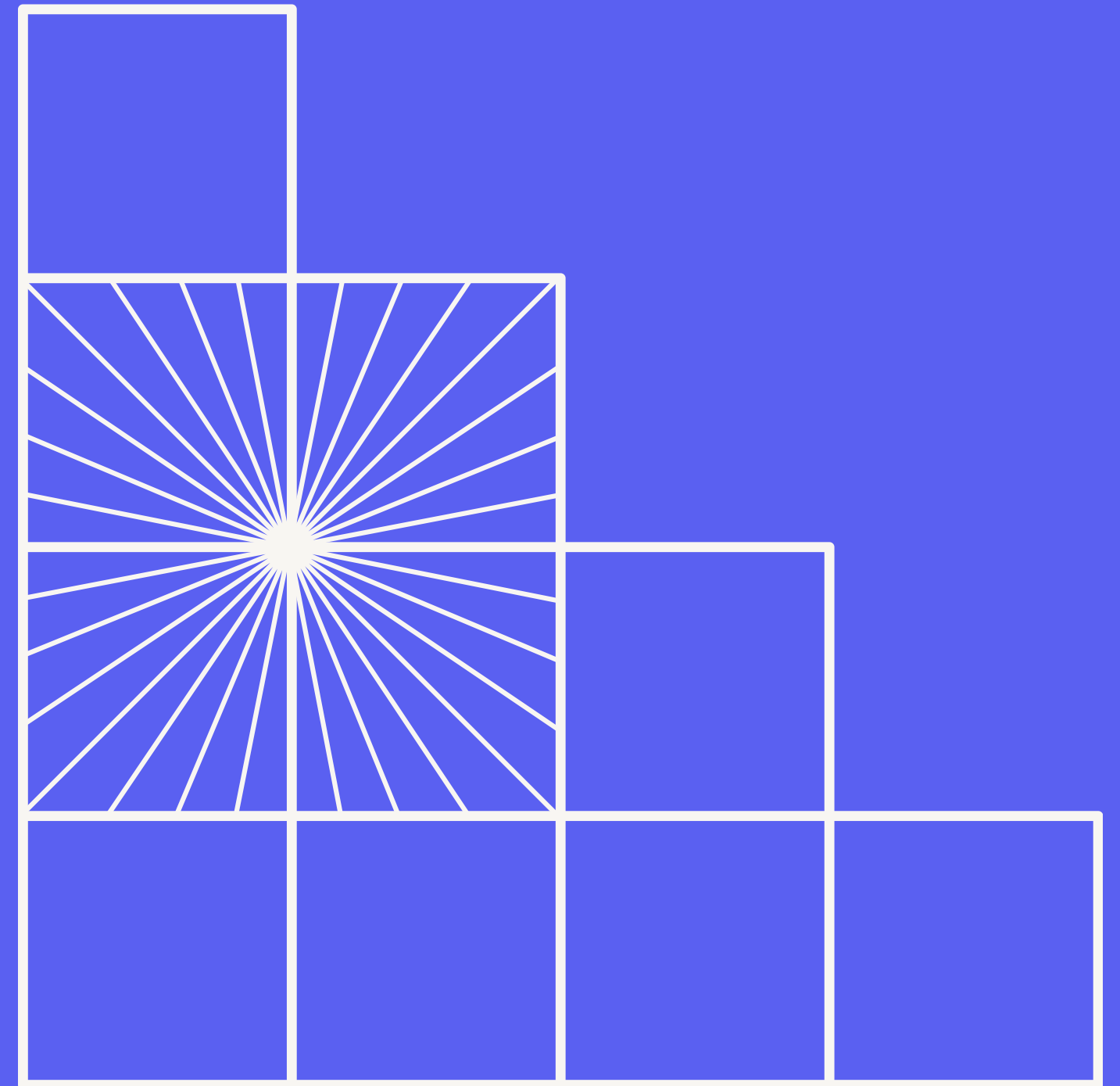
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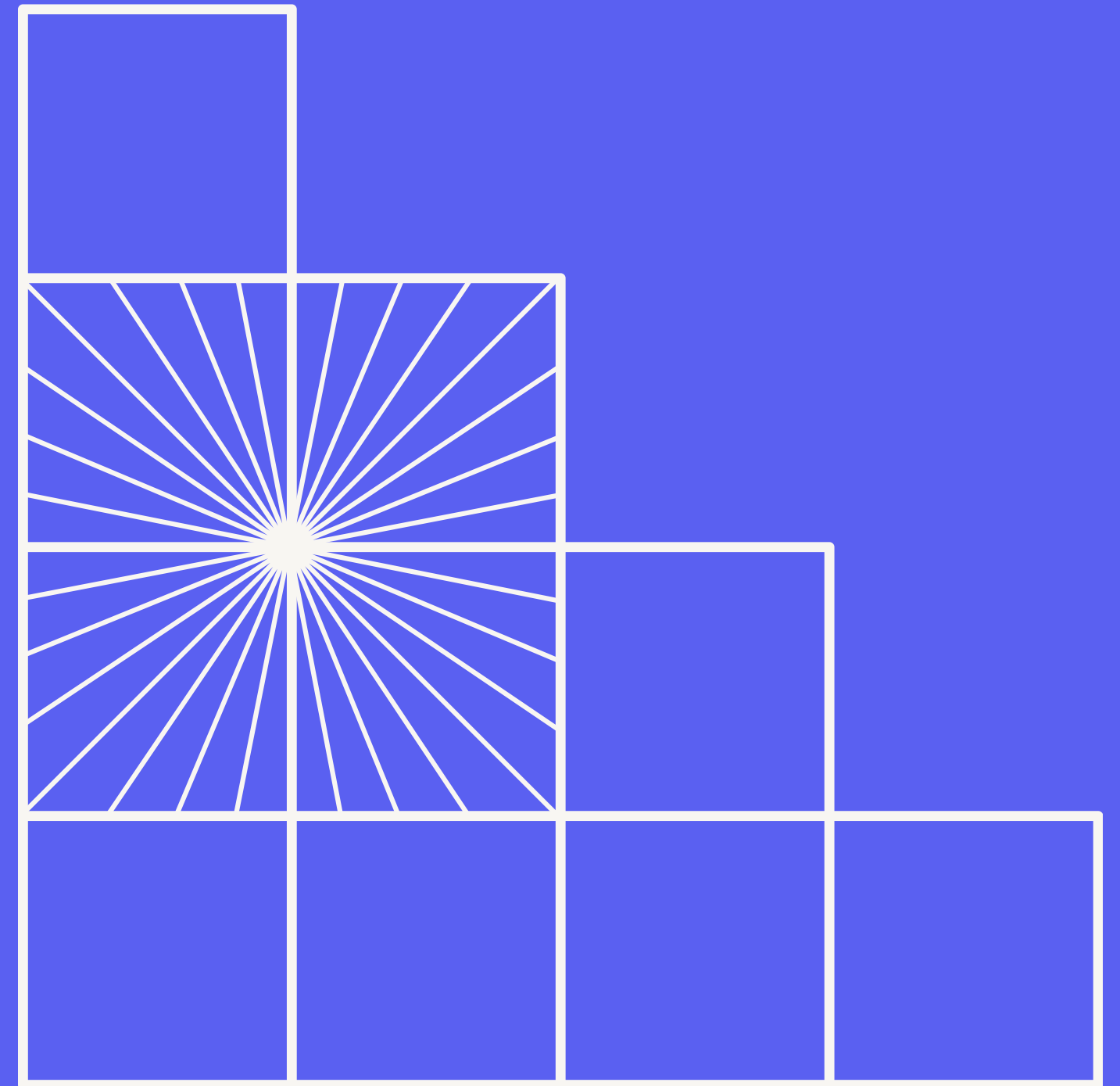
Principle 3



Principle 3



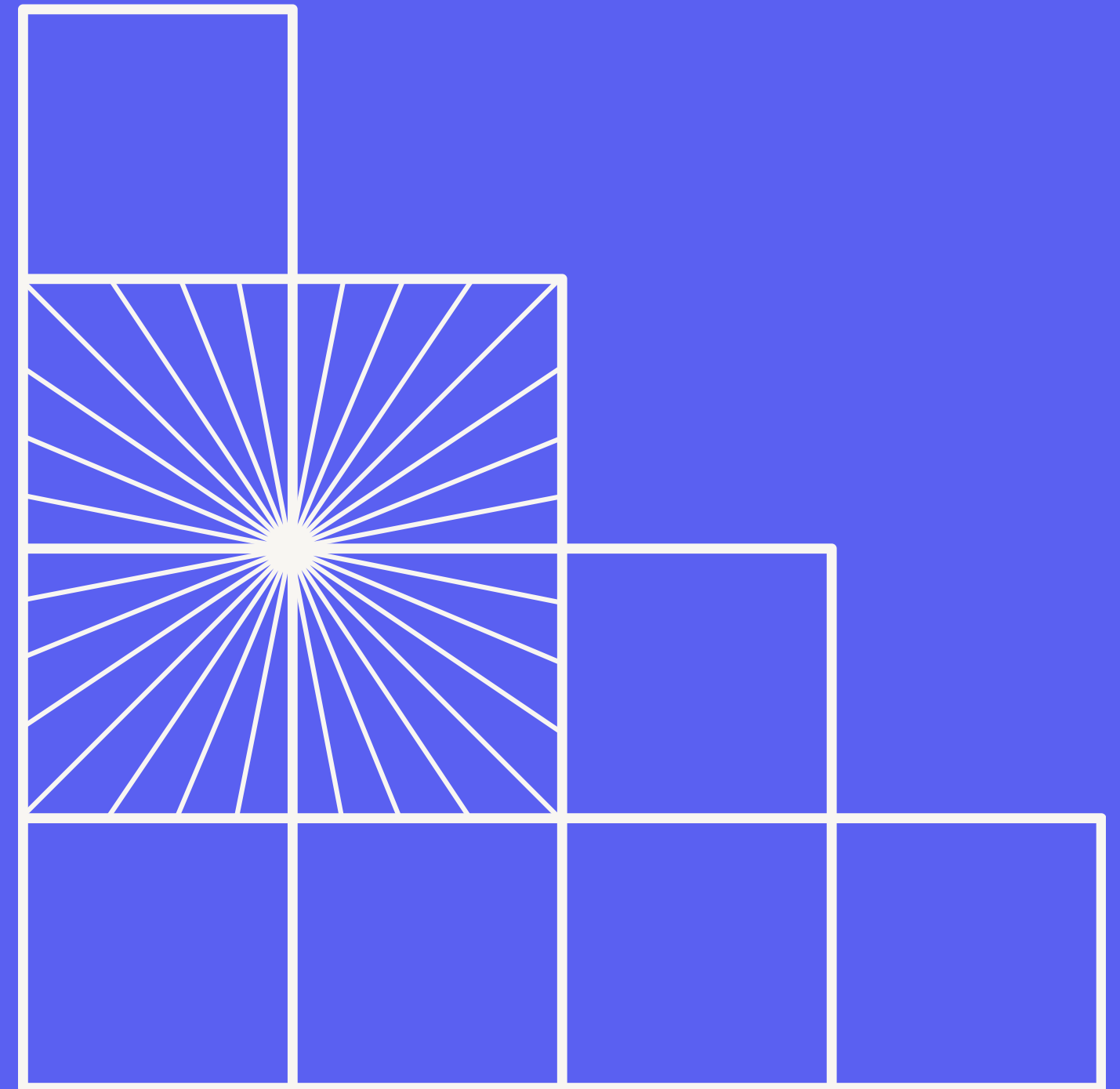
Principle 3



Principle 3

Protect The Team

*Use boundaries and visibility
to turn scarcity into strength.*



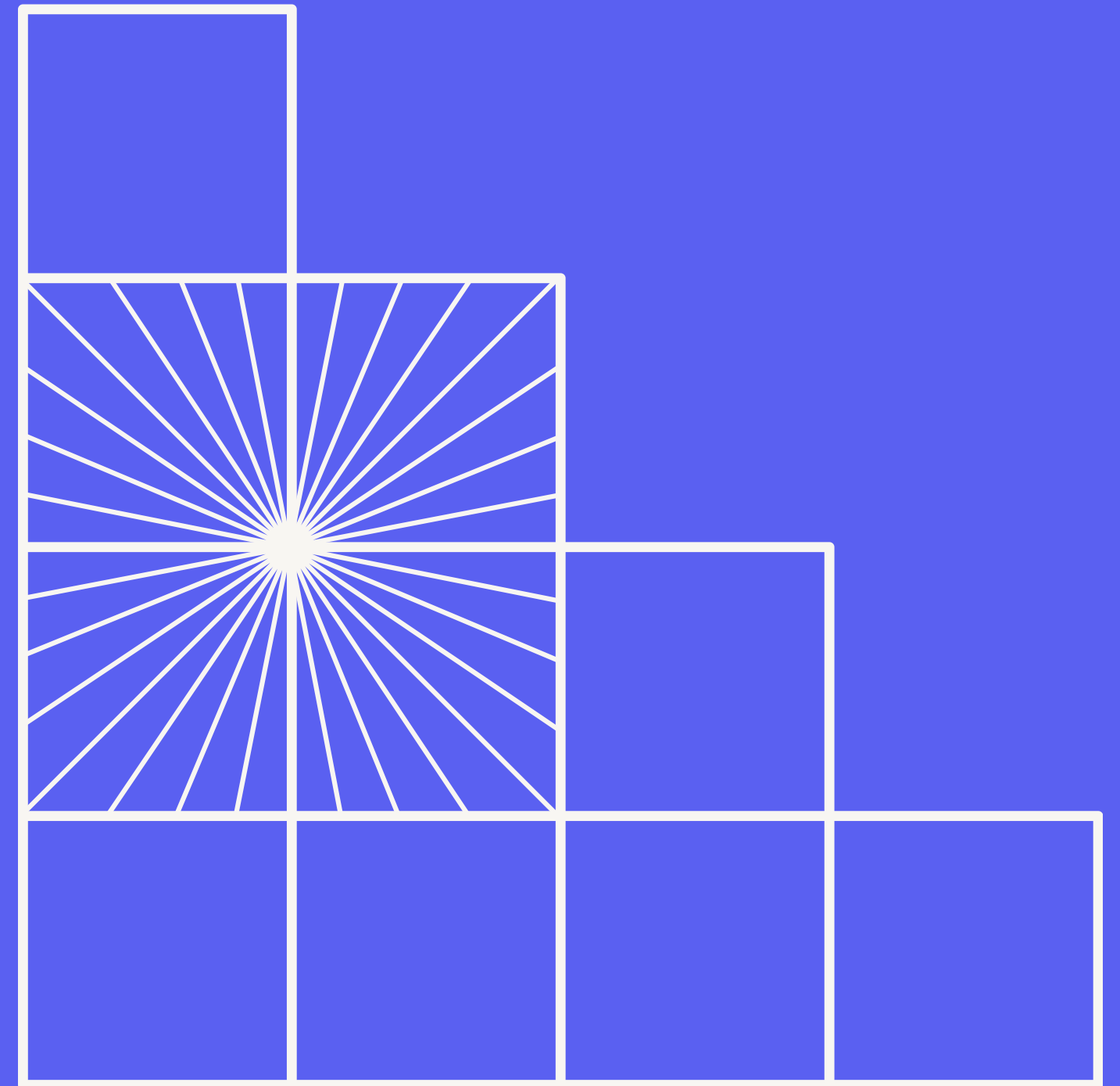
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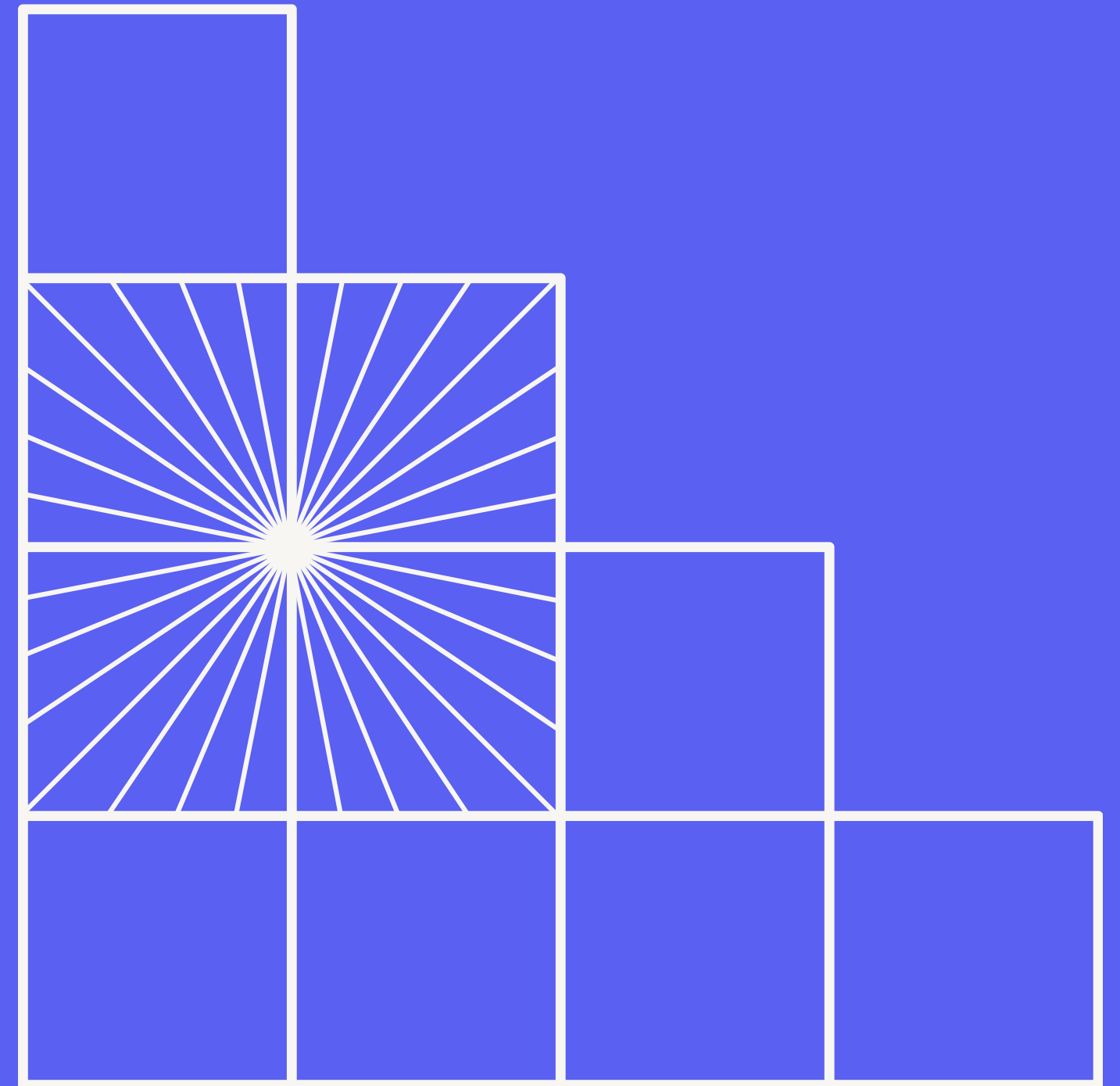
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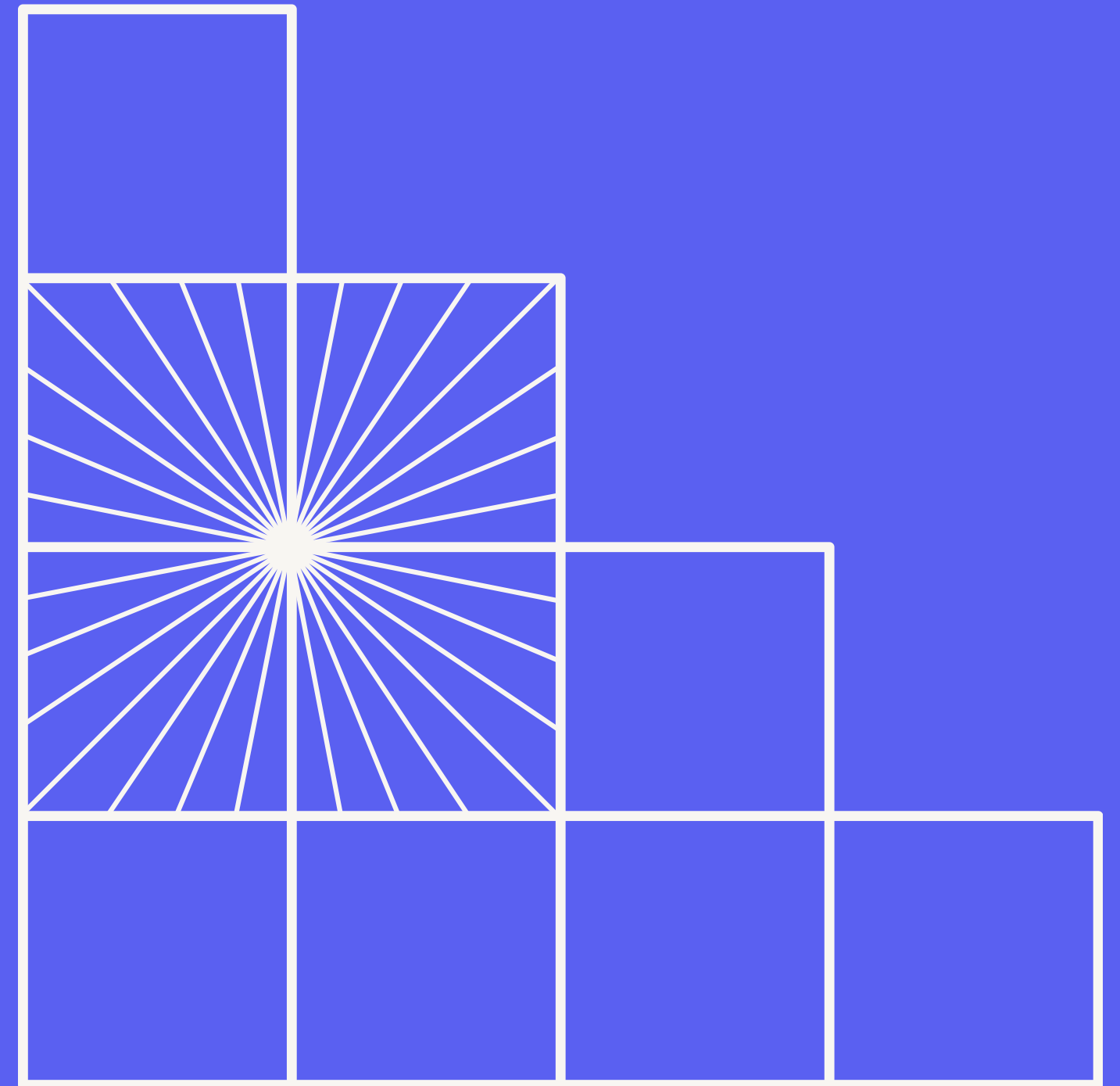
Principle 4



Principle 4

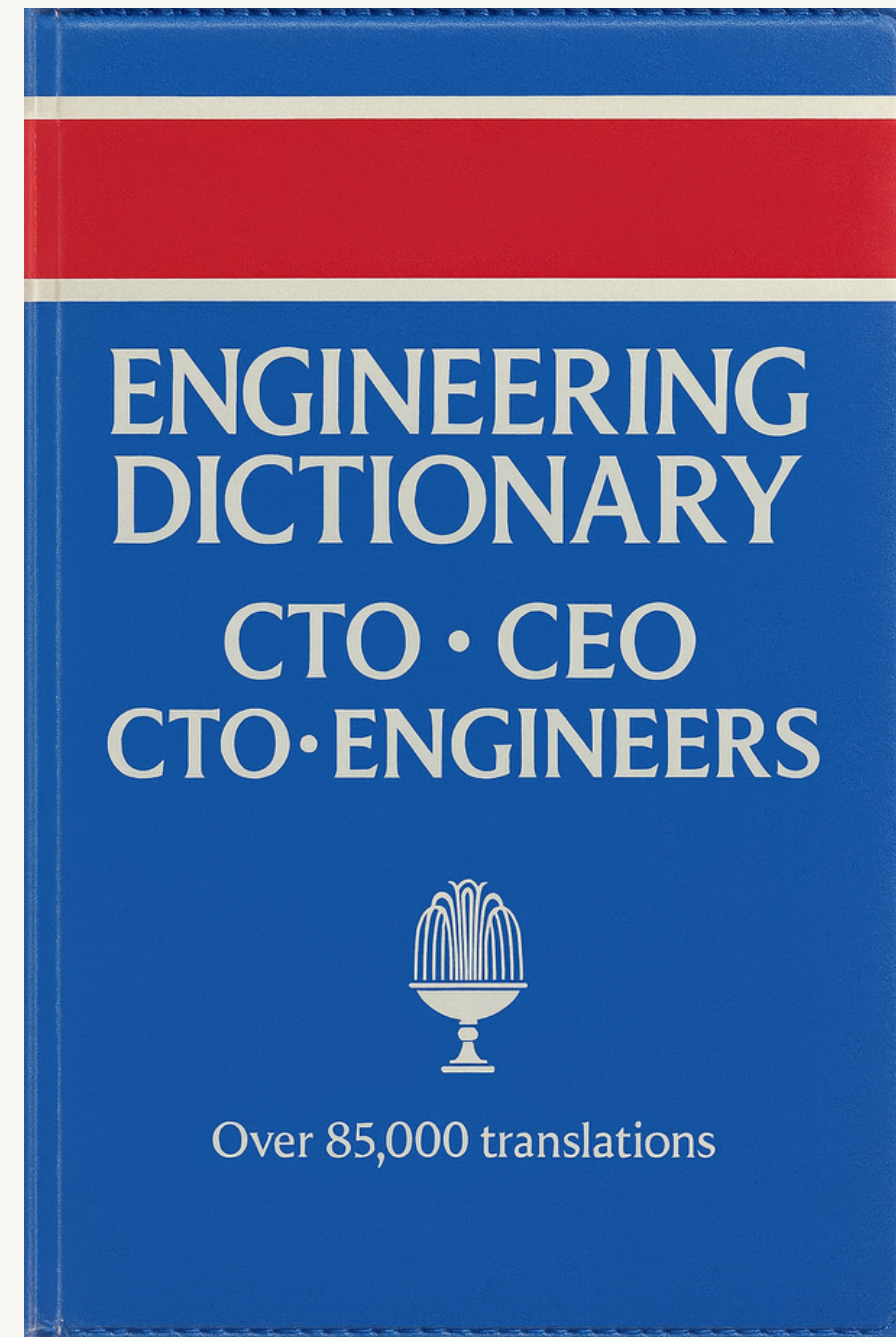


Principle 4



Your job as a technical leader is to be a translator between your engineers & the business

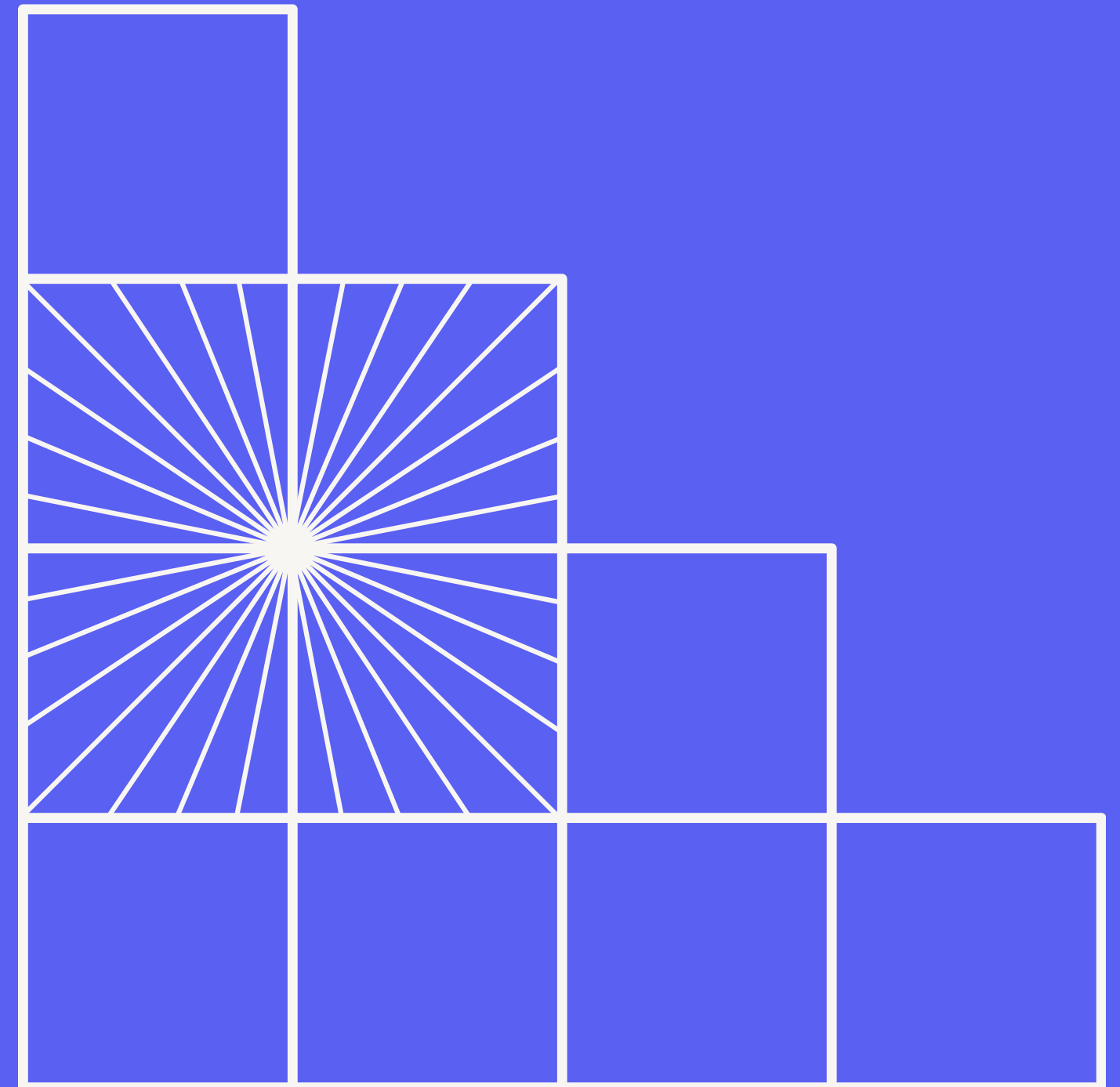
Camille Fournier, Managing Director, JP Morgan Chase



Principle 4

Speak Both Languages

Translate business goals into meaning for your engineers - and engineering progress into impact for your business.



Five Principles

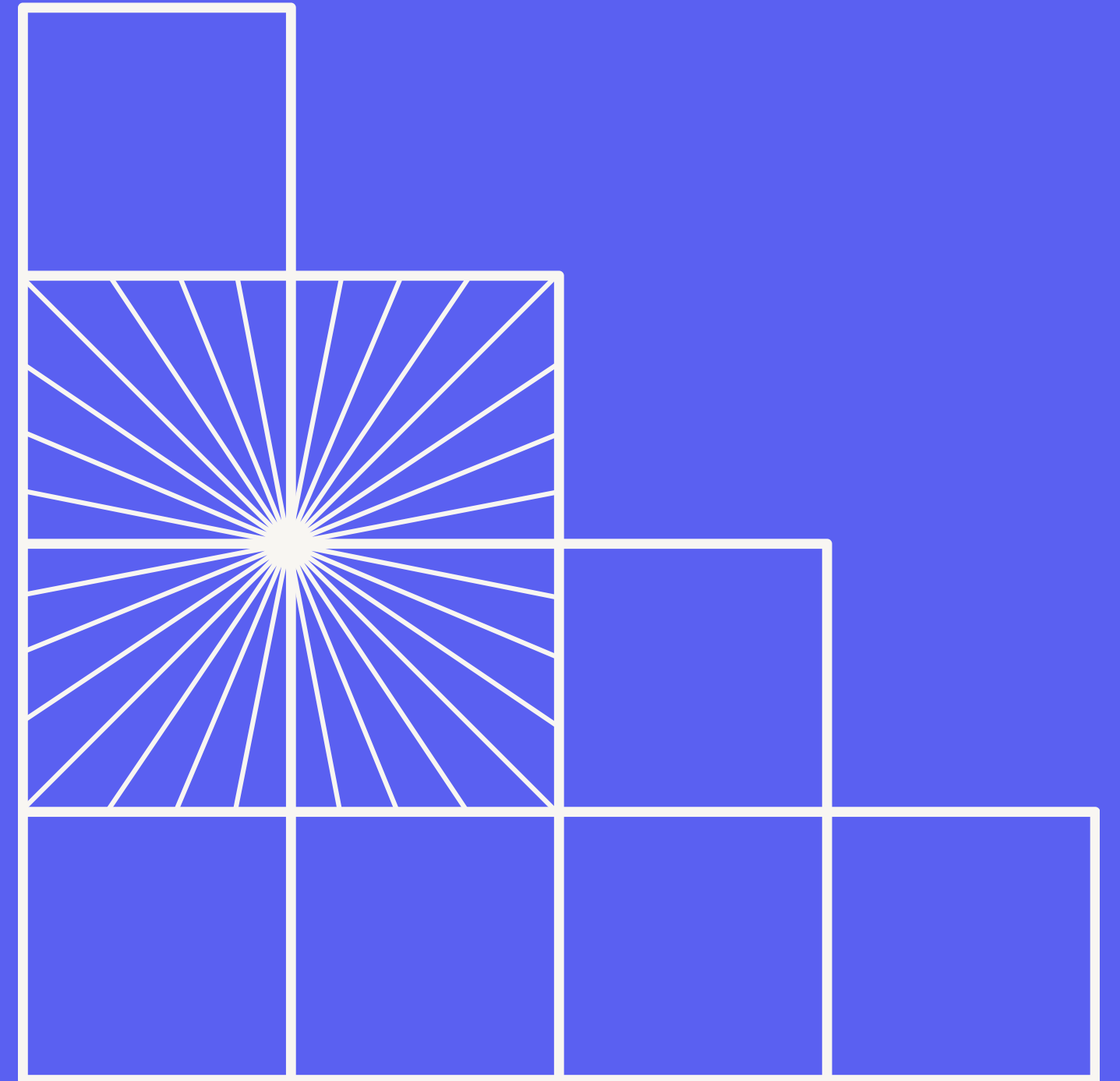
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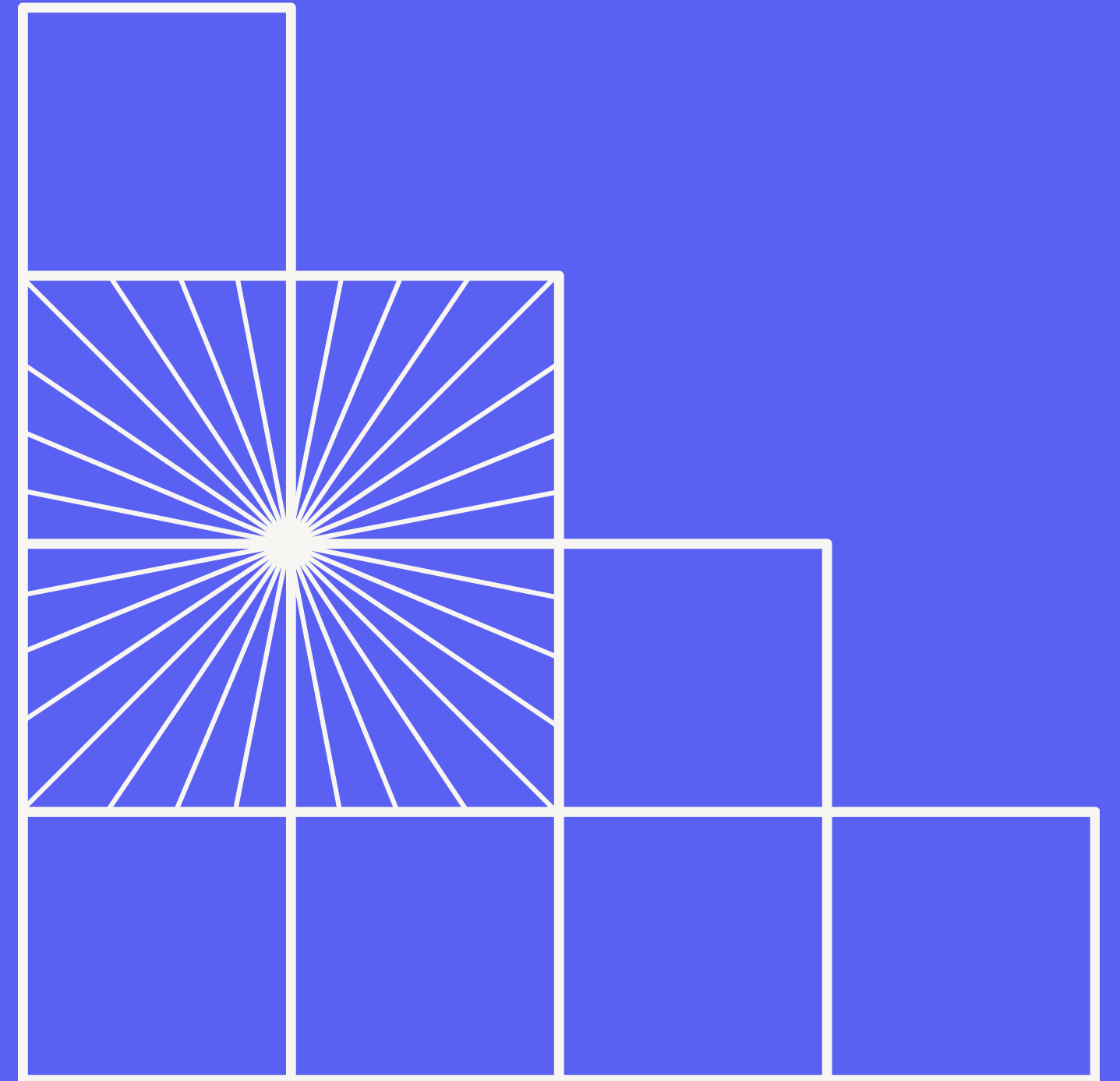
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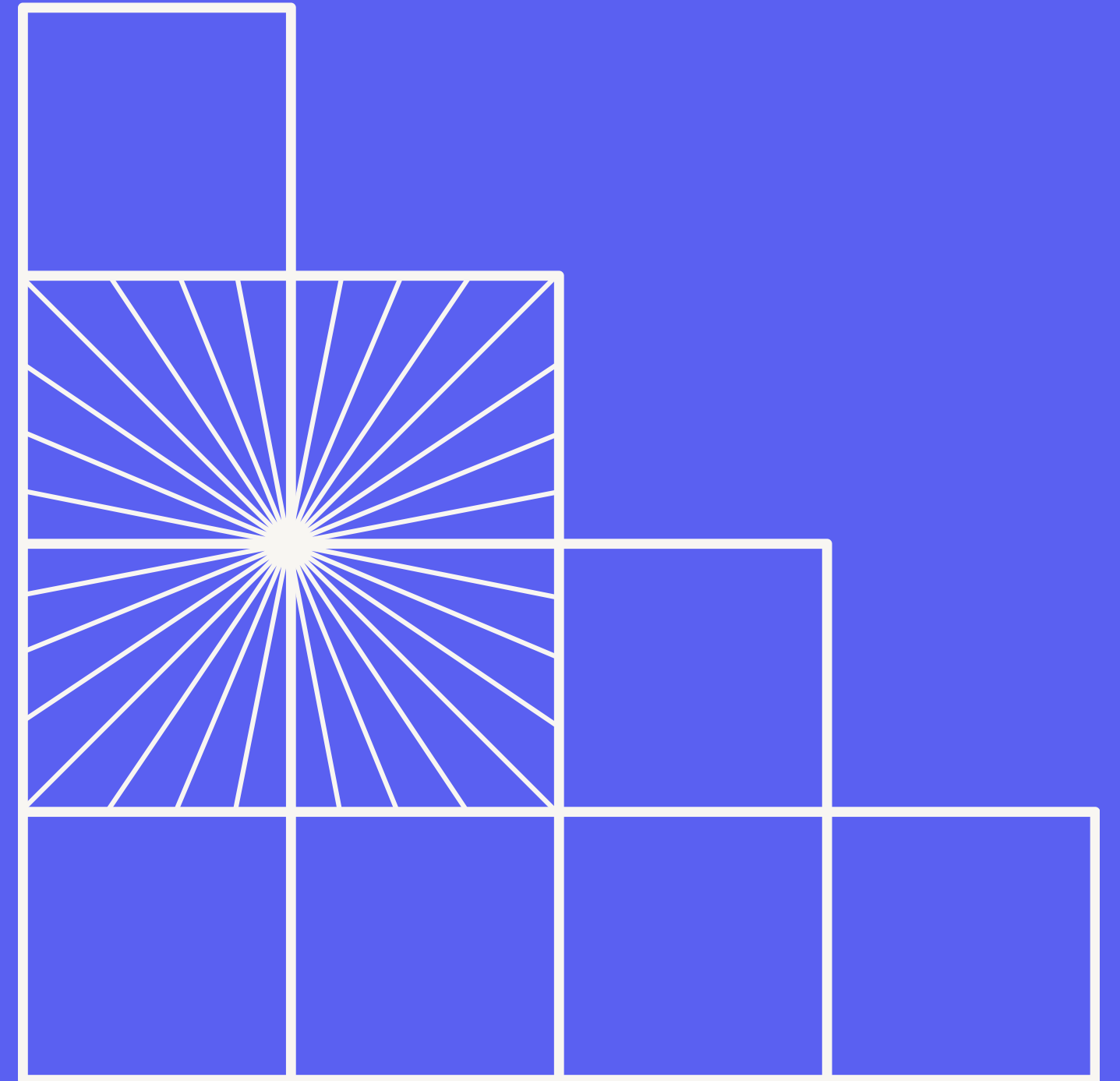
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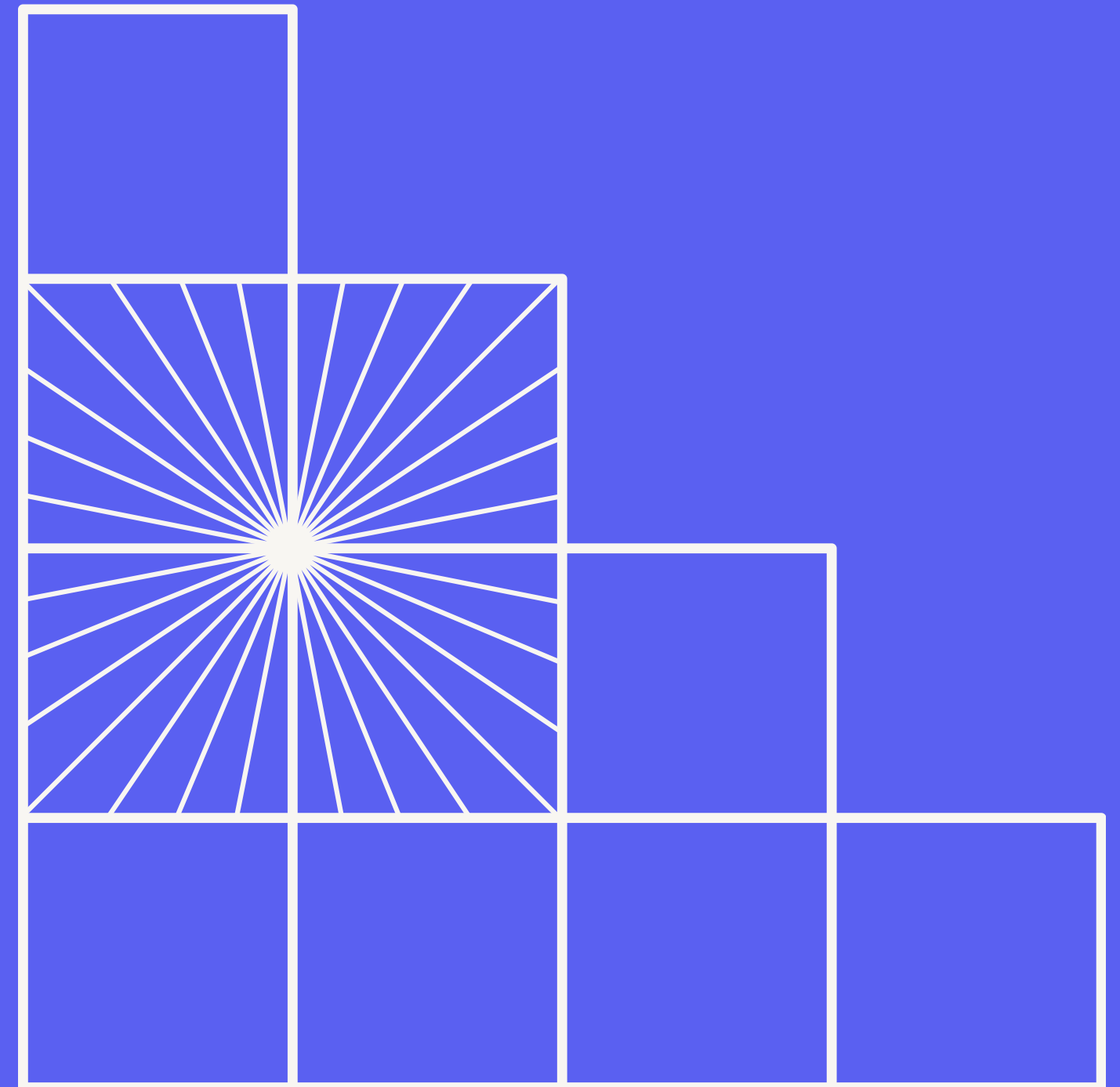
Principle 5



Principle 5

Engineering = Leverage

*Don't just deliver - design for
compounding impact.*





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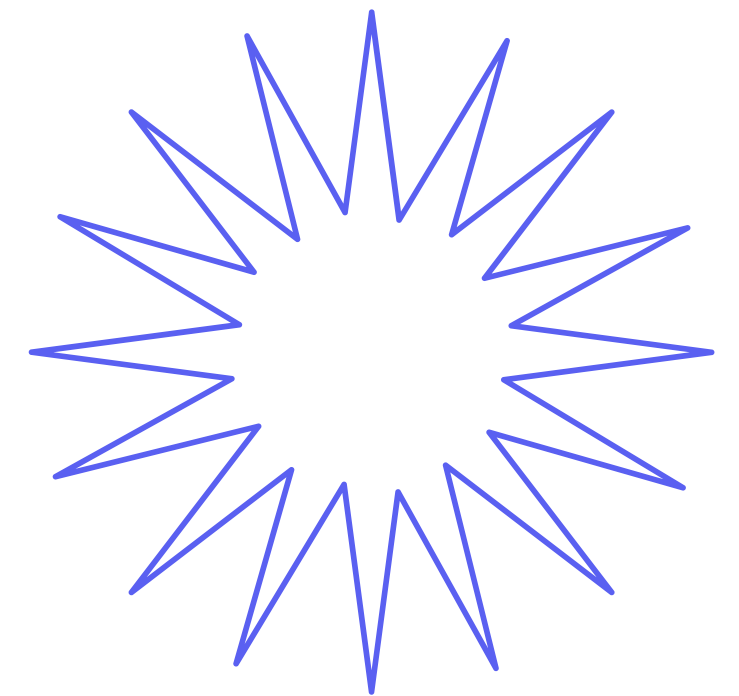
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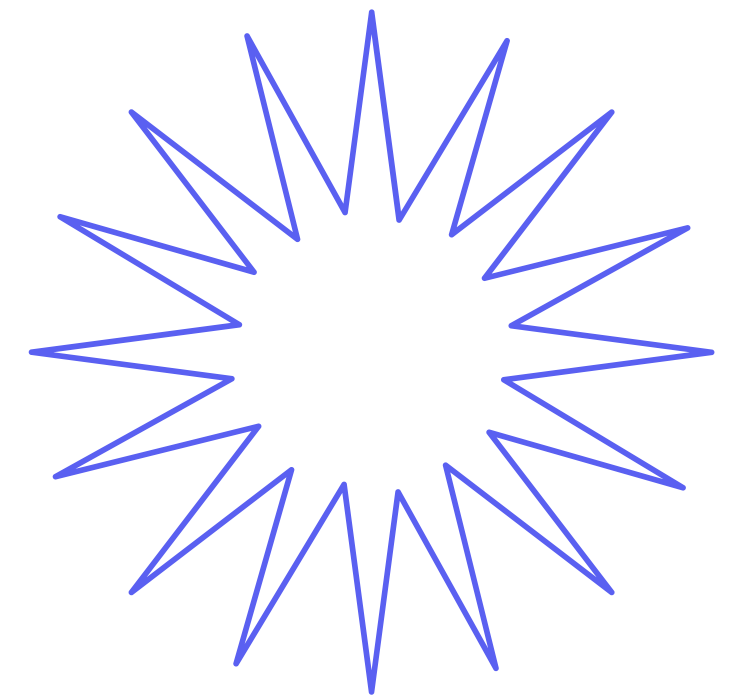
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- + **Without context**, it ships beautifully useless code
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- + **And without leverage**, it automates waste instead of accelerating value

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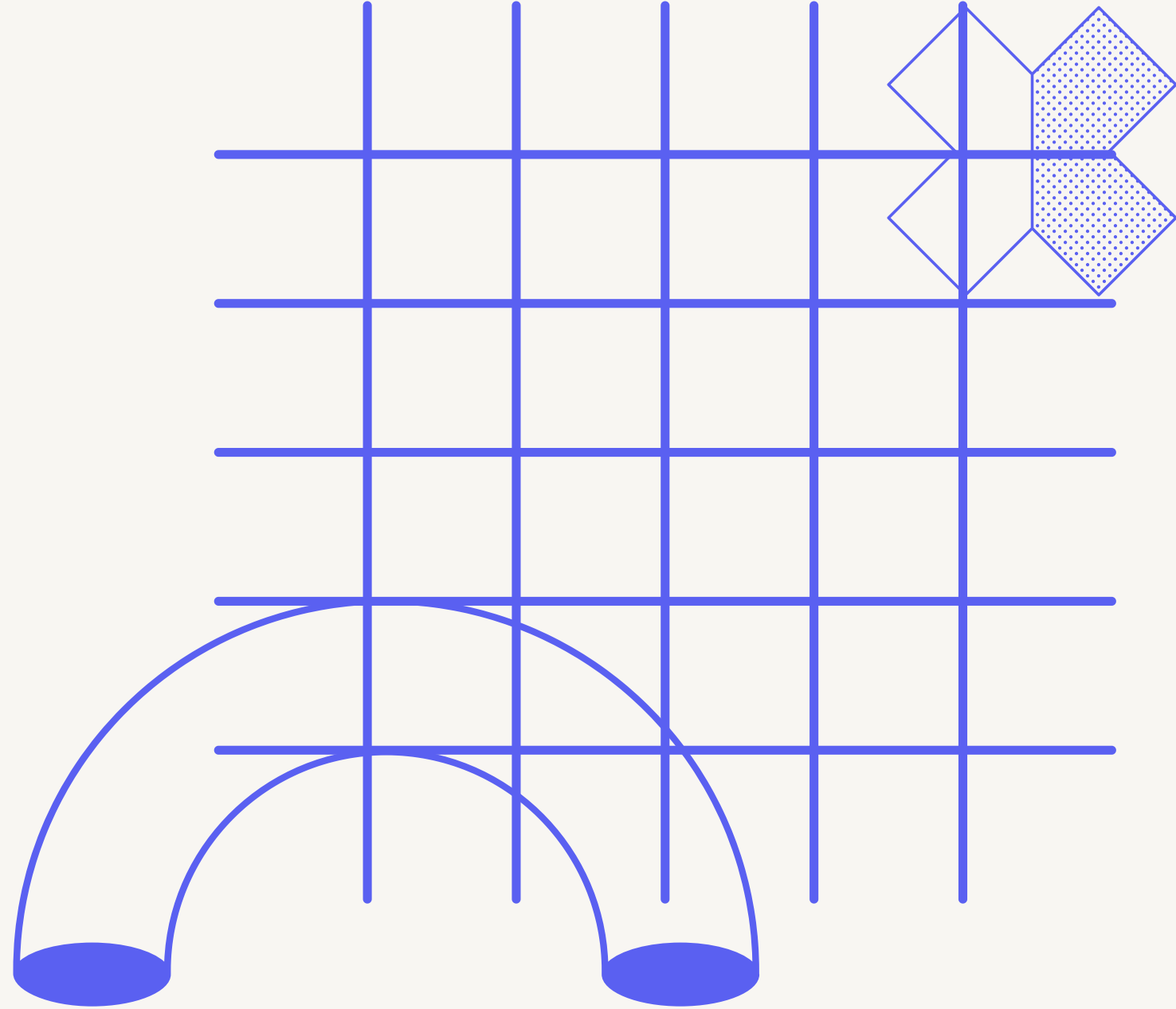
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Thank you!

Email me james@statuscake.com
if you have any questions.