Skills that empower engineers to drive business impact

Lydia Seidlitz • Based on my personal experience

Why should engineers care about the product?

Companies need to build products and offer services that fulfill different needs.

CUSTOMER

Meet the needs of the customer

BUSINESS

Align with the strategic business objectives

TECHNOLOGY

Are functional using available technology

Technology is a core enabler for innovation and operational efficiency.

Let's fill this toolbox with 5 key skills!

1

USER CENTRICITY

2

BUSINESS ACUMEN

3

DATA-DRIVEN DECISION-MAKING

4

CONTINUOUS LEARNING

5

CROSS-FUNCTIONAL COMMUNICATION

1

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CROSS-FUNCTIONAL COMMUNICATION

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USER CENTRICITY

An approach to product and service development that prioritizes the needs, preferences, and behaviors of the end-users

It can enhance customer satisfaction, loyalty, and retention.

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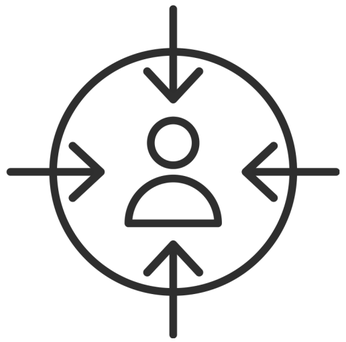

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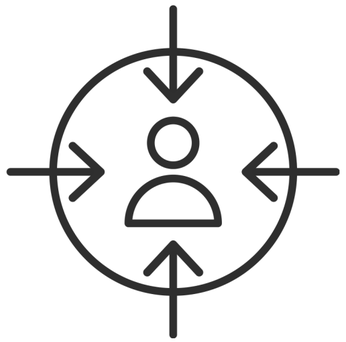

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ENGAGE WITH THE USER

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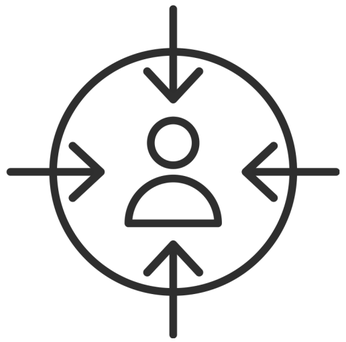

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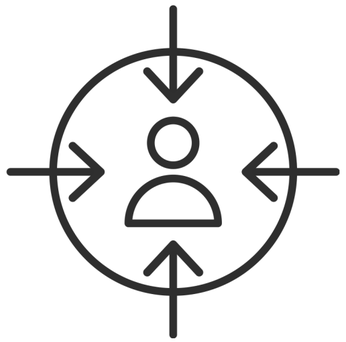

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It can help identify opportunities for innovation and assess risks from a broader perspective.

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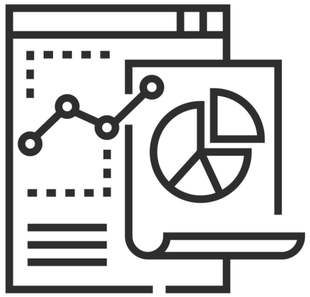

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An approach to use data to inform, support, and validate decision-making processes

It can enhance the accuracy, objectivity, and effectiveness of decisions.

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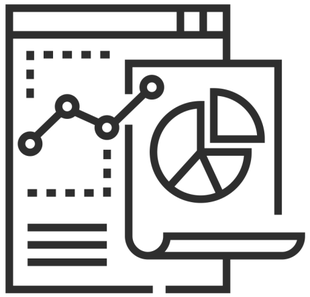

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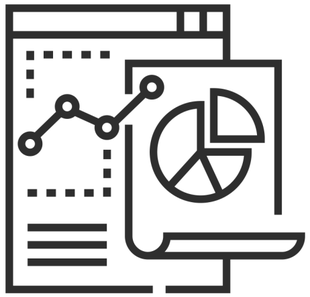

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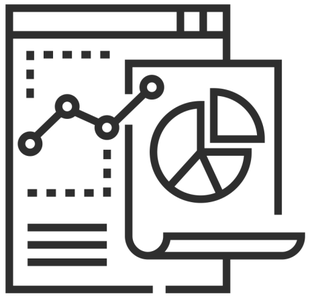

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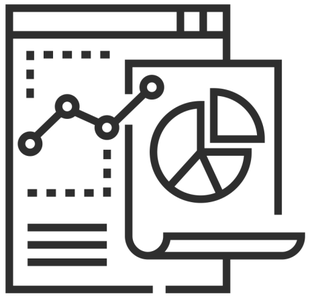

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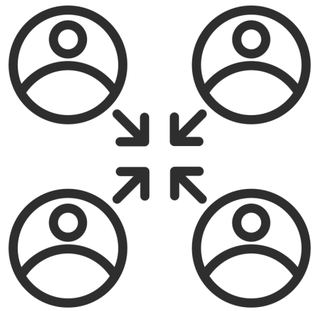

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It can promote a collaborative interconnected culture, facilitates complex problem-solving and ensures alignment.

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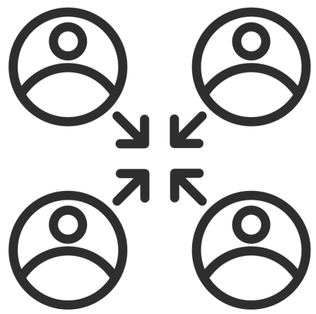

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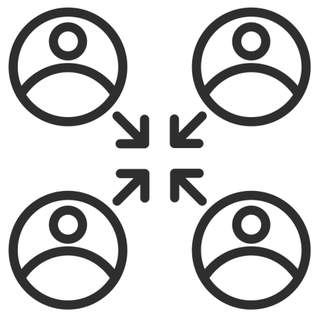

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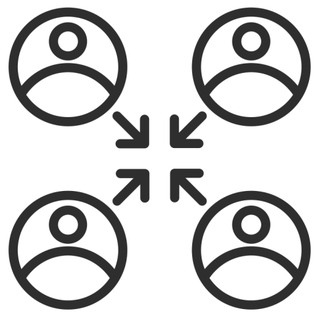

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Let's take this toolbox to your teams!

STATUS-QUO

What skills have been mastered?

IMPROVEMENTS

What skills can be improved?

DAY-TO-DAY

How can skills be applied in the day-to-day?

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Thank you!