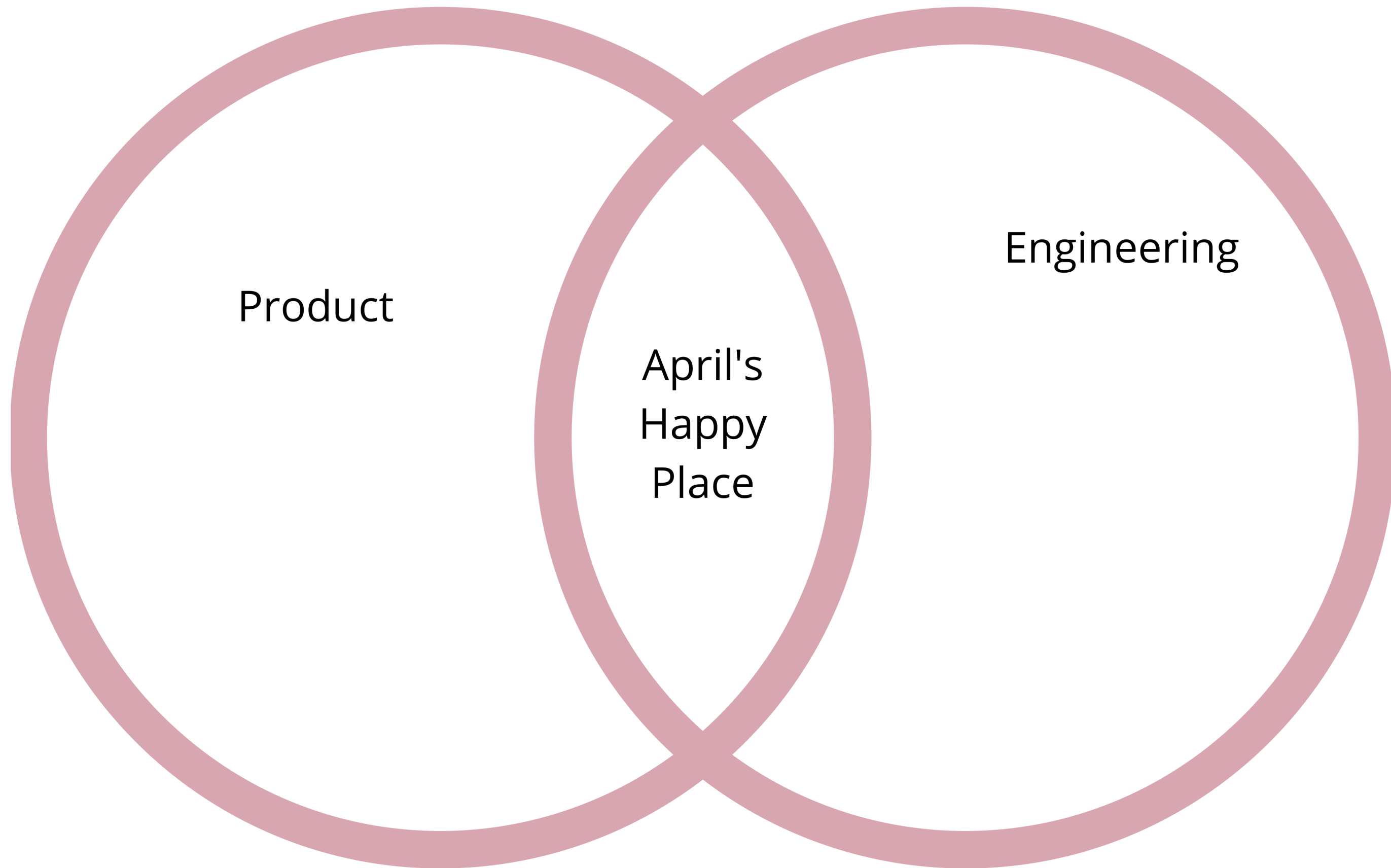


A large, light teal decorative shape on the left side of the slide, consisting of two overlapping circular segments.

# **Product, Engineering and Nurturing a Healthy Friction**

By April Lea









**Product Managers**

**Software  
Engineer**







product manager







product manager



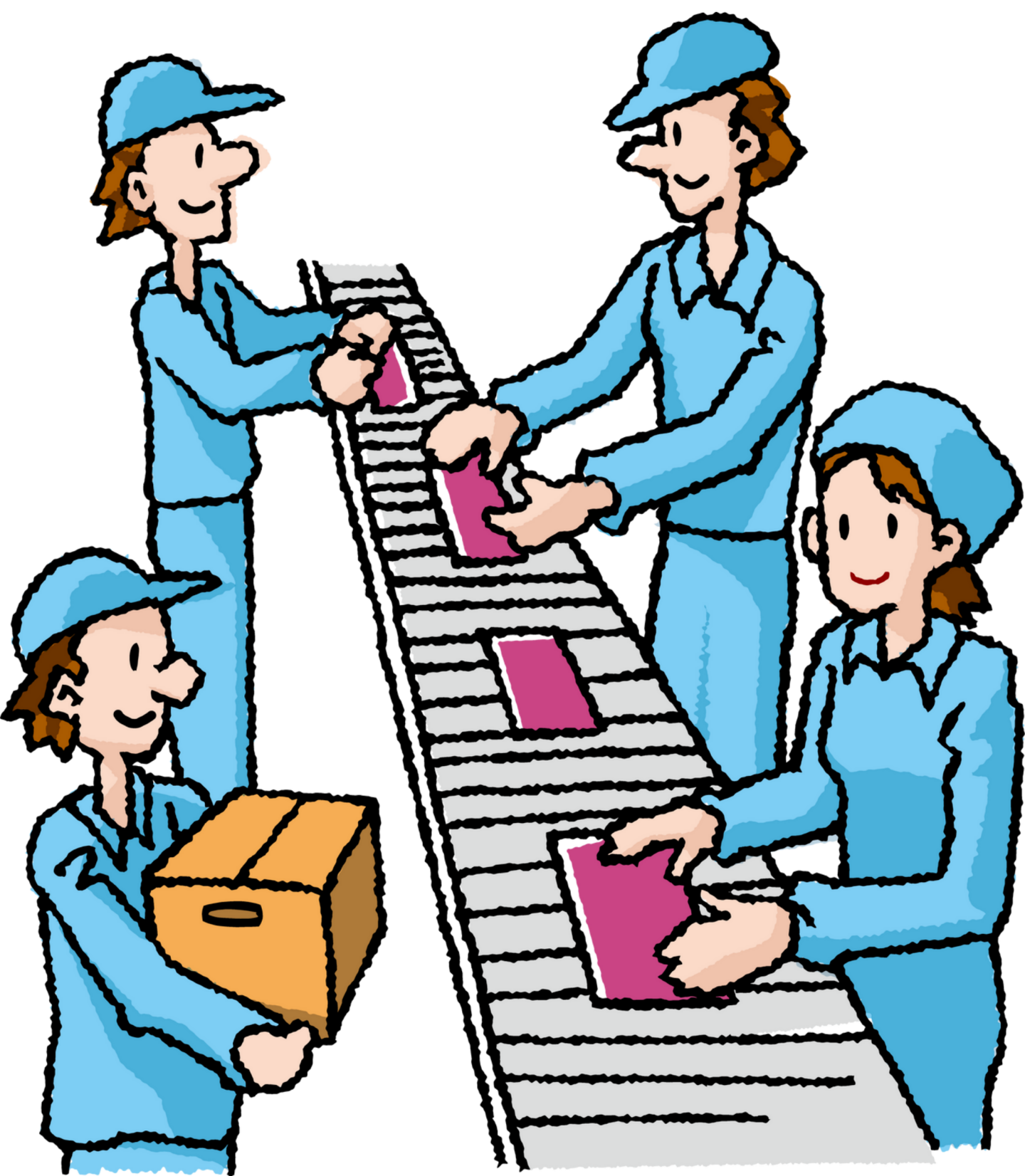




very important!







# The dreaded Feature Factory

Product

Engineering



Sales



Customer  
Support



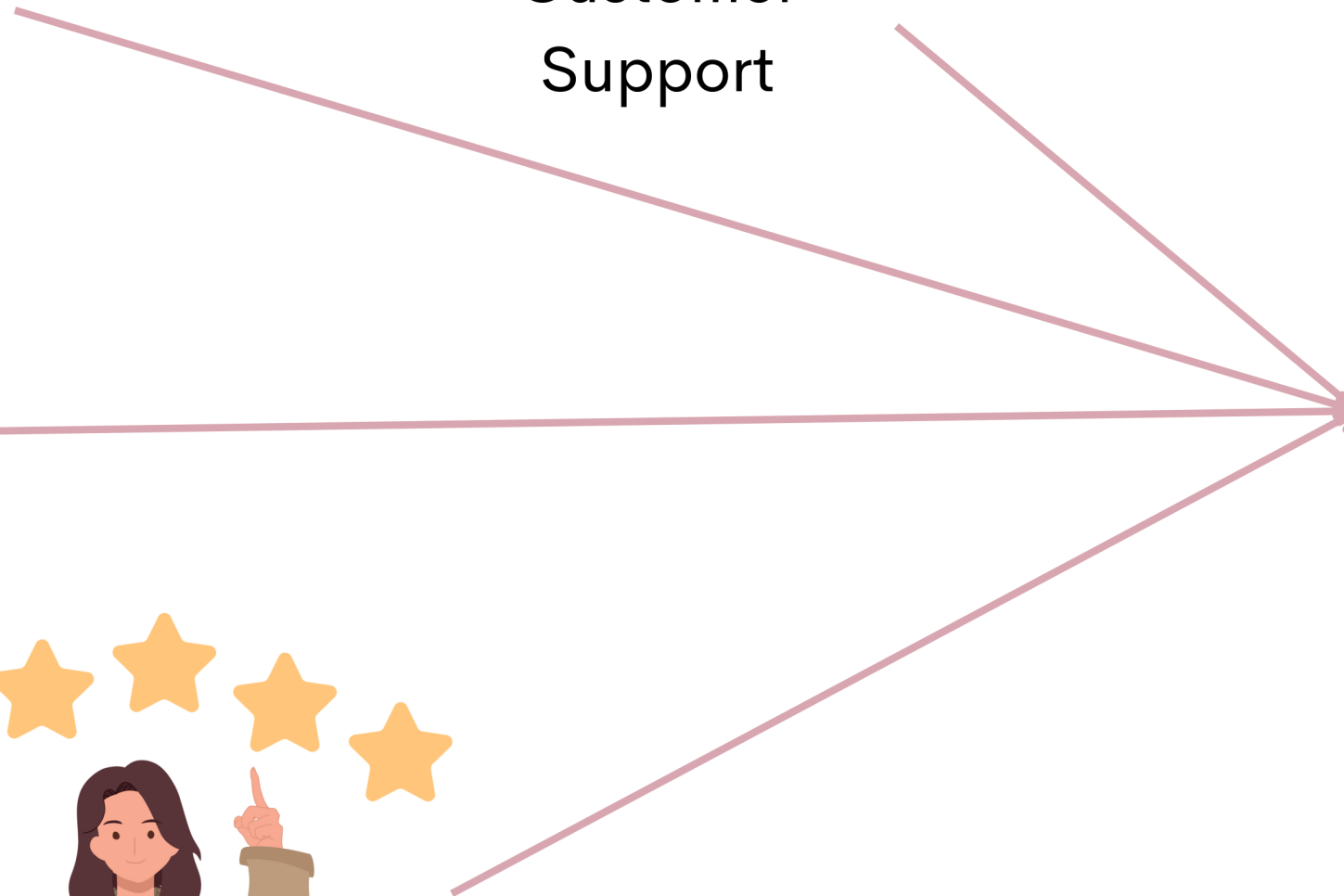
Marketing



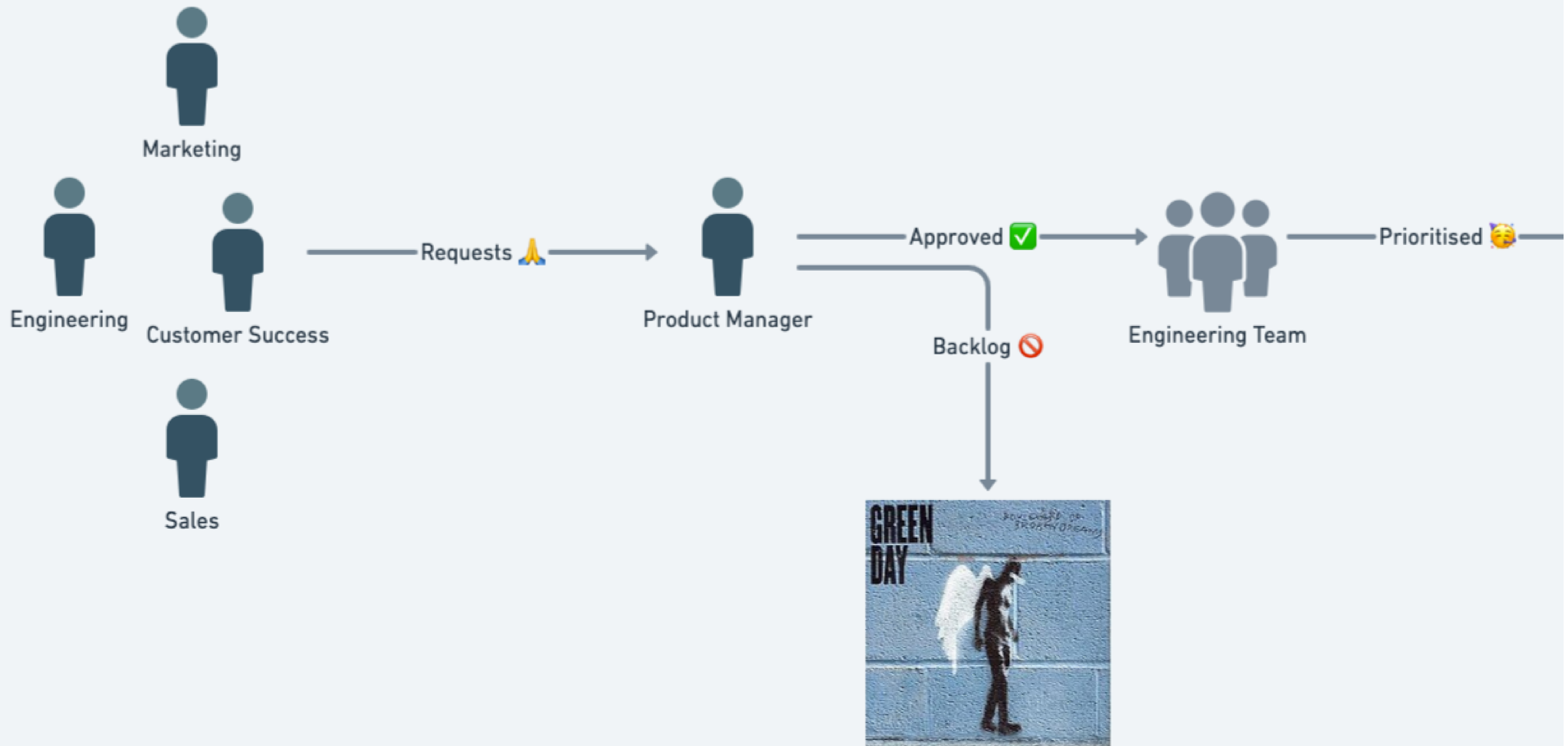
Customer  
Success



Engineers

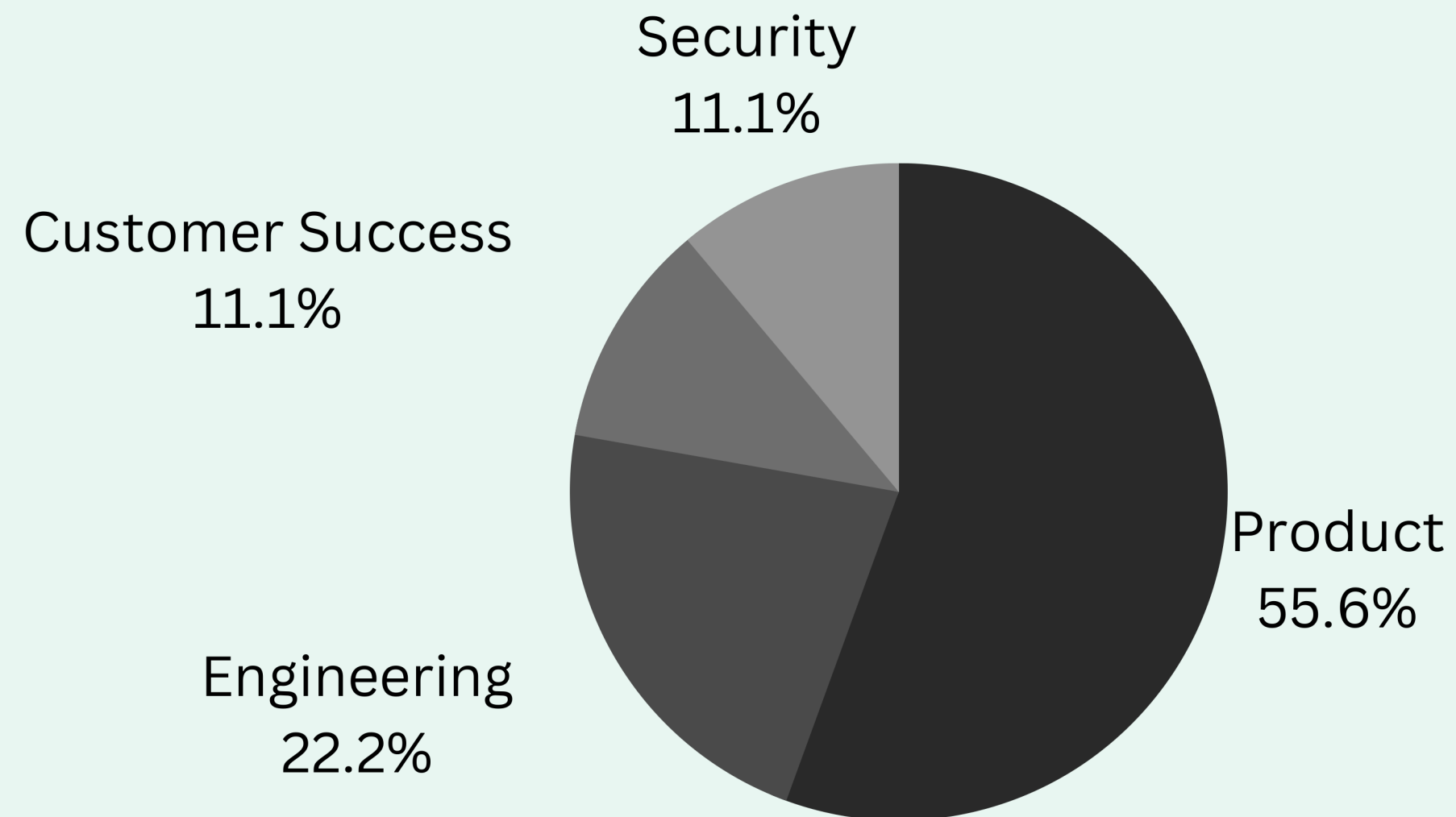






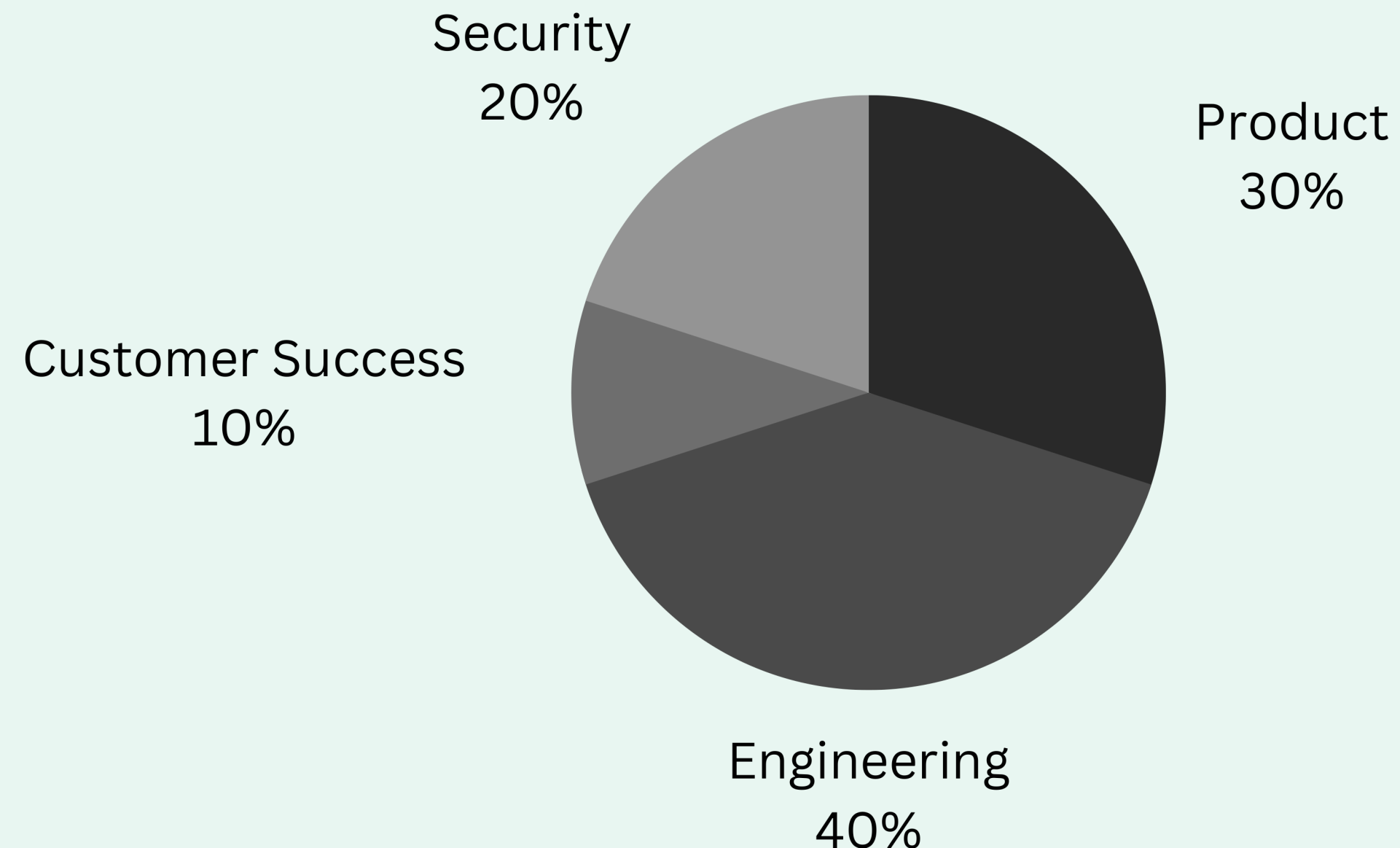


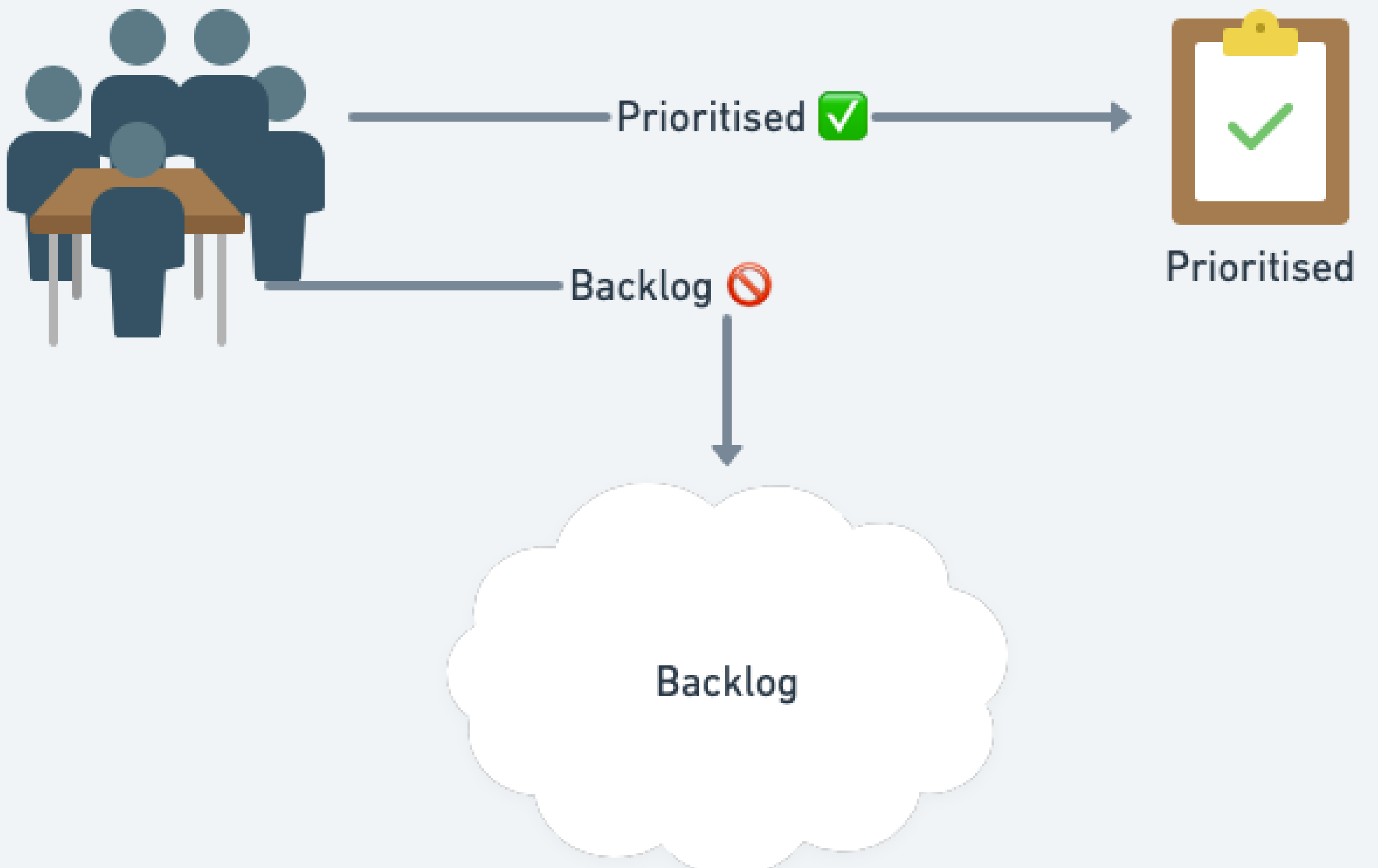
# Stakeholder equity in Engineering is Elastic





# Stakeholder equity in Engineering is Elastic







Better  
Communication



Engineers  
are  
Empowered



Stakeholders  
are  
Unblocked



Product Managers  
demoted to simple  
angel  
instead of god





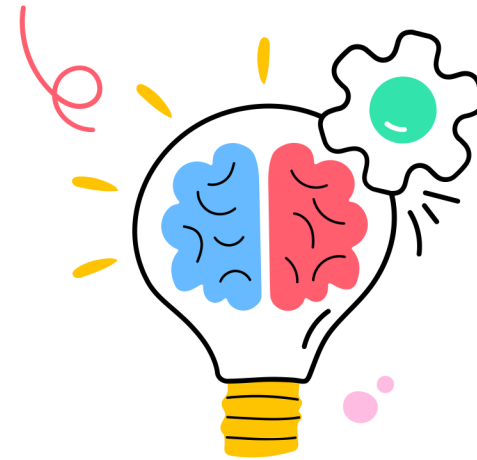
Strong  
Engineering Leadership

Must  
Haves

# Must Haves



Strong  
Engineering Leadership

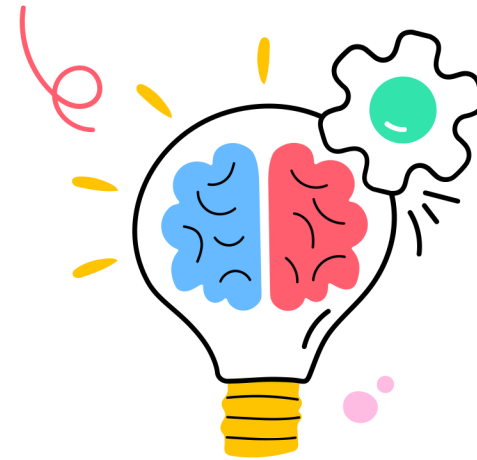


Stakeholder Management  
Skills

# Must Haves



Strong  
Engineering Leadership



Stakeholder Management  
Skills



Trust





# Thank you!

Any questions? :)