Build your team,
build your product,
pay technical debt,
REPEAT
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- +15 years - web developer
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Agenda

01 - Build your team
02 - Build your product
03 - Pay technical debt
04 - REPEAT
05 - Questions?
Build your team
Finding the right talent is a though
Turnover in tech is high
Remote friendly teams are challenging
Your tech stack is your advantage and disadvantage

This is affecting us
ALL
Flip the coin for ALL

- Seek potential
- Aim for diversity
- Use your network
- Continuous growth opportunities
checkpoint
questions

Do I want to work with him/her?

Does him/her adds value to our pressing needs?
Build your product
Adapt as fast as possible
Talk with your customers
Observe your (early) customers
Avoid over engineering
Monitoring is important
Pay technical debt
Identify technical debt

Categorize it

Put it in your backlog
WORK ON THE MAIN OBJECTIVE

ESTABILITY
pay now

01 refactor

automated tests 02

03 observe
always keep trying

cycles
companies, products, life have them, how you handle is key

team skills
leverage the skills, soft and technical to achieve results

struggles
identify them, work on plans to minimize them

next (steps) years
set direction and priorities
THANK YOU