

# Don't bring a knife to a gun fight

Selling the value of investment

---

Lisa Karlin Curtis



# About Me

---



**Lisa Karlin Curtis**

Product Engineer at [incident.io](https://incident.io)

I blog at [paprikati.github.io](https://paprikati.github.io)





There is a **skills asymmetry** between different functions

What makes tech investment  
**worthwhile?**



**01 Risk**



# 02 Speed



## 03 Quality





## 04 Morale

The art of **persuasion** is all  
about **empathy**

# The art of persuasion

---

01

**Why is this important?**

02

Who are you trying to persuade?

03

What matters to them?

04

Why is this relevant to them?

# The art of persuasion

---

01 Why is this important?

**02 Who are you trying to persuade?**

03 What matters to them?

04 Why is this relevant to them?

# The art of persuasion

---

01 Why is this important?

02 Who are you trying to persuade?

**03 What matters to them?**

04 Why is this relevant to them?

# The art of persuasion

---

01 Why is this important?

02 Who are you trying to persuade?

03 What matters to them?

**04 Why is this relevant to them?**

# The art of persuasion

---

**Basic**

**Intermediate**

**Advanced**

# The art of persuasion

---

**Basic**

**Intermediate**

**Advanced**

The billing platform is a  
mess and we need to fix it



# The art of persuasion

---

## Basic

The billing platform is a mess and we need to fix it

## Intermediate

The billing platform is really hard to work with and it's making delivering new features really slow

## Advanced

# The art of persuasion

---

## Basic

The billing platform is a mess and we need to fix it

## Intermediate

The billing platform is really hard to work with and it's making delivering new features really slow


## Advanced

The billing platform is really hard to work with and if we don't deal with it it's going to make features like X Y and Z take double the length of time, and that is going to make it harder for us to reduce churn this quarter.

**Pick your battles**  
to avoid burnout



Photo by [Javier Allegue Barros](#) on [Unsplash](#)

A black and white photograph of hands playing a piano keyboard. The lighting is dramatic, highlighting the texture of the skin and the keys. A red rectangular box is overlaid on the right side of the image, containing white text.

Just like any other skill,  
**practise makes  
perfect**

If it feels like a **fight**, you've already  
lost

Persuasion isn't about  
**tricking** someone else



# Key Takeaways

---



**Understand the value of investment**



**Always communicate the ‘so what’**



**Pick your battles carefully**



**It's not a fight, so don't treat it like one**



# Thanks for listening

---

Lisa Karlin Curtis