



Focus on Project Value Using Businesses Strategy

As a Staff+ engineer, you have the power to choose projects. But with great power comes great responsibility. How do you decide which projects to pursue?



by Jeffrey Sherman

The Project Selection Dilemma

Abundance of Options

Staff+ engineers are inundated with valuable projects from various sources.

Fear of Wrong Choice

Choosing projects is stressful and can make you anxious about making the wrong decision.

Impact on Career

The right project can propel you forward! The wrong project might leave you flat.



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The Three Business Strategies

Operationally Excellent

Be the obvious choice.

Focus on being everywhere and selling to everyone.

Cheap

Compete on price.

Cut costs and increase efficiency.

Unique

Offer specialized features that don't appeal to everyone.

Develop tech that others don't have.

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Identifying Your Company's Strategy

1

Read the Website

Look for keywords indicating operational excellence, cost-effectiveness, or uniqueness.

2

Watch Internal Communications

Analyze town halls and executive speeches for strategic insights.

3

Ask Leadership

Ask directly! Leadership loves questions and wants you to know the answers



Aligning Projects with Strategy

1

Identify Outcomes

Determine the expected results of each project.

2

Check Alignment

Ensure outcomes match the company's strategic direction.

3

Discuss with Sponsors

Confirm your understanding with project stakeholders.



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Prioritizing Aligned Projects

1 Stack Ranking

Order projects based on their potential impact.

2 Impact Discussions

Engage in conversations about which project helps the most.

3 Reevaluate Understanding

Be open to new information that may change project value.



Amplifying Leadership's Message



Spread Alignment

Use your position to amplify Leadership's strategy throughout the organization.



Bridge Gaps

Connect leadership vision with day-to-day project work.



Increase Value

Enhance your work's impact by aligning with and promoting company strategy.





Key Takeaways

Understand the 3 strategies

Operational, Cheap, Unique

Identify your company's
approach

Research, observe, ask

Align projects

Analyze, discuss, prioritize

Amplify leadership's message

Spread understanding beyond
hierarchy

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