



Budgeting:

Your (Unexpected) Opportunity
To Be a Hero

CEO at Proactive AI Labs
Board of Director at GitStart



VPE at Google
VPE/GM at Meta
VPE at LinkedIn
CTO at Tinder



Everyone's favorite topic: engineering budgets

- + How many of you look forward to annual budget planning?
- + How many of you feel confident you know how to set a budget?

A three-step framework for thinking about budgets

Align

Aligning budgets with company goals

Allocate

Allocate resources efficiently

Amplify

Amplifying your impact

Align



Could you imagine marketing giving 60% of their annual budget to engineering?







Think about the ROI for the entire business

- + Shift your mindset from internal gains alone and work with your peers for the greater good of the business

Allocate



Ever got carried away
filling seats with
headcount?





Manage dollars, not headcount

- + Begin tracking budget dollars early in your career: if given headcount numbers, collaborate with finance to grasp the full dollar impact

Amplify





Make your dollars go further

+ Efficiency

+ Create Leverage

+ Elastic Engineering Capacity

The conventional approach

- **Hire** 60 engineers
- **Spend** \$20m
- **Launch** in 18 months

Using elastic engineering

- **Hired** 2 engineers
- **Spent** \$1m
- **Launched** in 6 months

+ Re-invested savings back into GTM



Align

Allocate

Amplify

Think about the ROI for the entire business

- + Shift your mindset from internal gains and work with your peers for the greater good of the business

Manage dollars, not headcount

- + Begin tracking budget dollars early in your career: if given headcount numbers, collaborate with finance to grasp the full dollar impact

Make your dollars go further with elastic engineering capacity

- + Compound your team's effectiveness and increase your leverage to allocate budget to new engineering projects

Thank
you

