

A man with a shaved head and a light beard, wearing a light-colored button-down shirt, is speaking on a stage. He is wearing a small microphone on his ear. The background is dark with a grid pattern and some faint, glowing elements.

“If you’re just using your engineers to
code, you’re only getting about half
their value”

Marty Cagan - Author, Partner SVPG, former VP Product and Design eBay



Ingredients

- Vision
- Strategy
- Objectives
- Constraints
- Insights