
Skills built by coding

- Always learning and researching
 - Understanding the landscape and constraints
 - Making constant small decisions
 - Evaluating trade-offs and distant effects
 - Large leaps of creativity
 - Continual evaluation of success
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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. The background is dark with a grid pattern and some faint blue light. To the left, there is a potted plant.

“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