



**Build your team,
build your product,
pay technical debt,
REPEAT**

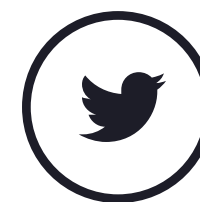
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- +15 years - web developer
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-  Podcast: Chile, Mole & Tech
- Collab: PHP México



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Agenda

- 01 – Build your team
- 02 – Build your product
- 03 – Pay technical debt
- 04 – REPEAT
- 05 – Questions?



01

Build your team



Threats

Weaknesses



This is affecting us
ALL

Finding the right talent
is a though



Turnover in tech
is high



Remote friendly teams
are challenging



Your tech stack is your
advantage and
disadvantage

Strenghts

Opportunities 🎯

Flip the coin for
ALL

Seek potential



Aim for diversity



Use your network



Continuous growth
opportunities

checkpoint questions

*Do I want to work
with him/her?*

*Does him/her adds
value to our pressing
needs?*

02

Build your product



Adapt as fast as possible



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Talk with your customers

Observe your (early) customers





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Avoid over engineering

Monitoring is important



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03

Pay technical debt



Identify

- ★ Identify technical debt
- ★ Categorize it
- ★ Put it in your backlog



WORK ON THE
MAIN
OBJECTIVE

ESTABILITY



pay
now

01 refactor

automated tests 02

03 observe



04

REPEAT



always keep trying



cycles

companies, products, life have them, how you handle is key



team skills

leverage the skills, soft and technical to achieve results



struggles

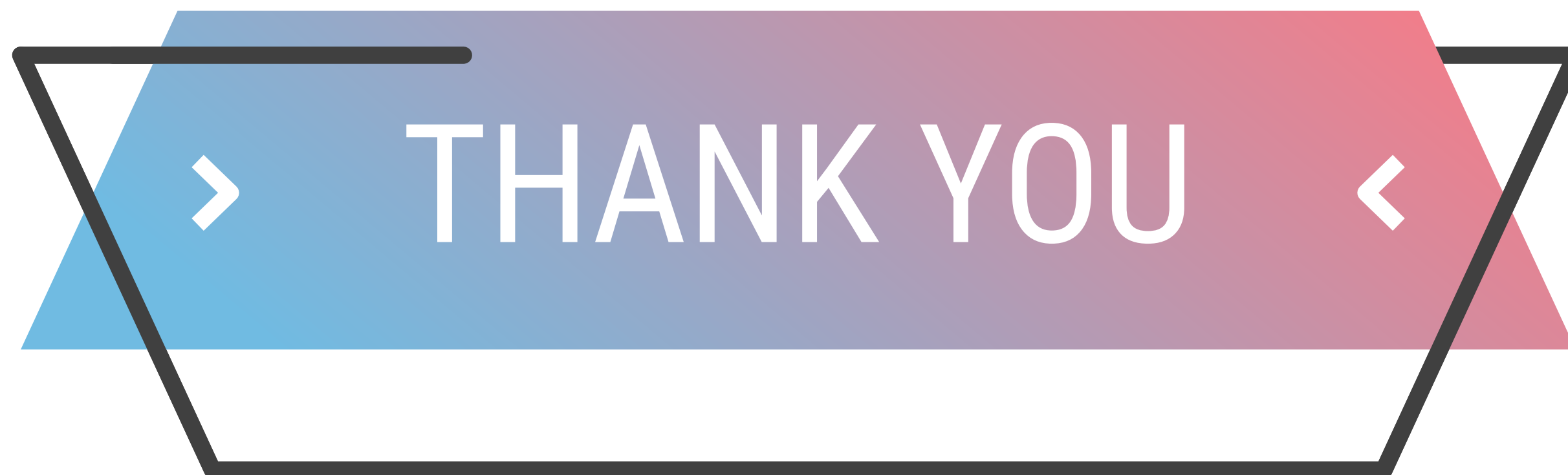
identify them, work on plans to minimize them



next (steps) years

set direction and priorities





Questions?



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