



*The Engineer's Guide to*  
**BUSINESS MASTERY**

*Thinking Beyond the Blueprint*

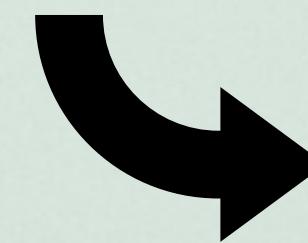
ROMAN SHMYHEL'SKYI

**JIRA**

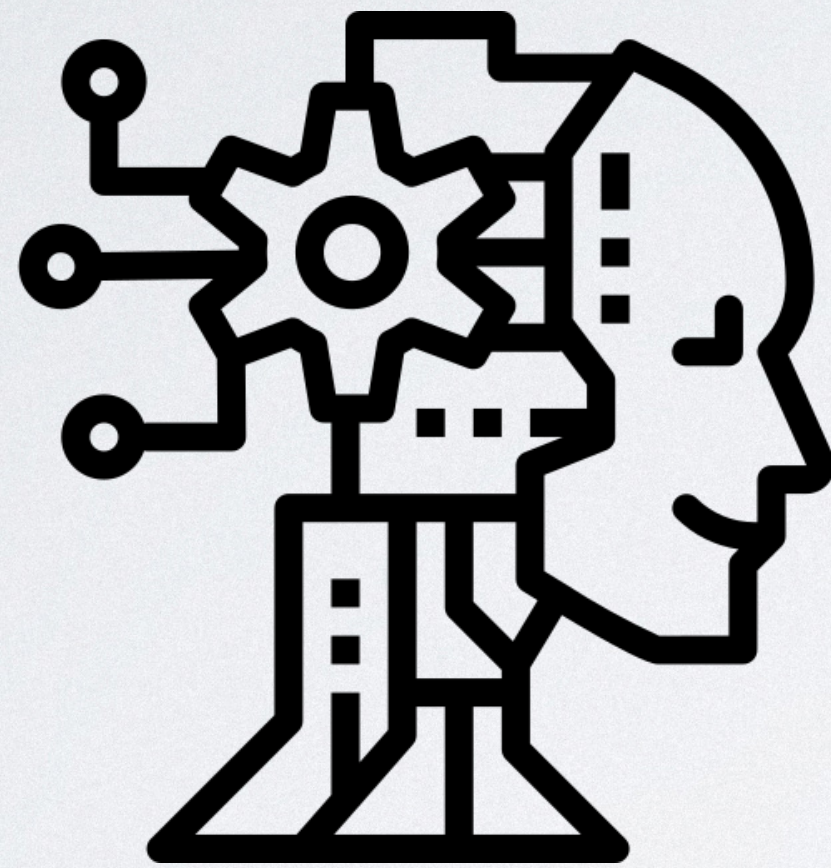
*somewhere here*



**YOU**



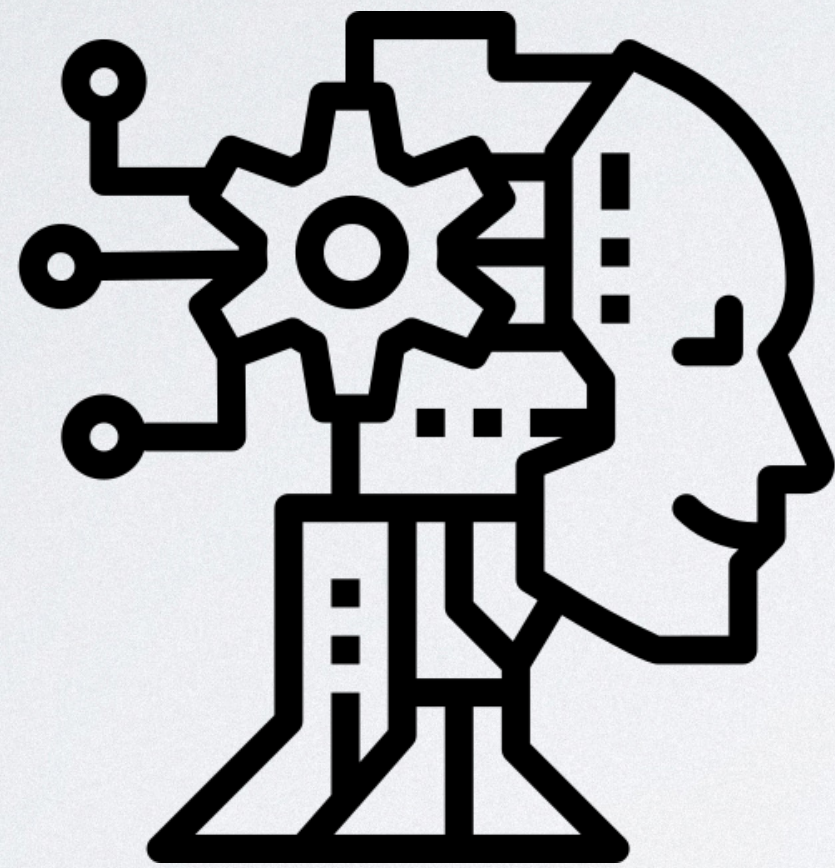
# «CREATE OWN LLM»



for **1%** of users



«CREATE OWN LLM»



or

«MOVE BUTTONS»



for **1%** of users

for **99%** of users



**WHICH TASK WOULD YOU PICK?**



**HARD SKILLS** *are not* **ENOUGH**



*What a minute*

**WHO ARE YOU?**



# ABOUT ME





# ABOUT ME

< **10 YEARS** *in engineering*



# ABOUT ME

< **10 YEARS** *in engineering*

**STARTUP** *and* **CORPORATION** *experience*



# ABOUT ME

< **10 YEARS** *in engineering*

**STARTUP** *and* **CORPORATION** *experience*

**2 YEARS** *as Engineering Manager*



# WHOSE OPINION MATTERS?



# WHOSE OPINION MATTERS?

## 1. CUSTOMERS



# WHOSE OPINION MATTERS?

1. *Customers*

2. **BUSINESS LEADERS**



# WHOSE OPINION MATTERS?

1. *Customers*

2. *Business Leaders*

3. **PROJECT MANAGERS**



# WHOSE OPINION MATTERS?

1. *Customers*

2. *Business Leaders*

3. *Project managers*

4. **TECH TEAM**

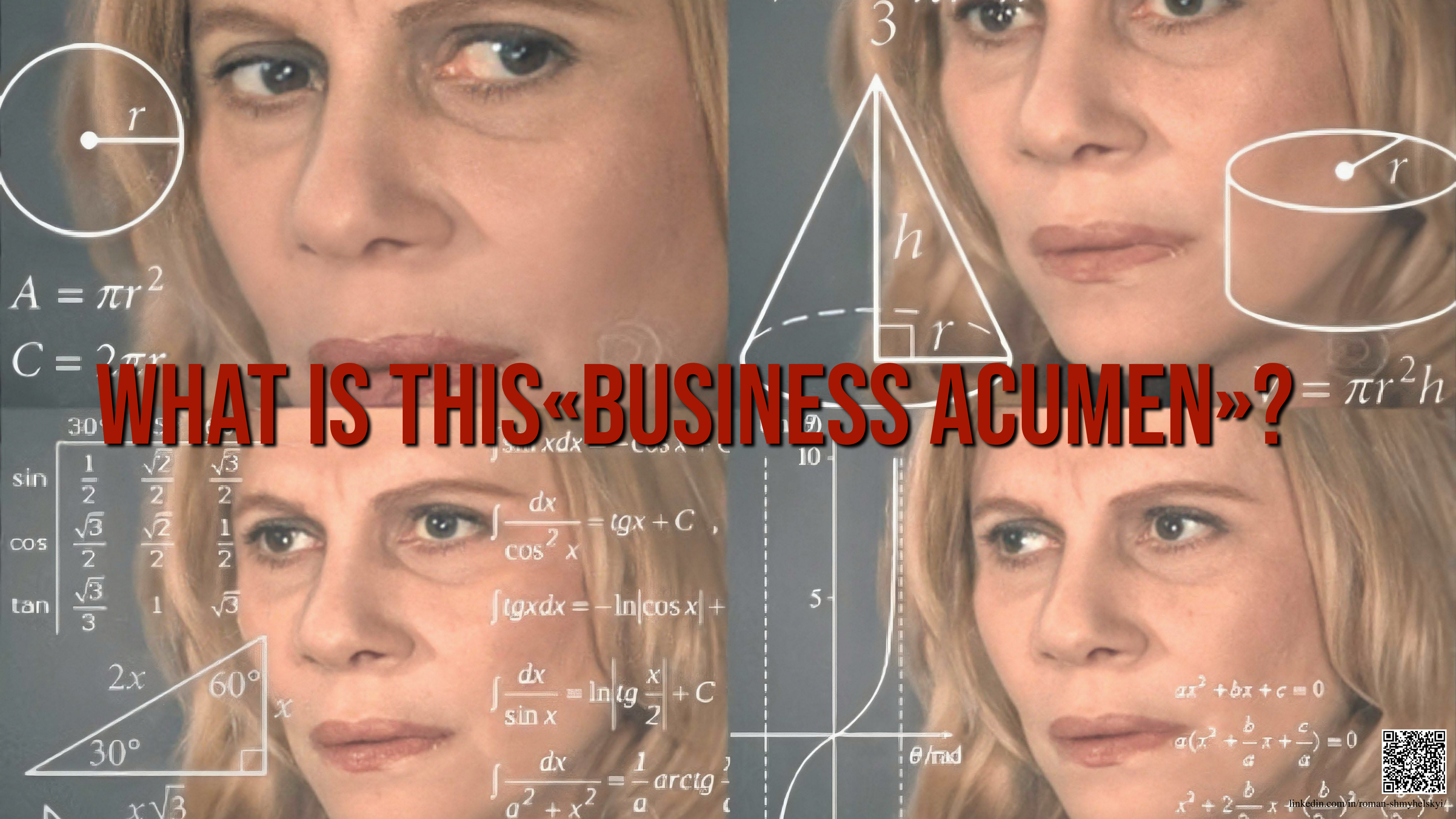




**HARD SKILLS** *are like* **BOOLEAN**

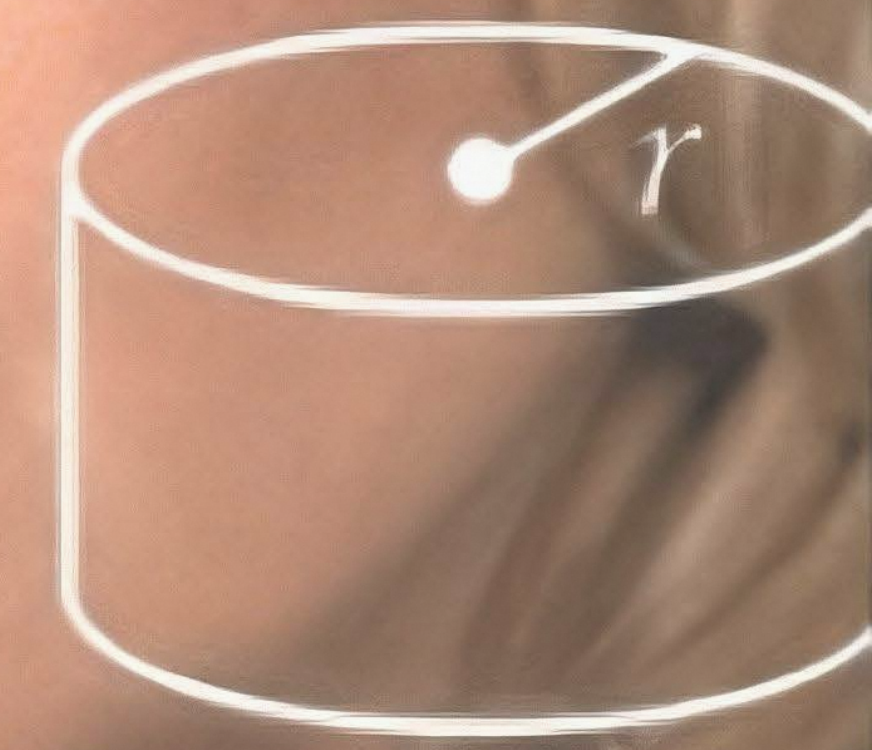
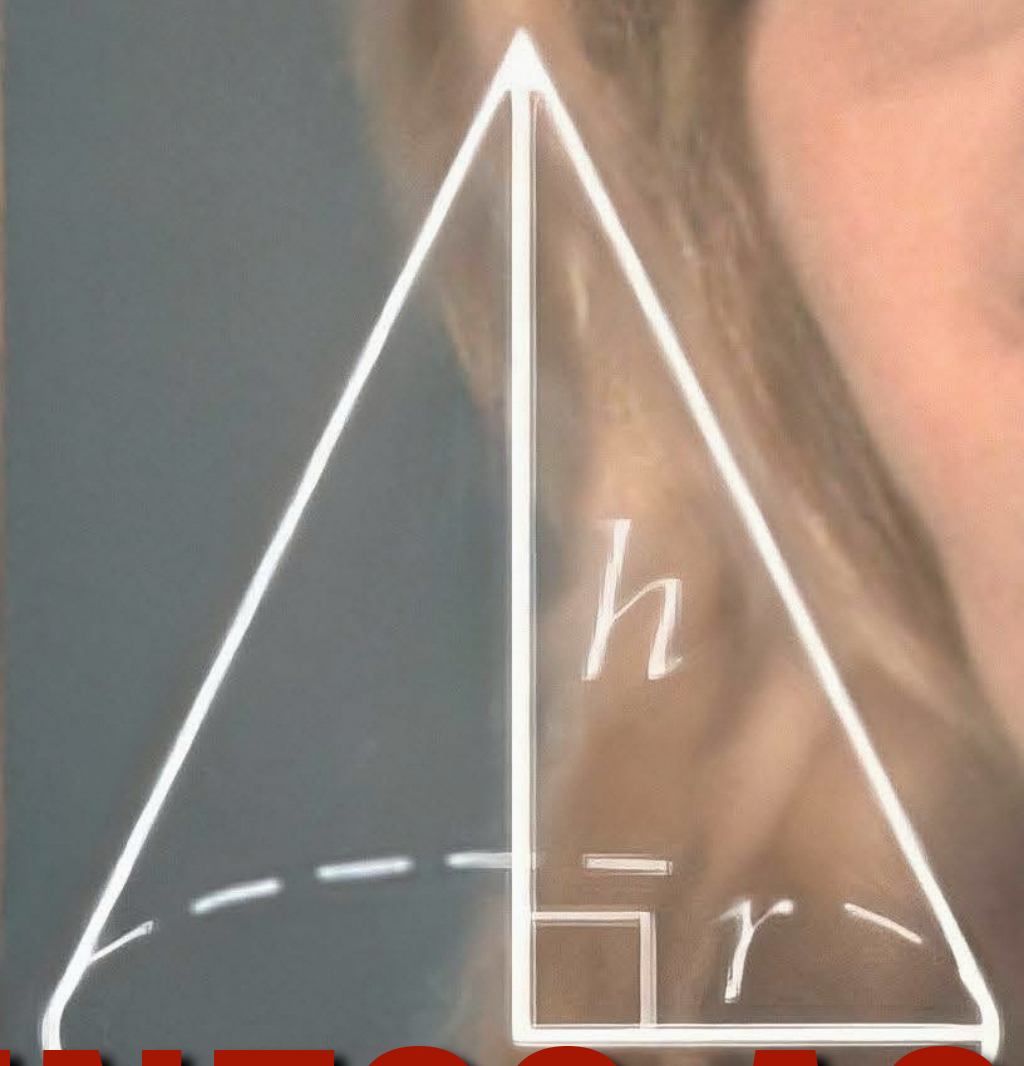
*while* **SOFT SKILLS** *are like* **FLOATS**





$$A = \pi r^2$$

$$C = 2\pi r$$



$$V = \pi r^2 h$$

# WHAT IS THIS «BUSINESS ACUMEN»? =

	30°	45°	60°
sin	$\frac{1}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{\sqrt{3}}{2}$
cos	$\frac{\sqrt{3}}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{1}{2}$
tan	$\frac{\sqrt{3}}{3}$	1	$\sqrt{3}$

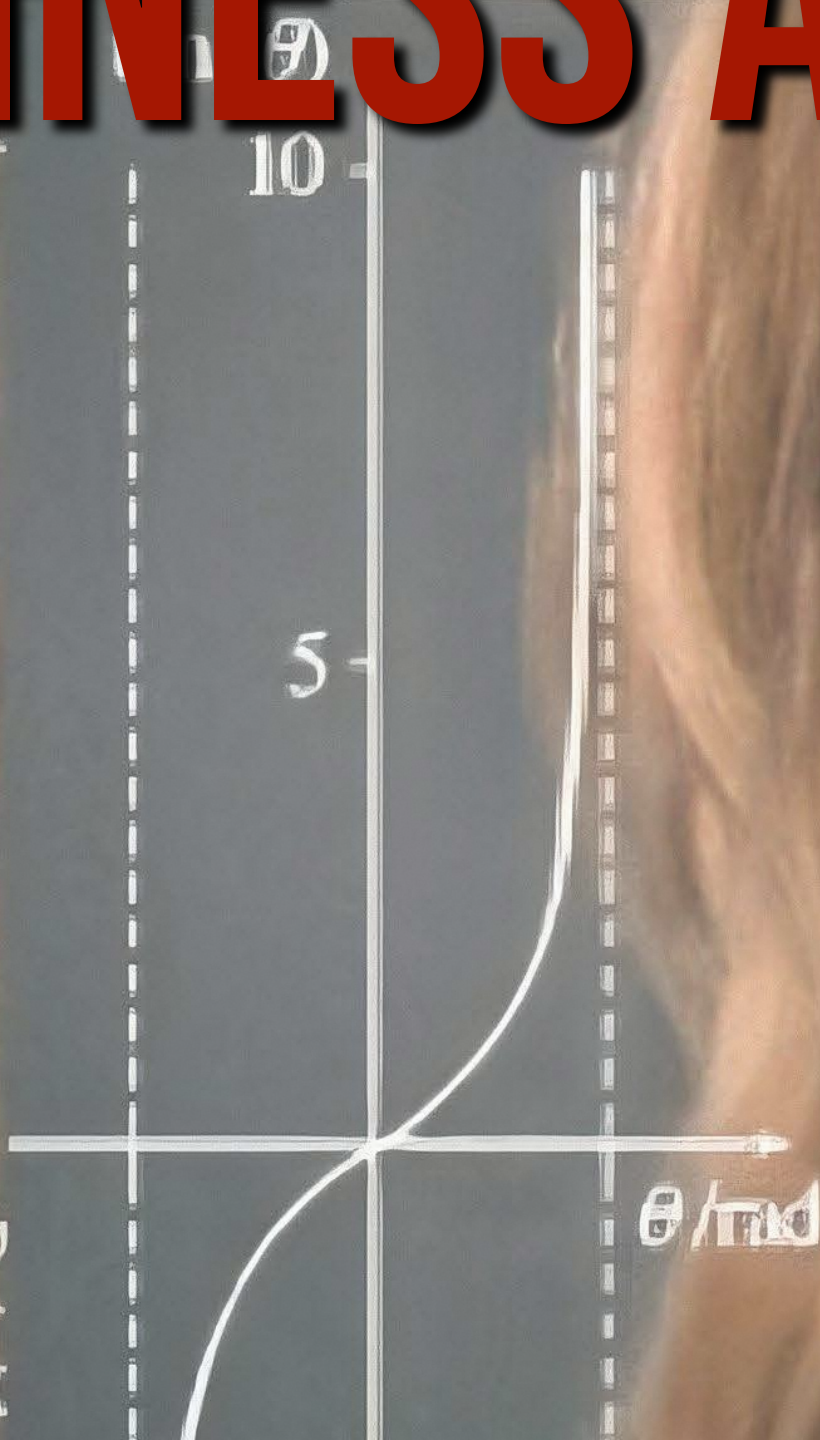


$$\int \frac{dx}{\cos^2 x} = \operatorname{tg} x + C$$

$$\int \operatorname{tg} x dx = -\ln|\cos x| + C$$

$$\int \frac{dx}{\sin x} = \ln\left|\operatorname{tg} \frac{x}{2}\right| + C$$

$$\int \frac{dx}{a^2 + x^2} = \frac{1}{a} \operatorname{arctg} \frac{x}{a} + C$$



$$ax^2 + bx + c = 0$$

$$a\left(x^2 + \frac{b}{a}x + \frac{c}{a}\right) = 0$$

$$x^2 + 2\frac{b}{2a}x + \left(\frac{b}{2a}\right)^2 = \frac{b^2 - 4ac}{4a^2}$$



**BUSINESS ACUMEN** is a combination of several **SOFT SKILLS**  
applied to the right **CONTEXT**



# BUSINESS ACUMEN SOFT SKILLS



# BUSINESS ACUMEN SOFT SKILLS

## 1. PROBLEM-SOLVING



# BUSINESS ACUMEN SOFT SKILLS

1. *Problem-solving*

2. **COMMUNICATION**



# BUSINESS ACUMEN SOFT SKILLS

1. *Problem-solving*

2. *Communication*

3. **CRITICAL THINKING**



# BUSINESS ACUMEN SOFT SKILLS

1. *Problem-solving*

2. *Communication*

3. *Critical Thinking*

4. **LEADERSHIP OR PROACTIVITY**

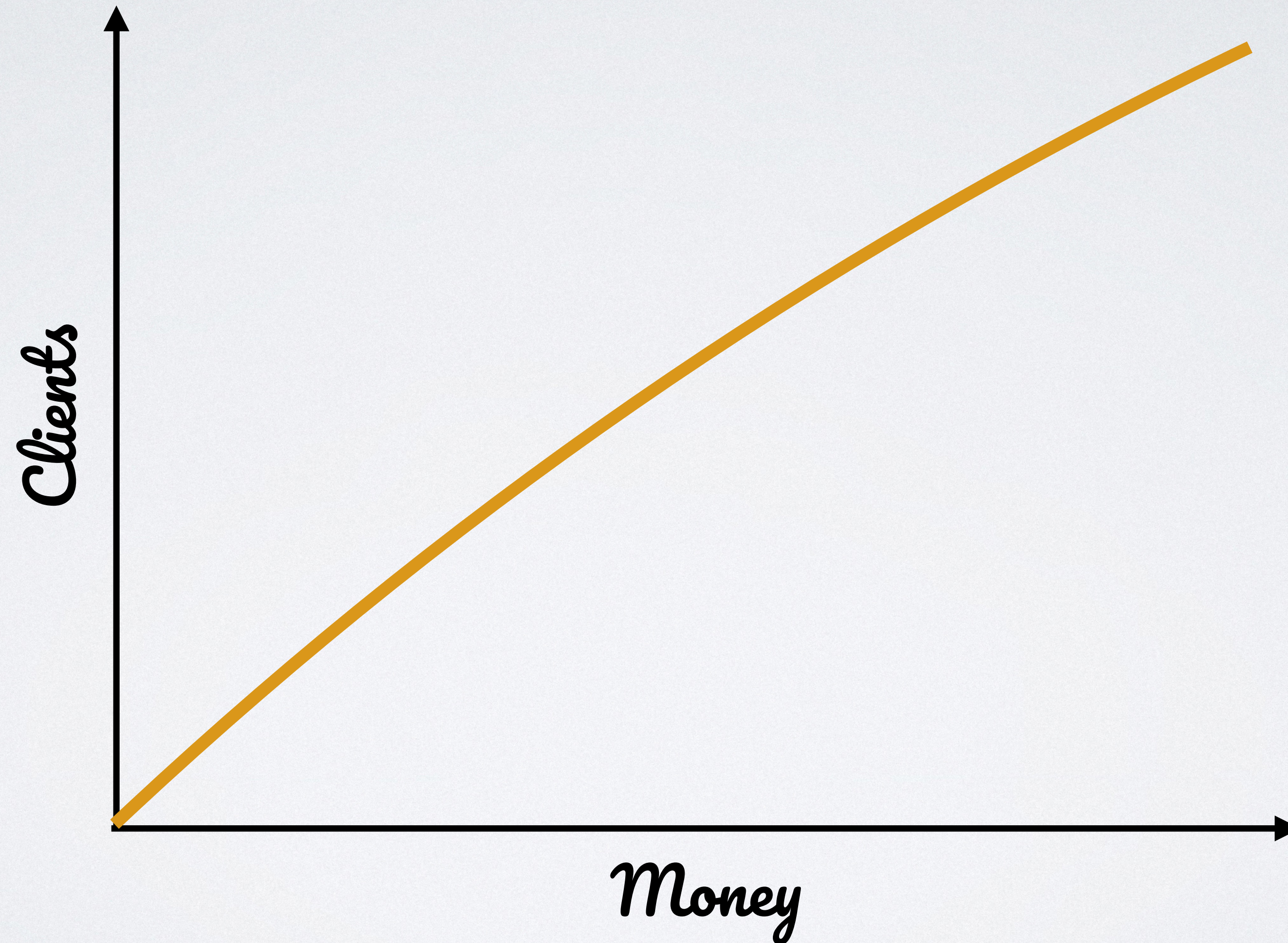




# BUSINESS *is about earning* MONEY



# SOFTWARE BUSINESS



**UNDERSTAND CLIENT NEEDS**

*and do this* **QUICKLY**



**UNDERSTAND CLIENT NEEDS**

**SOLVE CLIENT PROBLEMS**

*and do this* **QUICKLY**



UNDERSTAND CLIENT NEEDS

SOLVE CLIENT PROBLEMS

ITERATE

*and do this* **QUICKLY**



*What about* **BUSINESS ANALYSTS**  
*and* **PRODUCT OWNERS?**



# MASTERING BUSINESS ACUMEN



A close-up photograph of a hand holding a blue pen, poised to write on a set of architectural blueprints. The hand is wearing a grey, textured sweater sleeve. The background is softly blurred, showing a wooden desk and a laptop. The overall lighting is warm and focused on the hand and pen.

# LEARN THE INDUSTRY OF YOUR COMPANY





**LEARN WHERE  
THE MONEY  
COMES FROM**

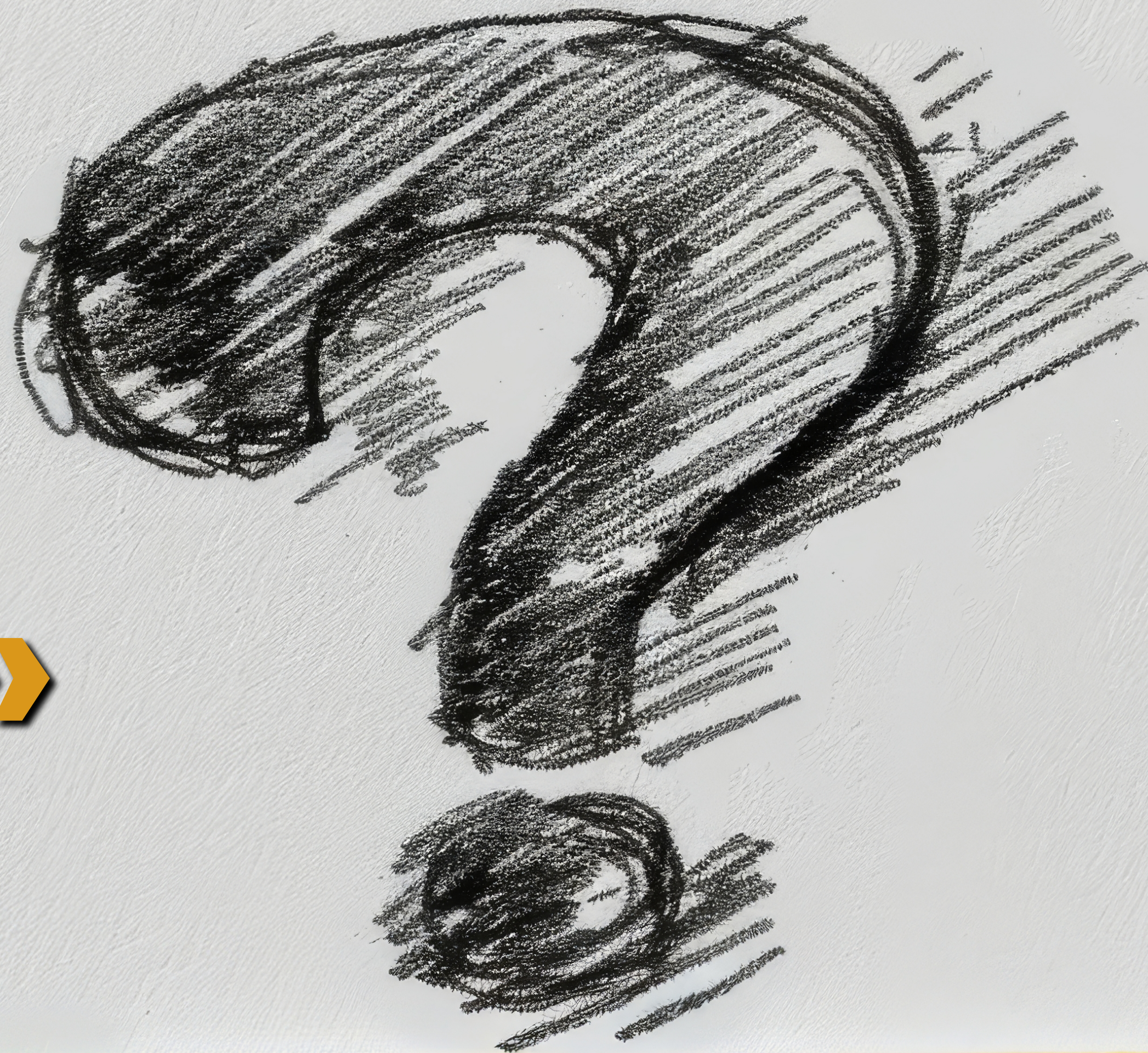


# LISTEN PROACTIVELY



**ASK**

**«WHY?»**





**MAKE YOUR  
PROPOSALS TO  
SOLVE CUSTOMER  
PROBLEMS**



# FIND A MENTOR



# MASTERING BUSINESS ACUMEN

- 1. Learn the Industry of Your Company*
- 2. Learn where the money comes from*
- 3. Listen proactively*
- 4. Ask "Why" for Everything?*
- 5. Find a Mentor*



# SHORTCUTS



# STARTUP NEEDS





# STARTUP NEEDS

## 1. SPEED



# STARTUP NEEDS

1. *Speed*

2. **INNOVATION**



# STARTUP NEEDS

1. *Speed*

2. *Innovation*

3. **ADAPTABILITY**



# STARTUP NEEDS

1. *Speed*

2. *Innovation*

3. *Adaptability*

4. **TECH DEBT**



# CORPORATIONS NEEDS



# CORPORATIONS NEEDS

## 1. STABILITY



# CORPORATIONS NEEDS

1. *Stability*

2. **SCALABILITY**



# CORPORATIONS NEEDS

1. *Stability*

2. *Scalability*

3. **OPTIMISATION**





# CORPORATIONS NEEDS

1. *Stability*

2. *Scalability*

3. *Optimisation*

4. **AVOID LOSS OF TRUST**



# PRODUCT COMPANIES NEEDS



# PRODUCT COMPANIES NEEDS

## 1. CREATE VALUE



# PRODUCT COMPANIES NEEDS

1. *Create value*

2. **INNOVATION**



# PRODUCT COMPANIES NEEDS

1. *Create value*

2. *Innovation*

3. **FOCUS ON QUALITY**



# SERVICE COMPANIES NEEDS



# SERVICE COMPANIES NEEDS

## 1. DELIVERY IN TIME



# SERVICE COMPANIES NEEDS

1. *Delivery in time*

2. **KEEP PROJECT WITHIN THE BUDGET**





# SERVICE COMPANIES NEEDS

1. *Delivery in time*

2. *Keep project within the budget*

3. **MEET CUSTOMER EXPECTATIONS**



# SERVICE COMPANIES NEEDS

1. *Delivery in time*
2. *Keep project within the budget*
3. *Meet customer expectations*
4. **EFFICIENCY**



# PM NEEDS



# PM NEEDS

**1. CONVERT CUSTOMER NEEDS INTO REQUIREMENTS**



# PM NEEDS

1. *Convert customer needs into requirements*

2. **SPEND SMALLEST POSSIBLE RESOURCES AND TIME**

*( to implement these requirements )*



# BUSINESS LEADERSHIP NEEDS



# BUSINESS LEADERSHIP NEEDS

## 1. DRIVE STRATEGIC VISION



# BUSINESS LEADERSHIP NEEDS

1. *Drive strategic vision*

2. **ENSURE PROFITABILITY**





# BUSINESS LEADERSHIP NEEDS

1. *Drive strategic vision*

2. *Ensure profitability*

3. **LONG-TERM GROWTH**



# BENEFITS OF BUSINESS ACUMEN



# BENEFITS OF BUSINESS ACUMEN

## 1. COMPANY SUCCESS



# BENEFITS OF BUSINESS ACUMEN

1. *Company success*

2. **YOUR IMAGE BOOST**



# BENEFITS OF BUSINESS ACUMEN

1. *Company success*

2. *Your image boost*

3. **JOB INTERVIEWS**



# BENEFITS OF BUSINESS ACUMEN

1. *Company success*

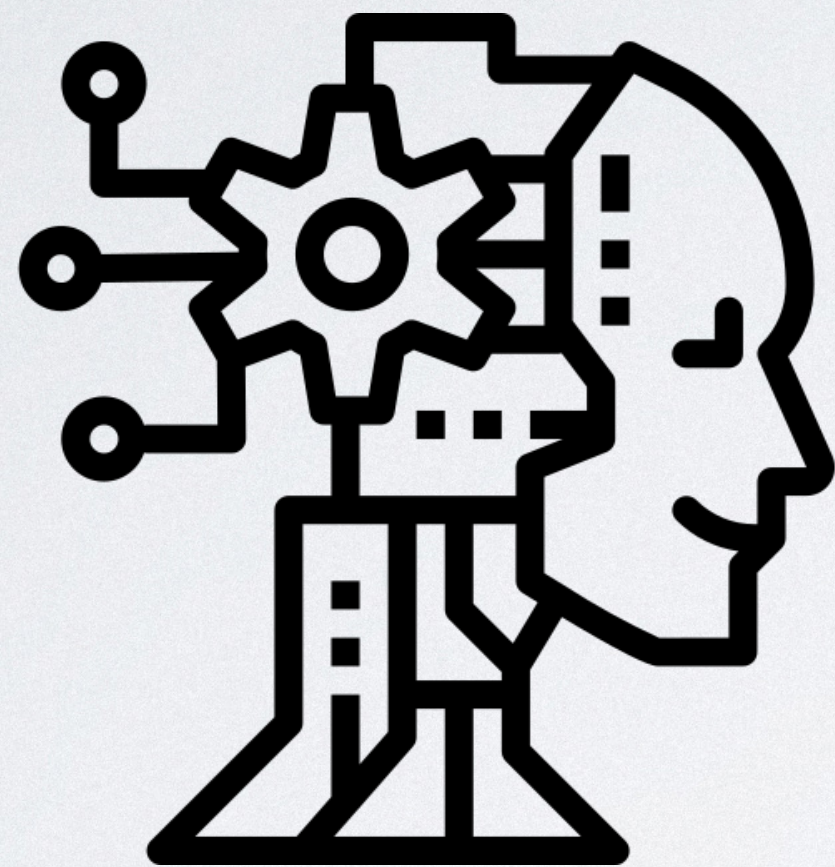
2. *Your image boost*

3. *Job interviews*

4. **BUSINESS PRACTICE**



«CREATE OWN LLM»



or

«MOVE BUTTONS»



for **1%** of users

for **99%** of users



# THANK YOU



[linkedin.com/in/roman-shmyhelskyi/](https://www.linkedin.com/in/roman-shmyhelskyi/)