CTO Craft Con

Online
Conference
Unconference

Winter 2022

Engineering Leadership in the Disrupted Age

CTO Craft

O V E R V I E W

As a technical leader in a disrupted landscape, there are endless balls to juggle people to deliver to, and relationships to build. That's why we'll be digging deep into how to form and maintain relationships with other C-level leaders at our Winter conference. We'll also focus on how to effectively build your network as an Engineering Leader and touch upon other leadership areas we believe will be of particular interest.

In advance of the conference, we've delved into some significant statistics to highlight the growth and importance of the CTO in the C-suite and the need for networking in your role:

"As a CTO, building a personal network is a very important strategy, not just in terms of building a support structure and knowledge sharing group but in terms of career progression and highlighting the work your team does for the world at large. Enhanced visibility and awareness of who you are and what you do is a superpower that can be missed by leaders who are too insular and inward-focused."
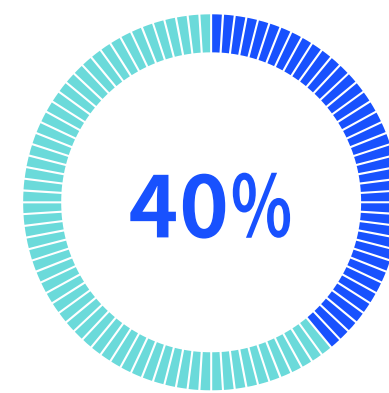
Andy Skipper
Founder and Chief Coach, CTO Craft

CEOs ranked CTOs and CIOs in third place (just behind COOs and CFOs) as the C-suite roles they believed were most critical to the business's success

40% of CTOs report directly to the CEO
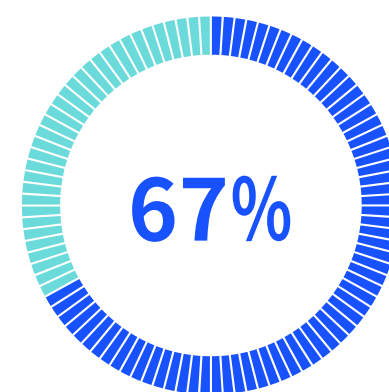
67% of CTOs report to the C-suite rather than a business unit
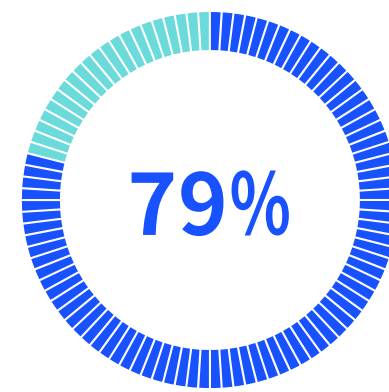
79% of CTOs report a leadership role in their organisation's data strategy

70% of CTOs state that their colleagues look to them for data governance and stewardship

"As the market downturns continue, news breaks of another public company cutting their workforce. Layoffs are continuing to dominate the news cycle and every executive needs to be alert and ready should their company be next to make the hard decision."
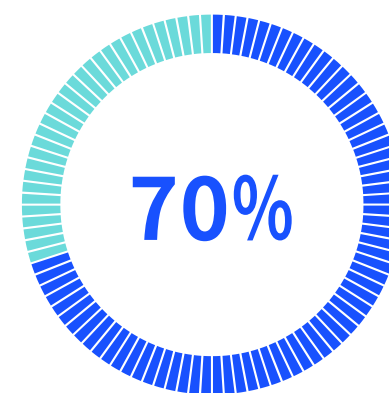
Claudius Mbemba, CTO & Engineering Leader

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WHAT ARE THE DIFFERENT TYPES OF NETWORKING?

According to the Harvard Business Review [1], you need to build three types of networking to be a successful leader:

STRATEGIC

Arguably the most important type of network to build as a leader, your strategic network involves leveraging the people external to your organisation who can help you to access stakeholders and new business opportunities and give you insights into areas or people you may not have considered.

OPERATIONAL

These are the people in your network who can help you to complete your current role or job. While this network is essential, it's easy not to go beyond it and therefore not reach your networking potential.

PERSONAL

You might know these individuals through past jobs, training or through a mutual interest or community. Whatever your connection, this network is great for your development in terms of referrals, coaching or mentoring opportunities or other ways of enhancing your career and personal development.

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DAY 1

Engineering & Product: how to keep you and your team's skills sharp. Including talks on:
Keynote: Robin Sutara, Field CTO at Databricks - C-Who? The evolving roles of C-Suites in Technology
Fireside chat: Smruti Patel, VP of Engineering at Apollo
Debate: Tests vs Observability
Alessandro Canessa, EY - How to Mentor Junior Engineers
Frankie Nicoletti, SoLo Funds - Debugging People Problems

DAY 2

Leadership & Alignment: what it means to be a senior technology leader and how to build a solid foundation with other C-level leaders, including:
Heidi Helfand - Dynamic Reteaming: The Art & Wisdom of Changing Teams
Panel: Developer happiness and the downturn
James Samuel, Reddit - How managers can lead with visibility
Ben Dodd, Armakuni - Org culture for Net Zero
Eric Weiss - Scaling the CTO: How to become the right leader at the right stage of your company
Panel: What your First Team really want from you, with C-level execs from other departments

DAY 3

Unconference: an opportunity for networking and expressing your thoughts and elaborating on the first two days during Lightning Talks and Roundtable sessions.

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WHAT SOME OF OUR SPEAKERS ARE SAYING

"It isn't enough for senior technology leaders to focus on the tech. Tech is built by people. You must be able to debug people to fully support your team and to create a truly inclusive workspace. If you care for your people they will solve your hard business problems."
Frankie Nicoletti, VP of Engineering, SoLo Funds.

"Your success in your new (C-suite) role relies on your ability to work as part of the leadership team, to be able to build relationships with the people in this team, to understand what motivates them and what they need, and to see them as people who can support and help you out."
Joel Chippindale, CTO Coach and Adviser.

"Joining a leadership team can really stretch the "business muscles" of first-time CTOs. Previously, time was spent on focusing on your department/teams. In a leadership team, your peers are the other department leads and executives."
Laura Tacho, Engineering Leadership Coach, former VP of Engineering, CTO Craft Coach.

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R E F E R E N C E S

[1] How Leaders Create and Use Networks (hbr.org)

If you can't wait until our Conference to learn more about being a leader in technology, here's some suggested reading and listening for you (or join our Community!):
Interview with Shopify's Jean-Michel Lemieux | Supermanagers Podcast (fellow.app)
How The Chief Technology Officer Became One Of The Most Important People In Business (forbes.com)

How much does the C-suite at European startups get paid? | Sifted

CTOs, don't neglect the C-suite | Computerworld

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Pentalog   SKILLER WHALE   :iTechArt   JELLYFISH

LINEARB   LOHIKA Part of Capgemini   ALBANY CTO & CPO SEARCH   101 ways

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