



A Brief Comment about what it means to be an Engineer

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Why Would Someone Hire You?



Why Would Someone Hire You?

- Not because you are good coder.
- Not because you know Java.
- Not because you have a B.Sc.
- Because you add **value**.
- This applies at all levels.

Why Would Someone Hire You?

- | | |
|--|-------------------------------------|
| • Engineer | • Programmer |
| • Adds value | • Writes code |
| • Considers entire product and market | • Thinks about code |
| • "Given enough time and money, anyone can build anything; only an engineer can make it in the least possible time for the least amount of money." | • Measures success by lines of code |

What is your Value Proposition?



What is your Value Proposition?

- Does it mention the customer?
- Does it mention their problem?
- Does it mention the product?
- Does it mention the benefit?
- Does it mention the competition?
- Does it mention the advantage?
- Does it mention **value**?

What is your Value Proposition?

For *(target customer)*
who *(statement of need or opportunity)*
the *(product or company name)*
is a *(product or company category)*
that *(statement of key benefit / compelling reason to buy).*
Unlike *(primary "competitive" alternative),*
our product *(statement of primary differentiation) .*
From Geoffrey Moore, *Crossing the Chasm*

What is Your Value?

