

Influence Without Authority: Driving Change Through High-Impact Communication



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Amsterdam, 9 July 2026



Influence.





Q2 ROADMAP

DISCOVER

BUILD

LAUNCH

Ship
Love
Great

ARCHITECTURE



PROJECT GOALS

- SHIP VALUE
- IMPROVE DX
- AUTOMATE
- DELIGHT USERS

OWN
IT

KEEP
IT
SIMPLE

Focus

- USERS
- RELIABILITY
- SCALE
- SECURITY

Influence on different stages

Direction

Advocate for the topic
worth attention



Decision

Guide towards making a
reasonable choice



Action

Create commitment to
make things happen

Foundation: Clarity, Understanding, Collaboration

Communicate with Clarity

*Communication happens
not when you send the message,
but when the **message** is received.*



How to make it clear?

Simple

- Easy words
- Common terms
- Analogies

Structured

- Sections
- Connections
- Patterns

Concise

- Fewer words
- Less repetitions
- Required depth

Seek to Understand



- What are they worried about?
- What do they find important?
- What do they see that you don't?

Collaborate

From: “I want to win an argument”
To: “I want to contribute to the **best outcome**”



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Direction

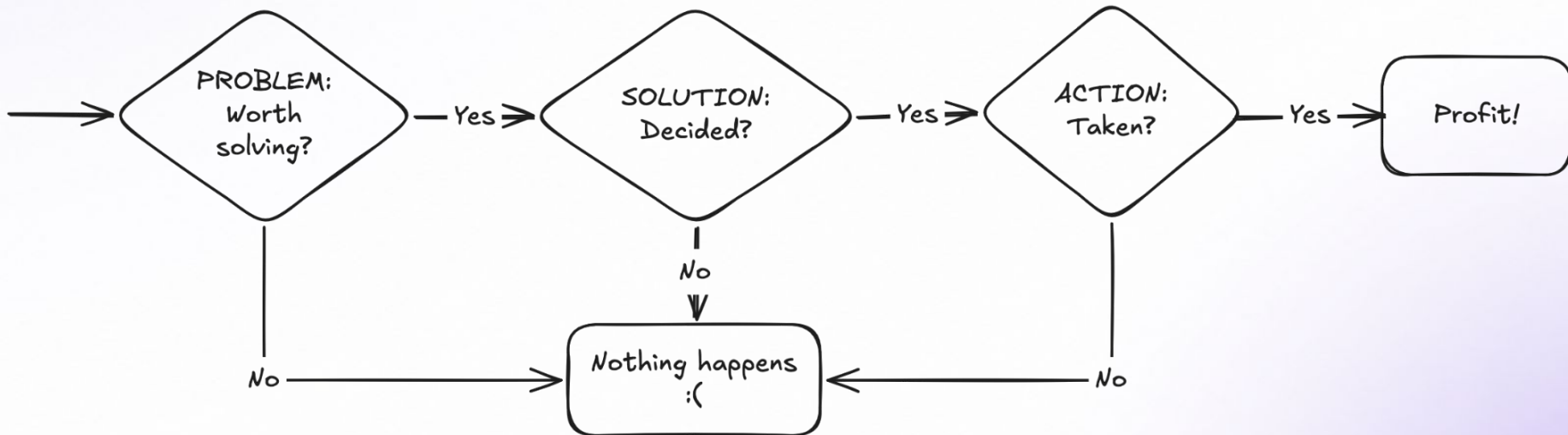
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Establish value

- What it solves
- Who benefits
- Why it matters

Build the case

- Prepare evidence
- Be specific
- Anticipate questions

Prepare the audience

- Validate
- Get buy-in

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Alignment:

Objectives & Constraints



Options:

Criteria & Importance

Options comparison

Option 1	Option 2
✓ Easy to build ✗ Difficult to maintain ✗ Solves only this problem ✗ Increases technical debt	✓ Easy to maintain ✓ Solves this and 2 other problems ✓ Sets the foundation for new features ✗ Difficult to build ✗ Dependency on 3rd party provider

Options comparison

Criteria	Option 1	Option 2
Effort	Low (Days)	Medium (Weeks)
Impact	Medium - Solves only immediate problem	High - Enables new feature development
Maintainability	Will require monthly 1 day of work for manual updates	No maintenance except security patches
Risk	Medium (Fragile solution)	Low (Dependency on 3rd party)

Decision: Guide towards making reasonable choices



Alignment:

Objectives & Constraints



Options:

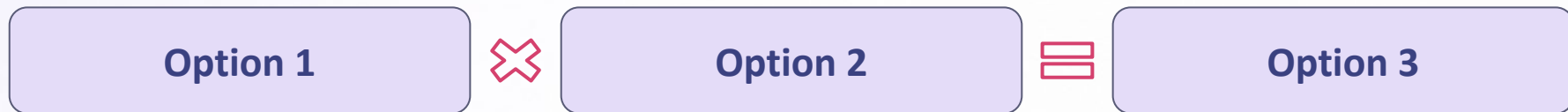
Criteria & Importance



Proposal:

Recommendation & Guidance

Compromises



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Action: Create commitment to make things happen

Accountability

- What
- Who
- When

Transparency

- Decisions
- Action points
- Progress

Follow-up

- At the end
- Throughout

Conclusion

Express
yourself
clearly



Work with, not against
to set direction,
make decisions,
and take action



Seek to
understand
others

Thank you!

Q2 ROADMAP



Why this matters



Users need a simpler onboarding



It reduces friction and builds trust

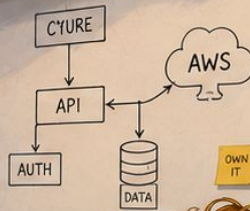


It sets us up for long-term impact

Clarity Creates Alignment

PROJECT GOALS

- SHIP VALUE
- IMPROVE DX
- AUTOMATE
- DELIGHT USERS



FOCUS

IMPACT

CLEAN CODE

OPTIONS

OPTION A	OPTION B	OPTION C
⊕ Pros	⊕ Pros	⊕ Pros
⊖ Cons	⊕ Cons	⊖ Cons

DECISION



WE COMMIT

What's best for users?

What can we deliver well?

What moves our mission forward?

Let's do this! 😊

ACTION PLAN

1. ONBOARDING FLOW ☒
2. USER TESTING ☒
3. ANALYTICS ☒
4. LAUNCH PLAN ☒

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Let's continue the conversation!

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