ELC Annual Justification Resource

What is ELC?
ELC is the Engineering Leadership Community – a career and leadership development community exclusively for engineering leaders of all levels. ELC provides learning opportunities, community building, and networking for about 11,000+ engineering leaders around the world both virtually and in-person.

What is ELC Annual?
ELC Annual is a 2-day engineering leadership conference designed exclusively for engineering leaders looking to grow and scale themselves. The conference experience includes intimate classroom-style sessions with 60+ industry and leadership experts, curated 1:1 meetings and participant-led topic-specific roundtables focused on helping engineering leaders gain valuable connections, new perspectives, and practical + proven strategies to become better leaders.

What sets ELC Annual apart from other conferences?
ELC Annual is designed to prioritize meaningful connections. We offer a unique blend of interactive & immersive experiences - Some ways we encourage attendees to connect at ELC Annual are:

- **Curated Roundtable Discussions & Peer Coaching:** *These are self-organized discussions on participant-proposed topics that attendees get to choose for themselves. Attendees are able to find relevant topics, challenges and discussions to learn other perspectives and approaches to scale themselves.*

- **Classroom Style Speaker Sessions:** *Sessions focus on bringing attendees and speakers face-to-face in a classroom-style setting, including Q&A at the end. Attendees get to choose which speaker sessions are most relevant based on a wide variety of speakers and topics.*

- **Curated 1:1 Meetings:** *All ELC Annual attendees are <u>intentionally</u> matched for 1:1 conversations with 5 to 10 peers based on member-provided information such as team size, company domain, managerial level, company stage, and more.*

What is the value of ELC Annual for attendees?
Attendees have the opportunity to connect with other engineering leaders to share scar tissue and more things like:

- **Gain Actionable Insights from Industry Experts:** Learn from experienced engineering leaders who are at the forefront of the industry. Gain valuable insights, practical tips, and innovative strategies that you can apply to your own organization and teams.

- **Broaden Your Skills and Knowledge:** Sharpen your leadership skills and broaden your knowledge base with our diverse range of sessions and speakers. Learn new approaches to leadership, management, and problem-solving that can help you achieve greater impact.

- **Connect with a Dynamic Community of Engineering Leaders:** Expand your network and form lasting relationships with like-minded professionals who share your passion for growth, innovation and success.

- **Find Real-World Solutions to Your Biggest Challenges:** Get answers to your biggest challenges by hearing directly from experts who have successfully navigated similar obstacles. Gain fresh perspectives on your organization and team's unique challenges and opportunities.

- **Stay Ahead with the Latest Tech Industry Trends:** Stay up-to-date on the latest trends and developments in the tech industry. Discover new tools and techniques that can help you stay ahead of the competition.

- **Recharge and Re-Energize:** Take a break from your usual routine, unwind,and reconnect with your passion in an inspiring location. Be invigorated by the success stories of others and gain the confidence you need to take your organization and teams to new heights.

What is the value of ELC Annual for your organization?

Investing in your employees comes with many benefits. ELC Annual can help improve your organization by:

- **Avoid Costly Management Errors.** Engineering leaders are often faced with new challenges and have to rely on trial-and-error. However, the cost of failure can be detrimental, and often irreversible to the team and business. ELC Annual provides insights from different kinds of connections to mitigate these risks.

- **Implement Learned Best Practices.** People in the same company often have the same blind spots or behavioral patterns. ELC Annual provides a forum for peers and companies of similar backgrounds to obtain exposure to best practices to implement at their own orgs.

- **"Level-Up" Your Leaders.** By investing in your employees, you are effectively leveling up their skillsets to scale themselves and ultimately scale your organization. Your employees will find the high-trust and context-rich environment to be an important supplement in their growth.

What are people saying about ELC Annual?

"It's not like your typical conference in a hotel, theater, or ballroom to just attend sessions. It's an open format, which I really like. For every talk or interaction you have here, you might have an 'aha' moment. These are people who are doing similar things at different companies. I really thought that was the best part, and I got the most out of it."
–Shweta Saraf, Head of Engineering @ Equinix

"It's all super topical, and the speakers are just phenomenal. Everything here has been curated to be so relevant to what I do on a day-to-day basis, and it is so different from any other conference that I've been to or any other sort of group that I've been a part of."
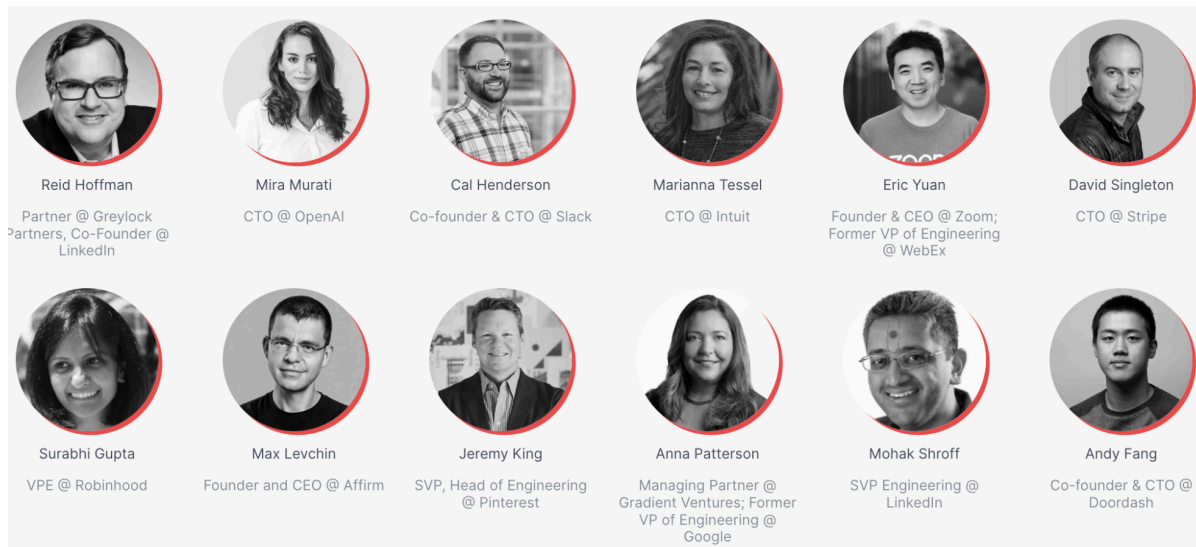*–Braden Becker, Director of Engineering @ Twilio*

"Engineering leadership is a lonely job, especially if you are in a smaller company and you don't have a lot of peers. ELC makes these insights visible and accessible and help 10x all of us as leaders."

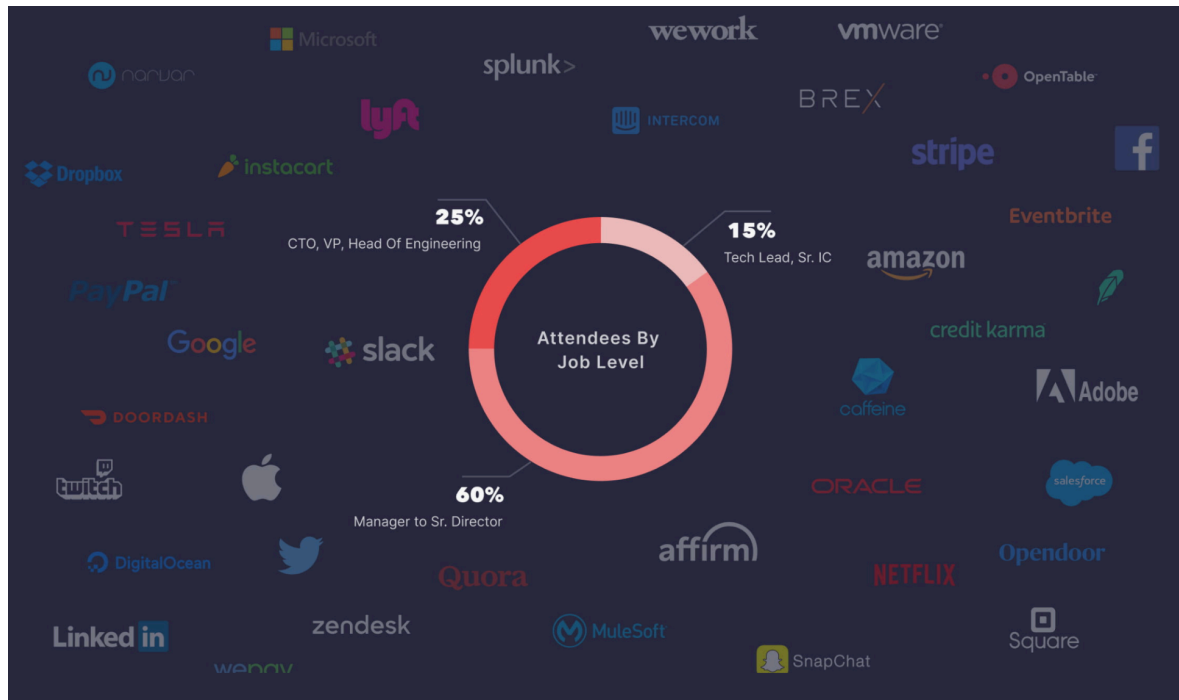*–Alamelu Radhakrishnan, Chief of Staff, Engineering @ Shopify*

Who will you learn from?

Speakers will be announced soon! Our past speakers have included:

Reid Hoffman
Partner @ Greylock Partners, Co-Founder @ LinkedIn

Mira Murati
CTO @ OpenAI

Cal Henderson
Co-founder & CTO @ Slack

Marianna Tessel
CTO @ Intuit

Eric Yuan
Founder & CEO @ Zoom; Former VP of Engineering @ WebEx

David Singleton
CTO @ Stripe

Surabhi Gupta
VPE @ Robinhood

Max Levchin
Founder and CEO @ Affirm

Jeremy King
SVP, Head of Engineering @ Pinterest

Anna Patterson
Managing Partner @ Gradient Ventures; Former VP of Engineering @ Google

Mohak Shroff
SVP Engineering @ LinkedIn

Andy Fang
Co-founder & CTO @ Doordash

Who will you learn with?

We have welcomed a wide range of engineering leader titles across many industries, representing 3,000+ companies. Our past attendees have included:

Additional questions? Reach out to us at annual@sfelc.com.