



The signal CEOs are missing:

*“Your competitors don’t need your budget anymore.
They need the right team.”*

That team is already out there.

02

THE SIGNAL

Jack Dorsey cut **4,000 jobs** at Block.

Twitter co-founder, CEO of Block — despite growing revenue. His reason: the equation changed. Writing code is no longer the bottleneck.

03

THE SHIFT

**Your engineering
headcount was the
moat.**

50 developers meant you could ship what competitors couldn't. That investment was the barrier. That barrier is gone.

**Small teams now build
what used to take *years.***

05

WHAT'S HAPPENING NOW

57 PRs. 12 repos.
+142,000 lines. Four
days.

Less than 1% written by me. One person.
Parallel to a live go-live across 20 clients, 4
countries. This is not exceptional anymore—it's
what focused teams do.

WHAT COMPANIES ARE LOSING

Bodenhaftung

/ 'bo:dən, haftʊŋ/

Ground contact. The connection to your market that keeps you in control. Large teams, slow processes, craft-focused engineers—they erode it. Quietly.

07

WHAT WINS NOW

Small. Outcome-focused. Close to the customer.

Not a team that loves to code. A team that knows what to build, why, and for whom. End-to-end ownership. No translation layers.

08

THE DEADLINE

You won't lose to **a big competitor.**

You'll lose to a team of three you don't have on your radar yet. Companies that don't make this switch won't be able to ignore it by end of year.

**Is your team protecting
a moat that's already
open?**

SAVE FOR YOUR NEXT LEADERSHIP MEETING.

s16e.de/burggraben