Engineering management for the AI era

Measure outcomes. Verify contributions. Reward excellence.

The shift demands better evidence

AI has changed software delivery, yet companies still hire on résumés, buy time and rely on hand-written progress reports. How do they measure productivity, verify quality, identify contributors and pay fairly? Unverified remote work and undisclosed subcontracting weaken accountability. Misleading reports, hidden defects and costs disconnected from value compound the problem, and hourly pay can penalize efficient engineers.

The GSM answer, in six parts

Verified engineering outcomes

Engineering accountability

Architecture and quality assurance

Human and AI productivity intelligence

Outcome-based compensation

Business performance intelligence

GSM unifies delivery, accountability, quality and business economics. Built for software companies, enterprise engineering teams, venture firms and studios, staffing and outsourcing companies, distributed teams and independent engineers.

Know what was delivered, who contributed and what it was worth.



From activity to verified outcomes

GSM ties what engineers do to results the business can measure.

The delivery lifecycle

1. **Define** objectives, requirements, deliverables and acceptance criteria.
2. **Plan** scope, complexity, architecture and contributor responsibilities.
3. **Execute** with human engineers and AI development agents.
4. **Review** architecture compliance, implementation quality and security.
5. **Verify** test results, acceptance criteria and completed deliverables.
6. **Measure** contributions, quality, velocity, durability and business value.
7. **Reward** verified, accepted outcomes with aligned pay.

What GSM measures. Quality, velocity, complexity-adjusted delivery, architecture compliance, defect severity, corrective work, software durability, contributor attribution, DORA delivery metrics, business impact and engineering effectiveness.

Recognize human judgment and AI execution

A 30-minute architectural decision can prevent weeks of wasted work. GSM recognizes research, design, specification, AI agent direction, implementation, review and technical leadership. It separates active human involvement from AI execution, unattended processing and concurrent agent activity. Comparable-task calibration supports forecasts and AI economics measurement.

Connect evidence without surveillance

Evidence: Git and pull requests, planning systems, GSD workflows, CI/CD and testing, AI development tools, release records and daily standups. No keystroke recording, desktop screenshots or private AI conversation transcripts; private deployment available.

Measure engineering intelligence, not keyboard activity.

Stop buying time. Start buying results.

Two engineers deliver the same high-quality feature. Outcome-based pay can reward efficiency and lower the company's cost.

Illustrative example

ENGINEER A

$800

Hourly pay for 8 hours of effort

ENGINEER B

$200

Hourly pay for 2 hours of effort

Measurement	Engineer A	Engineer B
Active human effort	8 hours	2 hours
Verified deliverable	Complete	Complete
Accepted quality	Equivalent	Equivalent
Hourly pay at $100/hour	$800	$200
Outcome-based pay	**$500**	**$500**

Engineer B's effective rate rises; the company pays less than the original $800 engagement. Savings are not guaranteed.

Engineering Value Units (EVUs)

EVUs frame the relative value of verified contributions: scope and complexity, quality, long-term durability, business impact and urgency, and individual attribution. Calibrated on evidence before adoption, they support milestone pricing, complexity-based pay, outcome pools and business-value incentives.

Business performance intelligence

Connect cost per verified outcome and quality-adjusted value with human effort efficiency, AI productivity and utilization. Inform capacity and delivery forecasts, corrective work and technical debt costs, and engineering return on investment.

Reward lasting quality

Code that passes tests can still need expensive rework. GSM's 30/90/180-day durability measurement supports quality-based incentives, contractual holdbacks and long-term accountability.

One platform. Every engineering stakeholder.

The same verified evidence answers different questions for each role.

Who it serves	What the evidence enables
CEOs and CFOs	See engineering spend, link cost to business outcomes and judge AI's financial impact.
CTOs and engineering directors	Preserve architectural integrity, set consistent standards and keep decisions traceable.
Engineering managers	Cut manual reporting, plan capacity and support fair evidence-based reviews.
Software engineers	Recognize expertise and judgment, build a verifiable performance record and increase earning potential through quality delivery.
Venture firms and studios	Compare portfolio performance, sharpen technical due diligence and see how invested capital becomes technology.
Staffing and outsourcing companies	Make delivery and acceptance criteria transparent, align contractor pay with client outcomes and differentiate through verified quality.

The competitive advantage

Combining human intelligence, AI execution and verified delivery can improve productivity, reduce unnecessary cost and build more valuable software. GSM is the framework for managing that shift.

Better engineering, greater accountability, smarter compensation.

Genius Software Manager

The Engineering Intelligence Platform for the AI Economy.
Genius Ventures, Inc. · Contact us to discuss transforming your engineering organization.