

# Agile ORLANDO JULY 24-28 2023

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# MINDFUL PRODUCT LEADERSHIP

Geoff Watts





# GREAT PRODUCT OWNERS ARE DRIVEN



**DECISIVE**



**RUTHLESS**



**INFORMED**



**VERSATILE**



**ENABLING**



**NEGOTIABLE**

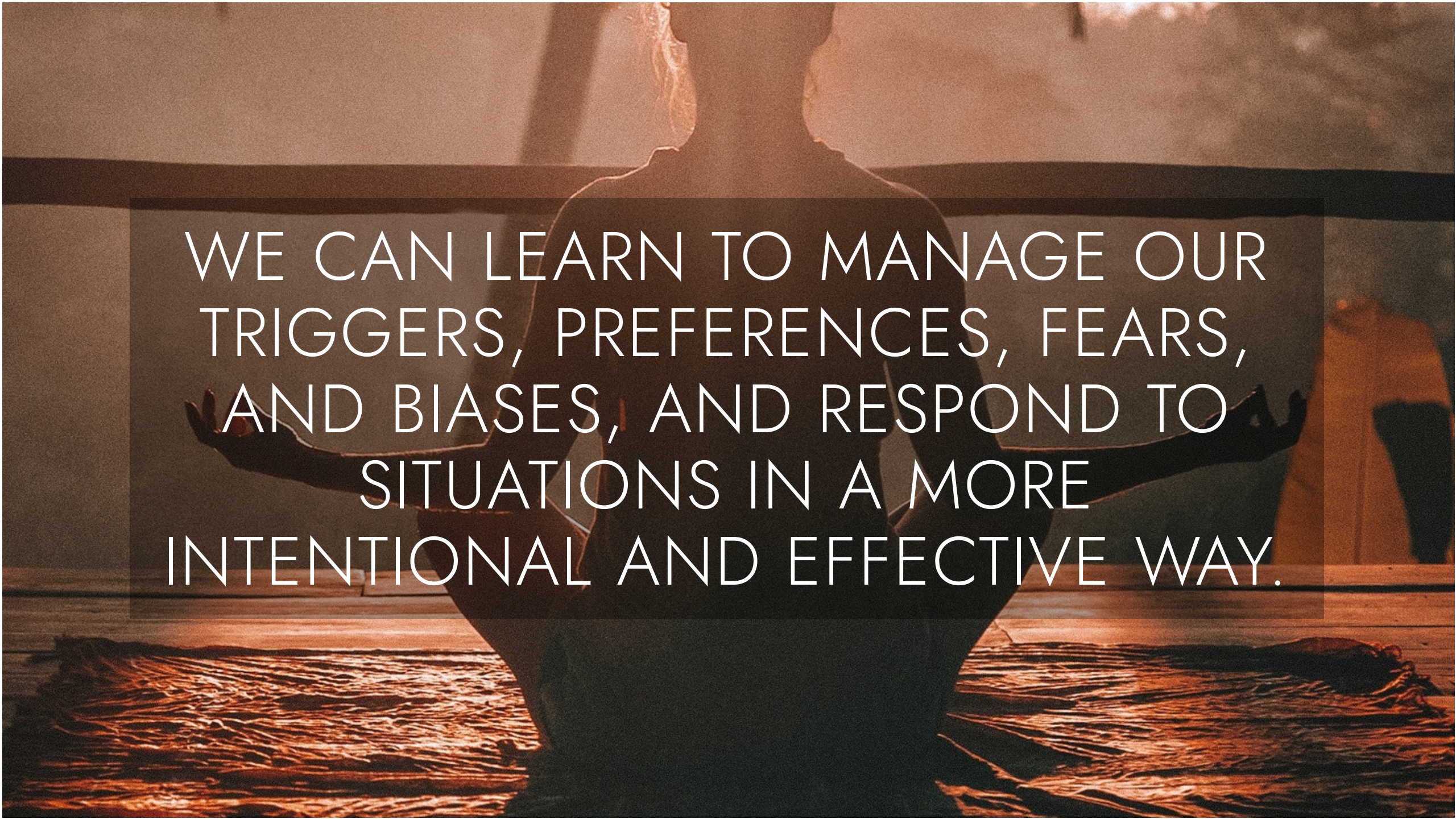
# WHAT IS PRODUCT LEADERSHIP?

“THE ABILITY TO INSPIRE, GUIDE, AND ENABLE THE CREATION AND DELIVERY OF A VALUABLE AND SUSTAINABLE PRODUCT THAT MEETS THE NEEDS OF CUSTOMERS AND THE BUSINESS, WHILE FOSTERING A CULTURE OF CONTINUOUS LEARNING AND IMPROVEMENT.”

# WHAT IS MINDFULNESS?

“THE PRACTICE OF DEVELOPING SELF-AWARENESS AND SELF-MANAGEMENT SKILLS, ALLOWING US TO BE FULLY PRESENT AND CONSCIOUSLY CHOOSE OUR ACTIONS, WHILE RECOGNISING AND UNDERSTANDING OUR THOUGHTS, EMOTIONS, AND BEHAVIOURS.”



A person is shown in a meditative pose, sitting on a wooden deck with their arms extended horizontally. The scene is set during sunset or sunrise, with a warm, golden light reflecting off the water in the foreground. The person's silhouette is dark against the bright background. The text is overlaid on a semi-transparent dark rectangle in the center of the image.

WE CAN LEARN TO MANAGE OUR  
TRIGGERS, PREFERENCES, FEARS,  
AND BIASES, AND RESPOND TO  
SITUATIONS IN A MORE  
INTENTIONAL AND EFFECTIVE WAY.



An elderly man with a white beard, wearing a straw hat and a red and white plaid shirt, is lying on his stomach on a green lawn. He is using silver tweezers to carefully pick up a small piece of grass. The background is a soft-focus outdoor setting.

**BE PERFECT**

A young child with curly blonde hair, wearing a bright red t-shirt, is standing outdoors. The child is flexing both arms, showing their biceps. In the background, there is a body of water and a boat.

**BE STRONG**

A man in a dark suit and white shirt is shown from the chest up. He has a pleading or desperate expression on his face, with his mouth slightly open and his hands held out. The background is dark.

**PLEASE ME**

A man wearing a green cap, a white t-shirt, and athletic shorts is jogging on a paved path. He is pushing a blue jogging stroller with a child inside. The background shows green trees and a fence.

**HURRY UP**

A woman with long brown hair is sitting at a wooden table in a library or bookstore. She is focused on working on a laptop. A mug is on the table next to her. Bookshelves filled with books are visible in the background.

**TRY HARD**





**JOURNALING**



**AFFIRMATIONS**

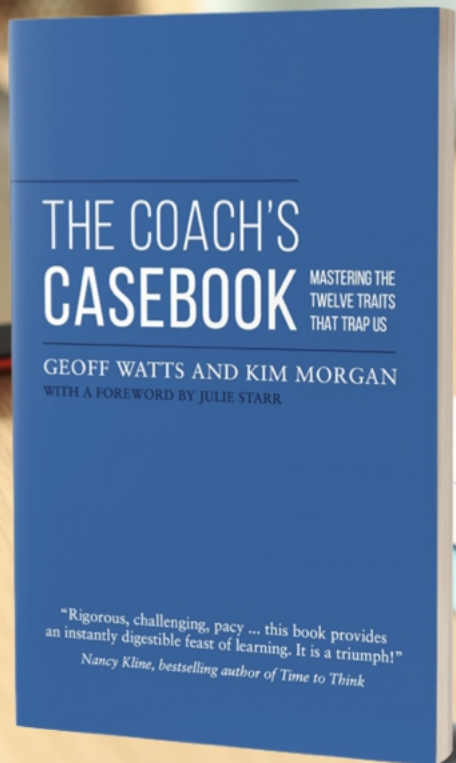


**FEAR SETTING**



**COACHING**





# THE COACH'S CASEBOOK

MASTERING THE  
TWELVE TRAITS  
THAT TRAP US

GEOFF WATTS AND KIM MORGAN  
WITH A FOREWORD BY JULIE STARR

"Rigorous, challenging, pacy ... this book provides  
an instantly digestible feast of learning. It is a triumph!"  
Nancy Kline, bestselling author of *Time to Think*



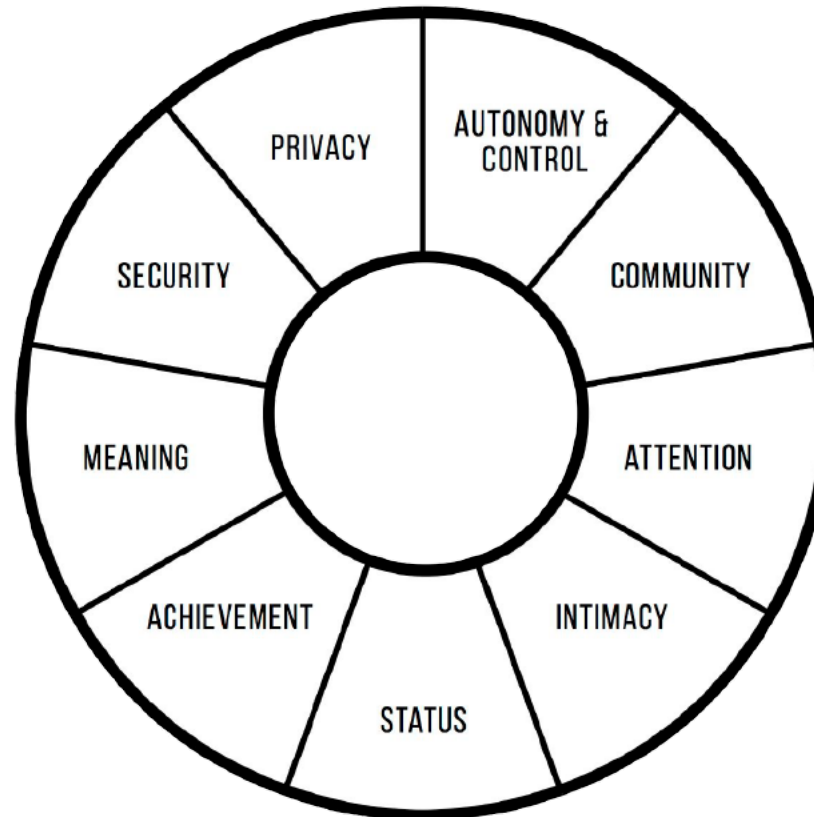
## Product Leader 12 Trait Assessment

For each of the traits on the left, think briefly about how “underdone” or “overdone” this trait is for you in your work as a product leader. Don’t overthink it.

Trait	Underdone	0	10	Overdone
Impostor Syndrome	I have total confidence in my abilities as a Product Manager. The problem is everyone else not realising their incompetence.			I constantly feel like a fraud and fear being exposed. All of my successes and achievements in product have been down to other people, luck or being in the right place at the right time
People Pleasing	My job is not to make friends so I tell it like it is. I seldom consider team or stakeholder satisfaction, focusing solely on product goals and outcomes.			I hardly ever say no to requests, often compromising on product vision and goals to keep other people happy.
Going To Excess	Minimum Viable is my favourite mantra as a Product Manager. Get something “done” then move on quickly.			110% is not enough and burnout is not for me! Great products don’t come easy. When I start something I’m “all in”.
Fierce Independence	I heavily rely on others to make decisions or to carry out tasks, even those that fall under my responsibility as a Product Manager.			It’s my product, my vision and my neck on the line so it’s up to me to decide. Getting other people’s opinions is often unnecessary and just slows us down.
Cynicism	It’s all good. I am overly trusting and optimistic, accepting ideas and feedback without question or critical evaluation.			You won’t fool me. I constantly question and doubt the motives of team members, stakeholders, and even the value of the product.
Driven By Fear	I have no real sense of urgency and tend not to see the problem with our current status quo. I’m happy to keep things as they are as long as I can.			There’s so much wrong that needs fixing and so many ways we can potentially get things wrong. The fear of failure or criticism drives my decisions as a Product Leader.

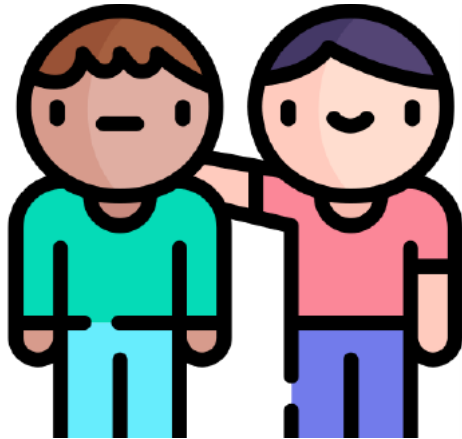


# ***EVERY DYSFUNCTIONAL BEHAVIOUR IS A SYMPTOM OF AN UNMET NEED***





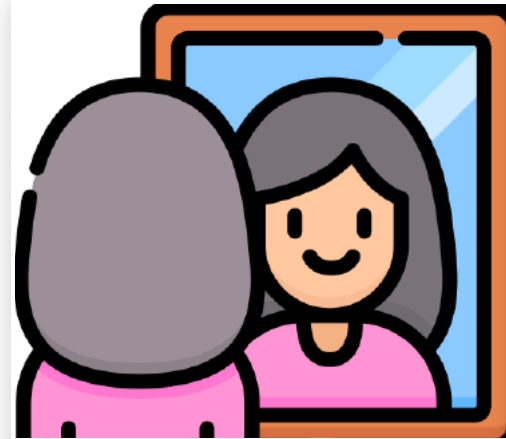
# WE ALL HAVE INNATE RESOURCES TO HELP US MEET OUR NEEDS



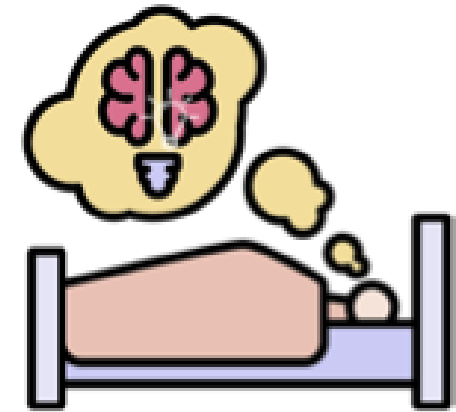
EMPATHY



IMAGINATION



A REFLECTIVE SELF



A DREAMING BRAIN



RATIONAL MIND



MEMORY



EMOTIONS & INSTINCTS



ABILITY TO KNOW



SENSE OF HUMOUR











No two-day class can prepare you for the **complex world of product leadership.**

Classroom • Coaching • Community



“The time that you invest in the Pathway is definitely worth it.”

So many hours of training are wasted by leaving a classroom and not even picking up the book. This brings the every day back to the learning.”

Tracey Stephens, Head of Product, Arco Safety



Because Mastery Matters



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