

Agile ORLANDO JULY 24-28 2023

PRESENTED BY  JOIN US TODAY!

#AGILE2023

LEARN MORE



Melody Anne, Devin Anderson

Learn to Be an Engaging Storyteller



Agile ORLANDO
JULY 24-28 **2023**

#AGILE2023

Table Intro's

Name

Where you call home

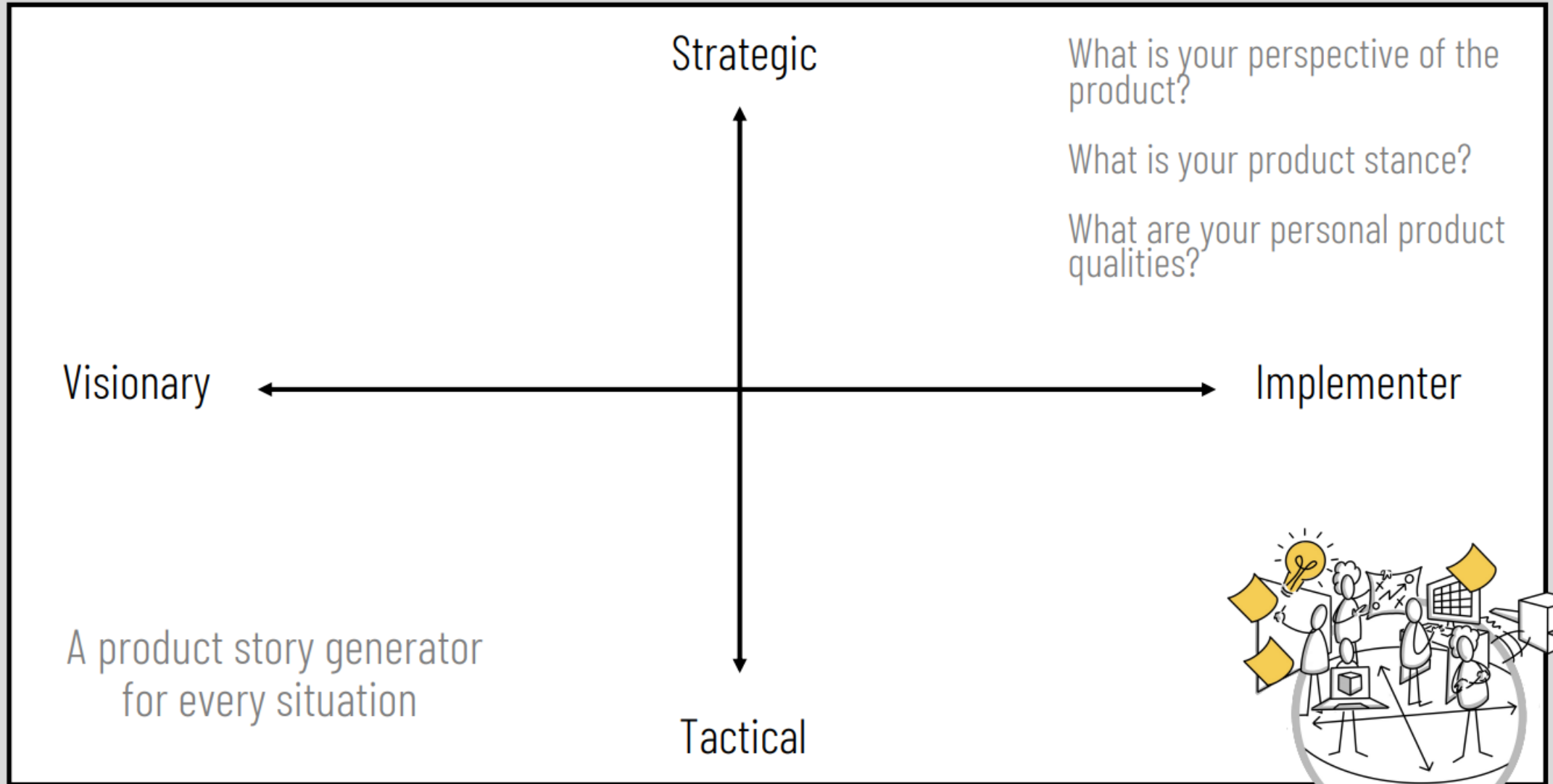
How you ended up in this career



OUR STORIES



Product Disposition Canvas



DATA IS ONLY PART OF THE STORY

Share your best ideas with the team!

Aha! Ideas

Website Blog Login

Try Aha! FREE

Add a New Idea

Recent Trending Popular Search Ideas

My Ideas 0

FILTER BY STATUS

- Already exists 22
- Will not implement 7
- Planned 26
- Shipped 60

FILTER BY CATEGORY

- Aha! application 269
- Account settings 12
- Comments / Notifications 9
- Features 84
- Home screen - My work 1
- Home screen - Overview 5
- Idea 20

38 VOTED **Allow features to be linked to existing JIRA issues**
If we already have issues in JIRA that are duplicates of features in Aha! we want to be able to manually create a link between them.
Created 5 months ago by Chris Waters Planned

29 VOTED **Pivot improvements: Add custom fields**
Add custom fields to the pivot table so that we can report n-levels deep. For example, I may want to initiate initiatives but then indicate which component the features relate to using my custom tags field.
Created 5 months ago by Suzanne Vaughan Planned

26 VOTED **Allow for features to be pushed back into Ideas**
We like to do our overall company prioritization in the idea area. However, sometimes we push ideas out of the idea area and these features aren't actually developed. Ideas that get pushed out of the idea area...

mixpanel

Suhail Doshi Dashboard Account Help Logout

Events Funnels Email

Total visitors Graph by: Day

Total number of times each event was recorded

Compare Analysis: Default View: Line Type: Total

2K

1.50K

1K

500

0

Sep. 12 Sep. 14 Sep. 16 Sep. 18 Sep. 20 Sep. 22 Sep. 24 Sep. 26 Sep. 28 Sep. 30 Oct. 2 Oct. 4 Oct. 6 Oct. 8 Oct. 10 Oct. 12

- Change report
- View docs
- View pricing page
- View projects page
- View signup
- change event table
- events table sorted
- funnel
- homepage
- pages
- reports
- splash features

| Event | Total visitors | | | Type | Visitors who came back | | |
|---------------|-----------------|--------|-----------------|------|------------------------|------------|-------------|
| | Today | Monday | Last Monday | | At a glance | 1 week ago | 2 weeks ago |
| change report | 1,032 +50.9% | 1,685 | 0 | | 29.3% | 0% | 0% |
| pages | 653 +26.3% | 1,246 | 1,294 +25.8% | | 13.8% | 10.3% | 10.8% |

Crew

MELODY ANNE

New York Times Best-Selling Author

Crew (Anderson Billionaires Book 5)
Book 5 of 5: Anderson Billionaires
★★★★★ ~ 3,727



Why is Storytelling Important For a Product Professional?

LANDesk® Management Console

File Edit View Tools Configure Window Help

Layout: Current Core: LDTRAINCORE

Toolbox

- Configuration
 - Agent Configuration
 - Alerting
 - Custom Data Forms
 - Unmanaged Device Discovery
- Administration
- Configuration
- Distribution
- Power management
- Reporting / Monitoring
- Security
- Thin Client

Network View

LDTRAINCORE (LDTRAINC)

- Devices
 - My devices
 - Public devices
 - All devices
- Virtual OS Hosts
- Queries
- Configuration

Find: In Column: Any

| Device name | Type | OS Name |
|-------------|----------------|------------------------------|
| LDTRAINCORE | Server 2003 | Microsoft Windows Server ... |
| XPCIENT | XP Workstation | Microsoft Windows XP Prof... |

Unmanaged Device Discovery

Unmanaged

- Computers
- Find results
- Infrastructure
- Intel vPro
- IPMI
- Other
- Printers
- Virtual Hosts

Find: In Column Device Name

| Device Name | IP Address | Subnet Mask | OS Description | MAC Address | G |
|-------------|------------|-------------|----------------|-------------|---|
|-------------|------------|-------------|----------------|-------------|---|

0/2 item(s) selected User: LDTRAINCORE\Administrator



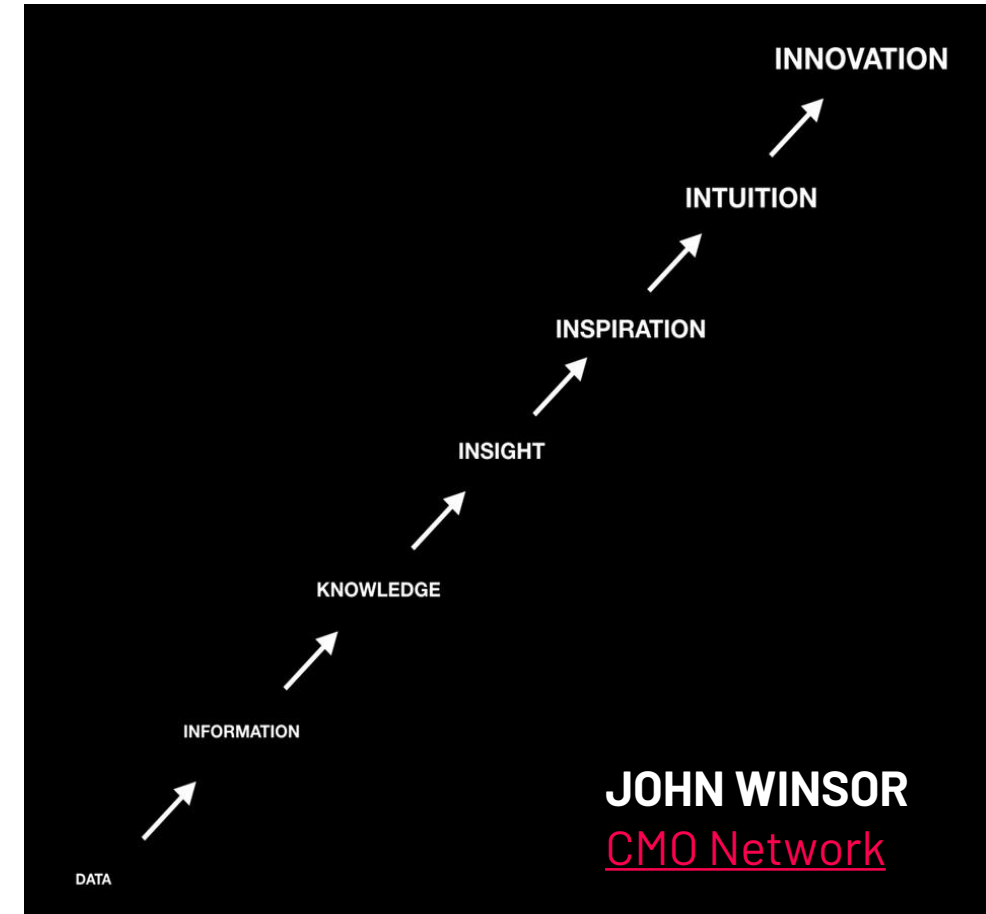
Storytelling Value For a Product Professional



A motivated team's performance increases by 22%*

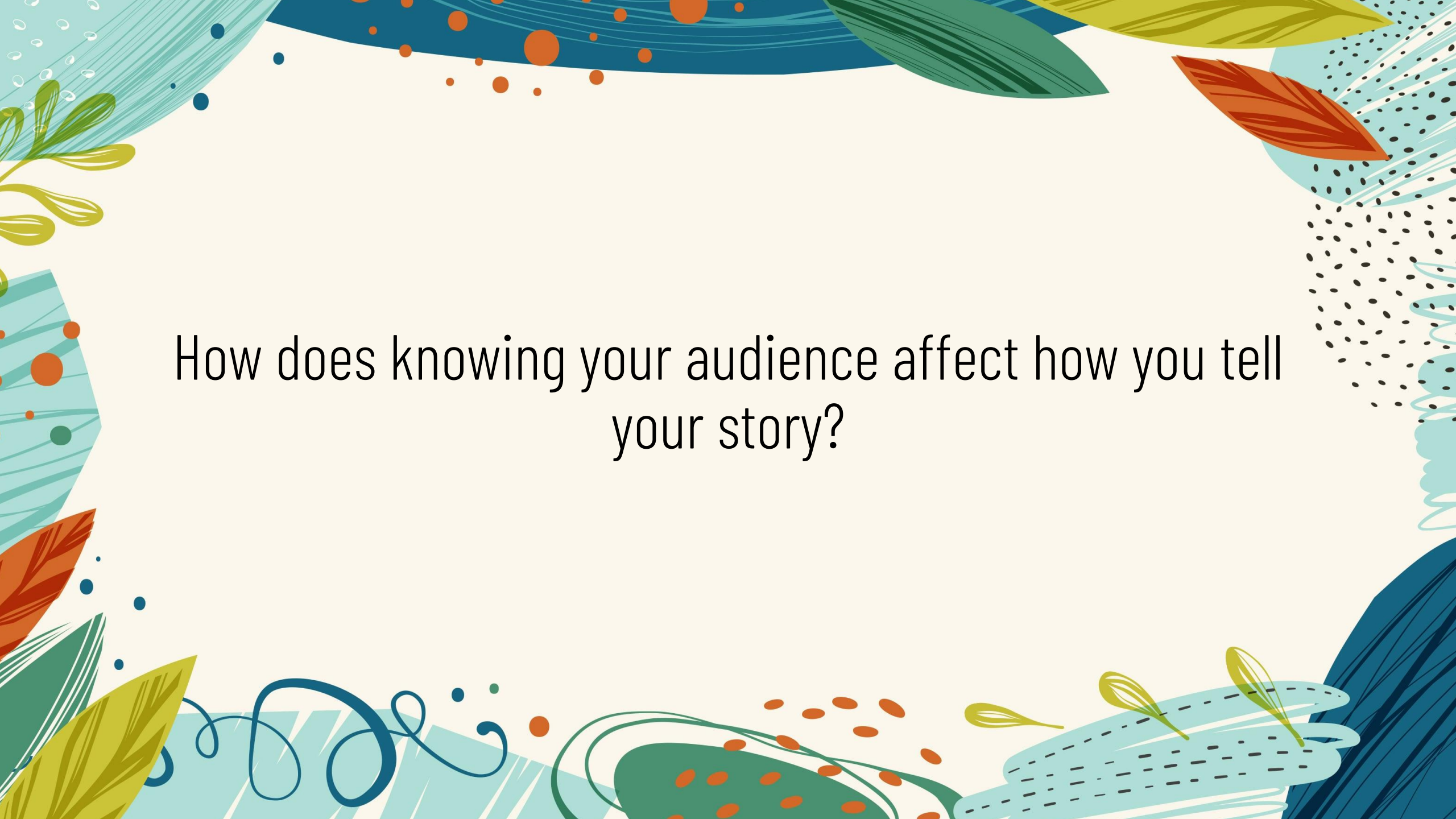
DATA LEADS TO INTUITION

INTUITION – involves taking knowledge gained through data and research and recognizing patterns that lead to innovation.





What are the Key Elements of a Story?

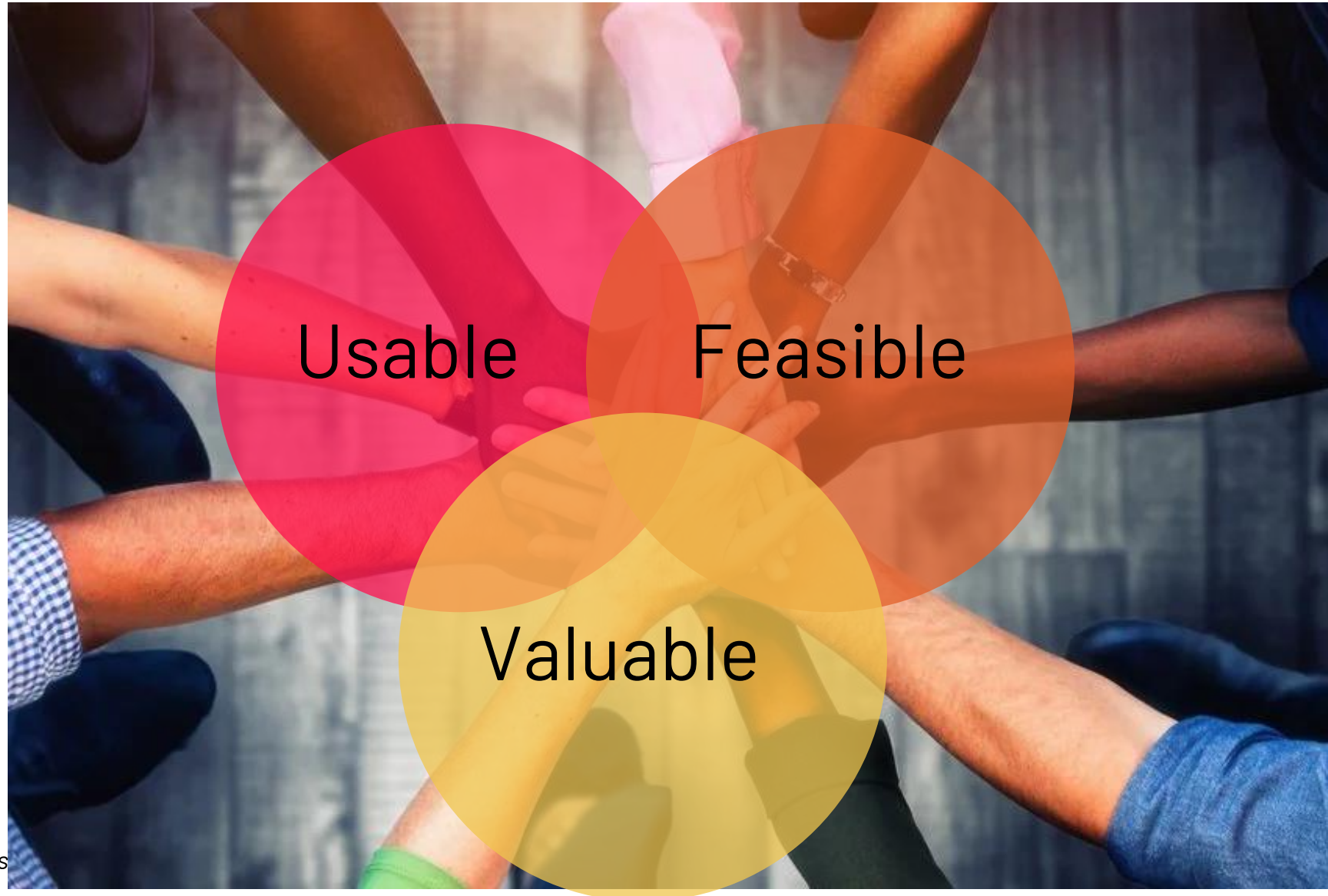


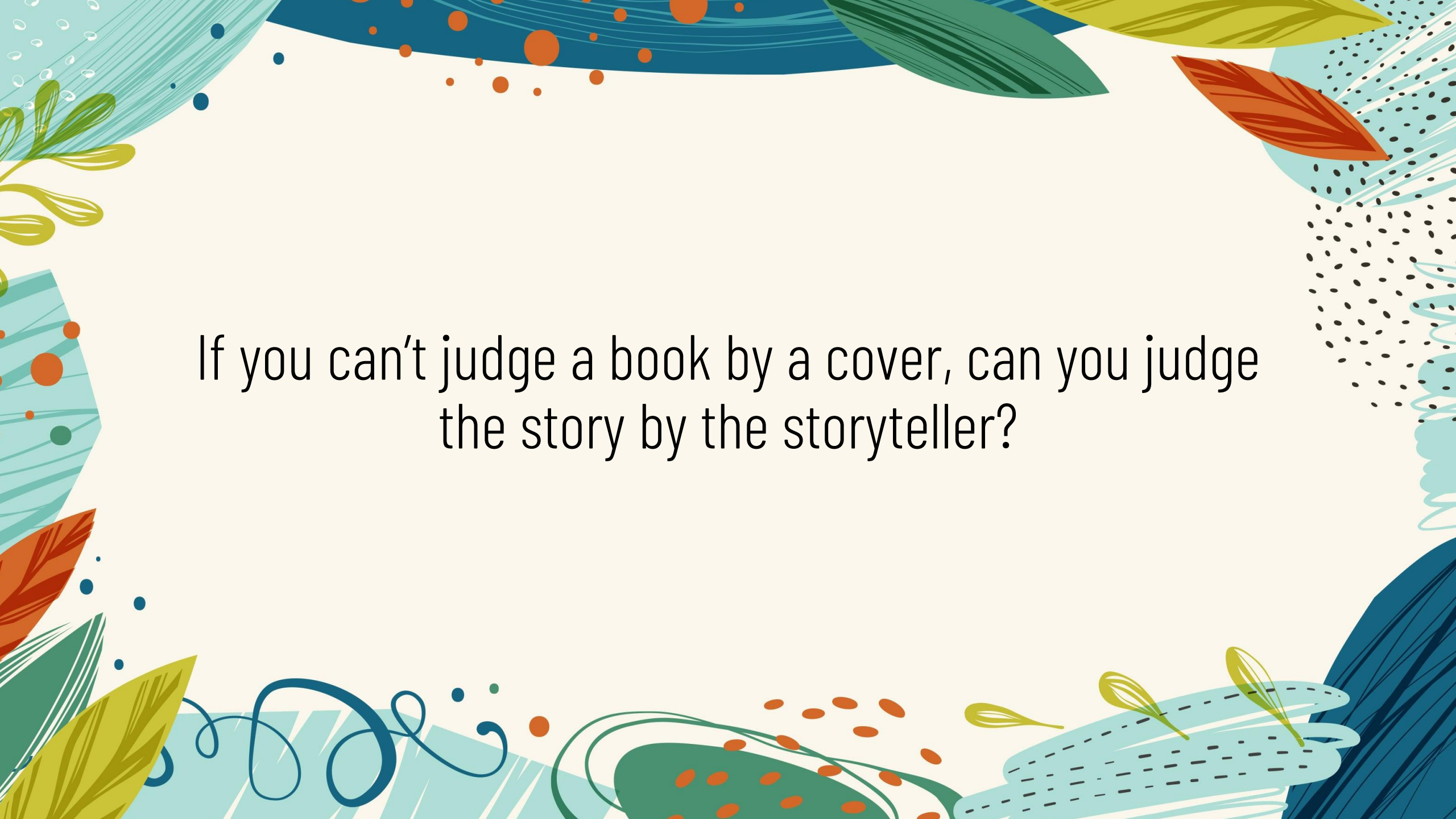
How does knowing your audience affect how you tell your story?

WHO DO WE NEED TO IMPACT FOR SUCCESSFUL PRODUCTS?

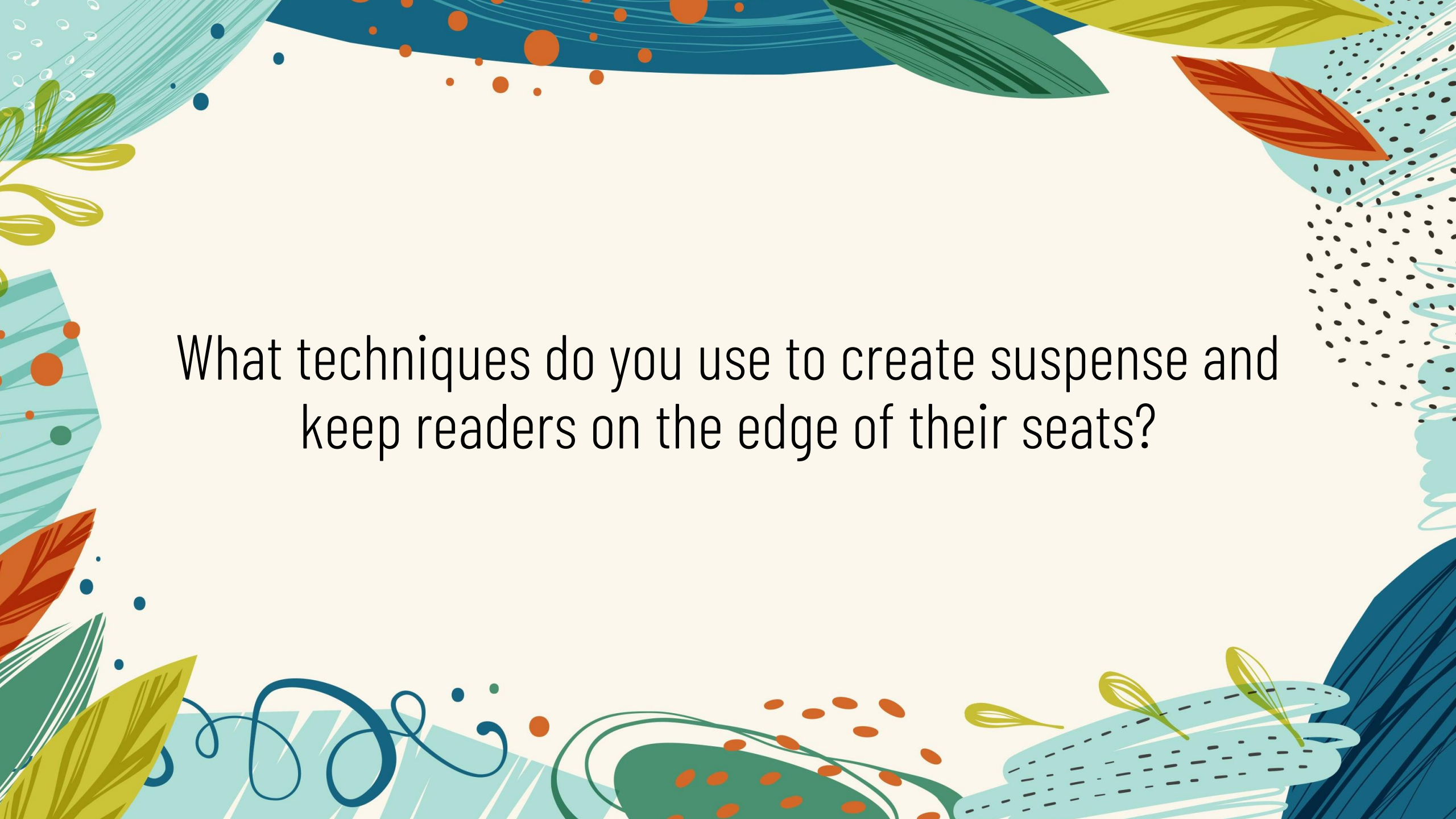
| | |
|---------------|-------------------------|
| THE INFORMED | (market / customers) |
| THE INSPIRED | (direction / vision) |
| THE INVESTORS | (KPIs / value props) |
| THE BUILDERS | (tech / infrastructure) |

OR PUT ANOTHER WAY



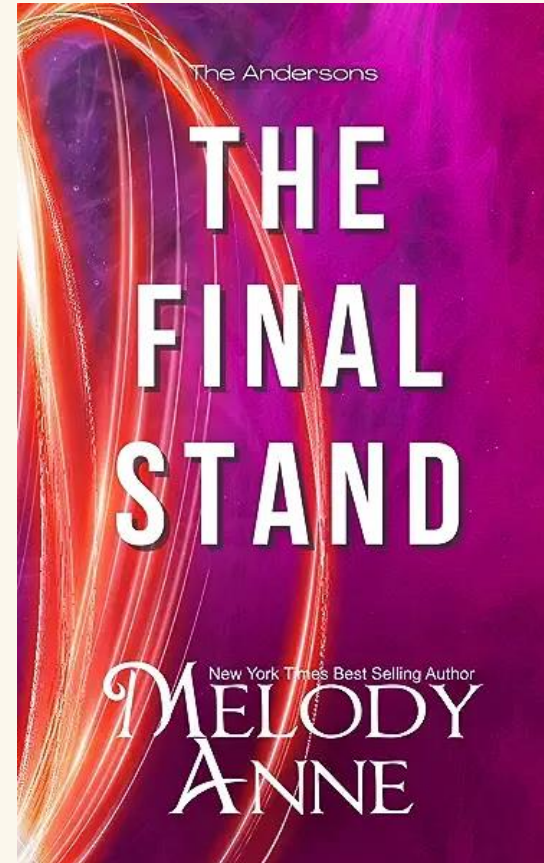


If you can't judge a book by a cover, can you judge
the story by the storyteller?



What techniques do you use to create suspense and keep readers on the edge of their seats?

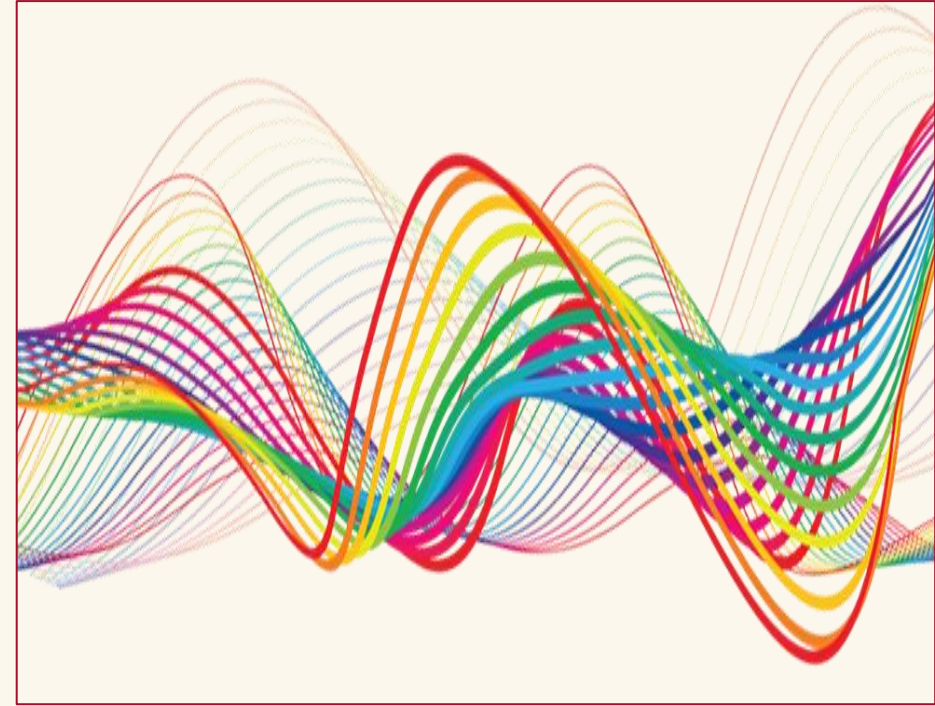
How do you maintain a consistent tone and pacing throughout the story?





How do you balance "showing" versus "telling" in your storytelling?

How do you approach
dialogue writing to make it
sound natural and
engaging?



TIPS AND TRICKS TO TELLING A STORY

Appearance, be confident

Create Suspense

Keep it Real

Maybe it should be called
Story Showing?

Observe

Create space

Other things to consider

Right Timing and Location

Appropriate Length

Eye Contact



THE STORY FRAMING PROCESS

Road to a Story

Choose something to share

Roughly frame the story

Storyboard Frame

Choose someone to influence

Audience

Explore how to share

Storyline Journey

Validate the impact

Success Measures

Frame The Story

Name

Audience

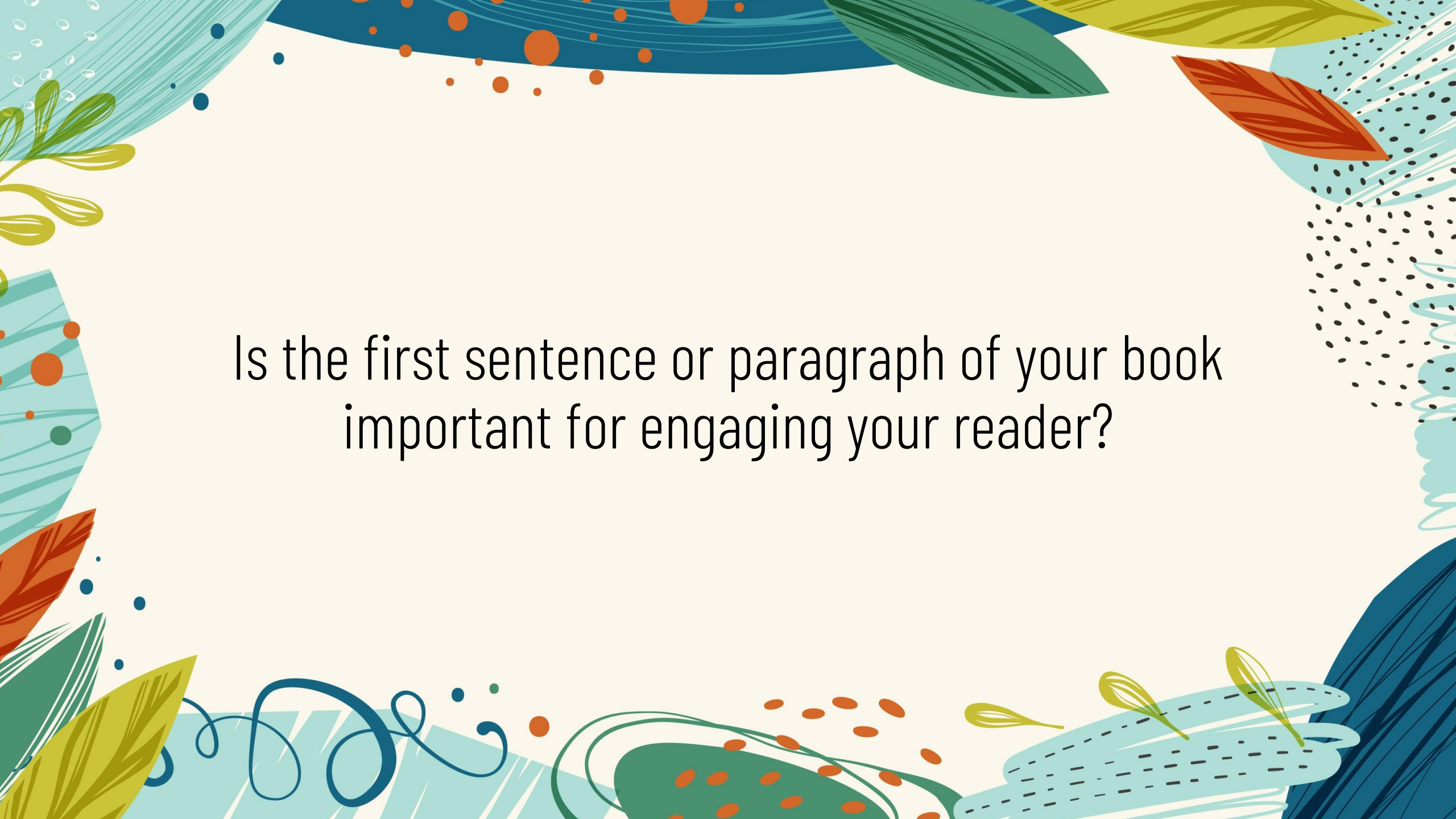
Challenge/Pain

Short Pitch


Goals

Success Measures

| | | | | |
|--------------------|--|---------------------|------------|---------|
| Name/ Subject | Security Admin Patch Bonus | Audience | Developers | Support |
| Challenge/ Pain | Security Administrators Bonus's are at risk because they can't patch their computer vulnerabilities in the new required timelines | | | |
| Short Pitch | With the increasing risk toward zero day threats, companies have to patch their systems faster to stay protected against cyber attacks. Companies have now raised the bar on patch roll-outs, again and our users are at risk of not receiving their success bonuses and the company is exposed. | | | |
| Goals | Protect the company by patching the required number of systems on "Patch Weekend" | Success Measures | | |
| | Reduce risk by patching the bulk of systems first and allowing time for the more difficult ones | | | |



Is the first sentence or paragraph of your book important for engaging your reader?



How do you approach world-building, and how can it enhance a story?

SET THE SCENE

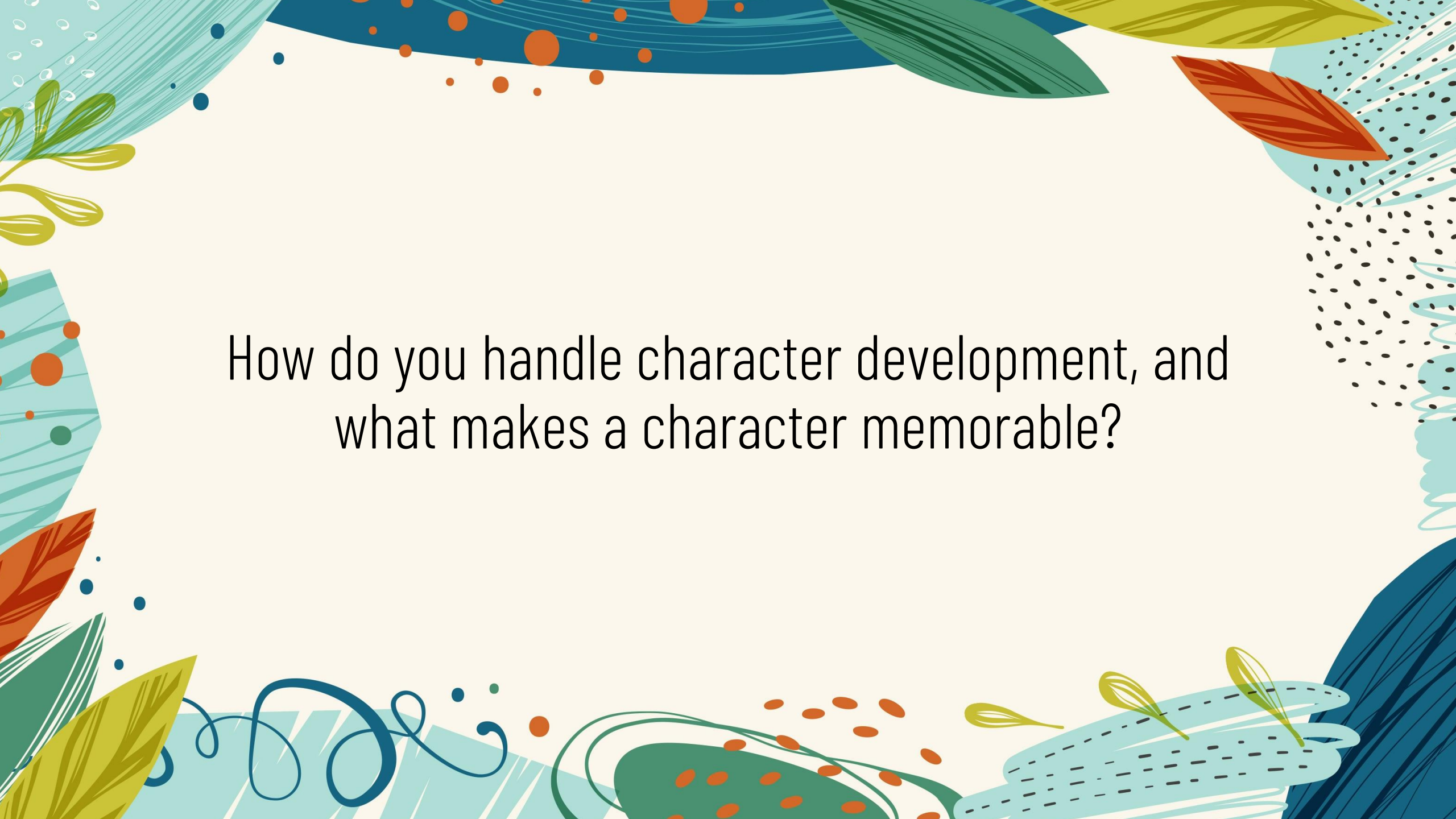
Set a time reference

Create the scene

- How do you show the scene?
- Think of incorporating all the senses

Capture your opening sentence.





How do you handle character development, and what makes a character memorable?

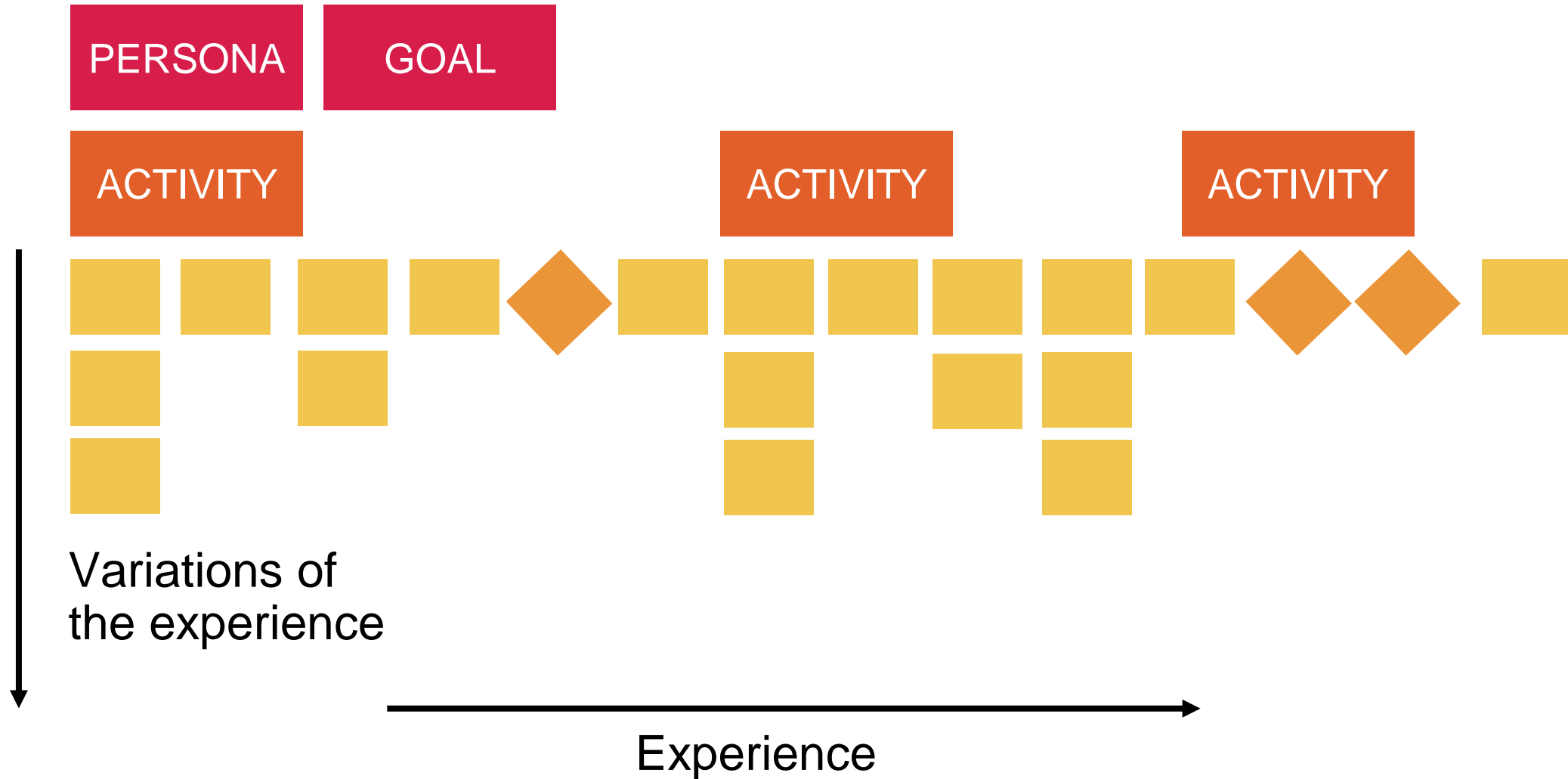
WHO ARE YOU INFLUENCING

| | | |
|---|---|--|
| <p>Targets</p> <ul style="list-style-type: none">•• <p>Not Targets</p> <ul style="list-style-type: none">•• | <p>Name:</p> <p>Image:</p> <p>Description (who?)</p> <ul style="list-style-type: none">•••••• <p>Values (why?)</p> <ul style="list-style-type: none">••• <p>Goals (what?)</p> <ul style="list-style-type: none">••• | <p>Name:</p> <p>Image:</p> <p>Day in the Life:</p> <ul style="list-style-type: none">•••••• <p>Problems/Struggles:</p> <ul style="list-style-type: none">••• <p>Goals:</p> <ul style="list-style-type: none">••• |
|---|---|--|

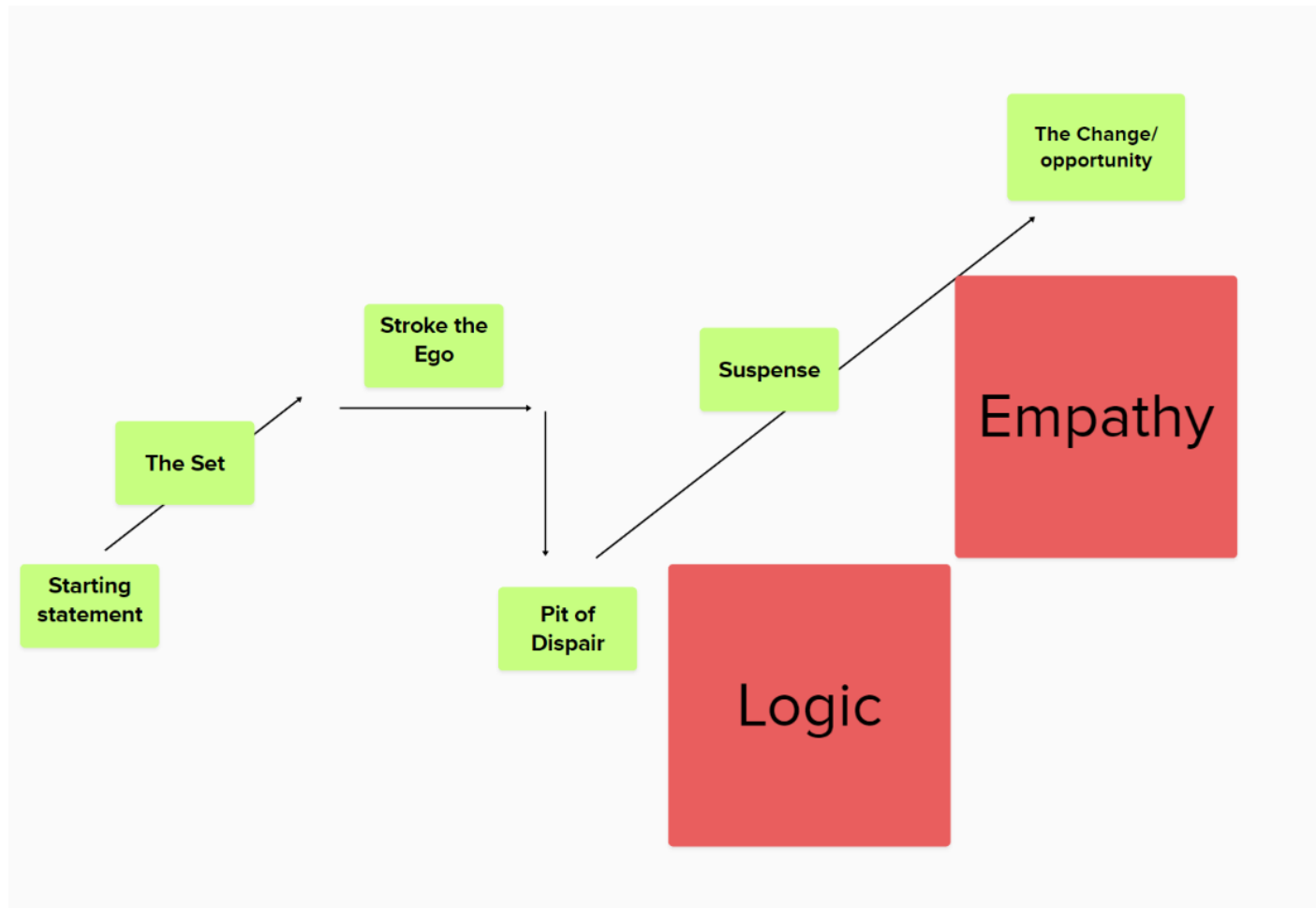


Map the Storyline

STORY MAP



MAPPING THE STORY



How do you handle feedback and criticism on your storytelling, and how does it influence your work?



Next Steps

Next week
Next month
Next quarter

COME SEE US AT THE BOOTH

cprime

learn@cprime.com | 877.800.5221 | +44 (0) 203 811 0424 | www.cprime.com



Questions?