Agile ORLANDO 2023

JULY 24–28

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#AGILE2023

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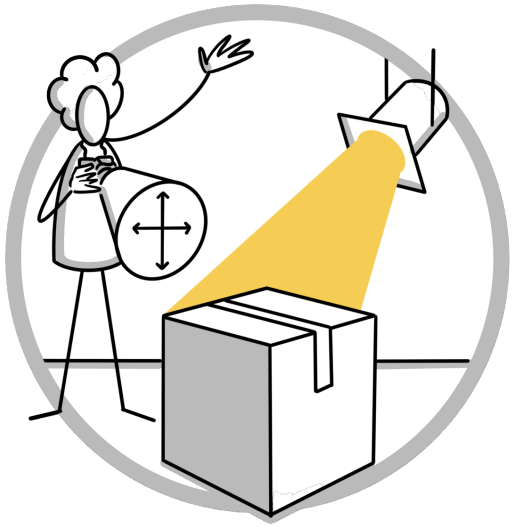


Storytelling through the product lens

Stuart Young

Product Disposition Canvas

Strategic

Visionary

Implementer

Tactical

What is your perspective of the product?

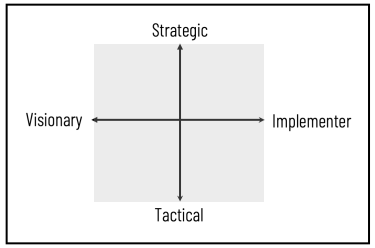
What is your product stance?

What are your personal product qualities?

A product story generator for every situation

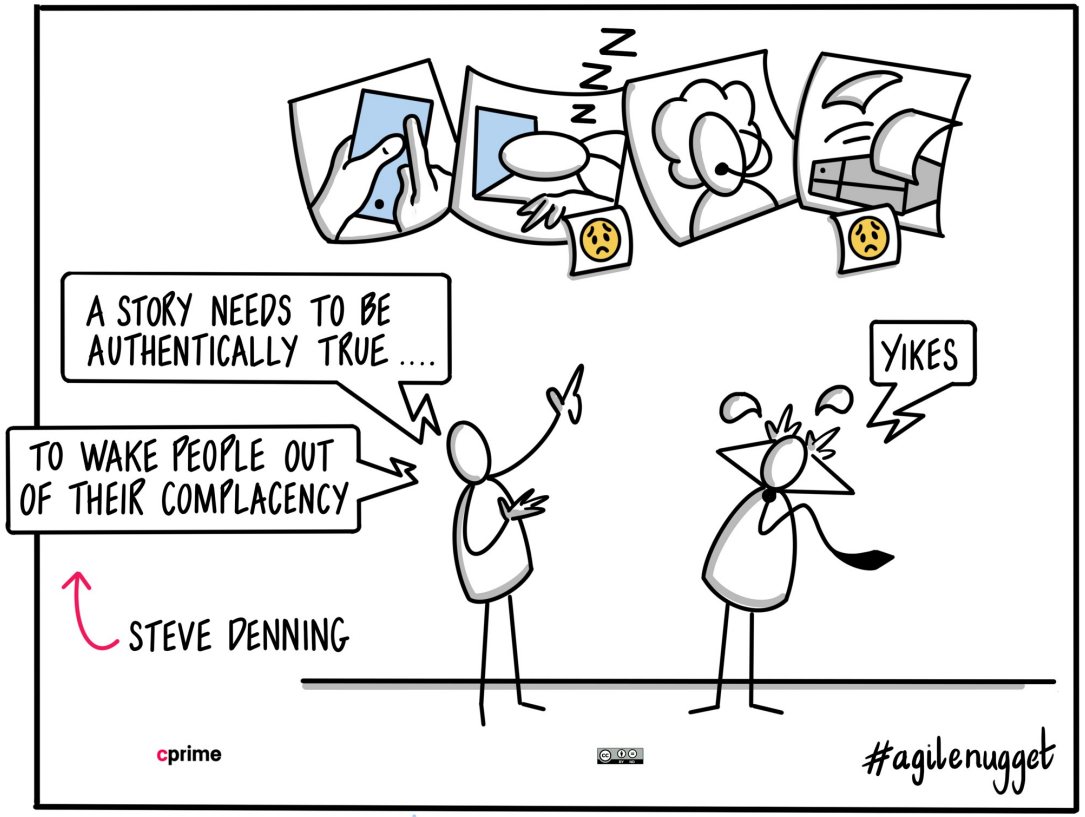
Storytelling

The Power of Storytelling

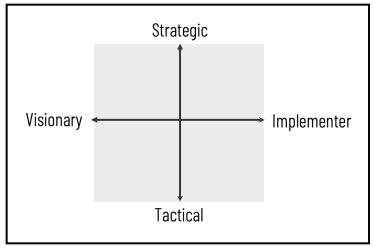


Your goal in every communication is to influence your target audience to change their current attitudes, belief, knowledge and behaviour.

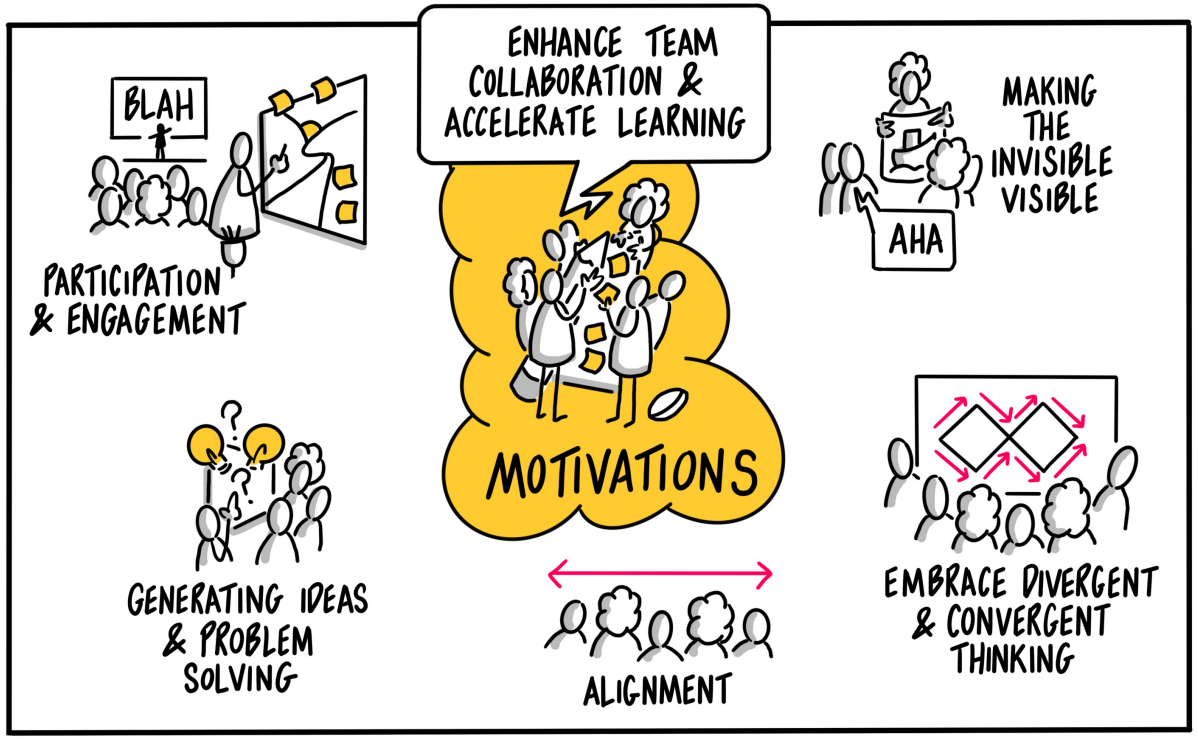
Story Smart, Kendall Haven, 2014



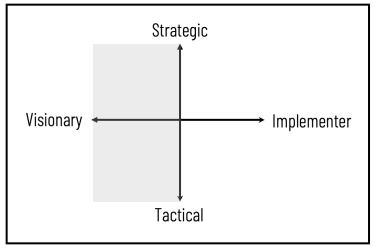
Visual Storytelling



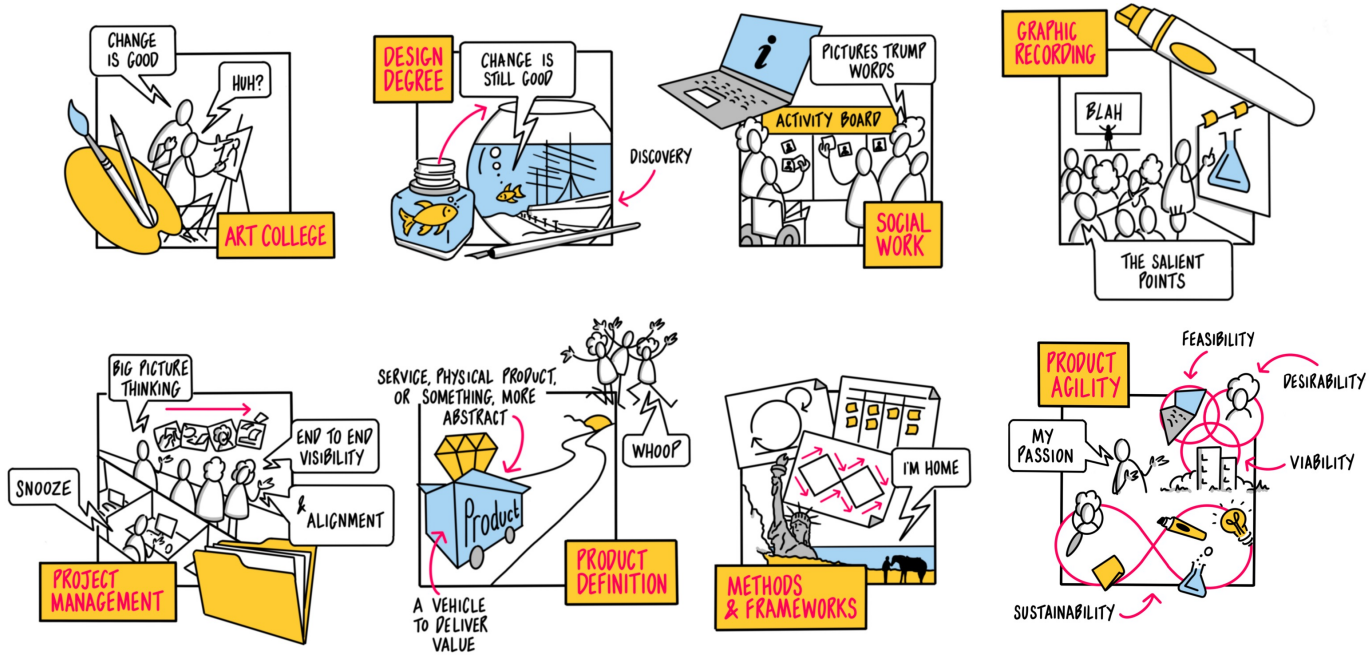
Create visually compelling stories that help you make decisions faster in a simple to understand and memorable way.

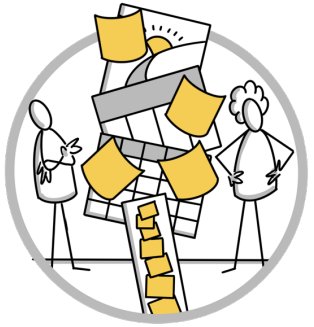


Creative Storyboarding

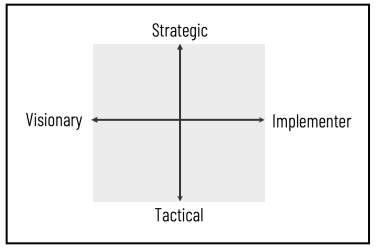


An essential tool for story sequencing and elaborating ideas before investing time and effort in process reengineering and product development.

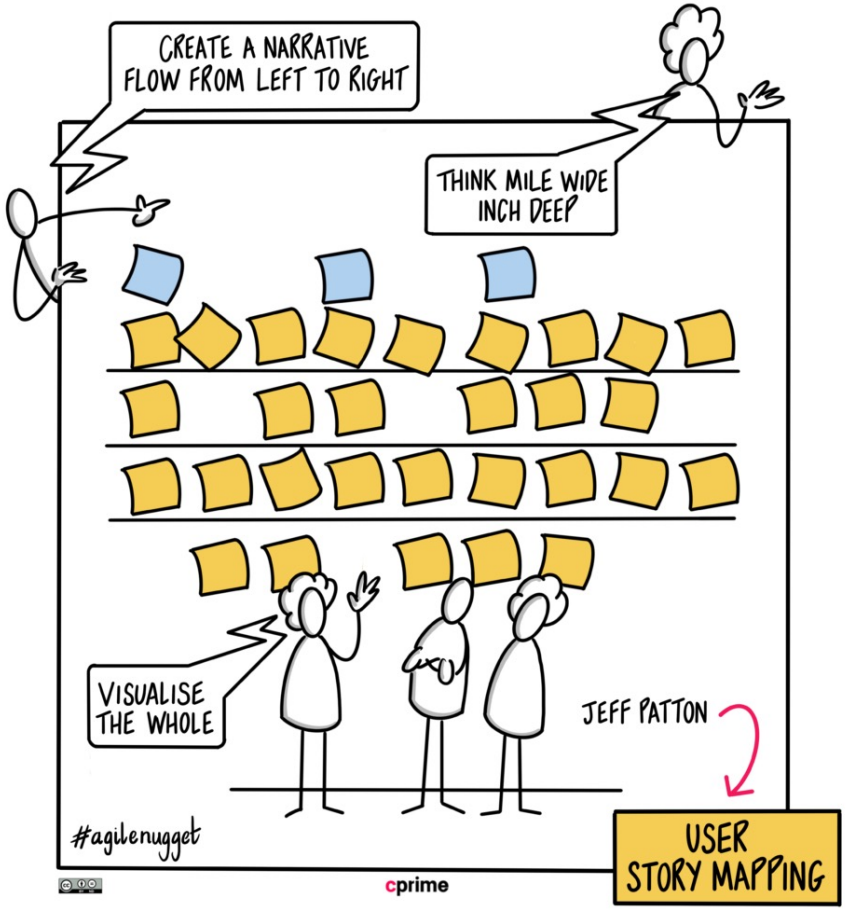




Visualise the whole



Think mile wide inch deep

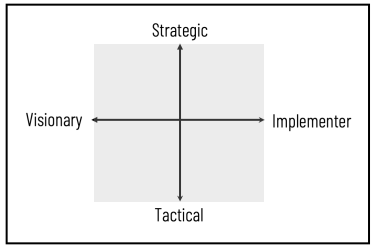


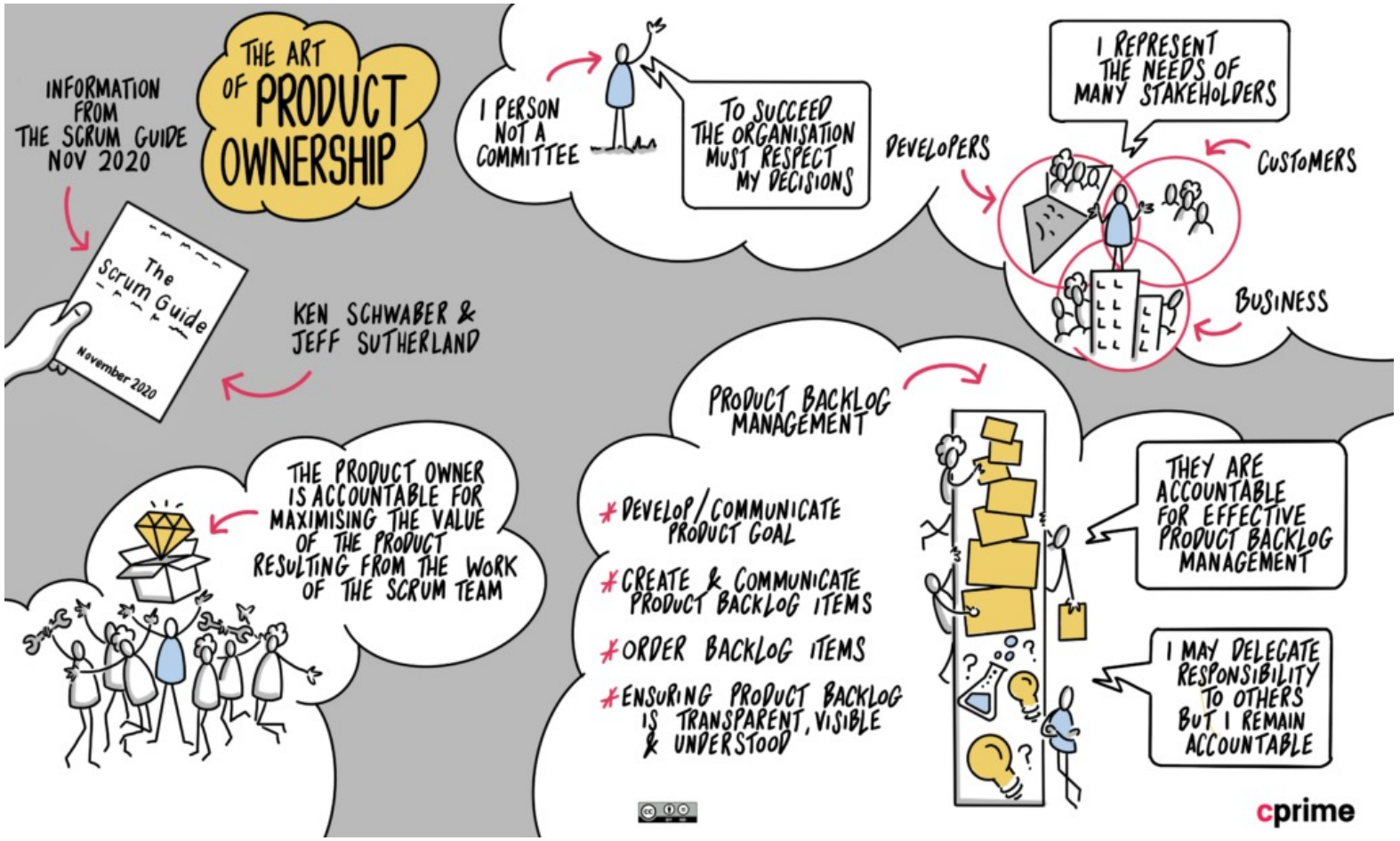
Scope doesn't creep understanding grows

Patton, Jeff, *User Story Mapping*

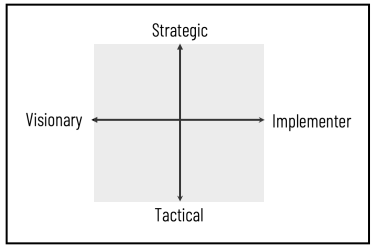
The Storyteller

The Storyteller

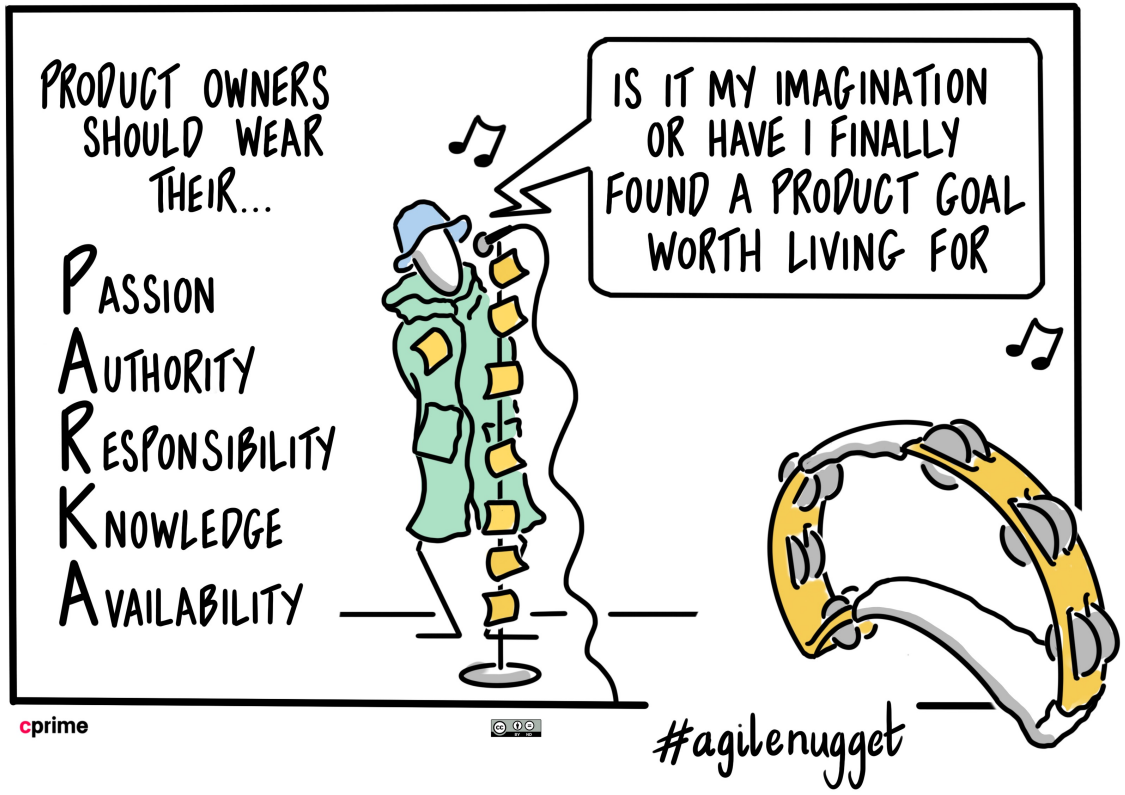


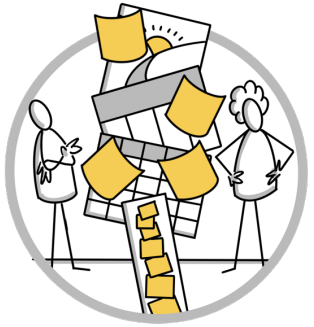


The Storyteller

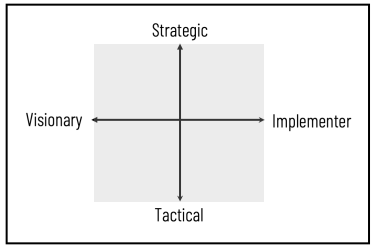


Not a hero but a human mining for truth





Product Ownership Model



A depth and breadth of experience

Envision the Product

Roadmaps
Market Research
Customer Feedback
Competitor Analysis
Stakeholder Expectations

Quadrant 1

Product Management

Quadrant 2

Project Management

Plan and Manage Delivery

Product Backlog
Release Plans
Milestones
Metrics
Risks

Drive Product Development Flow

Communication
Decision-Making
Relentless Improvement
Team Support

Quadrant 3

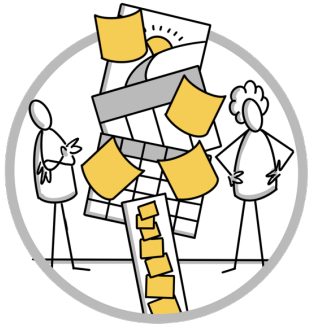
Leadership

Quadrant 4

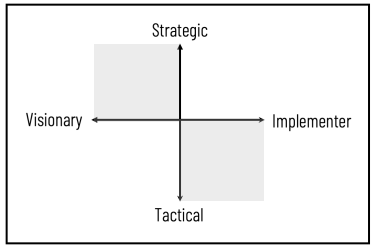
Business Analysis

Build and Validate

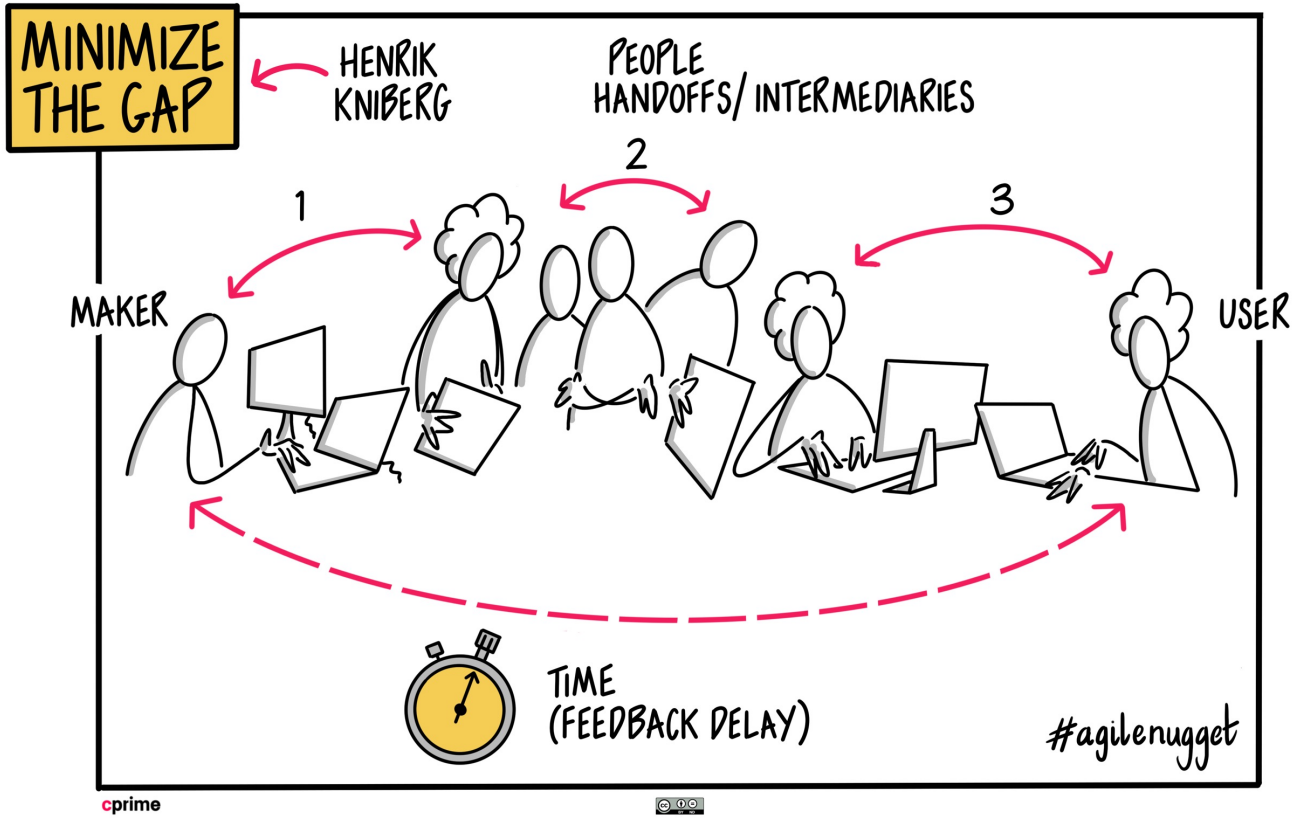
User Stories
Research Spikes
Acceptance Criteria
Definition of Done



Step aside and let the magic happen



Bring teams closer to end users



A focus through the product lens

A story generator

Product Disposition Canvas

Strategic

Visionary

Implementer

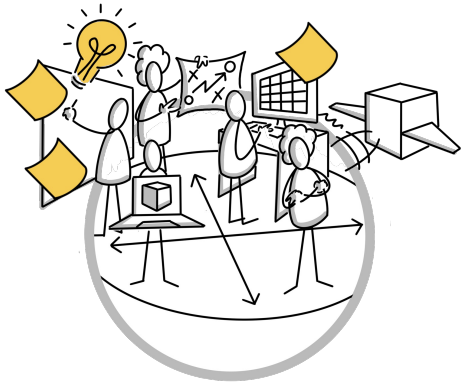
Tactical

What is your perspective of the product?

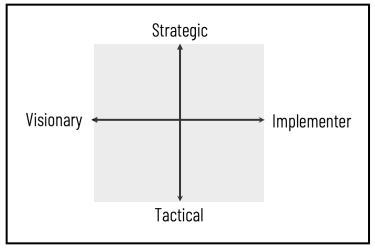
What is your product stance?

What are your personal product qualities?

A product story generator for every situation



Your product disposition



disposition

/ˌdɪspəˈzɪʃn/

See definitions in:

All | Military | Law

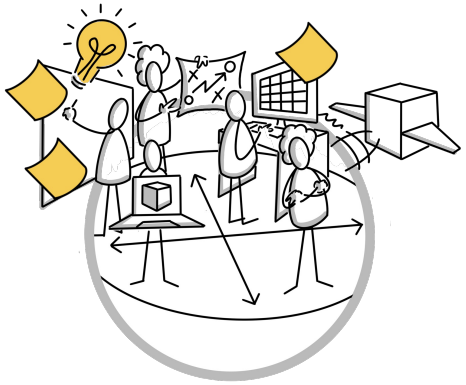
noun

1. a person's inherent qualities of mind and character.
   "your sunny disposition has a way of rubbing off on those around you"

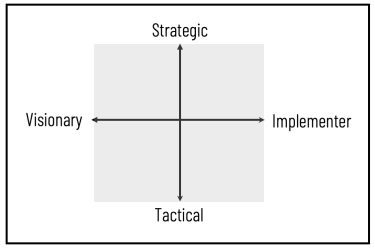
   Similar: temperament | nature | character | constitution | make-up | grain

2. the way in which something is placed or arranged, especially in relation to other things.
   "the plan shows the disposition of the rooms"

   Similar: arrangement | arranging | disposal | ordering | positioning | placement

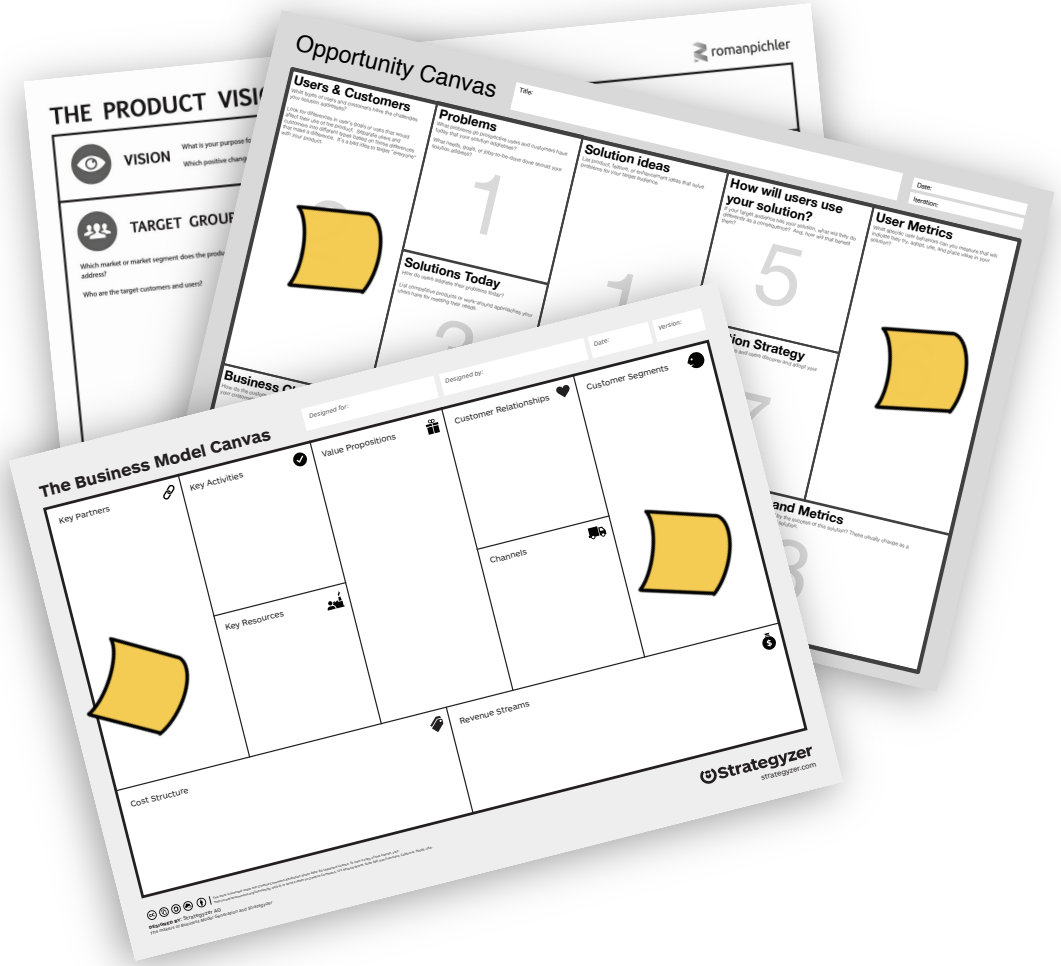


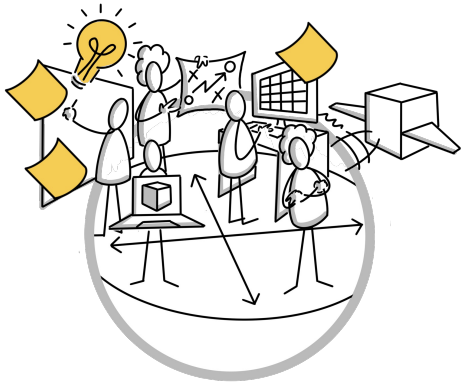
Why frame?



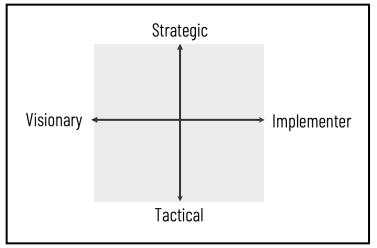
Embracing Diversity of Thought and Convergent thinking.

Encouraging spontaneity, freedom and creativity within a space that is easy to navigate and creates shared understanding.

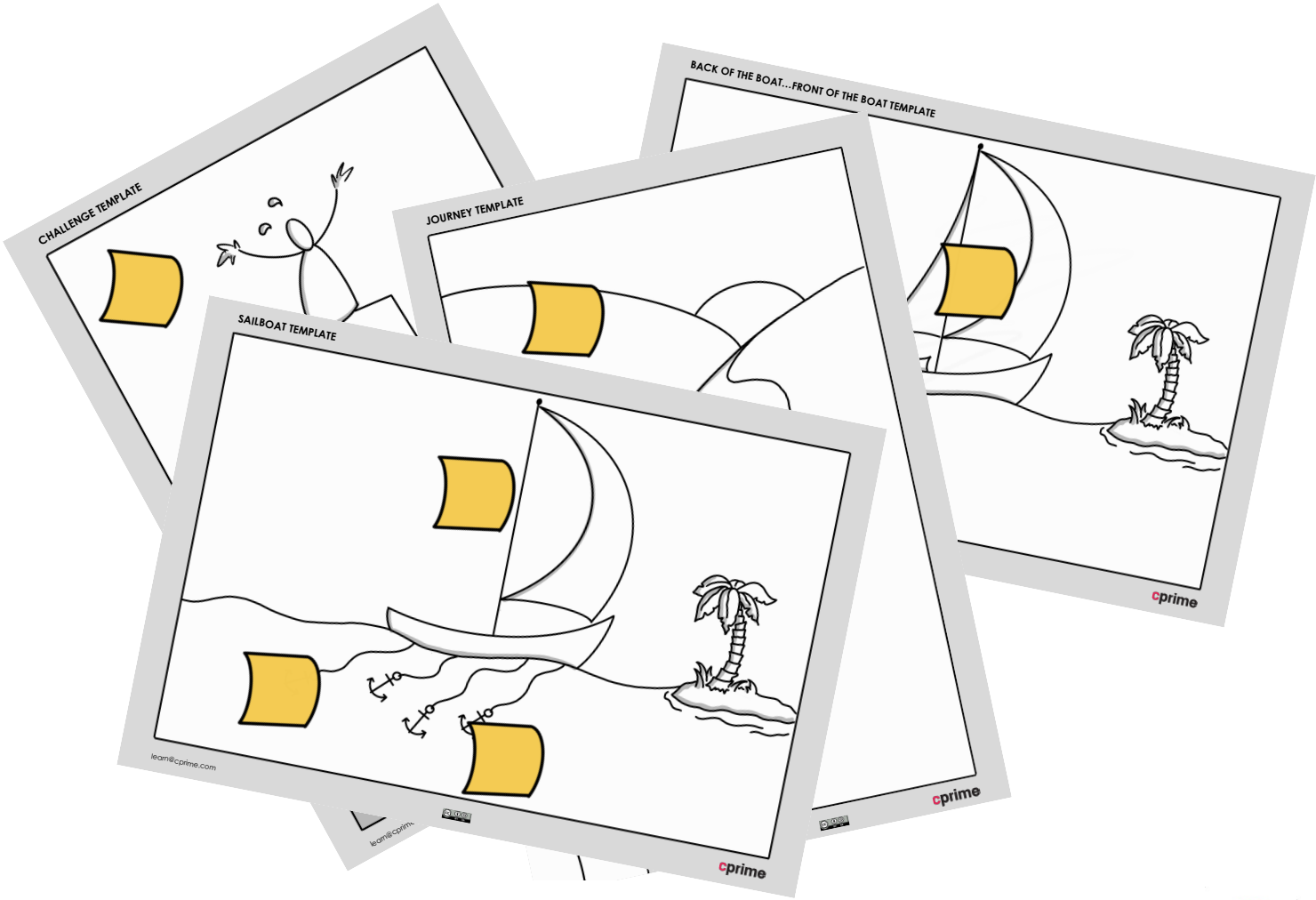




Embrace Divergent and Convergent Thinking

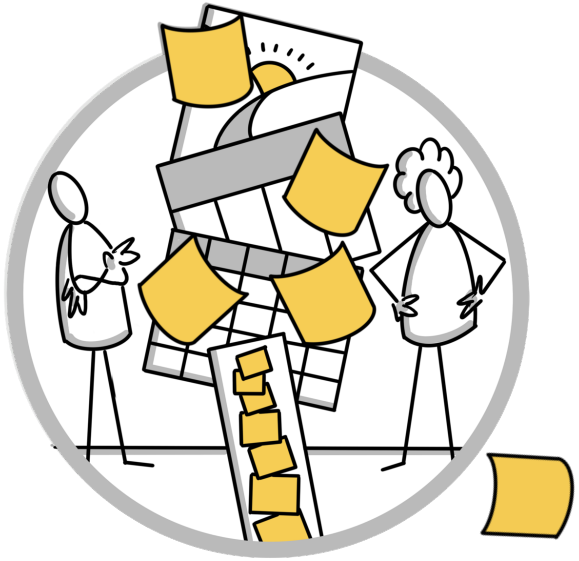


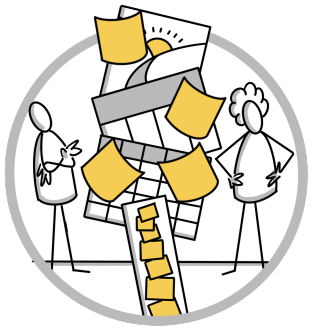
Get everyone on the same page when problem is yet to be defined



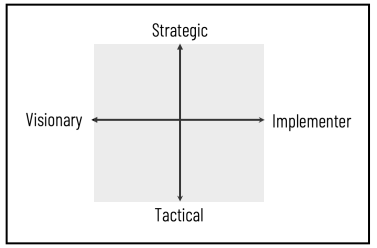
From Strategy to Tactics

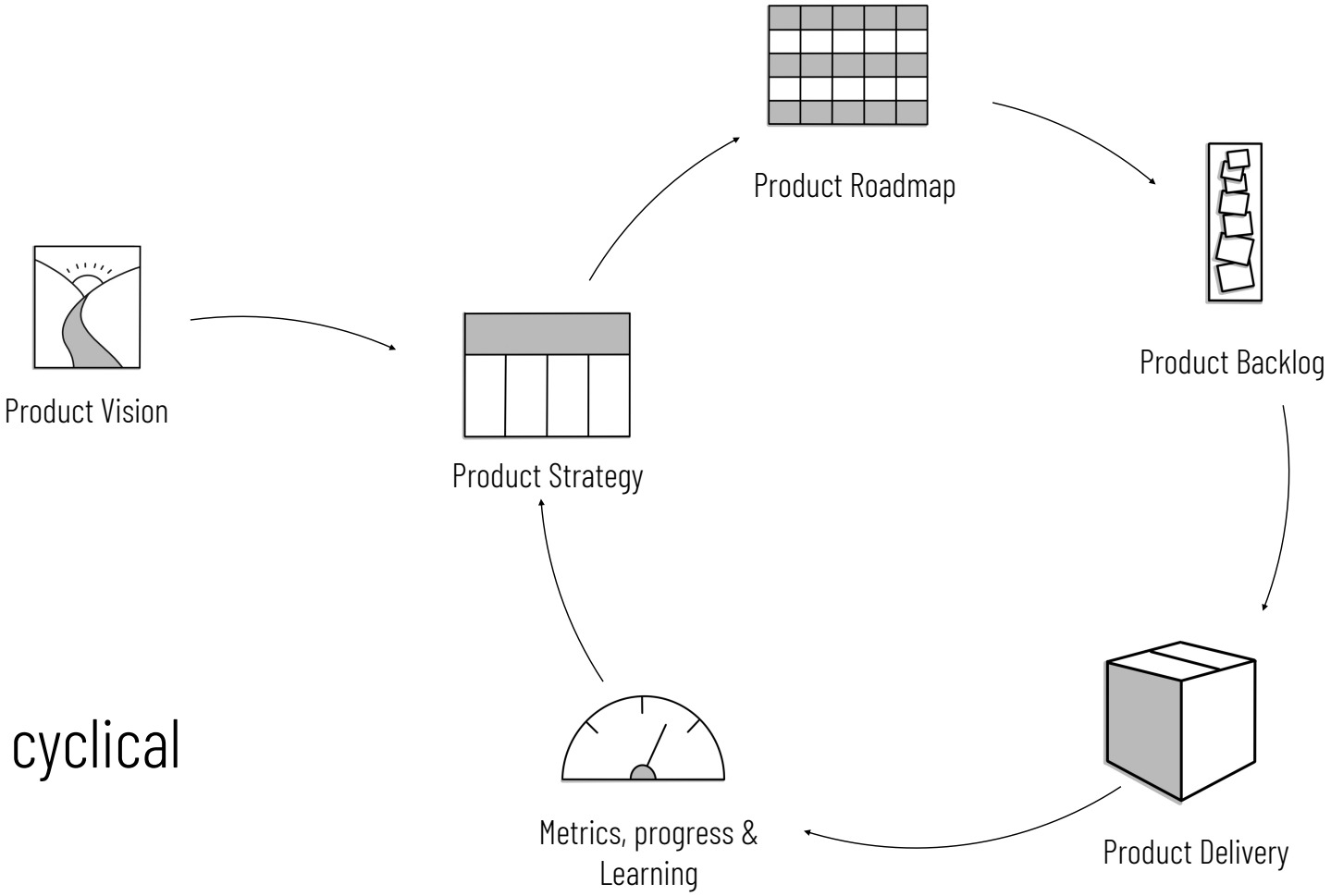
What stories need telling?





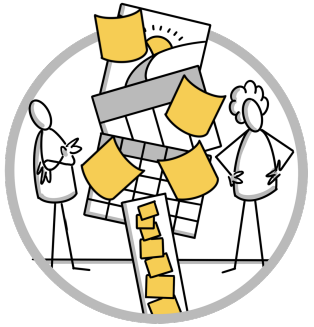
The Product Strategy Cycle



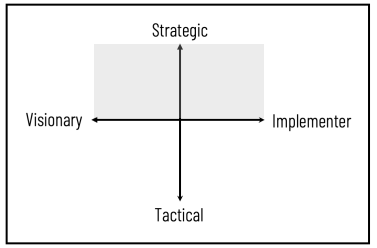


Not linear but cyclical

Pichler, Roman (second edition 2022), *Strategize, Product Strategy and Product Roadmap Practices for the Digital Age*



From Strategy to Tactics

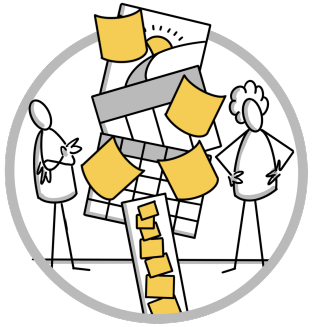


Strategic Position

The action plan that takes you where you want to go

Tactical Position

The individual steps and actions that will get you there



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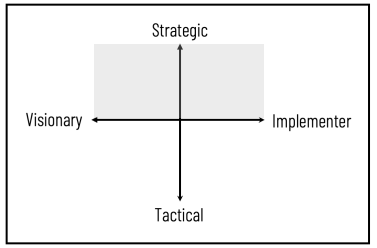

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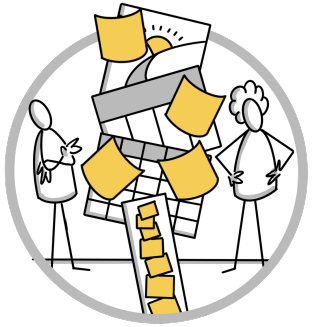
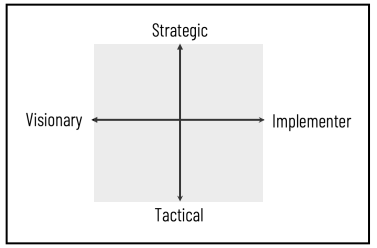
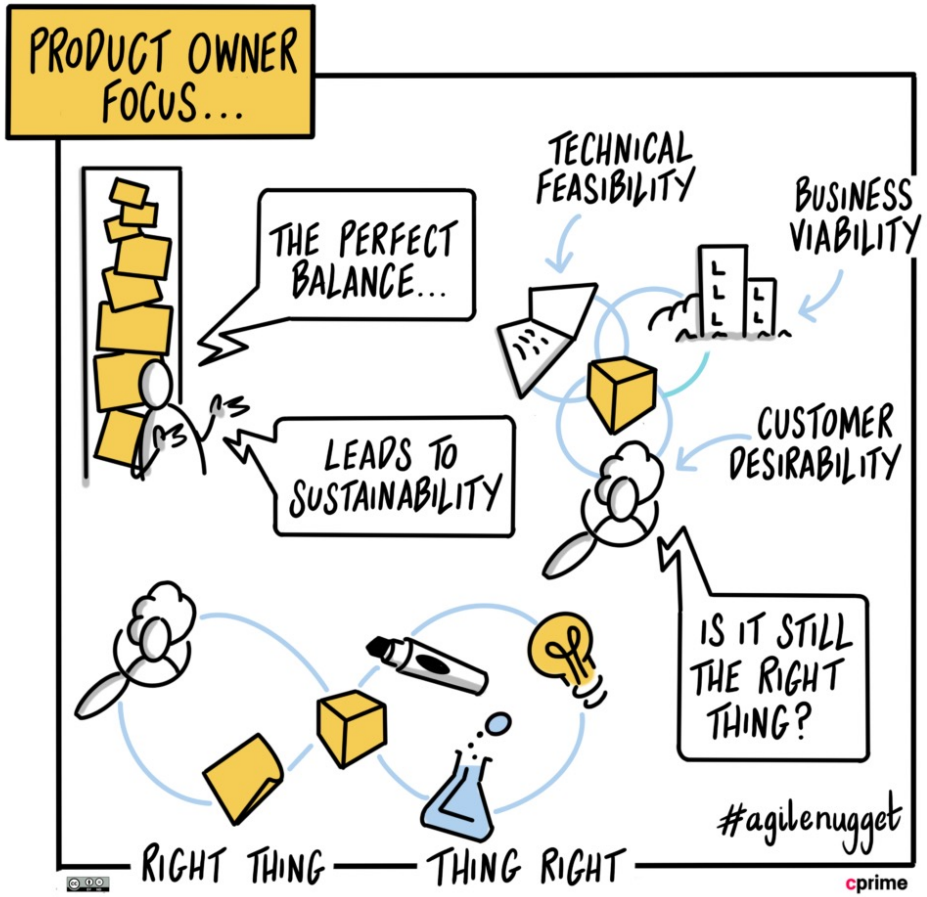


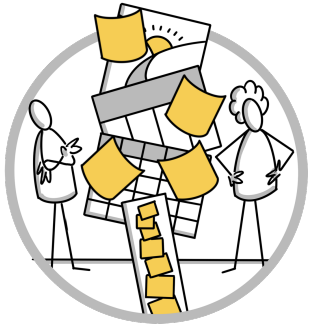
Discovery and Validation



Stay in the sustain mode



Discovery-Understanding the problem



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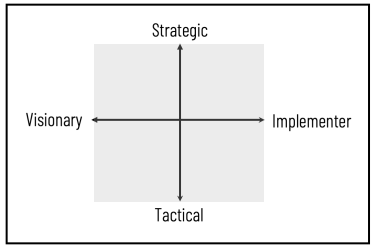

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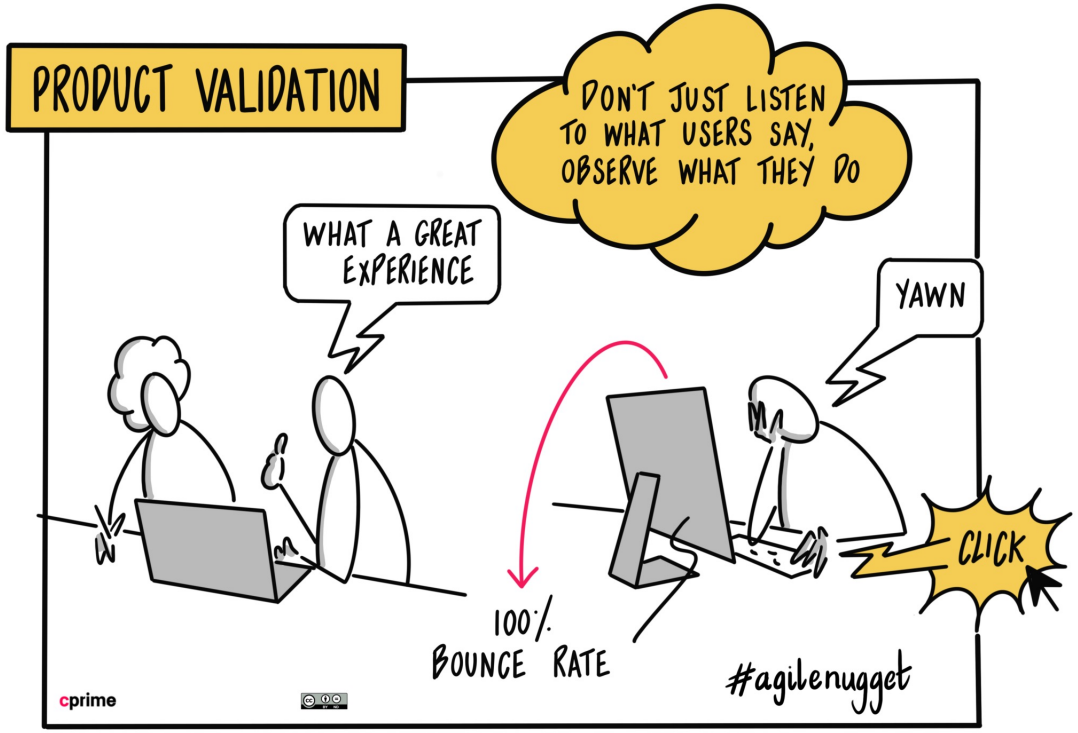
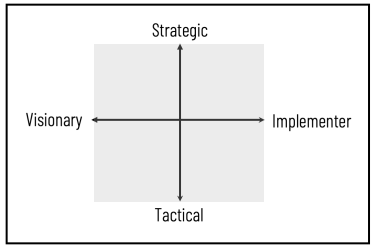


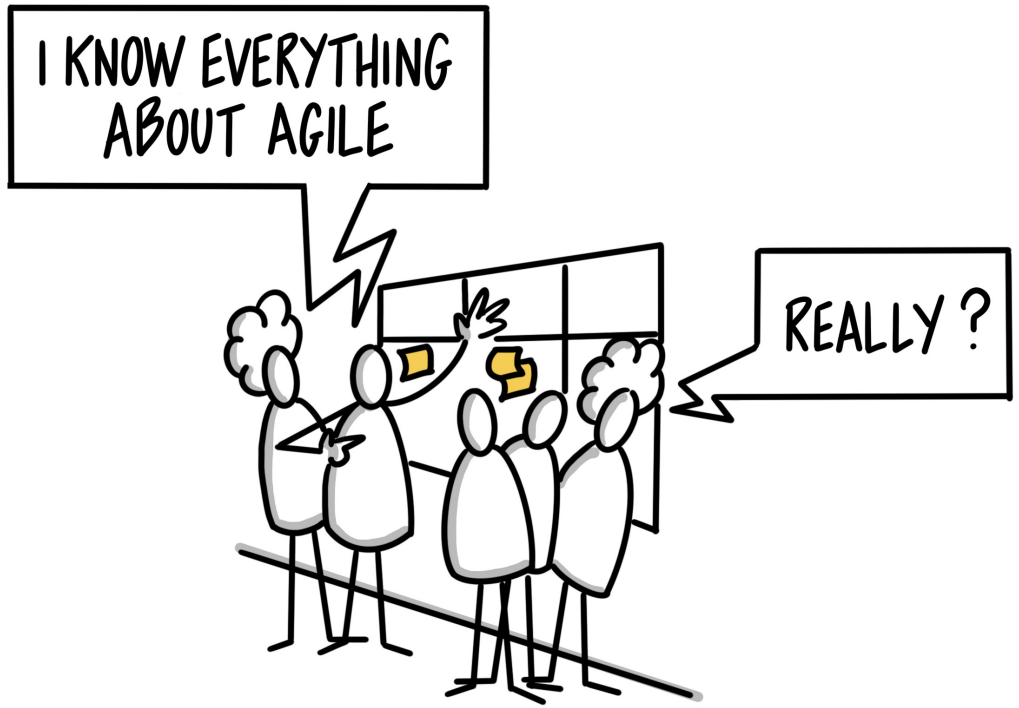
Validation-building the thing right

From Visionary to Implementer

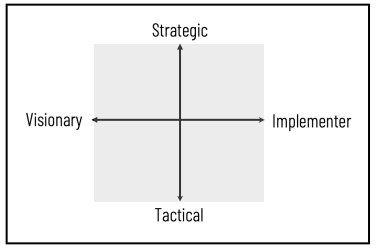
Your storytelling flavour

Cooperation versus collaboration

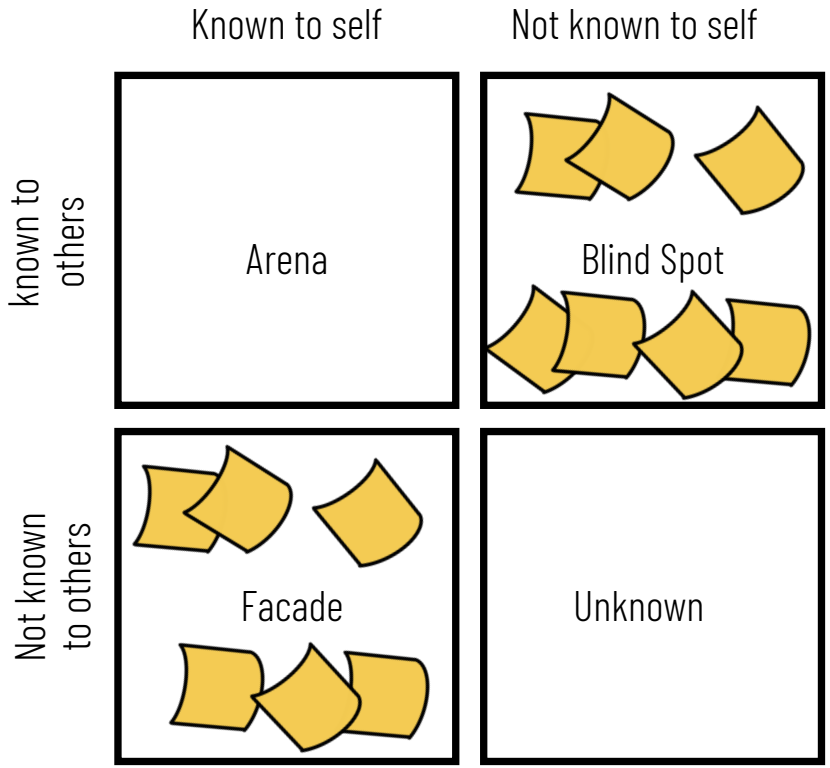




Where is your blind spot?

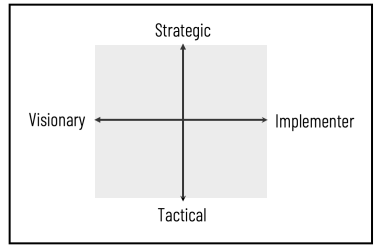


It's a team sport



The Johari Window Model

What is your unique stance?

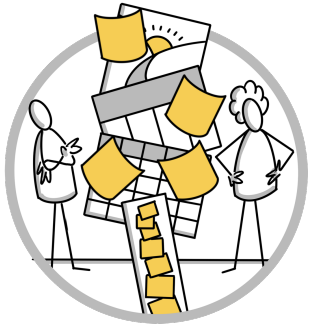


Visionary

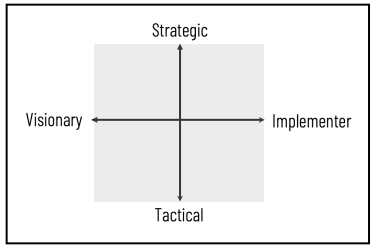
Big picture thinker
Contagious vision
Anything is possible
Lots of ideas
Relationship person
Visual and exciting
Creative Problem Solver
Grower and a builder

Implementer

Great execution
Knows the details
Creates consistency and prioritisation
Harmoniously integrates the team
Finds and analyses the risks
Cautious of big shifts
Provides cadence
Results oriented
Executes the plan



What's you stance?



Strategic Visionary

Tactical Visionary

Strategic implementer

Tactical implementer

Product Disposition Canvas

cprime

Strategic

Visionary

Implementer

Tactical

Big Picture Thinker- what is the art of the possible?

Mission Advancer-What is the MVE?

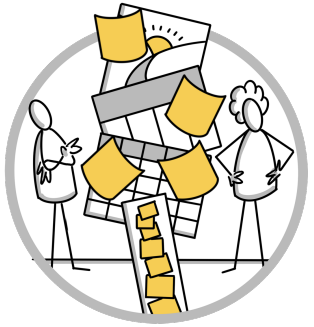
- What is your perspective of the product?
- What is your product stance?
- your personal
- product qualities?

Idea Validator- What is our riskiest assumption?

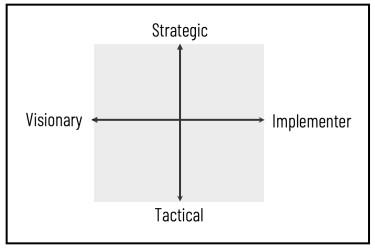
Data Driver- Are we we delivering the right outcomes?

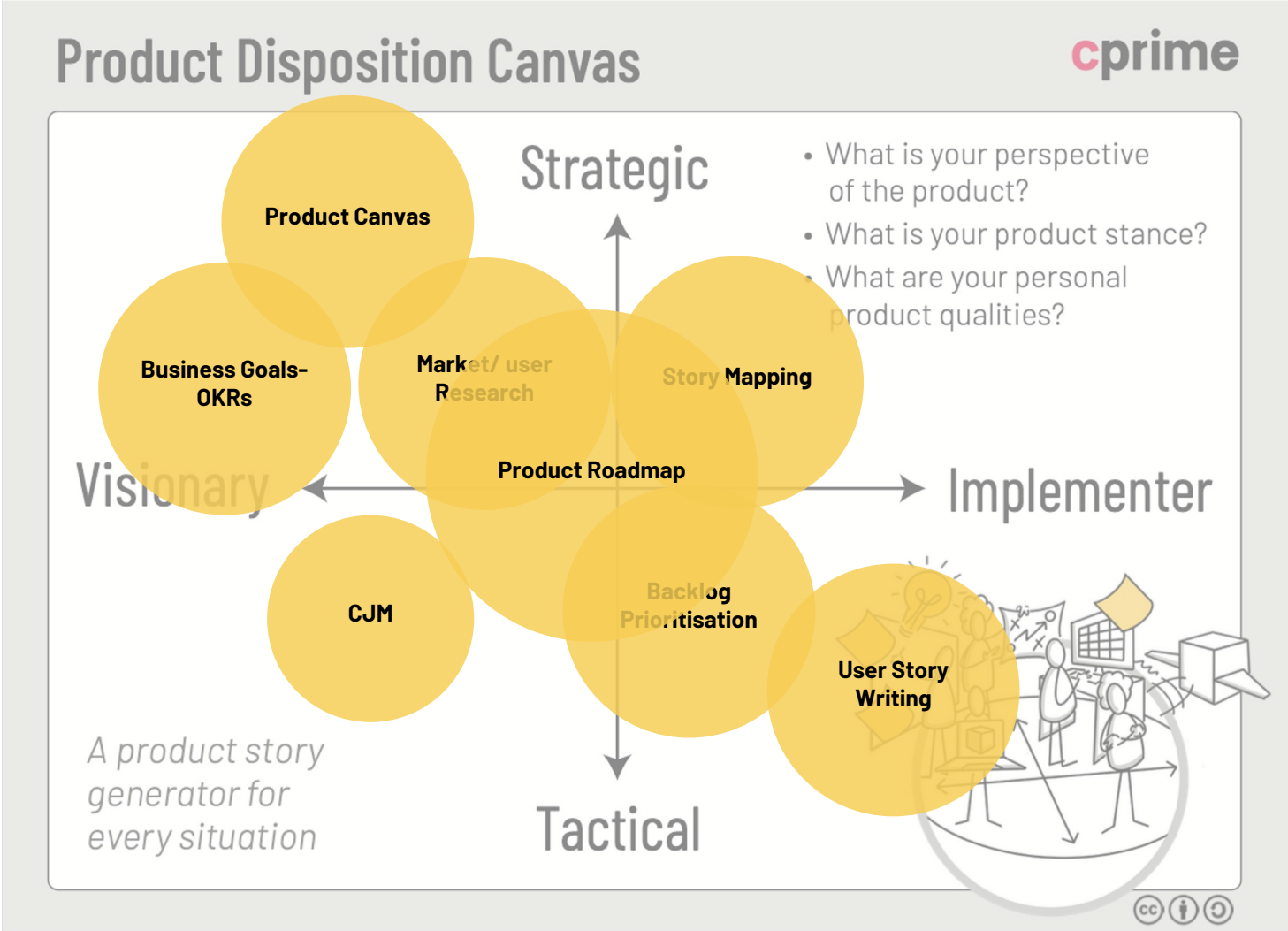
A product story generator for every situation

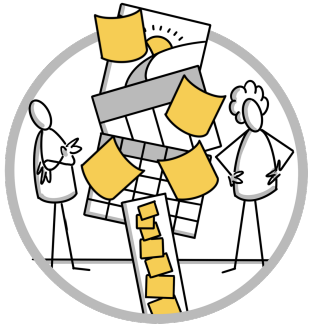
CC BY



Personas-Product Coach







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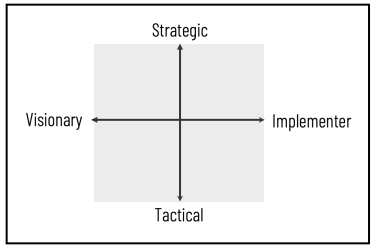
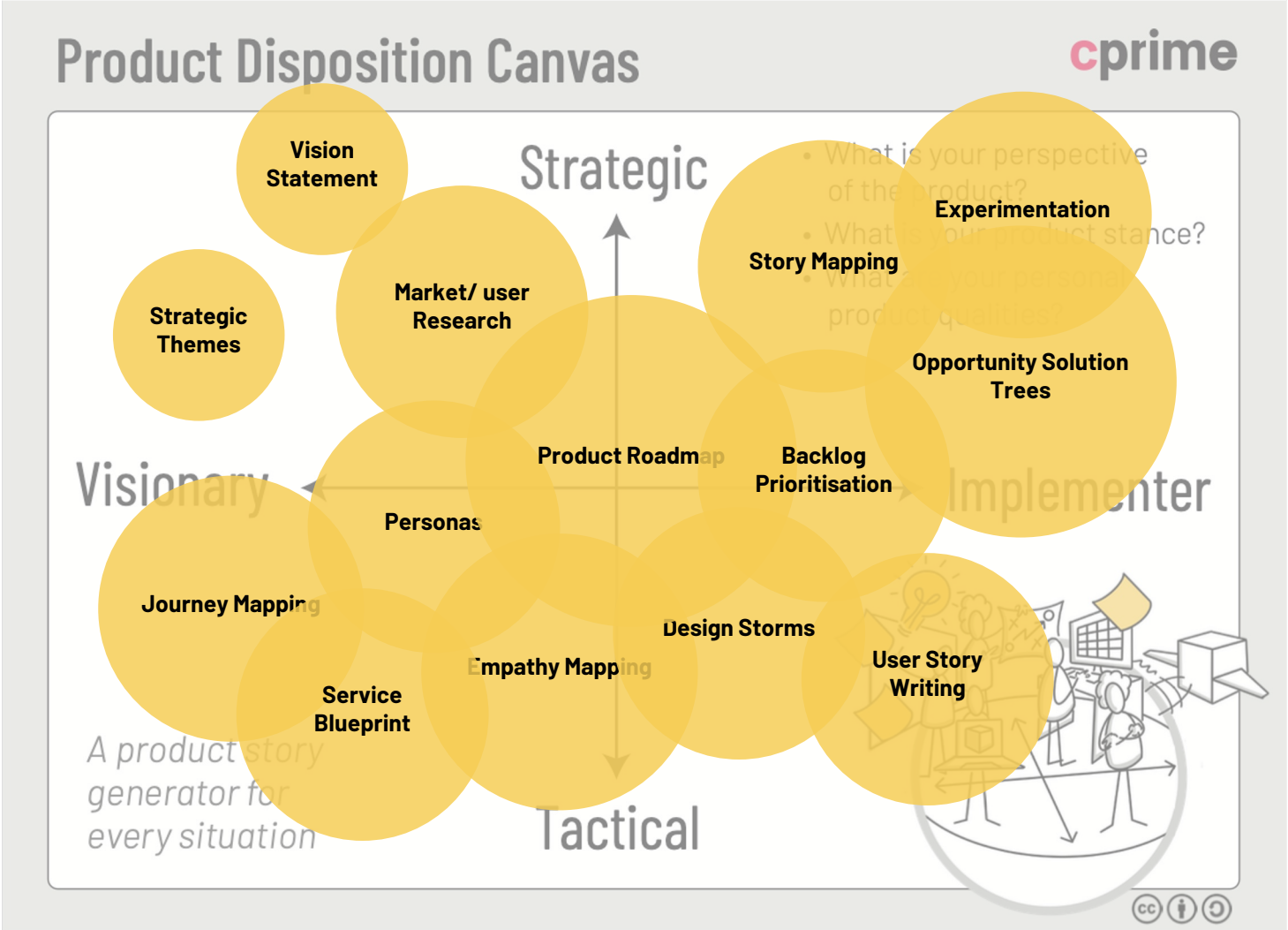
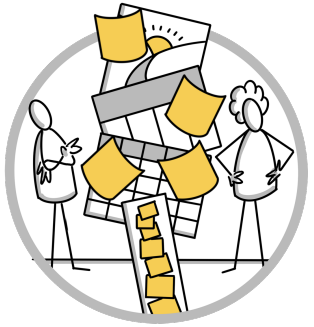
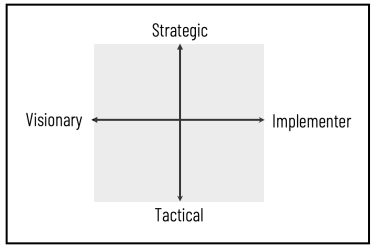
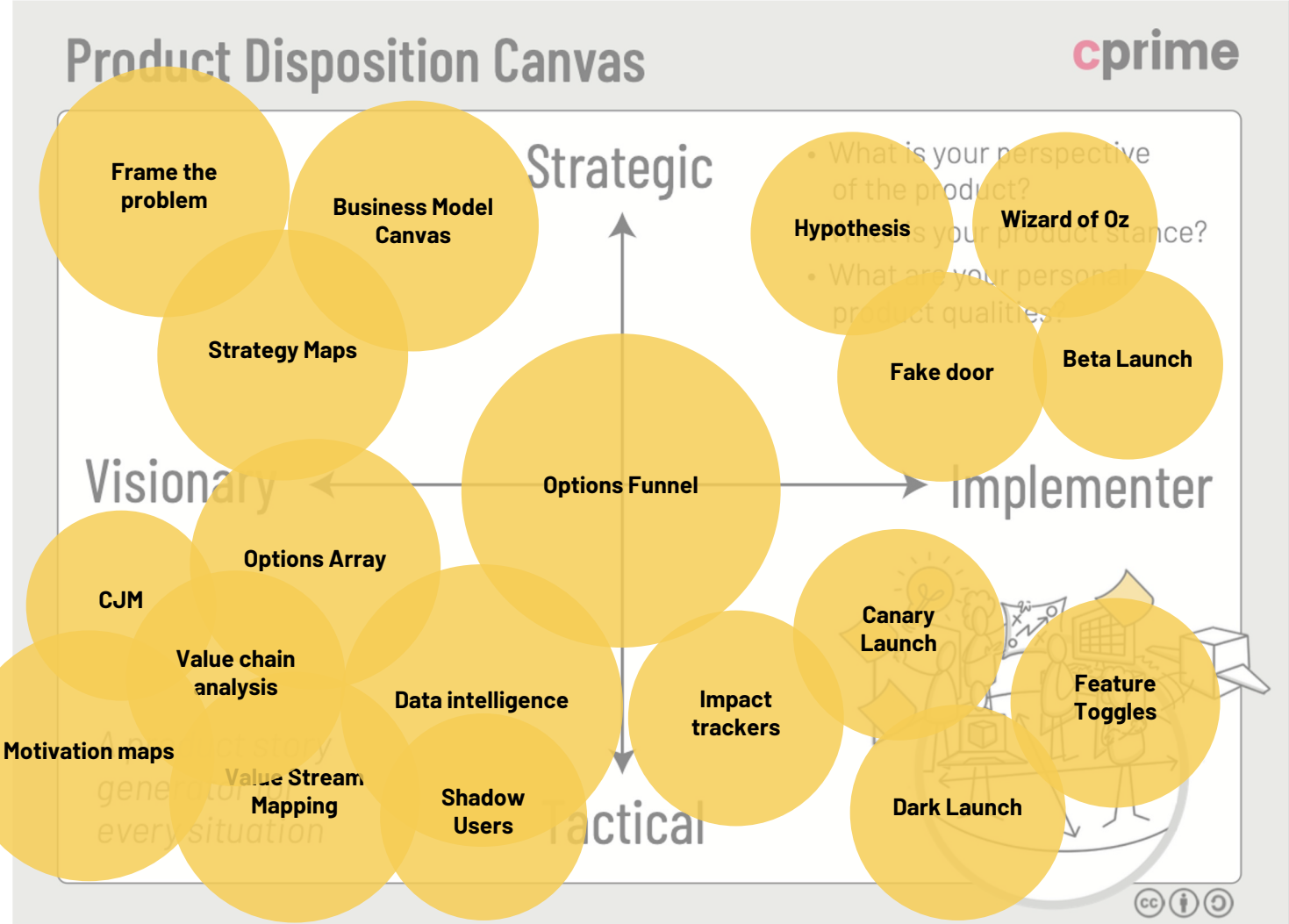




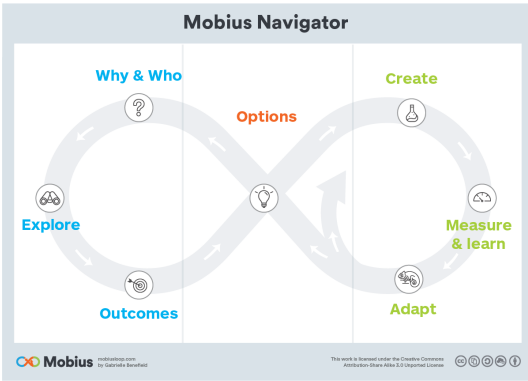


Personas-Outcome Delivery Coach





Outcome Delivery



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