

COMMUNICATING YOUR IDEAS

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Founder, Kaizen

LEARNING OBJECTIVES

- Talk about final presentations
- Use "selling" skills to get stakeholder buy-in for your project/feature.
- Explain common terms used in software development.
- Discuss best practices for communicating with development teams

THINK OF THE LAST GREAT PRESENTATION YOU'VE SEEN.

WHAT MADE IT GREAT?

WHY DO WE NEED TO BE COMFORTABLE PRESENTING?

PRESENTATION BEST PRACTICES

SPEAK WITH CONFIDENCE



BODY LANGUAGE



VOCAL VARIETY



PRESENTATION TIPS - SLIDES

- · Limit information on slides, so people focus on you
- Graphs define how to read it
- Minimise text scanned in under 30 seconds
- Use slides that strengthen what you say, not have written everything that you are saying
- Use lots of photos and visuals

PRESENTING

PLEASE AVOID THIS...

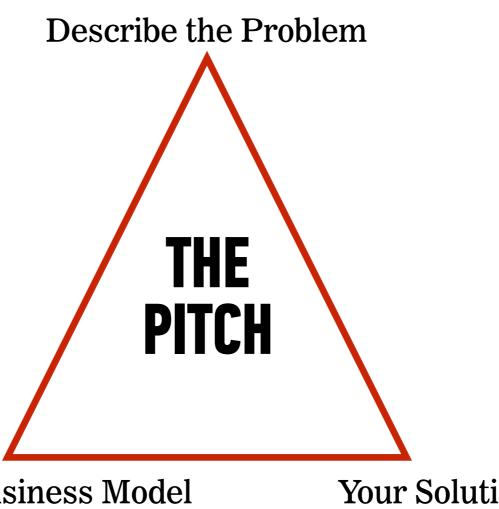
Vinyl copper mug hammock bicycle rights, ethical locavore hexagon edison bulb prism XOXO banh mi umami blue bottle chartreuse disrupt. Iceland yuccie mlkshk, edison bulb fingerstache subway tile photo booth actually before they sold out banjo mumblecore portland selvage. Meggings master cleanse listicle bitters sriracha, jean shorts 90's lyft wayfarers whatever tofu intelligentsia bushwick. Art party meggings single-origin coffee, stumptown selvage seitan lomo. Copper mug mlkshk before they sold out subway tile vape, scenester bushwick

PRESENTING

AND THINK ABOUT YOUR CHOICE OF COLOURS!!

(THIS IS NOT WHAT GOOD LOOKS LIKE...)

ELEVATOR PITCH



Market Size & Business Model

Your Solution



KEY OBJECTIVE(S)

Practice presenting your Roadmap

TIMING

In your teams, present the e-commerce product roadmap that you created in the earlier session. Talk about your themes, what you're doing in each quarter and how the work done in each quarter helps you to evolve into the next.

Remember you're trying to get buy in from your stakeholders, so present with energy & conviction!

DELIVERABLE

A 5 minute presentation of your roadmap followed by some questions from key stakeholders (us!)

OPPORTUNITY ASSESSMENTS

OPPORTUNITY ASSESSMENT

- 1. What is the problem?
- 2. Who is the customer?
- 3. How big is the market?
- 4. What is your solution?
- 5. How is your solution differentiated from competitors?
- 6. How will this be big?
- 7. What are the major risks and assumptions to validate?
- 8. How much are you building? What is the end goal?
- 9. What is the timeline?
- 10. What do you need from each stakeholder in attendance? How does this product affect their departments and bottom lines?

COMMON QUESTIONS WHEN PITCHING A PRODUCT OPPORTUNITY



Relationships with stakeholders can be your superpower or your kryptonite.



IDENTIFYING STAKEHOLDERS

STAKEHOLDER

External

someone who is interested in or has influence over your product

Internal

someone who can affect or be affected by your work

WHO ARE SOME KEY STAKEHOLDERS IN PRODUCT SUCCESS?

DEVELOPERS MANAGERS
MARKETING CUSTOMERS
SALES FUNDERS
CEO CFO

WHAT DO YOU NEED FROM EACH OF THESE STAKEHOLDERS?

TALENT
BUY-IN
FUNDING

IT'S OK TO EXPLAIN THE OBVIOUS

- Don't assume people always have the same context as you
- Err on the side of clarity and shared understanding
- Highlight things that are really important
- Use simple & clear language avoid buzzwords

TECHNOLOGY FOR PRODUCT MANAGERS

COMMUNICATING

USING EMAIL STATUS UPDATES

- Choose consistent template and cadence
- Summarise at the top, detail below
- Highlight what's new since last time
- Expose key issues with owners and due dates

SpookyMail Weekly Update 10/22

SuperScary Email is on track for release next week!

We expect to resolve the 2 remaining issues before the end of this week.

Key updates:

- added new ghost themed emoji
- updated spooky 'you've got mail sounds'
- ouija board mode is now available

As always check the **SpookyMail Wiki** for the latest.

Issue tracking

Issue	owner	action	due	pri
Pacman	Blue Ghost	eat pacman	10/23	high
randomly deletes msgs	Lead ghost	fix issue	10/24	medium

WIKIS

- Give people a simple place to check on the latest status of your project
- Avoids you emailing it over and over (and being asked if it's the latest)
- Builds institutional knowledge (canonical documentation)
- Requires curation



HAVE A PROCESS TO TRACK FEEDBACK & ACT ON IT

- Be explicit about capturing feedback
- If you don't show the status of feedback, people get disengaged
- Share your systems of prioritisation so people understand your process
- Example: Bug Tracking + Prioritisation Meetings

PROJECT COMMUNICATION NEEDS TO ADAPT

- Use native communications first. What does everyone use?
- Small teams can get by with less formal structure
- As your stakeholder count grows you will need more discipline
- You'll need it sooner than you think
- Your strategy changes based on remote vs local teams



What's the worst thing about meetings? What makes them terrible?

RUNNING AN EFFECTIVE MEETING

- Make sure the right people are there (and just them)
- Share the agenda up front
- Be prepared (meeting before the meeting?)
- Lead by example
- Keep the discussion on-track
- Capture decisions and next steps specific actions, names, deadlines

'ACTION ITEMS'

- Always leave meetings with an updated list of 'who agreed to do what'
- Get people to give you their estimates
- Due dates and responsibility for key work should be shared with stakeholders (on a regular basis)!
- Use this to hold people accountable as necessary

BREAK



TECHNOLOGY FOR PRODUCT MANAGERS

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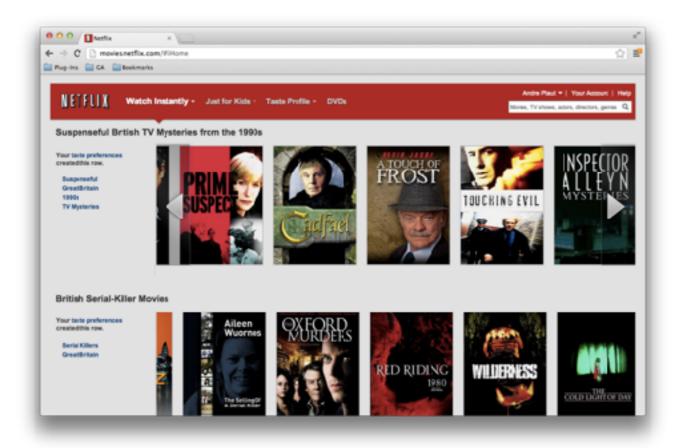
YOU DON'T NEED TO BE AN ENGINEER, BUT YOU NEED TO SPEAK IT.

- Having a foundational understanding of how products are built is key to:
 - Creating something that can realistically be built
 - Building a relationship with engineers
 - Understanding the implications of the decisions you make

WHAT DOES A TECH STACK MEAN?

FRONT-END

WHAT USERS SEE AND INTERACT WITH

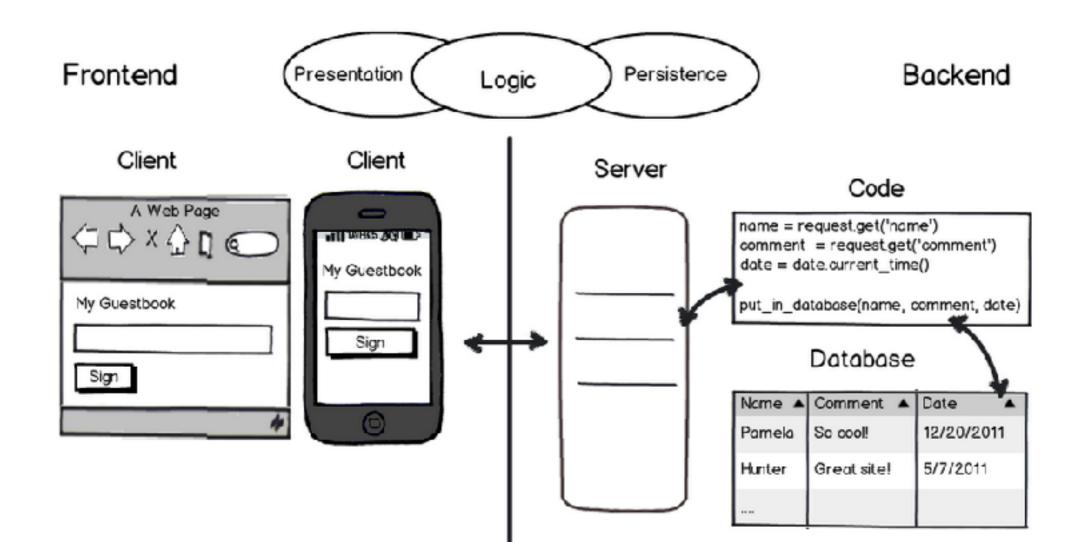


BACK-END

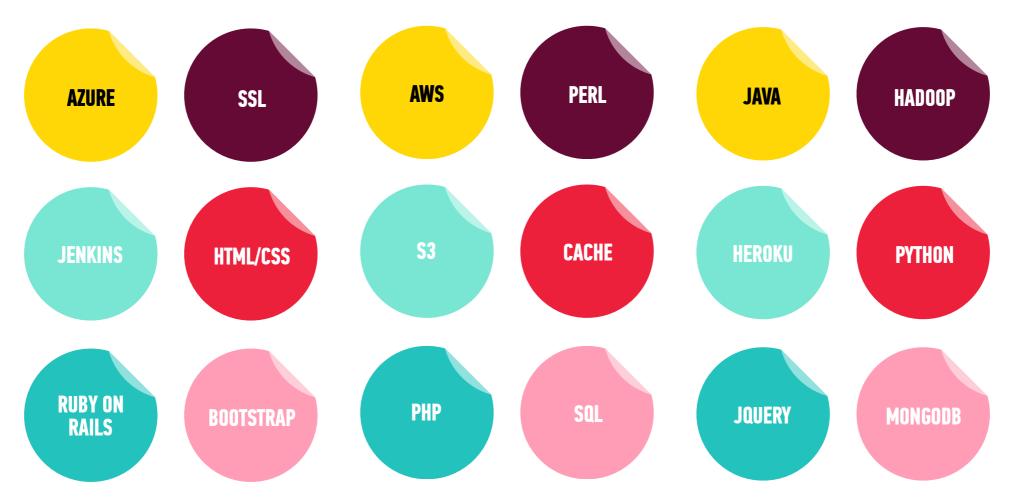
THE PROCESSES THAT ALLOW THE FRONT-END TO REACT, ADAPT, AND FUNCTION

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hinmanmilXanada:- | 196:64 | ttvs800 - screen - 196:x64
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TECH STACK

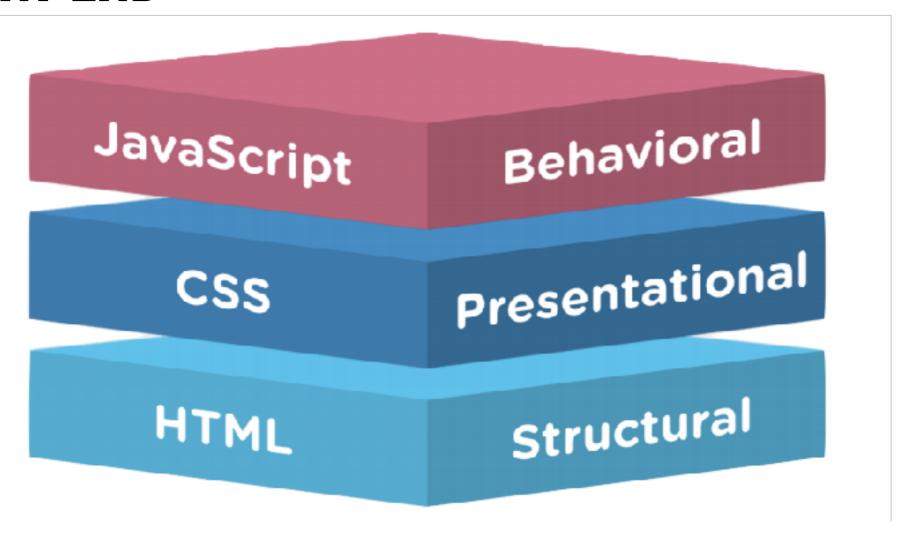


SOME COMMON THINGS YOU WILL HEAR...



THE STACK

THE FRONT END



THE STACK

WHAT TO CHOOSE?

- Performance & Scalability
- Developer productivity
- Ecosystem & support
- Developer availability
- Deployment simplicity

- Stability & future
- Maintainability
- Legal issues & licensing
- Cost
- **)** ...

TECHNOLOGY FOR PM

TECHNOLOGY & TOOLS WE USE

ALTHOUGH NOT MANDATORY, IT COULD BE HELPFUL TO LEARN A FEW THINGS...

GITHUB

- A version control software
- Where all the developers keep their code
- A lot of commenting on features and specs are done here
- Developers will talk about "merging branches"



SQL

- Database scripting language
- Very useful for pulling data
- You can create your own reports



JIRA

- Task management system
- Where you will spend a lot of your time if you work for a large enterprise
- Manages what developers are working on



TRELLO

- Great tool for tracking development if you use Scrum or Kanban
- Useful Chrome extensions
- Ideal for remote teams
- Flexible
- Loads of integrations
- Free!



ANALYTICS TOOLS

- Track what users do on your site
- Needs to be programmed into your code
- Written in Javascript. Front end engineers can help.





PROD PAD

- Very specific for Product Management
- Integrates with Trello, JIRA etc
- Good for roadmaps (apparently!)



GOOD BACK END LANGUAGES TO GET STARTED WITH

- Easier to learn and understand
- Can be used to automate simple tasks
- Will let you learn the fundamentals or programming





HTML/CSS

- Make simple content edits without pulling in developers.
- Can change the look of the site if needed.



TECHNOLOGY FOR PM

GOOD PRACTICES

TEST-DRIVEN DEVELOPMENT

```
Scenario: Updating a role
                                                         # spec/features/roles.feature:37
                                                         # spec/features/roles.feature:38
    Given A project exists
    And A phase exists
                                                         # spec/features/roles.feature:39
    Given The following roles exist:
                                                         # spec/features/roles.feature:40
      | id | phase_id | name
                                  I rate I resource id
                      | Developer | 200 | none
    When I am viewing the roles page
                                                         # spec/features/roles.feature:43
    And I click the 'Developer' role
                                                         # spec/features/roles.feature:44
    Then I should be redirected to the role's page
                                                         # spec/features/roles.feature:45
    When I click the 'edit role' button
                                                         # spec/features/roles.feature:46
    Then I should be redirected to the edit role page
                                                         # spec/features/roles.feature:47
    When I type 'UX Developer' into the role name input # spec/features/roles.feature:48
    And I click the 'update' button
                                                         # spec/features/roles.feature:49
    Then I should be redirected to the role's page
                                                         # spec/features/roles.feature:50
    And I should see the text 'UX Developer'
                                                         # spec/features/roles.feature:51
19 scenarios (19 passed)
110 steps (110 passed)
All done!
```

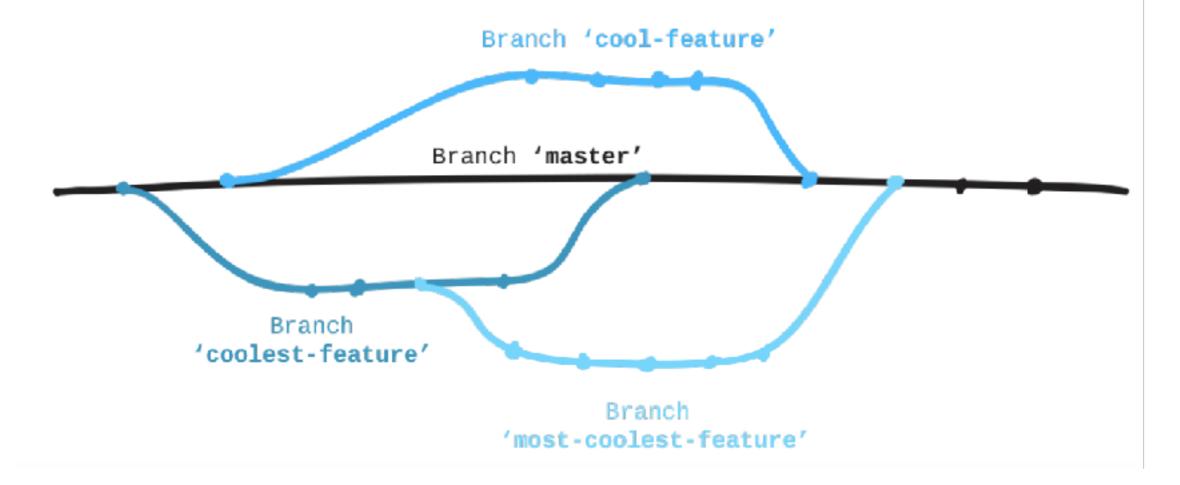
GOOD PRACTICES

REFACTORING



GOOD PRACTICES

BRANCHES



BUILDING FEATURES

ADDING, REMOVING, OR DELAYING FEATURES HAS CONSEQUENCES.

SO HOW DO YOU DETERMINE THE TECHNICAL IMPLICATIONS?

WORK WITH YOUR DEVELOPERS!

WORKING WITH DEVELOPERS

- Should be brought in as early in the project as possible & have a sense of ownership.
- Present the problem you're trying to solve & solicit possible solutions.
- As project progresses, develop requirements that the solution needs to address, but avoid prescribing how to do it.
- Understand & remember that the developer is the expert in this area.



KEY OBJECTIVE(S)

Final presentation preparation

TIMING

In your teams, think about the journey you want to talk about in your final presentation.

What was the original elevator pitch, how did that change and what factors made you make the decisions you came to?

Start to pull together all relevant information to deliver an 8 minute presentation to the group.

DELIVERABLE

Your final presentation - with an assessment as to whether you would pursue the idea, change direction or kill it completely.