

CoGrammar

Welcome to this session:

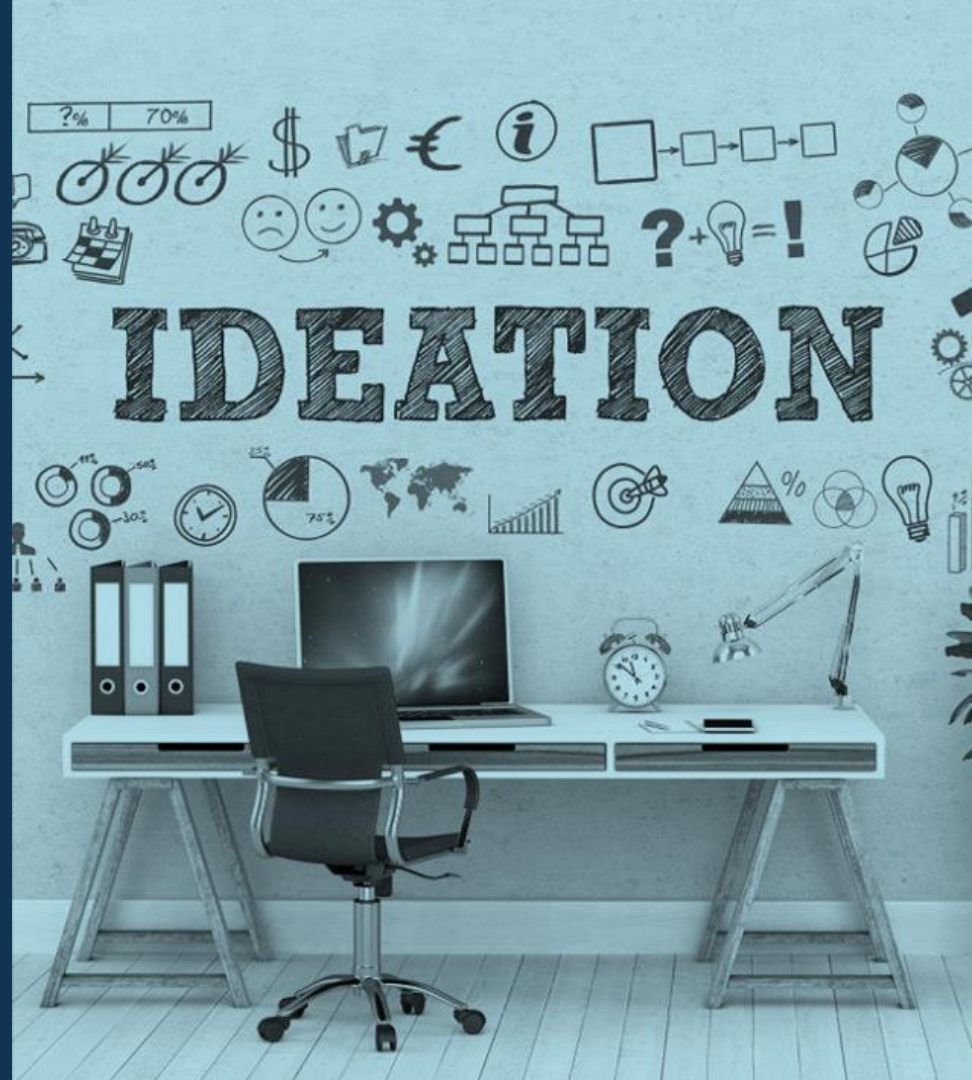
Q&A Session

From Idea to Delivery

The session will start shortly...

Any Questions?

Drop them in the questions section.





WELCOME

Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are all smiling and looking towards the camera. The image has a teal overlay.

HOUSEKEEPING

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - ***(Fundamental British Values: Mutual Respect and Tolerance)***
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.



Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).
- [GitHub Link to access L&M Presentation Slides.](#)



PLEASE
NOTE...

QUESTION TIME



Question 1

“Imagine you’re leading a product team. How do you ensure that you gather valuable ideas and filter out the impractical ones without discouraging innovation?”



IDEA MANAGEMENT

Managing ideas is not just about brainstorming but about **creating an environment where innovation thrives.**

The most successful companies, like Google and Apple, **foster a culture of psychological safety**, where employees feel comfortable sharing without fear of rejection.

IDEA MANAGEMENT

Best Practices for Idea Management

- **Use Structured Frameworks:** Frameworks like **SCAMPER** (*Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse*) to refine ideas.
- **Implement Idea Repositories:** (*e.g., Trello, Notion, or internal platforms like Salesforce's IdeaExchange*) to track and categorise contributions.
- **Encourage Diverse Perspectives:** **Cross-functional teams** often lead to breakthrough innovations.

DEMOCRACY

Creating an **inclusive
space for all voices
fosters** a democratic
approach to
innovation.



Question 2

“Your team has multiple ideas, but leadership is divided on which direction to take. How would you build consensus and create a clear product roadmap?”



ROAD MAPPING

A roadmap isn't just a timeline; it's a strategic tool that **communicates vision, priorities, and dependencies.**



ROAD MAPPING

Steps to Effective Road Mapping

- **Set a Clear Vision:** Use the “North Star” approach (e.g., *Airbnb’s mission: Belong Anywhere*).
- **Define Themes Over Features:** Group initiatives into strategic pillars (e.g., “Enhance User Experience” rather than “Add Dark Mode”).
- **Use a Prioritisation Framework:** The RICE Scoring Model (Reach, Impact, Confidence, Effort) helps objectify decisions.
- **Communicate Clearly:** Stakeholders need to see trade-offs and dependencies to align expectations.



Question 3

“Your leadership team pressures you to deliver features quickly, but your engineering team warns about cutting corners. How do you balance both expectations?”

PRIORITISATION & DELIVERY

SPEED Vs Quality



Speed vs. quality is an age-old debate, but modern product teams **use agile methodologies to strike a balance.**

PRIORITISATION & DELIVERY

How to Prioritise Without Sacrificing Quality

- **Use the Eisenhower Matrix:** Distinguish between **urgent and important** tasks.
- **Adopt Minimum Viable Product (MVP) Thinking:** Creating a **product with enough features** to get feedback from early users.
- **Leverage Sprints & Retrospectives:** **Frequent check-ins** ensure continuous improvement.
- **Implement Guardrails:** Use QA automation (*the process of using software tools and scripts to automate the testing of applications*) and A/B testing to mitigate risks.

Question 4

Your product is live, but customers are leaving mixed reviews. Some love it, others complain. How do you analyze feedback effectively and make improvements?



CUSTOMER FEEDBACK & ANALYTICS

Success isn't just
launch-metrics;
it's about
**continuous
learning and
adaptation.**



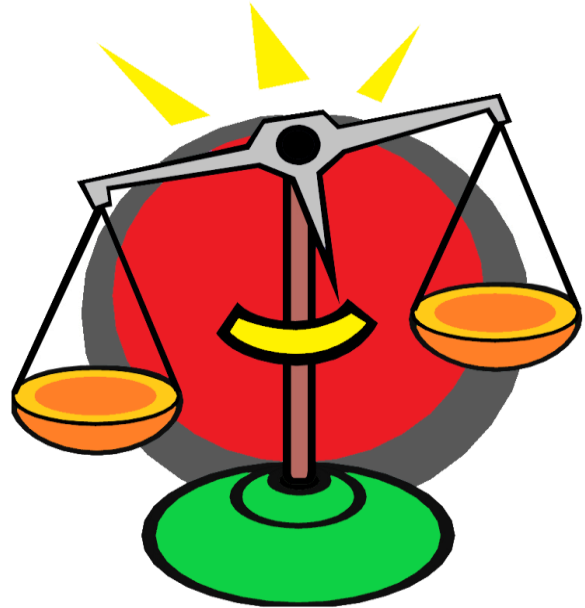
CUSTOMER FEEDBACK & ANALYTICS

Key Feedback Loops & Analytics Methods

- **NPS & CSAT Surveys:** Net Promoter Score (*NPS*) gauges loyalty, while Customer Satisfaction (*CSAT*) identifies pain points.
- **Behavioural Analytics:** Tools like Hotjar and Google Analytics reveal how users interact with your product.
- **Cohort Analysis:** Helps track retention and understand who stays and why.
- **Qualitative Feedback:** Regular customer interviews uncover emotional drivers behind behaviours.

TOLERANCE

Tolerance in
handling mixed
feedback, ensuring
**fair treatment of all
users' experiences.**



CONCLUSION



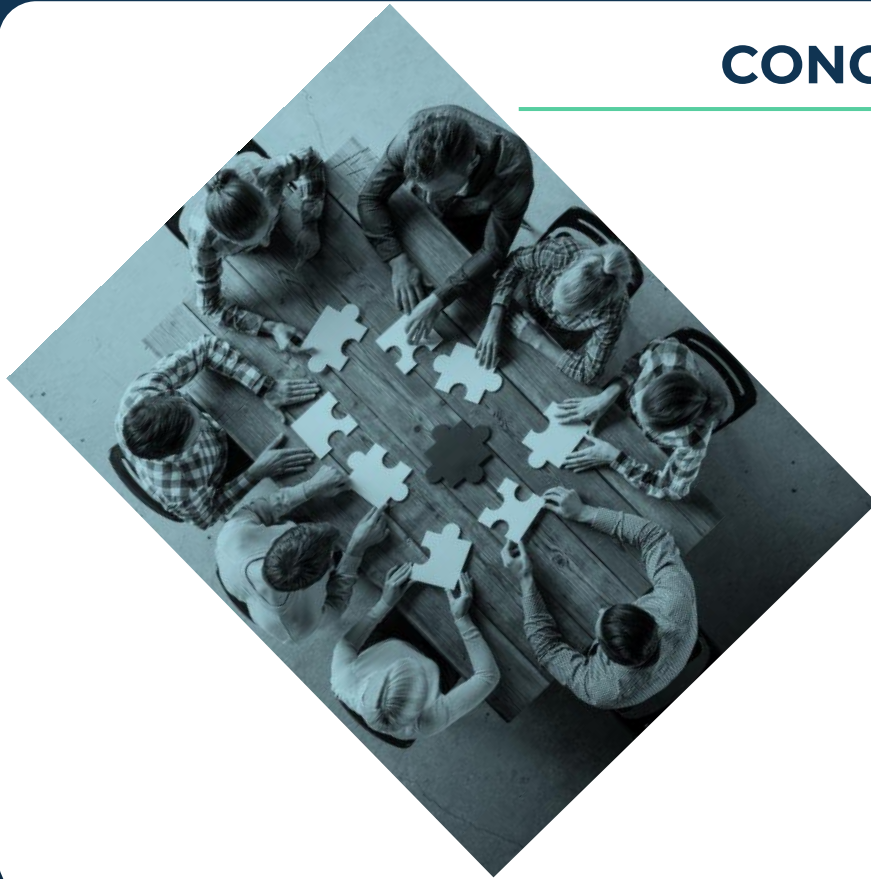
CONCLUSION

Key Takeaways



- **Ideas Need Structure:** Innovation isn't just creativity; it's **systematic refinement**.
- **Alignment Is Crucial:** Roadmaps help avoid misalignment between teams and leadership.
- **Quality & Speed Must Coexist:** Agile processes help **balance both**.
- **Customer Insights Drive Success:** Data-informed decisions ensure sustained growth.

CONCLUSION



“If you were leading a product team today, what would be your biggest challenge?”

RESOURCES

A black and white photograph of a large stack of books. In the foreground, an open book lies flat, and a pair of glasses rests on its right page. The background is filled with more stacks of books, creating a sense of a library or a vast collection of resources.

RESOURCES

Articles:

- ✓ [The Innovation Value Chain](#)
- ✓ [Strategies to Prevent Stakeholder Conflicts and Roadmap Derailment While Maintaining Focus on Delivering Customer Value!](#)
- ✓ [9 Customer Retention Examples from Top Companies](#)
- ✓ [50+ Essential Customer Engagement Statistics You Must Know](#)

Thank you for attending



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Department
for Education