

Welcome to this session:
**Building and
Leading High-
Impact Product
Teams**

The session will start shortly...

Any Questions?
Drop them in the questions section.



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 black and white photograph showing a group of people from the chest up, all smiling and giving a thumbs-up gesture with their right hands. They appear to be diverse in age and ethnicity. The background is slightly blurred.

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.](#)**





**CONNECTION
before content...**

Open Questions...



Question 1

"Think about a time when you felt truly motivated at work or in a project; what sparked that motivation? Now flip the script: If you were in charge, what strategies would you use to keep your team energised and engaged?"



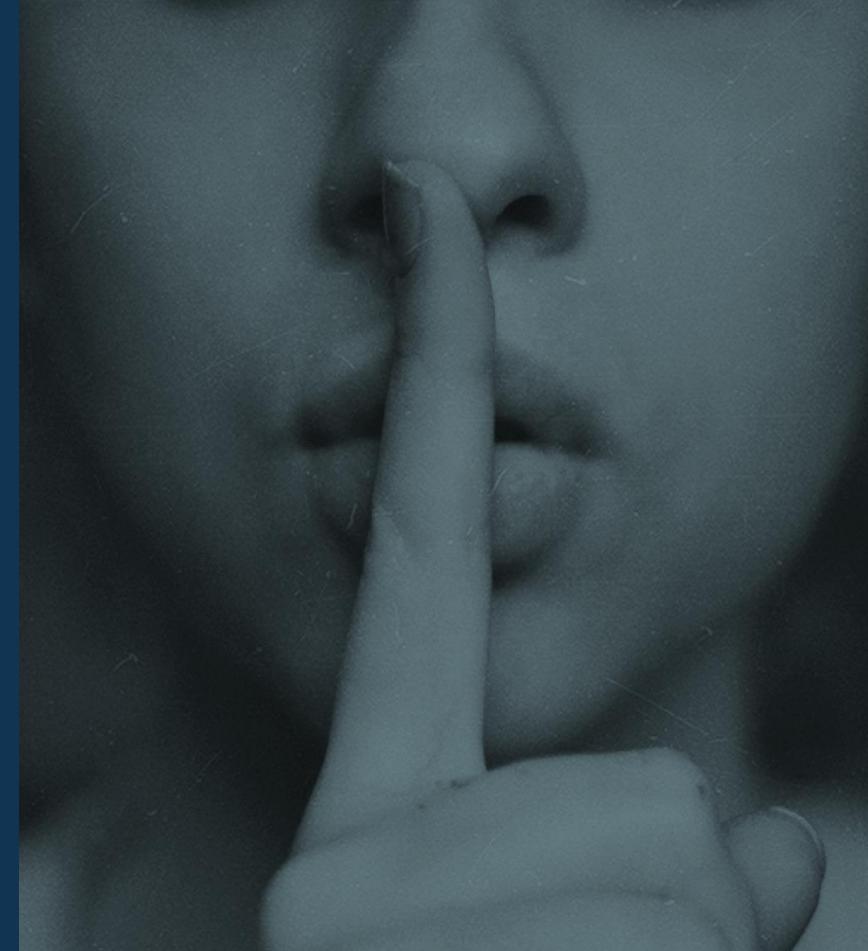


Question 2

"Imagine you are part of a team working on a product, but each person has a slightly different idea of what the end result should look like. How do you think you'd bring everyone onto the same page while respecting diverse viewpoints?"

Question 3

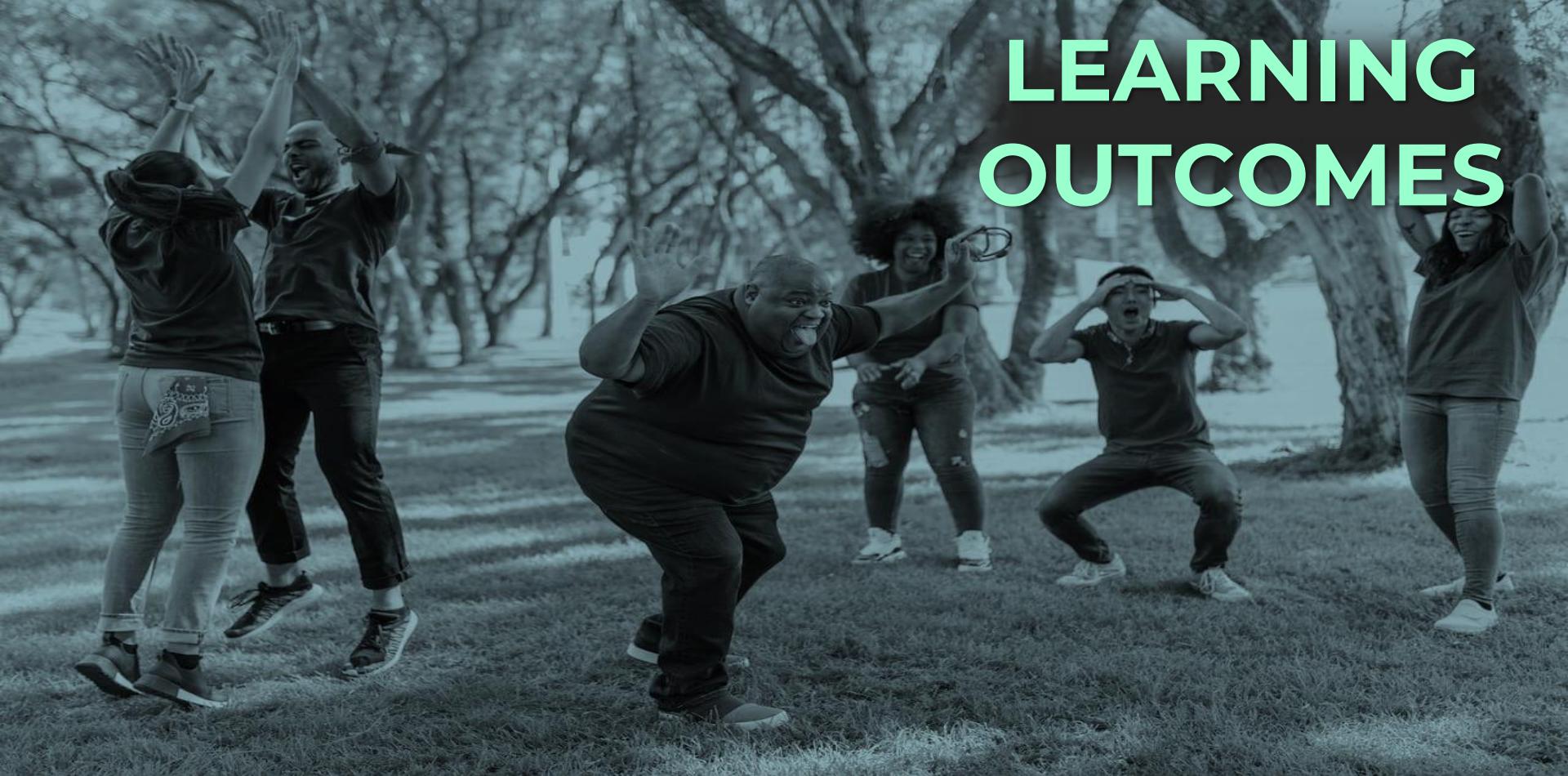
"We've all heard the phrase, 'silos in the workplace.' What do you think makes it tough for different departments to collaborate, and what would you suggest to break down those barriers for smoother teamwork?"





Question 4

"Picture a disagreement between team members that's slowing down progress. If you were stepping in as the mediator, what approach would you take to resolve the conflict while ensuring everyone feels heard and respected?"



LEARNING OUTCOMES

Learning Outcomes



- Understand team dynamics and apply techniques to **motivate and engage team members from different disciplines** (engineering, design, marketing, etc.).
- **Align diverse teams around a common product vision**, ensuring all team members share a unified understanding of goals and priorities.
- Promote cross-functional collaboration, **overcoming silos and ensuring smooth communication** between product, engineering, marketing, and other departments.
- **Develop conflict resolution skills**, handling interpersonal and strategic disagreements effectively to keep teams focused on the bigger picture.

A close-up photograph of a woman with long, dark hair, laughing heartily. Her face is partially obscured by water droplets and rain. She is wearing a dark, possibly black, top. The background is dark and moody, suggesting a rainy or nighttime setting.

THE NITTY GRITTY



MOTIVATING AND ENGAGING DIVERSE TEAMS

MOTIVATING AND ENGAGING DIVERSE TEAMS

Understanding Individual Motivators

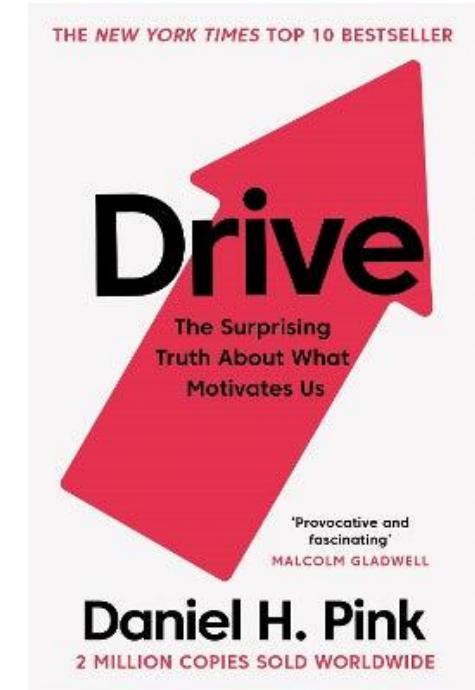
Daniel Pink's Drive Framework

Autonomy: The desire to direct one's own life.

- *Allow engineers flexibility in how they approach challenges.*

Mastery: The urge to get better at something meaningful.

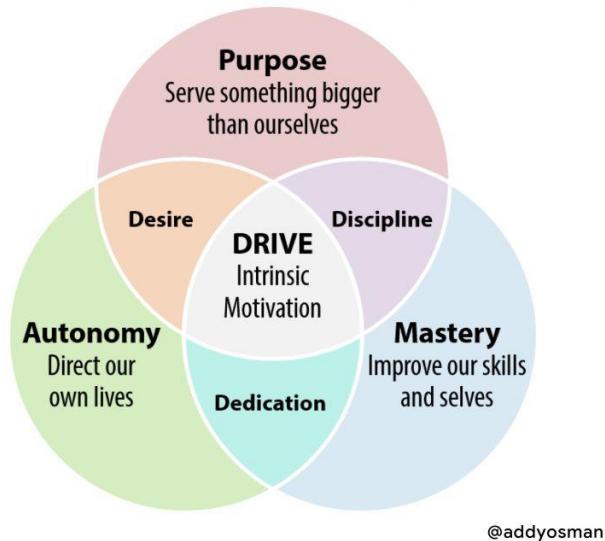
- *Provide designers with tools or training.*



MOTIVATING AND ENGAGING DIVERSE TEAMS

Motivating Teams

Daniel Pink's Autonomy, Mastery & Purpose framework



Understanding Individual Motivators

Daniel Pink's Drive Framework

Purpose: The yearning to do something that matters.

- *Connect marketers' campaigns to the impact they make on customers' lives.*

MOTIVATING AND ENGAGING DIVERSE TEAMS

Tailoring Approaches to Personality Types and Professional Backgrounds

Engineers: Value clarity, logical processes, and defined metrics.

- Set **clear objectives and measurable outcomes** for engineering tasks.

Designers: Thrive on creativity, innovation, and aesthetic freedom.

- Give them the freedom to **brainstorm and test unconventional ideas.**

MOTIVATING AND ENGAGING DIVERSE TEAMS

Tailoring Approaches to Personality Types and Professional Backgrounds

Marketers: Appreciate audience-focused goals, feedback loops, and storytelling.

- Involve them in **product stories and user journeys** to enhance their connection to the work.

Introduce personality frameworks like the **Enneagram or MBTI** to deepen team understanding and help identify complementary working styles.

MOTIVATING AND ENGAGING DIVERSE TEAMS

Recognising and Celebrating Small Wins

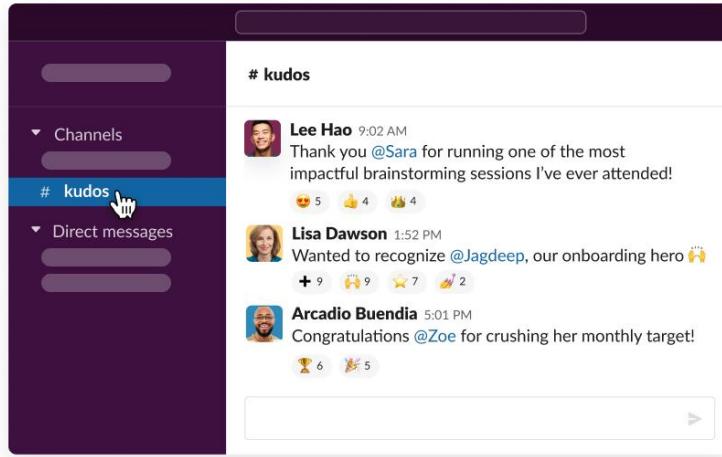
Building Momentum: Highlight progress to keep morale high.

Celebrate when a prototype is delivered on time, or a campaign meets its reach goals.



MOTIVATING AND ENGAGING DIVERSE TEAMS

Recognising and Celebrating Small Wins



Public Acknowledgment: Recognise team contributions during meetings or via company-wide communications.

- A **Slack message** acknowledging how the design team's creativity solved a user interface challenge.

MOTIVATING AND ENGAGING DIVERSE TEAMS

Recognising and Celebrating Small Wins

Personal Touch: Tailor recognition to individuals' preferences (e.g., some may prefer a quiet thank-you email, while others may enjoy public acknowledgment).



<https://www.youtube.com/watch?v=tPiEk1KAHRI>

LIBERTY

Focus on autonomy as a key element of individual liberty, allowing **team members to make choices about their work methods.**





ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

Creating a Compelling Vision Statement

What is a Vision Statement?

A concise, inspiring declaration that describes the product's **purpose** and the impact it aims to create.



ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

Creating a Compelling Vision Statement

Characteristics of a Strong Vision Statement

- Clear and understandable to all team members.
 - Aspirational yet achievable.
 - Relevant to all disciplines (e.g., engineering, design, marketing).

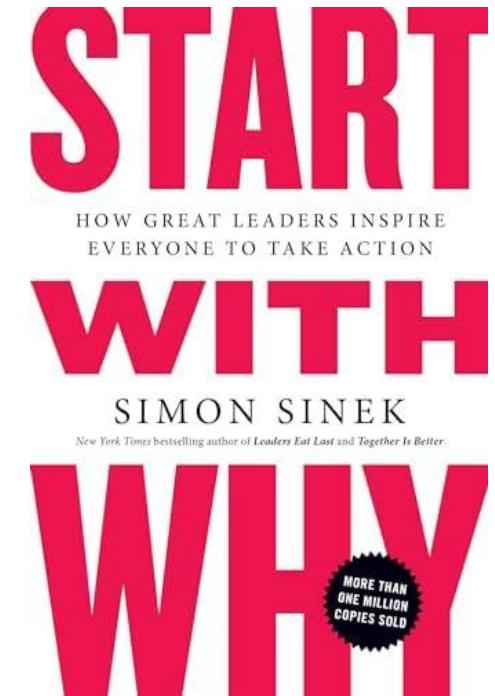
PRODUCT VISION BOARD

HEALTHILY EATING			
VISION	NEEDS	PRODUCT	BUSINESS GOALS
TARGET GROUP	NEEDS	PRODUCT	BUSINESS GOALS
 VISION What is the reason for creating the product? What positive change should it create?	 NEEDS What problem does the product solve or which benefit does it offer? If you identify several needs, prioritise them and move the most important one to the top.	 PRODUCT What product is it? What are its three to five stand-out features that set it apart from competing offering? Is it feasible to develop the product?	 BUSINESS GOALS How will the product benefit the company that develops and provides it? What are the desired business benefits? Prioritise them and move the most important one to the top.
 TARGET GROUP Which market or market segment does the product address? Who are the target customers and users? <ul style="list-style-type: none">• Middle-aged men with busy jobs and unhealthy eating habits.• Own a smartwatch and a smart scale.	 NEEDS Reduce the risk of developing type-2 diabetes.	 PRODUCT AI-powered, digital eating coach with the following standout features: <ul style="list-style-type: none">• Measure and record sugar levels in food.• Make individualised recommendations.• Seamlessly integrate with leading smart watches and scales.	 BUSINESS GOALS Generate £60-80k in the first 18 months after launch.

ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

Regularly Communicating the “Why” Behind the Product and Its Goals

As Simon Sinek emphasizes in Start with Why (2020), understanding the purpose behind a product fosters alignment and engagement.



ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

Regularly Communicating the “Why” Behind the Product and Its Goals

How to Implement

- Integrate the vision into **team onboarding and regular updates**.
- Reinforce the vision in **meetings, emails, and presentations**.
- **Connect day-to-day tasks to the broader vision** to emphasize their significance.

ALIGNING TEAMS AROUND A COMMON PRODUCT VISION



Using Storytelling to
Build Emotional
Connections to the Vision

The Power of Stories
Storytelling humanises
abstract goals and
**makes the vision
memorable.**

ALIGNING TEAMS AROUND A COMMON PRODUCT VISION

Using Storytelling to Build Emotional Connections to the Vision

Techniques

- Share user testimonials that highlight the product's real-world impact.
- Create a “hero’s journey” narrative where the team and the product solve significant user challenges.

Midway





FOSTERING CROSS-FUNCTIONAL COLLABORATION

FOSTERING CROSS-FUNCTIONAL COLLABORATION

Encourage Transparency Using Shared Tools

Why Transparency Matters

Silos form when teams operate independently, leading to misaligned priorities and inefficiencies. Transparency bridges these gaps.



FOSTERING CROSS-FUNCTIONAL COLLABORATION

Encourage Transparency Using Shared Tools

Tools for Collaboration

- **Slack:** Real-time communication and integrated channels for cross-functional updates.
- **Trello/Asana:** Task tracking ensures visibility into responsibilities and progress.
- **Miro:** Collaborative whiteboards for brainstorming, planning, and alignment.

FOSTERING CROSS-FUNCTIONAL COLLABORATION

Encourage Transparency
Using Shared Tools



Practical Tip

- Establish shared “*digital spaces*” where all disciplines can contribute and access updates.

FOSTERING CROSS-FUNCTIONAL COLLABORATION

Rotate Meeting Roles to Distribute Responsibility

Rotating roles (*facilitator, timekeeper, scribe*) **ensures equitable participation and breaks down hierarchies.**



FOSTERING CROSS-FUNCTIONAL COLLABORATION

Rotate Meeting Roles to Distribute Responsibility

Roles to Include

- **Facilitator:** Guides the agenda and keeps discussions on track.
 - **Scribe:** Records decisions and next steps, shared with all attendees.
 - **Timekeeper:** Ensures timely progress without rushing.

FOSTERING CROSS-FUNCTIONAL COLLABORATION

Practice Active Listening to Bridge
Communication Gaps

A communication
approach that **focuses on**
understanding before
responding.



FOSTERING CROSS-FUNCTIONAL COLLABORATION

Practice Active Listening to Bridge Communication Gaps

How to Practice It

- Summarise or paraphrase what someone has said before sharing your input.
- Avoid interrupting and ask clarifying questions when needed.
 - Validate emotions or concerns to build rapport.

<https://www.youtube.com/watch?v=qpnNsSyDw-g>

TOLERANCE

Promote an environment
where diverse
**professional and cultural
backgrounds are
embraced.**





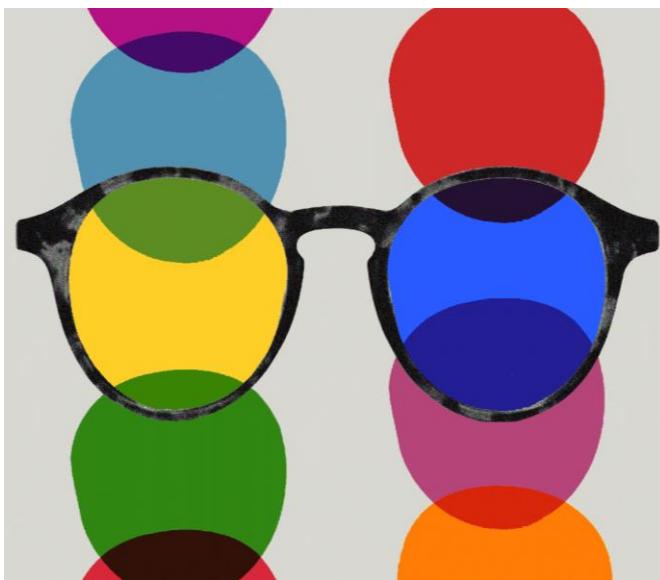
DEVELOPING CONFLICT RESOLUTION SKILLS

DEVELOPING CONFLICT RESOLUTION SKILLS

Reframe Conflicts as Opportunities for Growth

Conflict can spark innovation and deepen understanding if approached constructively.

It **highlights diverse perspectives**, which are essential for problem-solving.



DEVELOPING CONFLICT RESOLUTION SKILLS

Reframe Conflicts as Opportunities for Growth

How to Reframe

- **Shift the narrative:** Instead of seeing conflict as a threat, view it as a **chance to uncover new insights.**
 - **Normalise conflict:** Discuss how healthy disagreement can **strengthen trust when handled respectfully.**

Interest-Based Relational Approach (IBRA)

01

Make sure
that good
relationships
are the
priority.

02

Keep people
& problems
separate.

03

Pay attention
to the interests
that are being
presented.

04

Listen First :
talk second.

05

Set out
the
“Facts”.

06

Explore
Options
Together.

DEVELOPING CONFLICT RESOLUTION SKILLS

How to Use IBRA

- **Identify Interests:** Ask open-ended questions to uncover the “why” behind positions.
- **Seek Common Ground:** Highlight shared goals or values to build a foundation for agreement.
- **Collaborate on Solutions:** Brainstorm together to create win-win outcomes.

DEVELOPING CONFLICT RESOLUTION SKILLS

Know When to Mediate vs. Escalate

Mediation

- Best for interpersonal conflicts or **minor misunderstandings.**
- Facilitate a neutral space, encourage dialogue, and **guide parties toward mutual resolution.**

DEVELOPING CONFLICT RESOLUTION SKILLS

Know When to Mediate vs. Escalate

Escalation

- Necessary for **severe conflicts** or when resolution isn't achievable independently.
- Involve a higher authority (e.g., manager or HR) while maintaining **focus on fairness and respect**.

DEMOCRACY

Fair representation in
discussions and
decisions during
conflict resolution
sessions.



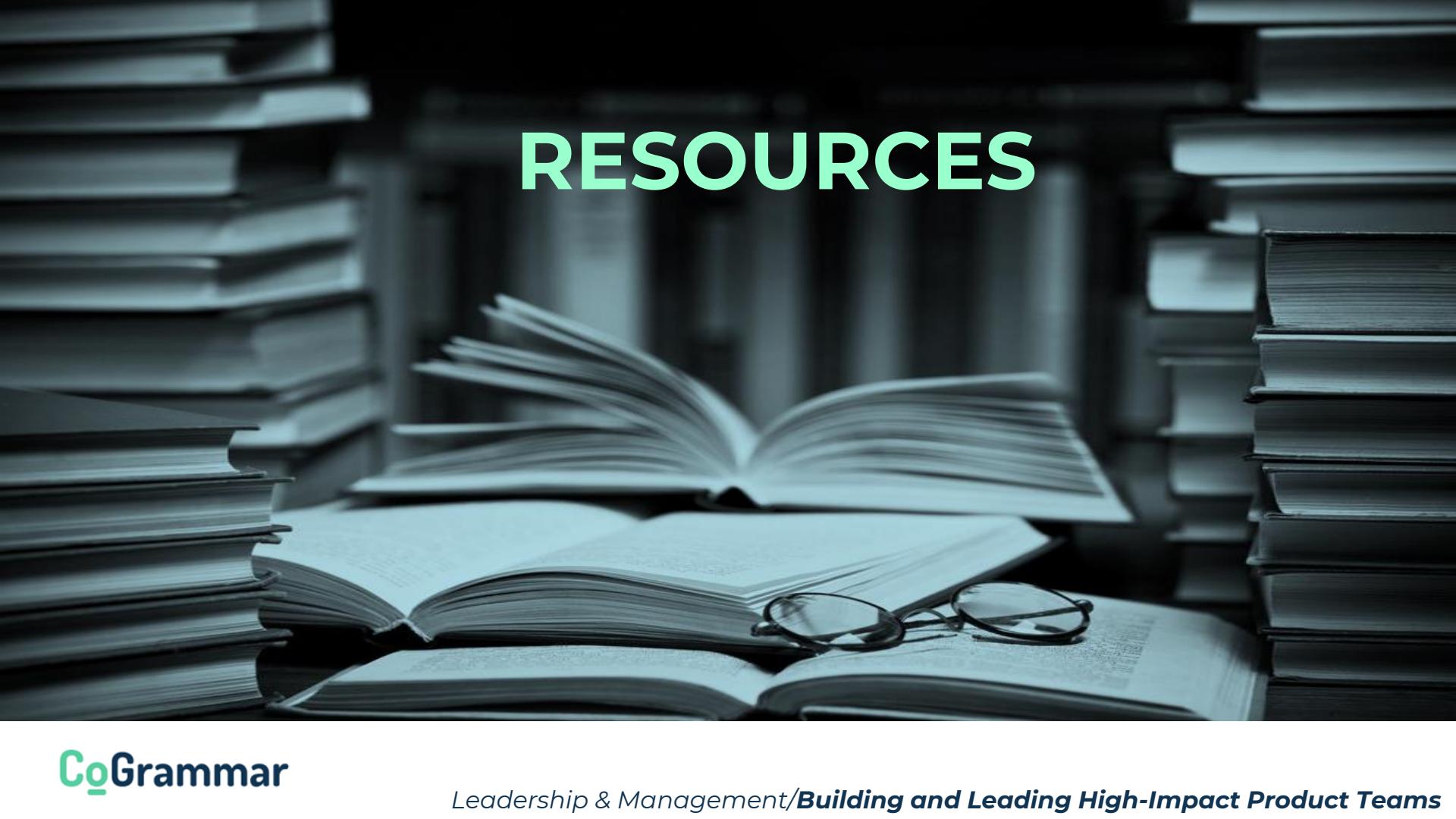
QUESTIONS & ANSWERS



A black and white photograph showing a close-up of a person's hands holding a clear glass jar. The jar is filled with various coins, including quarters and dimes. The person is wearing a light-colored, long-sleeved shirt. The background is slightly blurred, showing what appears to be a desk or office environment.

LECTURE CONCLUSION & RECAP

RESOURCES

A photograph showing a large stack of books on both sides of a central open book. The pages of the open book are slightly blurred, suggesting motion or depth. A pair of dark-rimmed glasses lies on the open book's pages. The background is dark and out of focus.

RESOURCES

Books:

- ✓ Daniel Pink's Drive: The Surprising Truth About What Motivates Us (2021).
- ✓ Sinek, S. (2020). Start with Why: How Great Leaders Inspire Everyone to Take Action.

Articles:

- ✓ [How to build a product vision board to kickstart product success.](#)
- ✓ [Interest-Based Mediation for Long-Lasting, Mutually Beneficial Change](#)

Videos:

- ✓ [How to Build an Intrinsically Motivated Team](#)
 - ✓ [The Art of Listening | Simon Sinek](#)

Thank you for attending



CoGrammar



Department
for Education