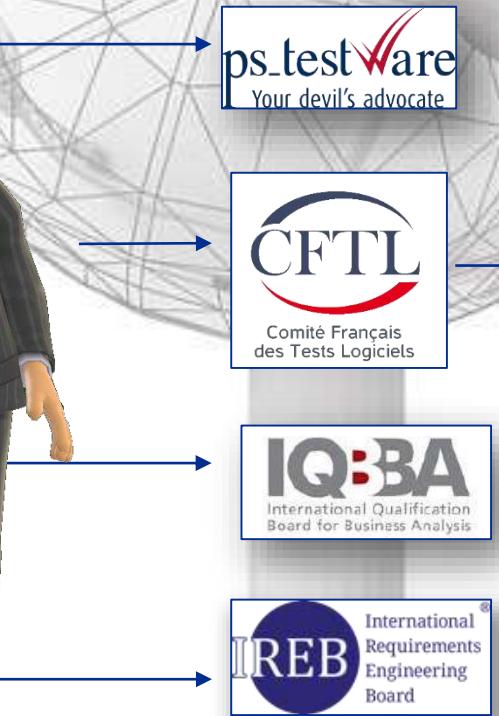


Me, myself and I...So nice to meet you



I MISS
YOU

1

Communicate



4

Collaborate



7

Sell



3

Explore



6

Tell



2

Empathize



5

Ideate

7 skills

40 min experience

A VERY BAD START

I WAS SO PROUD TO GET IT...



I MUST SAY I QUICKLY BECAME...



THE TEAM WAS UNPREPARED...



- Too long
- Too expensive
- Too complex
- Too many bugs
- Not matching business needs
- Not user friendly
- Don't know what .../...

Black Friday deal
This space to rent





COMMUNICATE

- **The core skill**
- **Transfer concepts between the minds of individuals**
- **Touch what matters**

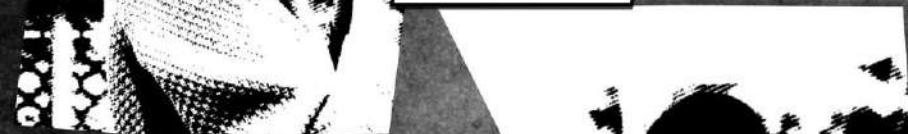


COMMUNICATE

WHAT, HOW, WHEN, WHY...



EMOTION & VALUES



EMISSION, RECEPTION,
TRANSMISSION...



Jean-Jacques Crèvecœur
en collaboration avec Ananou Thiran

relations et jeux de pouvoir

préface de Paule Salomon



Le livre de référence
sur le pouvoir
et la manipulation

jouvence
EDITIONS

The
International
Bestseller

UPDATED
AND
REVISED

getting to yes

negotiating an
agreement without
giving in

ROGER FISHER & WILLIAM URY
and for the revised editions Bruce Patton

Kevin J. Johnson
Jean-Michel Moutot
David Autissier

WORKSHOP MANAGEMENT

Collective Intelligence and Internalization

50 workshops practical sheets



Toolbox for the Agile Coach

96 Visualization Examples

How great teams visualize their work

Stories	Planning	Design	Code	Testing	Deployment
■			■	■	■
■		□	□	□	○
■	□	□	□	□	○
■	□	□	□	□	○

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REVISED EDITION
"You'll never look at other
people in quite the same way again.
Emotion Revealed is a tour de force."
—Malcolm Gladwell, author of *Blink*

emotions revealed

RECOGNIZING FACES AND FEELINGS
TO IMPROVE COMMUNICATION
AND EMOTIONAL LIFE

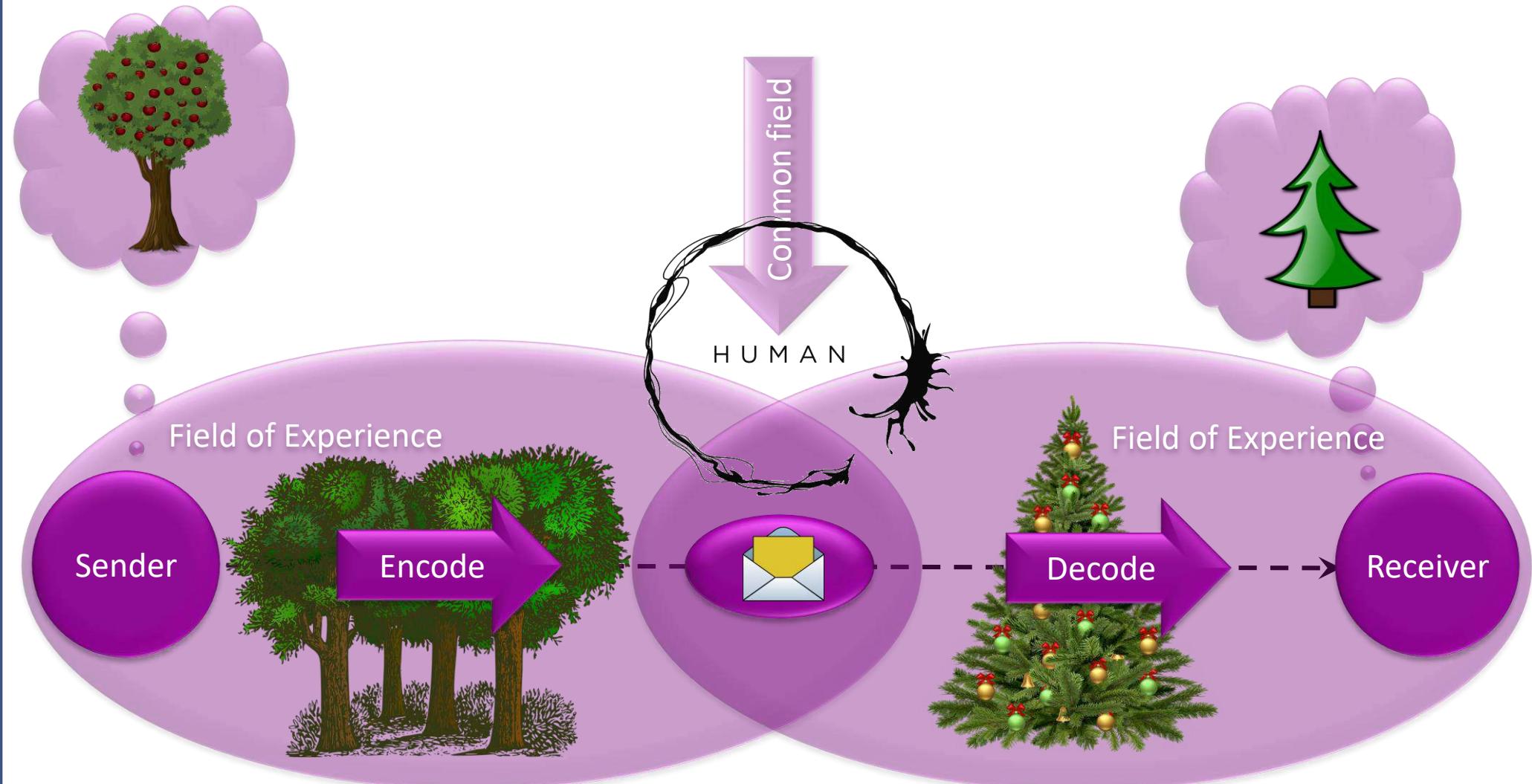


Paul Ekman
WITH A NEW CHAPTER ON EMOTIONS AND LYING
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Schramm's Fields of Experience model



EMPATHIZE



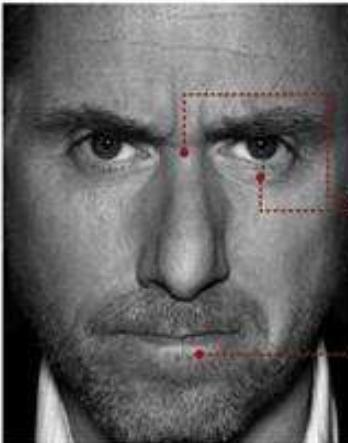
- Look through the eyes of your **team members**
- Look through the eyes of your **customers**

EMPATHIZE

UNDERSTAND EMOTIONS...



RESPECT EACH OTHERS...



anger

- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips



contempt

- ① lip corner tightened and raised on only one side of face



disgust

- ① nose wrinkling
- ② upper lip raised



fear

- ① eyebrows raised and pulled together
- ② raised upper eyelids
- ③ tensed lower eyelids
- ④ lips slightly stretched horizontally back to ears



happiness

- A real smile always includes:
 - ⑤ crow's feet wrinkles
 - ⑥ pushed up cheeks
 - ⑦ movement from muscle that orbits the eye



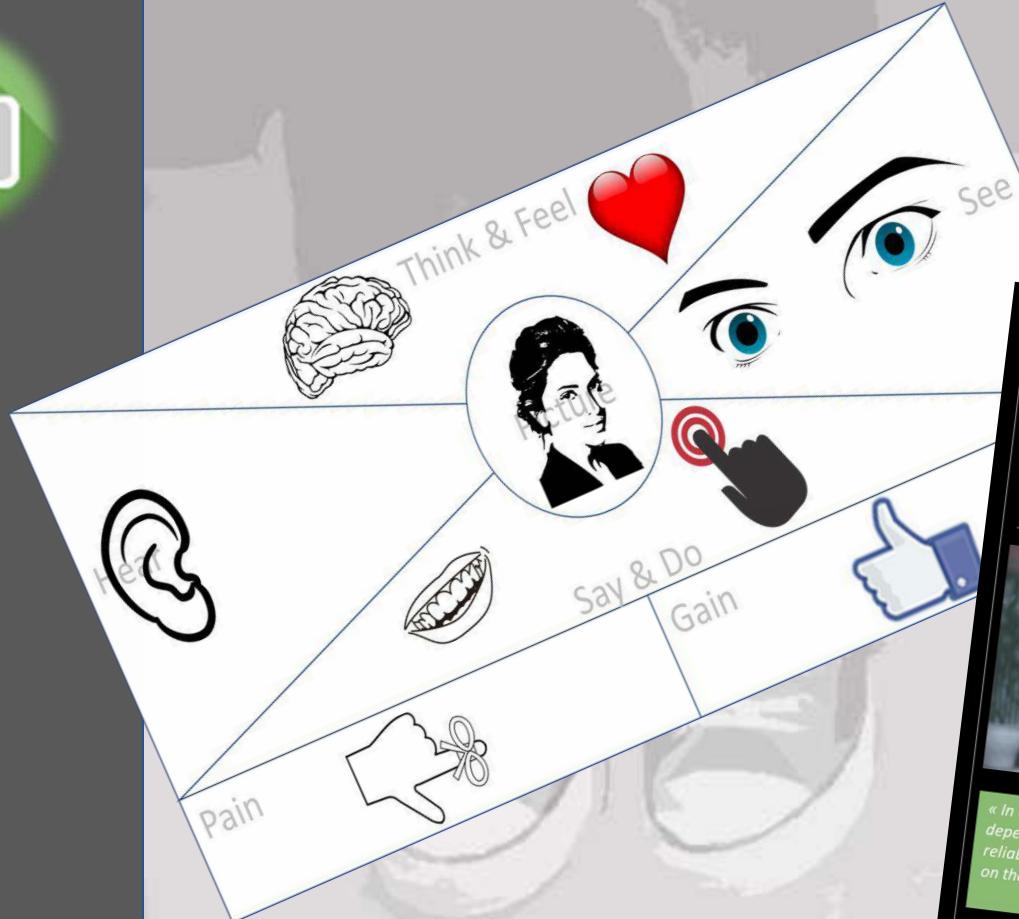
sadness

- ① drooping upper eyelids
- ② losing focus in eyes
- ③ slight pulling down of lip corners



surprise

- Lasts for only one second:
 - ① eyebrows raised
 - ② eyes widened
 - ③ mouth open



Yoko Kanishi

Age: 29
Profession: Product Manager (Fashion)
Situation: Single, no children
Personality: Enthusiastic, cartesian
Dynamic – Social - Organized

Motivations

- Sport
- Travels
- Learn & understand
- Health
- Fashion

Expectations

Technology

Objectives

- Develop her career
- Build her own brand in Fashion's
- Travel and enjoy life

Frustrations

- Wants to purchase but the choice is too wide and complex and she can't decide
- Quality and QoS are questionable

Bio

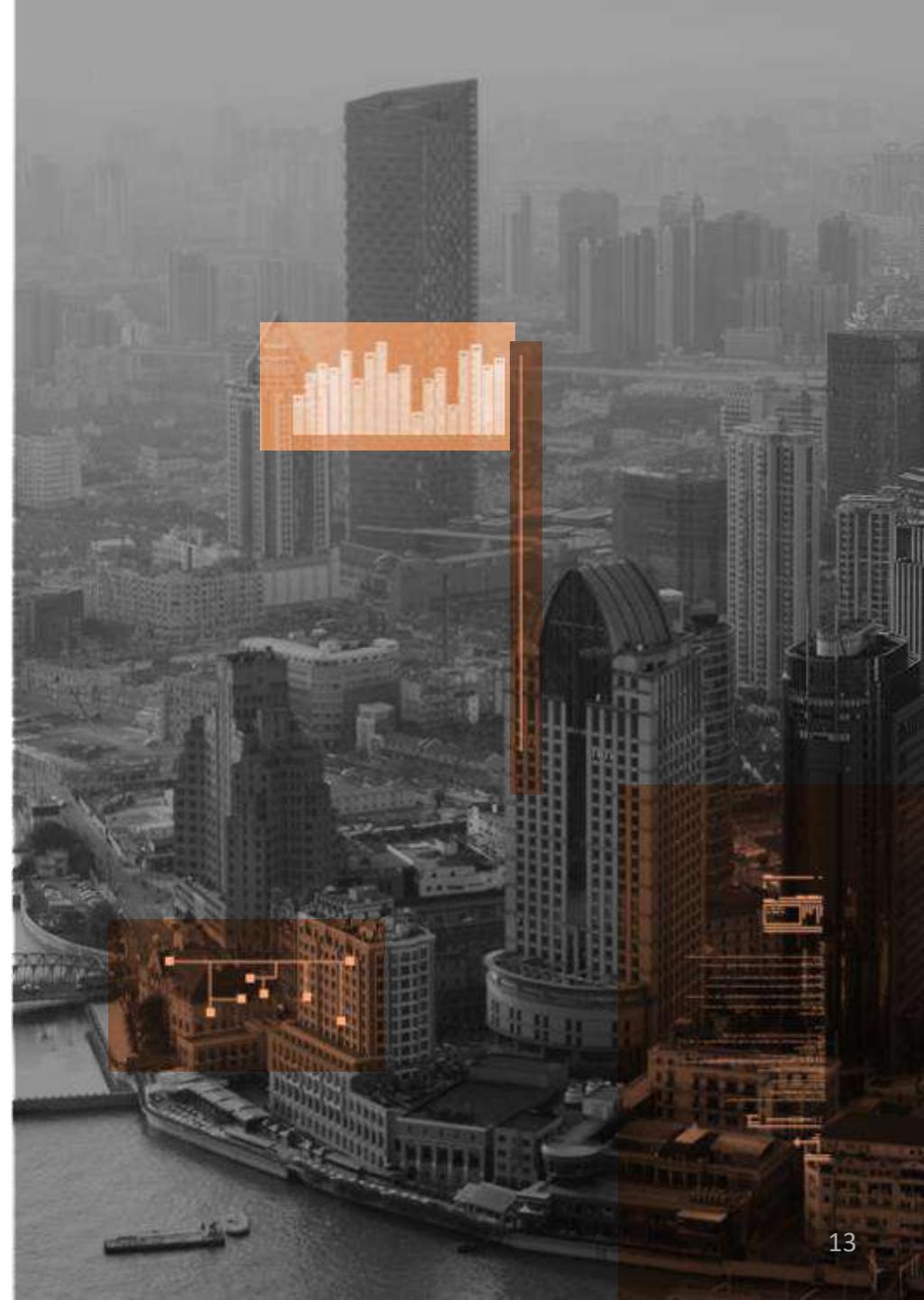
Yoko is working for 3 years in FashionWeek C°, she's single and is looking for true love, but her career and funding her own brand in Fashion's is her first priority. She is a hard worker, resistant to stress ambitious and ready to pay the price of success. She likes to read and understand how things are working. Money is no issue, for that citizen lady who loves art and travels.

Put yourself into their shoes

- Empathy map
- Personas

COLLABORATE

- Foster **balance**
- Group **dynamics**
- Manage **emotions**
- Align **values**



COLLABORATE

UNDERSTAND YOUR SKILLS...



AND WHAT VALUES YOU CAN
SHARE WITH THE TEAM

Kevin J. Johnson
Jean-Michel Moutot
David Autissier

WORKSHOP MANAGEMENT

Collective Intelligence and Internalization

50 workshops practical sheets



JFD

Toolbox for the Agile Coach

96 Visualization Examples

How great teams visualize their work

Stories	Planned	Done	Code Review	Testing	Completed
■	□	□	□	□	☒
■	□	□	□	□	☒
■	□	□	□	□	☒
■	□	□	□	□	☒

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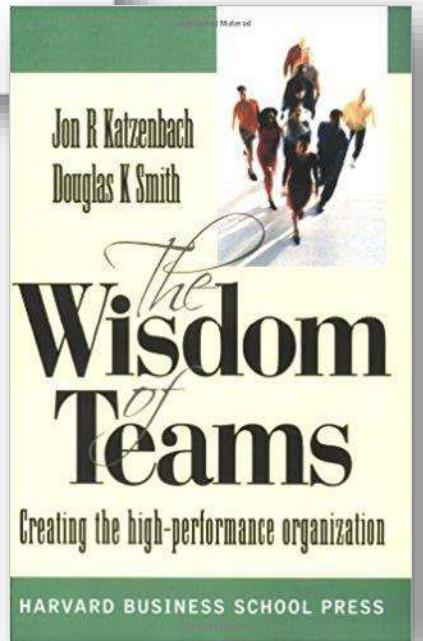
RYI
4th EDITION

FOR YOUR IMPROVEMENT

A GUIDE FOR DEVELOPMENT AND COACHING

THE LEARNERS,
MANAGERS, COACHES,
AND PRACTITIONERS

MICHAEL M. LOMBARDO • ROBERT W. EICHINGER





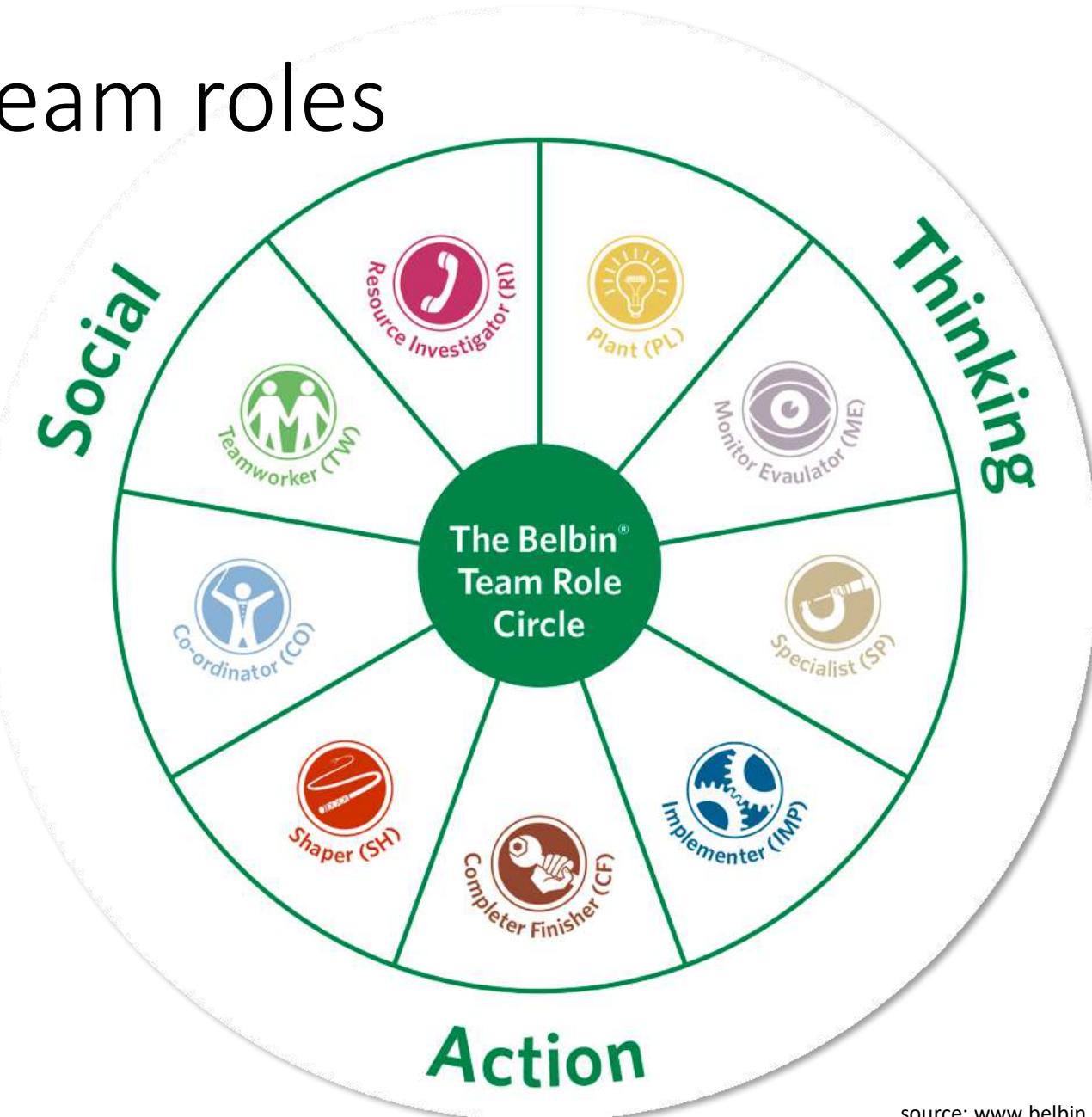
We are individuals



Working together



Belbin team roles





To create more
sense & value







EXPLORE

- Stimulate **curiosity**
- Dig **deeper**
- Build a **vision**
- Align **value & values**

EXPLORE

UNDERSTAND THE NEED...



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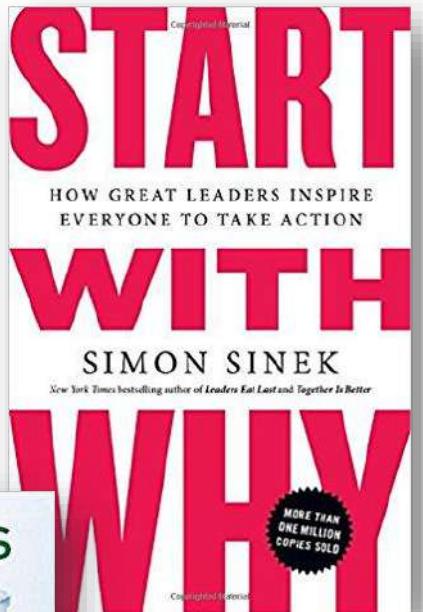
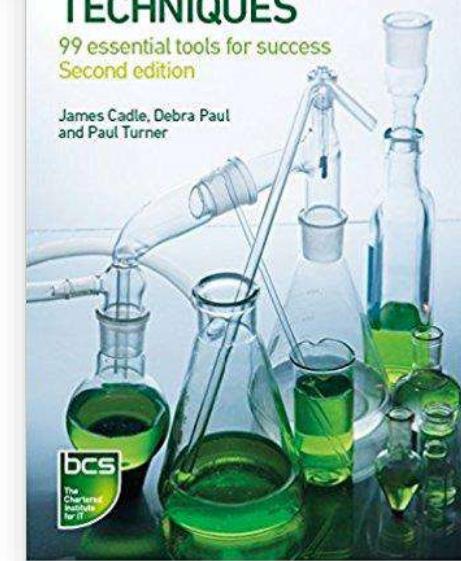


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BUSINESS ANALYSIS TECHNIQUES

99 essential tools for success
Second edition

James Cadle, Debra Paul
and Paul Turner



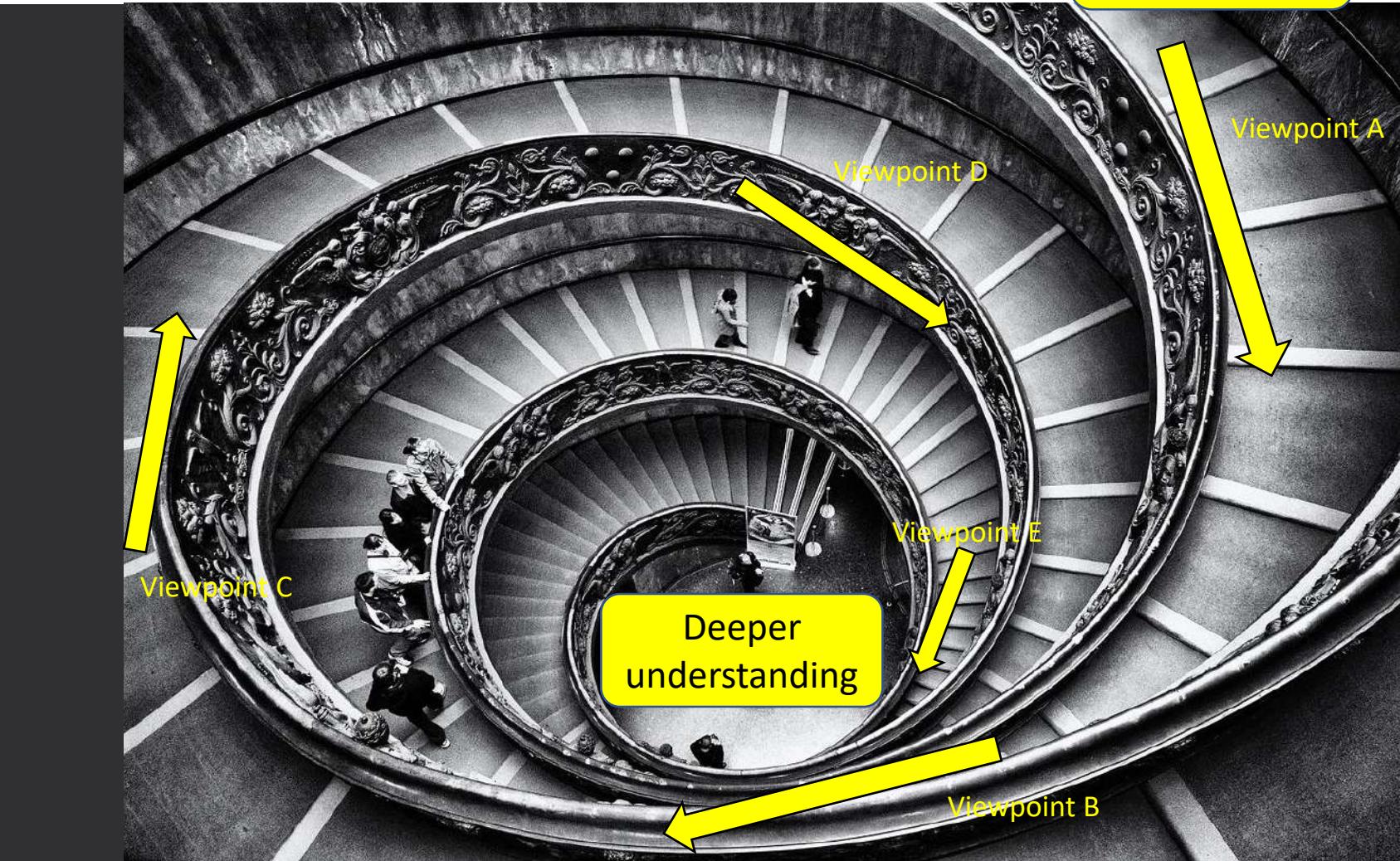


Be prepared to explore





Exploratory research



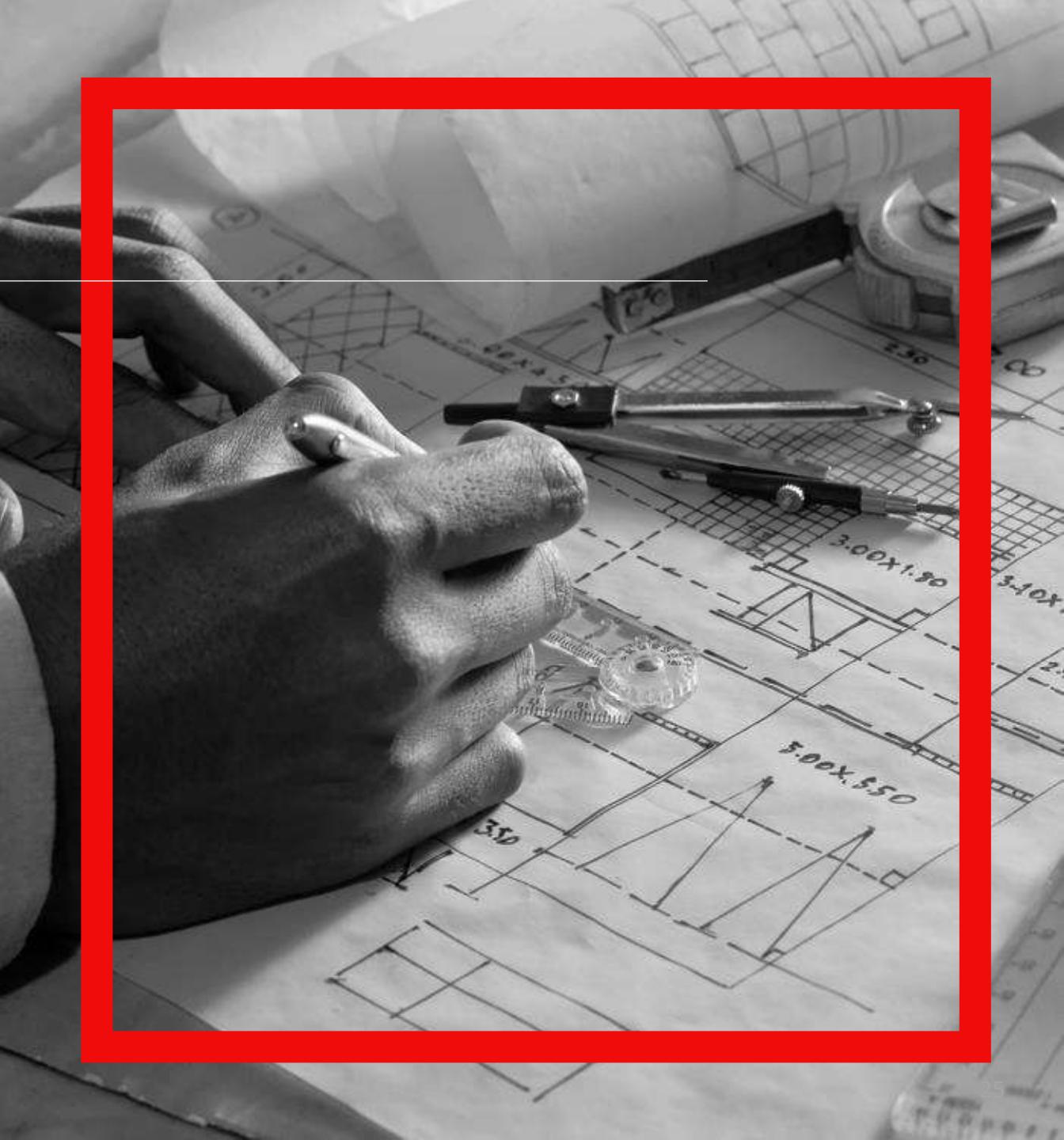


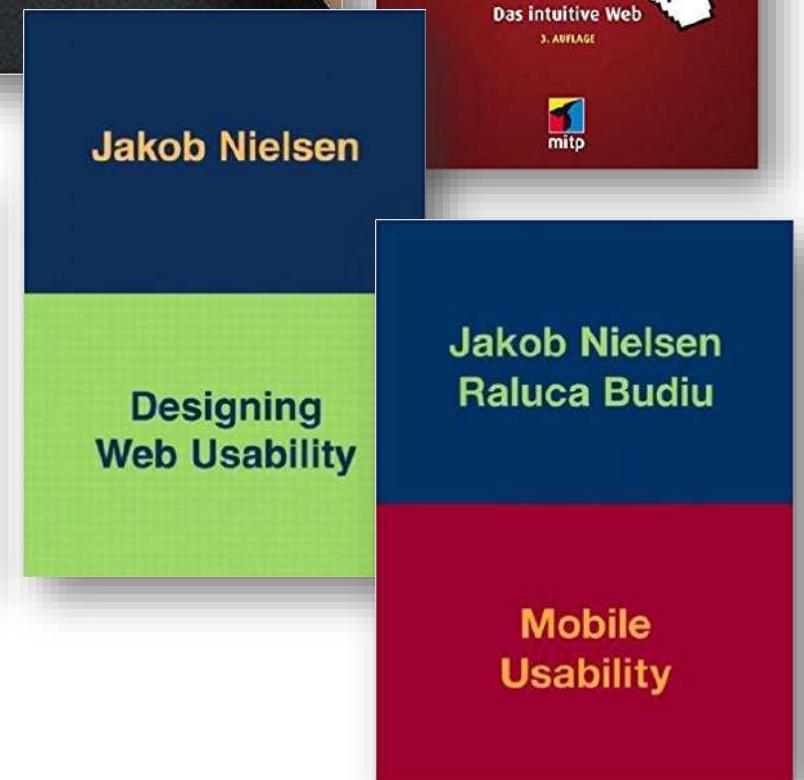
Ask the right questions



IDEATE

- No limits
- Guarantee **freedom, safety, trust**



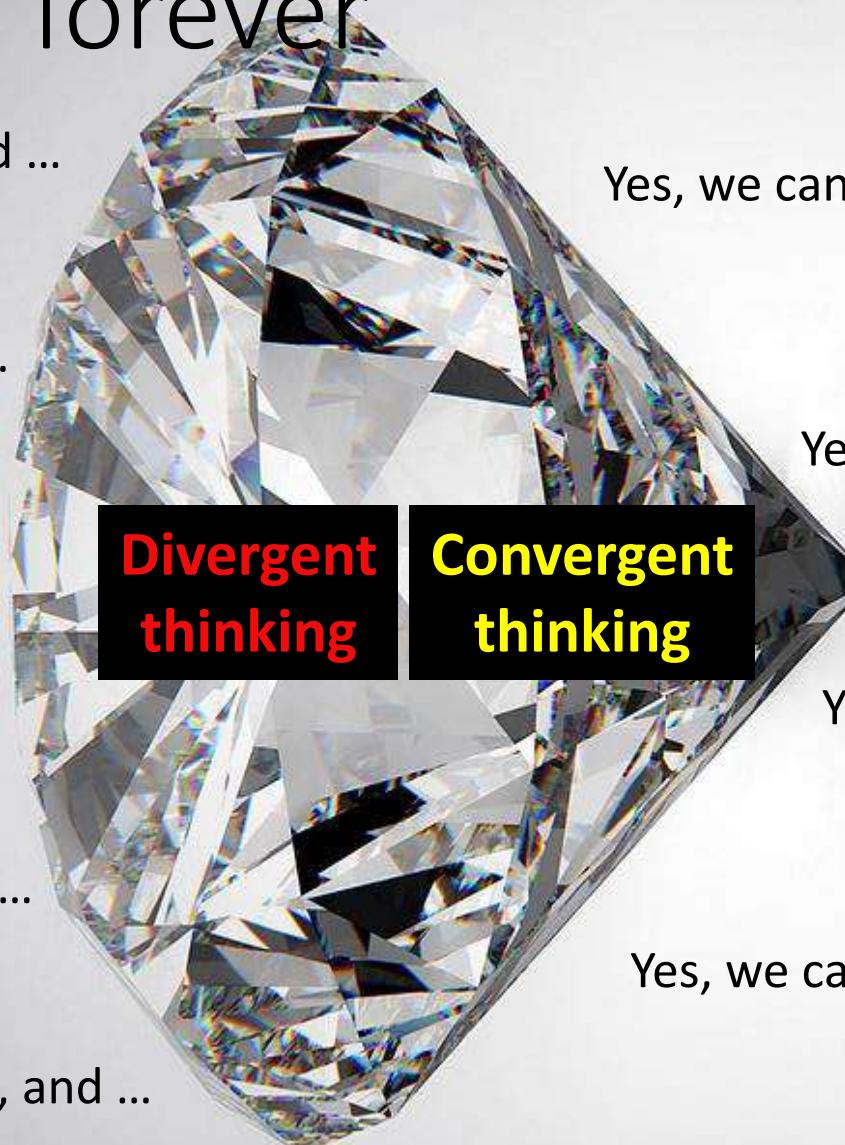




Diamonds are forever



Yes, and ...

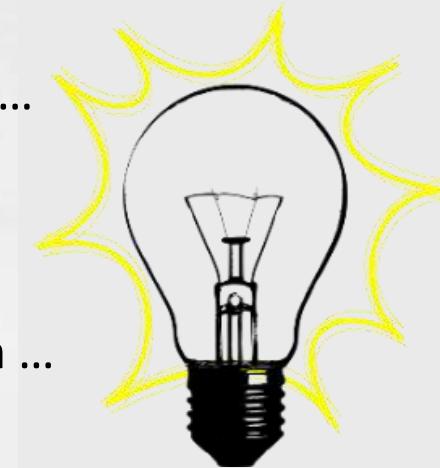


Yes, we can ...

Yes, we can ...

Yes, we can ...

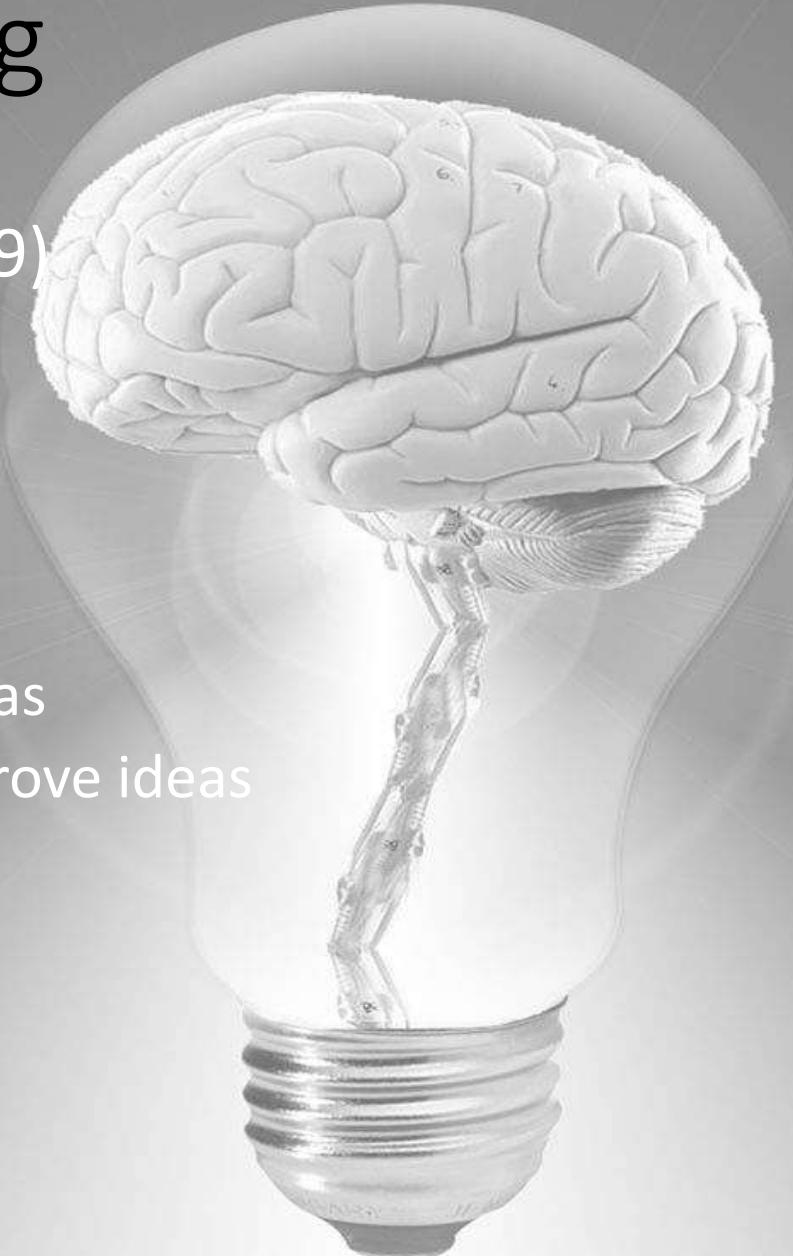
Yes, we can ...





Brainstorming

- (A.F. Osborne, 1939)
- General rules
 - Go for **quantity**
 - Withhold criticism
 - Welcome wild ideas
 - Combine and improve ideas



NOW THAT I HAD A TEAM...



AND A CONCEPT...





TELL

- Tell a **story** instead of a feature list
- Let the product **speak** for itself
- Speak emotional – tell values

TELL

WHAT, HOW, WHEN, WHY...



EMOTION & VALUES



LET THE PRODUCT TALK, LET YOUR
CUSTOMERS TALK...

PROTOTYPING & STORYTELLING

Jean-Jacques Crèvecoeur
en collaboration avec Ananou Thiran

relations et jeux de pouvoir

préface de Paule Salomon



Le livre de r...
sur le po...
et la mani...

NEW YORK TIMES BESTSELLER

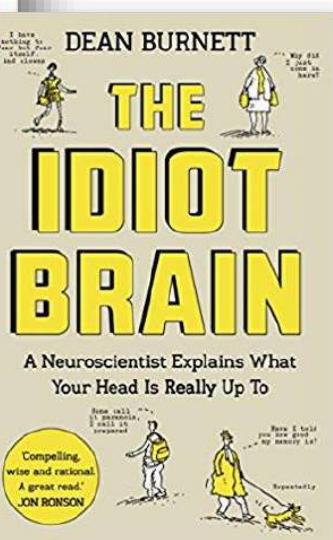
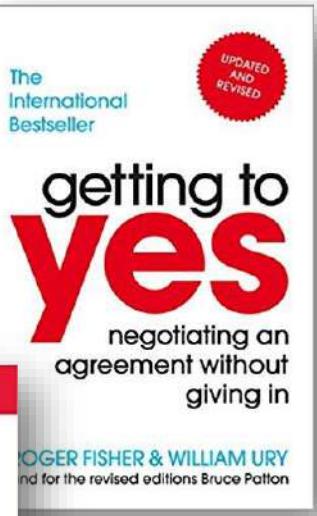
"Provocative and fascinating." —MALCOLM GLADWELL

Daniel H. Pink

author of *A Whole New Mind*

DRIVE

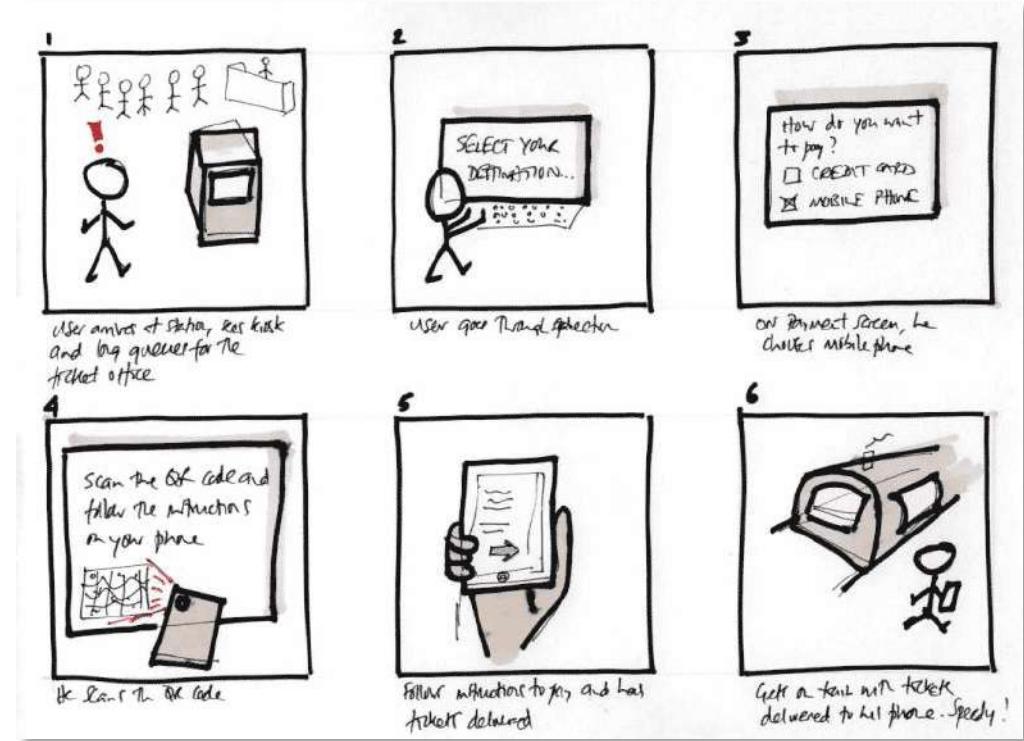
The Surprising Truth
About What Motivates Us
Copyrighted Material





Storyboarding

- Describe scenarios about one or more people doing something
- Every (major) interaction of a stakeholder gets its own frame
- The board shows the flow between the frames
- Sketch – it's not the Mona Lisa

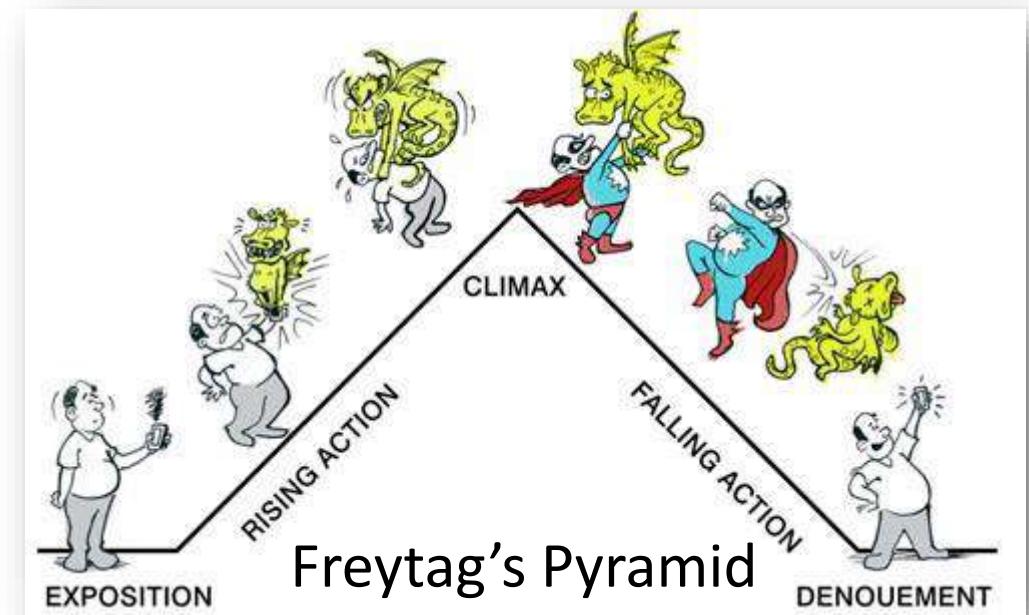


Source: www.toolshero.nl



A good story

- Essential elements
 - Character: the specific persona involved in your story
 - Scene: a real-world contexts that involve place and people
 - Plot: The flow of actions
- Things to remember
 - Authenticity: keep the focus on real humans in real contexts
 - Simplicity: cut out any unnecessary extras
 - Emotion: communicate the emotional state of your personas throughout their experience

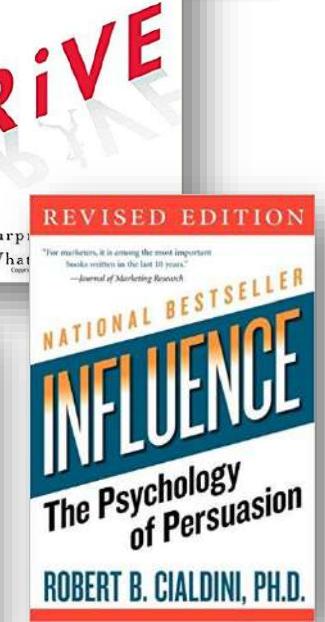
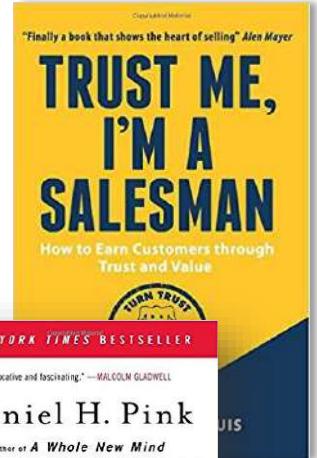
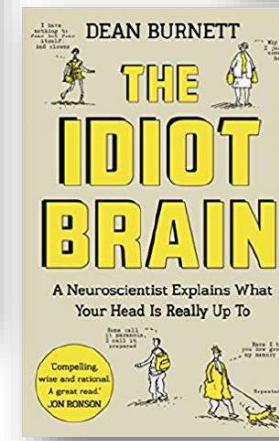
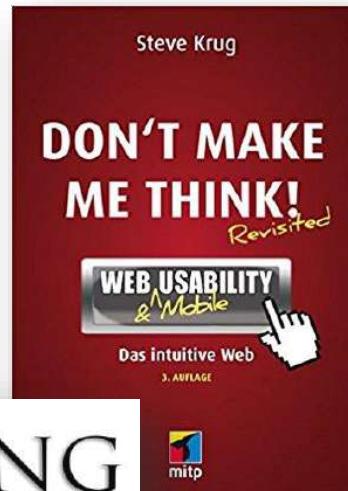
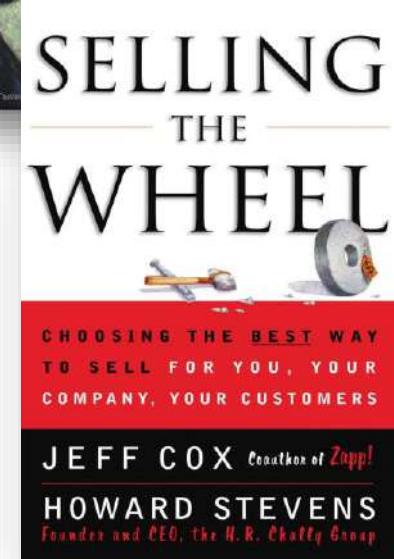
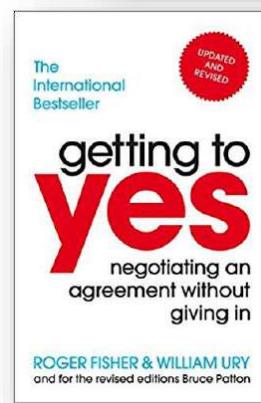
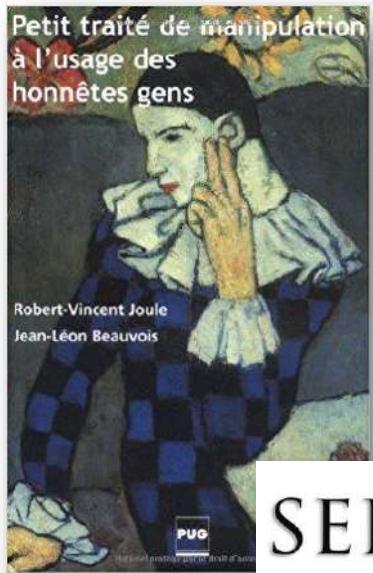


Source: @bencrothers

SELL



- Show benefits
- Remove impediments

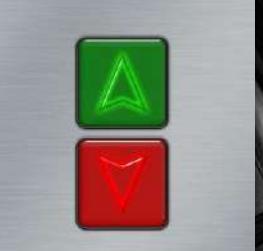




Elevator pitch

Limited
Time
Offer

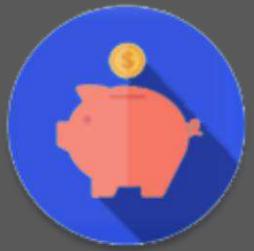
- You will only have **one chance** to convince your customers
- You will only have **one minute** to catch their attention
- In this one minute, you must explain
 - What **solution** you can offer
 - What **benefits** this will bring to them
 - What **next step** you expect from them





Is your project / product selling like this?





Cialdini's 6 principles of persuasion



Reciprocity



Scarcity



Authority



Consistency



Liking

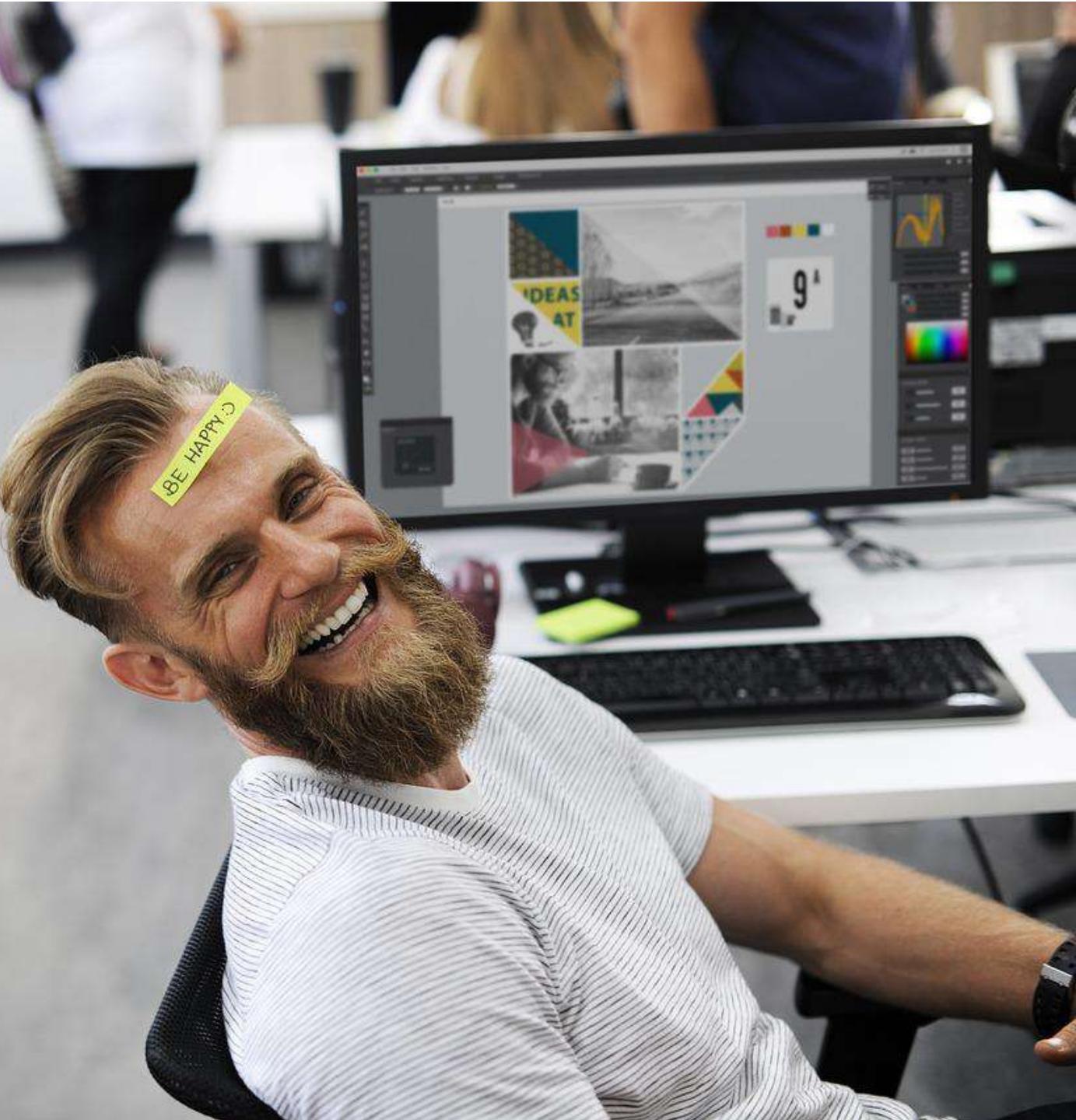


Consensus



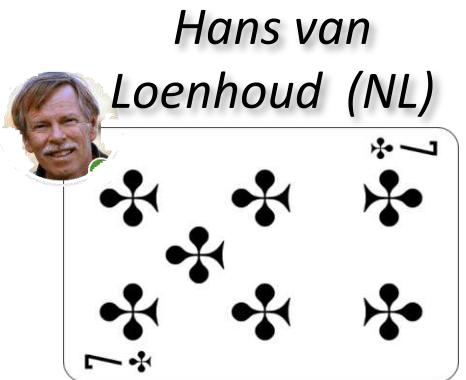
The 7 Skills of highly effective teams





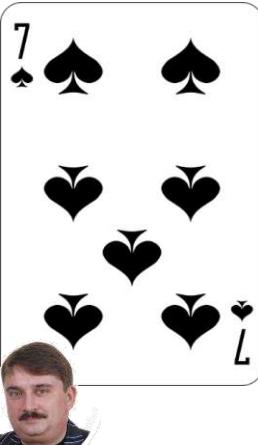


We developed a model



7 Skills

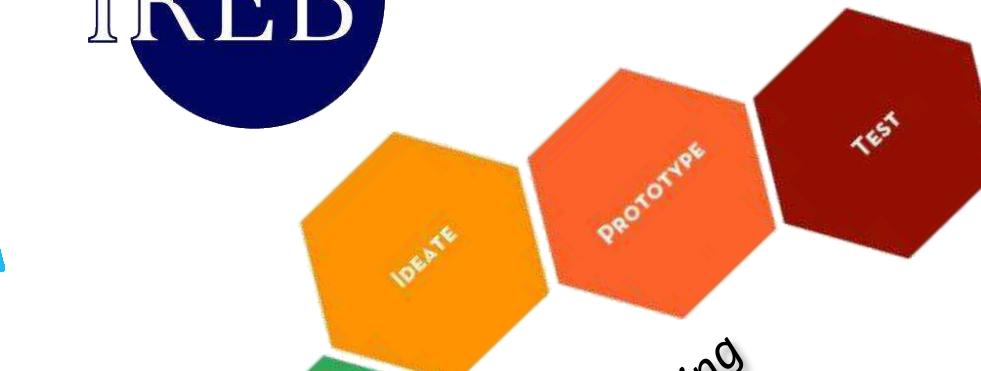
Olivier
Denoo (FR)



... as a team



We were inspired by different sources



ISTQB®
International Software
Testing Qualifications Board

