Collaborative Product Design Pt 6

Checks

② Checks (and Balances)

"think-Make-Check creates a virtuous cycle where Check provides fuel to think about & make better things.

* Checks follow the same pattern regardless of what you're checking
* every collaborative process goes through:

Frame - Facilitate - Finish

process, including Checks.

○ Need to identify the q. You want your audience to check

→ You can check what you did + how you did it

"Check as often as is possible w/ yourself, your team, org ... users."

→ ① Frame the Check
- What are we doing?   • Why are we doing it?   • How will we do it?
- Why is it important?
+ Where are we in the process? (ex. rough early days? about to ship?)
+ How did we get to where we are? (ex. who did you talk to? who has seen?)

Checks can be formal w/ documentation or informal + verbal only

http://pxd.gd/check

② Facilitate the Check
→ show the thing to be checked & restate question, focus the discussion on what you are checking.
→ capture feedback & try to respect/understand the "why" behind the feedback.
→ confirm understanding of feedback & collect it visibly show that their effort has impact
→ affirm & repeat feedback you agree with
→ never say "but", try "yes and", "and", or start a new sentence.
→ involve everyone & assure them this isn't the last chance for feedback.

② Facilitate the Check Cont'd.

→ Table discussion if not productive

ex. if you don't have people/perspective you need

what you want to Check isn't what the audience expected

what you want to Check is obviously wrong

* need to respect people's energy + time

③ Transform Feedback into Gold

"On a collaborative team, feedback is all about learning."

→ move from "me" to "we"

→ Defensive Learner will respond to feedback w/strategies:
   ① remain in control
   ② max. "winning" + min. "losing"
   ③ suppress negative feelings
   ④ define clear objectives + eval. whether or not
      they achieved those objectives

"Defensive learners spend more effort avoiding the
embarrassment or threat of being wrong or feeling
incompetent than the effort they spend on learning."

→ move to being Collaborative Learners where you focus on how
the team can learn more, faster

→ separate yourself from the work

→ lean into rude feedback, find the "why" behind the feedback
   ↳ "When you agree, explicitly state you agree, clearly
      collect the feedback, and clarify how you'll make the change."

   * just bc. someone is a jerk to you + hurt your feelings, don't
     respond in kind. "Imagine the moral victory when you help
     the team learn in even the worst circumstances."

④ Stick the Finish
   ↳ restate the Check + what happens next (~~how will the~~ how will
     they know you used the feedback?)
   ↳ the follow up email summary is the cherry on top

"Turn by Turn T→M→C your org will build better products + you're going to help..."