



# EBLC – Module 3

## How Engineers, Businesspeople and Lawyers Communicate With Each Other

SPRING 2025

# Visualizing EBLC



# Where we left things:

You have a vision from your CEO -- now **what** are you going to build, for **who**, and **how** are you going to build it? “**Should**” we build it?

- Product Management
- Agile Software Development
- Writing Product Requirements
  - User Stories
- Resourcing
- Legal Considerations

*Think about the Fact Pattern 1 questions and what information, expertise, resources, and skills may need based on your CEO's instructions.*

# EBLC 2/1/2025 Agenda

- ▶ Recap and Discuss Module 2 Reflections and your insights
- ▶ Exercise: StrengthsFinder Survey and Readout
- ▶ Exercise: Team formation and rules
- ▶ Product Management
- ▶ Agile Software Development
- ▶ Exercise: Use Cases and User Stories and Team Wishlist
  - ▶ Review fact pattern 1

# What is StrengthsFinder 2.0?

- ▶ A study that identifies the strengths, unique talents and the area of best potential growth opportunities for an individual based on a personalized report of them.
- ▶ *“You cannot be anything you want to be - but you can be a lot more of who you already are.”*

References: StrengthsFinder 2.0 By Tom Rath; Now, Discover Your Strengths By Marcus Buckingham and Donald Clifton



Success is achieved when we focus on opportunities that allow us to further the areas of our *strengths* and enable us to improve our areas of *weakness*

$$\text{Strength} = \text{Talent} + \text{Knowledge} + \text{Skills}$$

**Talent** is the natural aptitude resident in an individual

**Knowledge** is the facts, information, and awareness gained through experience and/or education

**Skills** represent the ability to use one's knowledge in a particular area to effectively execute on a task

This Photo by Unknown Author is licensed under CC BY-NC

Product Management Responsibilities & Interactions	Role	Responsibility / Interaction
	Executive Sponsors	Define Product Vision & Strategy
	Business & Product Leaders	Define Product Roadmap
	Technology Leaders	Define Product success criteria & KPIs to measure success and ROI
	Legal Stakeholders	Provide legal / compliance requirements; Keep informed, including changes that impact their decisions
	Quality Assurance / Testing Leads	Create and maintain test plan, assist with debugging / product issues
	User Experience Design Teams	Create specifications for product features
	Program Managers	Drive resourcing and release planning Update Business and Stakeholders
	Customer Service / Operations	Voice of customer internally



How do these traits to compare with  
your StrengthsFinder Results?



# Create Teams Using Organizing Principles

## Task:

**Form 3 balanced teams that let everyone play role(s) they prefer, favoring team diversity and new relationships**

## Organizing Principles:

Each team must have:

1. A team anchor – (e.g. spokesperson from survival exercise)
2. 4-6 students
3. at least one member that:
  - is currently an engineering student or has worked as an engineer
  - is currently a law student or has worked as an attorney
  - is currently a business student or has worked as a business person /product manager

Cash

Patents

Facilities

Copyrights

Trademarks

Trade Secrets

Business processes

Market intelligence

R&D project portfolio

Product management expertise

Organization mission and/or vision

Legal, compliance, & ethics expertise

Management and operations expertise

System engineering/technical expertise

Information systems and data gathering methods

