(Completing **without** participants)

1. **Meeting Objectives and Agenda** *(30 minutes)*
   1. Objective
      1. To create a new vision statement for Two Birds One Stone encompassing the new features and benefits of the ebook subscription product
   2. Agenda
      1. Review user personas *(5 min)*
      2. Review value proposition canvas *(5 min)*
      3. Brainstorm and Braindump ideas for vision statement (*15 min)*
      4. Narrow down to 3 options (*5 min)*
2. **Introductory Statement**
   1. “Hey everyone, thank you for joining today’s meeting. This will be a fun one because we are brainstorming a new vision statement for the ebook subscription product we have been working tirelessly on!

First, how is everyone doing? Good day so far? *\*spends a minute catching up with teammates\**

Alright, let’s get started. I am going to share this presentation I prepared with the objectives and agenda..” *\*presents\**

1. **Senior Editorial Manager Perspective**
   1. This meeting would be especially pertinent to this stakeholder because they value the core features of the new ebook subscription: expanded genres, early access to publications, and cross-device reading. They would expect the vision statement to embody the user experience related to these three value adds. I would tailor this meeting to emphasize these points so they understand I have them top of mind while leading this guided brainstorming session. They might want there to be more emphasis on features in the vision statement rather than how the product solves a problem for customers or makes their lives better. Their perspective might be so heavily on the benefits of these features that they forget the customer had a problem in the first place. As a product manager, I will always tie the product back to a customer need, so the team can think from the perspective of the target customer.

Stakeholders can sometimes experience tunnel vision and it is up to me, the product manager, to recognize their contribution as an important piece in the whole picture of solving a larger problem. I need to show how all these stakeholders' contributions work together to create one strong vision statement of *how* our product makes people’s lives better.

1. **Director of Digital Product Perspective**
   1. This stakeholder understands the perspective closer to the product managers’: putting the customer’s needs first. They have spent so much time perfecting the ebook UX based on customer data, that they might be stuck in a technical mindset. They could struggle coming up with big, powerful vision-centric wording that ties the puzzle pieces of their work together. I think as a product manager, it is our duty to lead and inspire our teams to think together constructively. I would approach meeting this stakeholder’s expectations by bringing the technical UX details used to create the interface back to the holistic view of the product. I would ask questions like “why do we care so much about putting a button here, or guiding the user through this particular journey?” I would urge the team to “start with why.” If they can work through the golden circle (Simon Sinek’s “Start with Why”), it is easier to tie a particular action to the overall vision of the product.
2. **Marketing Director Perspective**
   1. The marketing stakeholder understands the process of consolidating messaging into taglines and copy that will grab a consumer’s attention. They will want to convey messaging that will speak to the user personas the most. They also look at things from a creative perspective, perhaps thinking about what imagery can be paired with what words in the most powerful way. It is the product manager’s job to get the marketing stakeholder into the mind of the customer and what they value most. I would guide this meeting to tailor to this stakeholder’s perspective by emphasizing the user personas. I would spark questions like “what other kinds of behaviors might this user persona experience?” “How can we use that to speak into the mind of this customer and thousands like them?” A concern the marketing stakeholder might have could be their own bias. I would need to remind them that they are not the customer, so messaging that doesn’t speak to them, might speak leaps and bounds to the target user.
3. **Vision Statement**
   1. “Enchanting readers with a world of knowledge they can experience together, anywhere, anytime.”
4. **Rationale for Vision Statement**
   1. The vision statement I crafted above accomplishes the stakeholders’ goals because it speaks on the wide variety of genres, the user experience regarding community, and the ease of use across devices. It also can be applied to the company goals 5-10 years in the future. I wanted to use the word “enchant” because it sounds like a word used in a story that transports you to a fictional place. This is powerful because readers transport into another world when reading books and this could remind them of their childhood. I wanted to emphasize “knowledge they can experience together” to enhance the user experience of connecting with other readers. Reading can be a lonely feat, but Two Birds One Stone could differentiate itself by creating a loyal community that uplift and empower one another. The editorial manager will be satisfied because “world of knowledge” communicates the genre expansion. The director of digital product will be satisfied because there’s emphasis on how the customer will experience the product. The marketing director will appreciate this vision statement because it speaks to the user personas and what they value. Overall, it specifies “how” TBOS will enchant people. It also opens up opportunities for even more genre expansion, since “world of knowledge” can encompass a vast variety of subject matter.