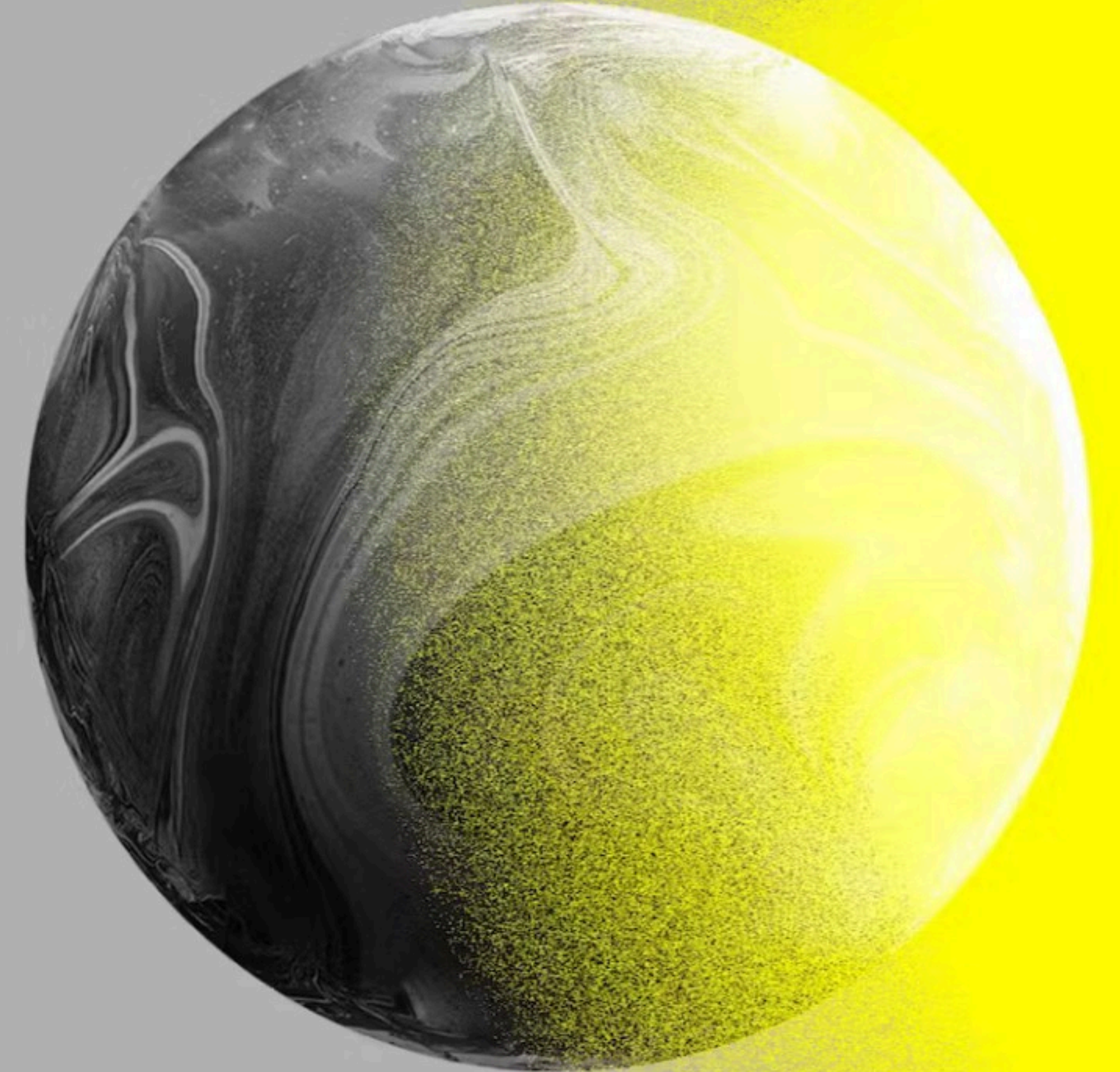


Creative Stances of Impactful Product Leadership



Yow! 2023 Brisbane, Australia

Is Product Leadership more...



Art?

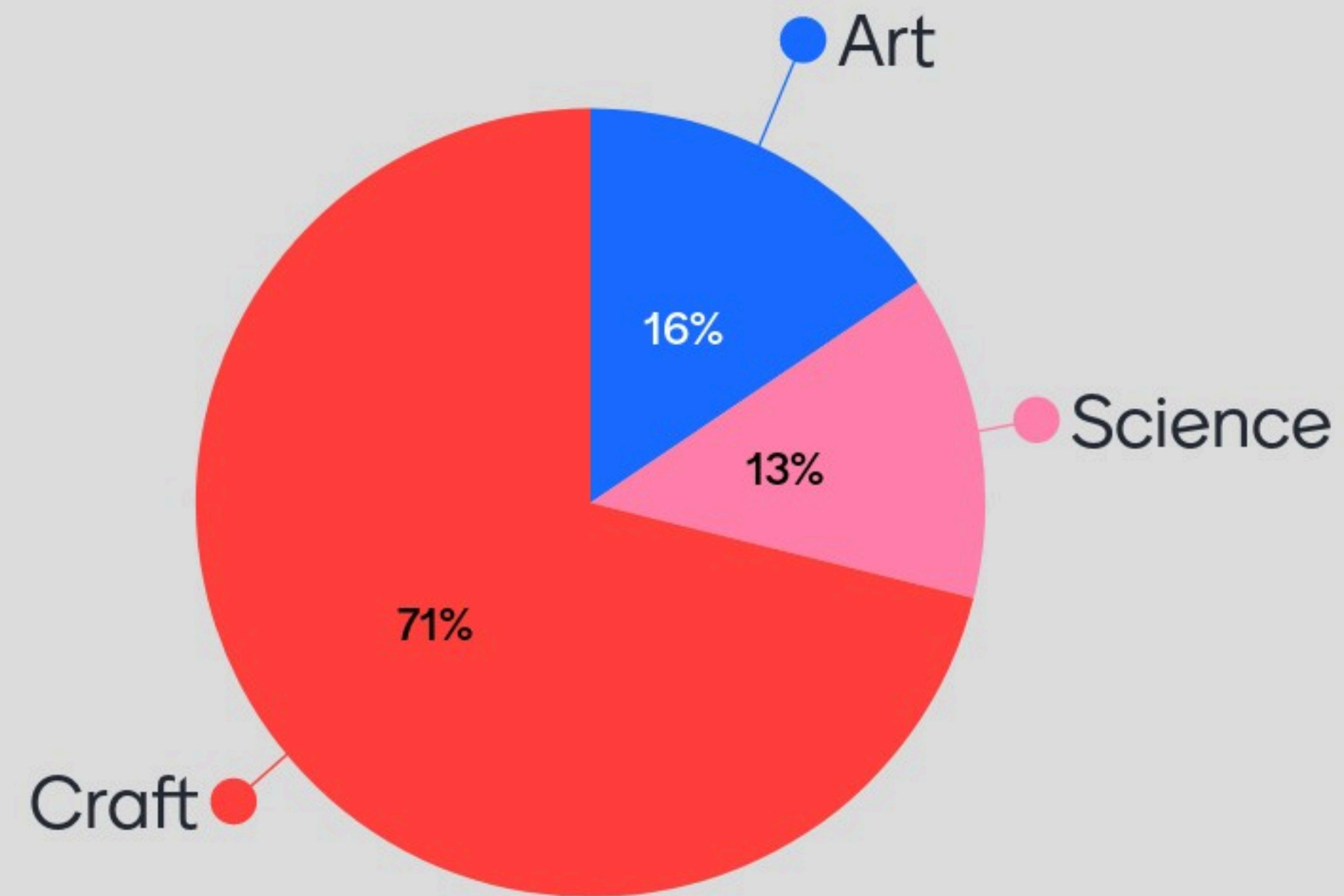


Science?

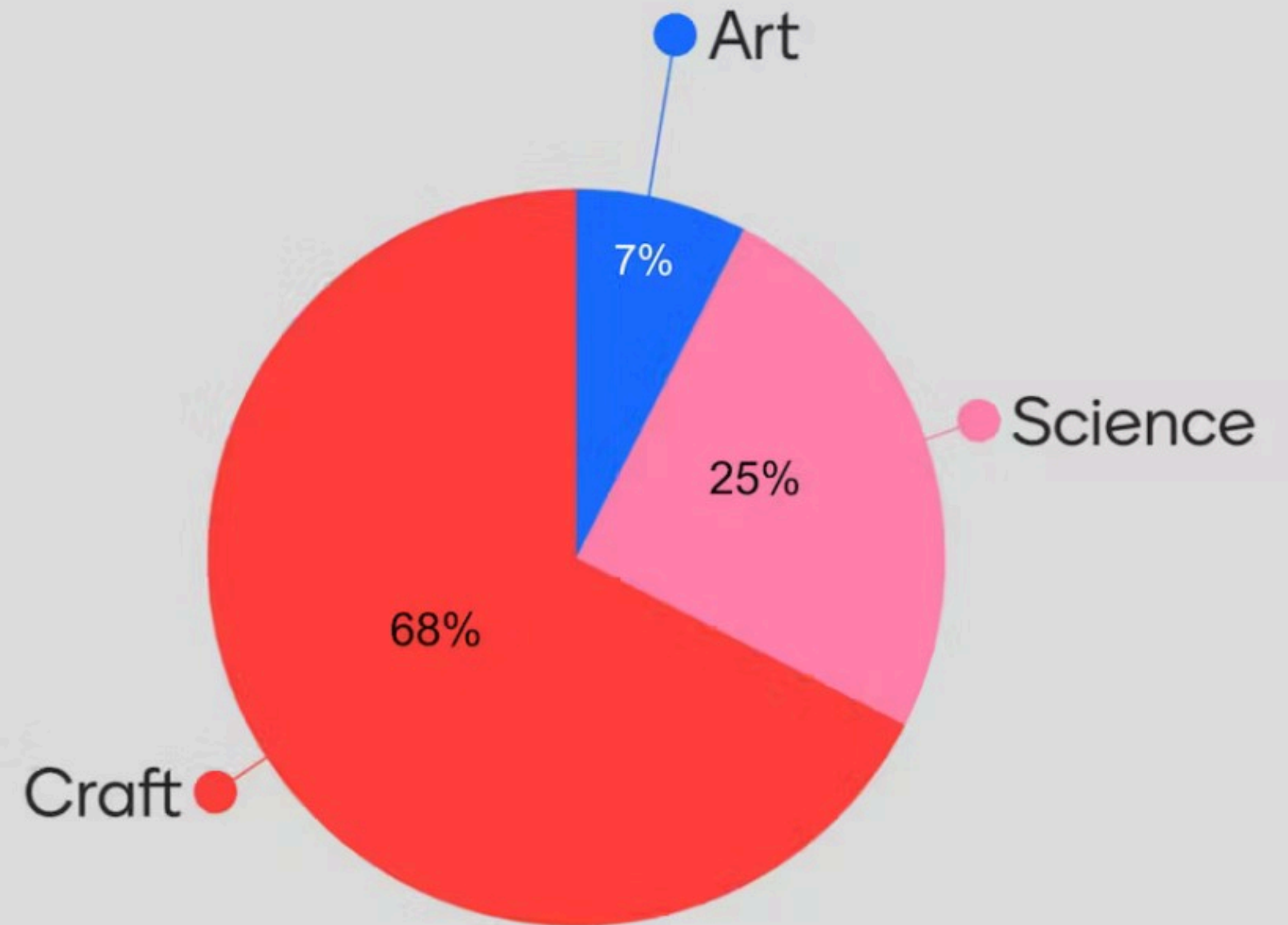


Craft?

Is Product Leadership more...



Is Product Leadership more...



Yow 2023! Melbourne, Australia

3



1



About Us



Anjali Leon



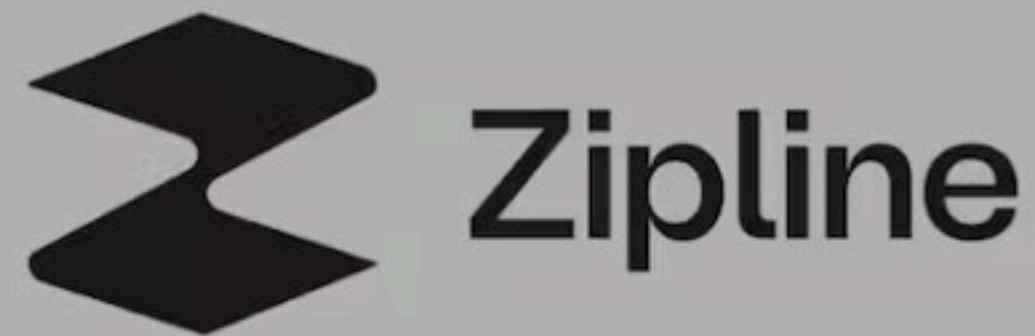
Nadezhda Belousova

Identifying gaps Analyzing data Defining constraints
Inspiring with vision Prioritizing Creative problem-solving
Tailoring for context Articulating requirements Interviewing Designing narrative
Negotiating Validating Managing expectations Learning
Mobilizing teams Ideating
Tracking metrics Engaging stakeholders Supporting systemic change Incorporating feedback
Maximizing value Planning Managing releases Setting goals Providing expertise
Questioning Honing competitive advantage Assessing results Ensuring alignment
Designing alliances Pitching Creating models Observing

Product Leadership



Creativity in Product Leadership



Agenda

01.

6 Stances
Overview

02.

Synergies
and Tensions

03.

Creative
Practices



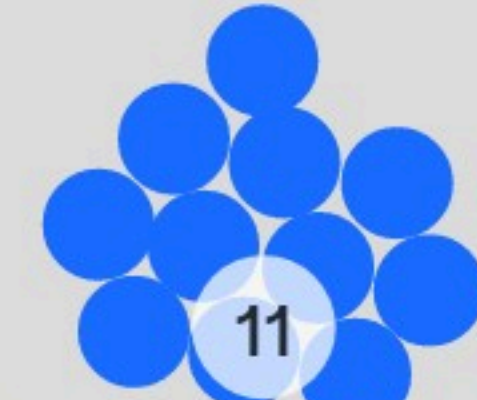
What is your go-to stance?



Visionary



Strategist



Systems Thinker



Storyteller



Customer Advocate



Value Navigator

Enabling Conditions

Competence

Product expertise,
industry knowledge,
product development
experience...



Connection

Empathy,
understanding,
meaningful
interactions...



Collaboration

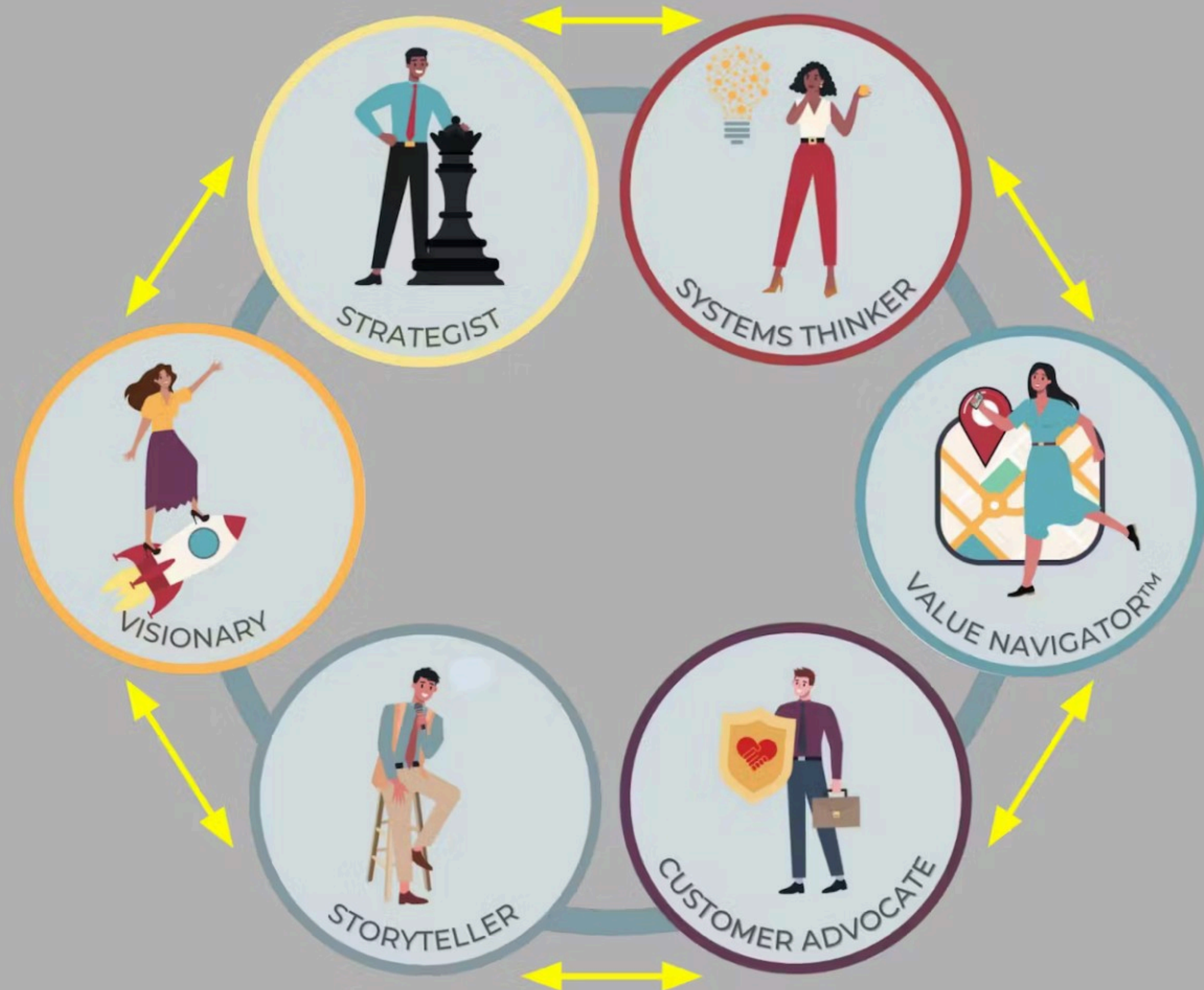
Communication, co-creation,
engagement and contribution...

What enables creativity in your product leadership work?

57 responses







Synergies



Storyteller

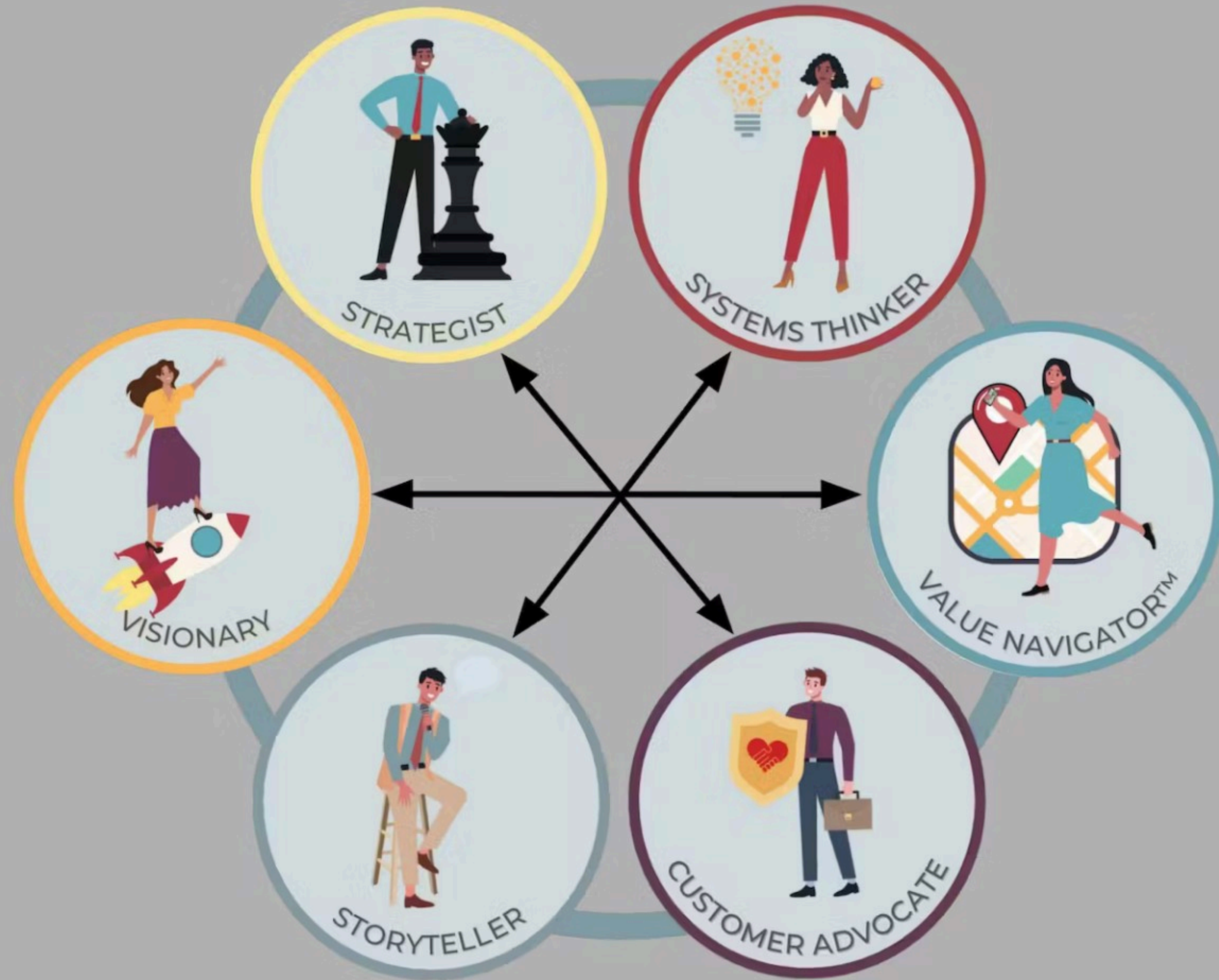


Visionary

- Resilient and compelling vision
- Grounded assessment of potential
- Powerful invitation
- Inspired alignment
- Creative game plan



Strategist



Tensions

Evoking emotion
Offering insightful metaphors
Anchoring key messages
Inviting audience in



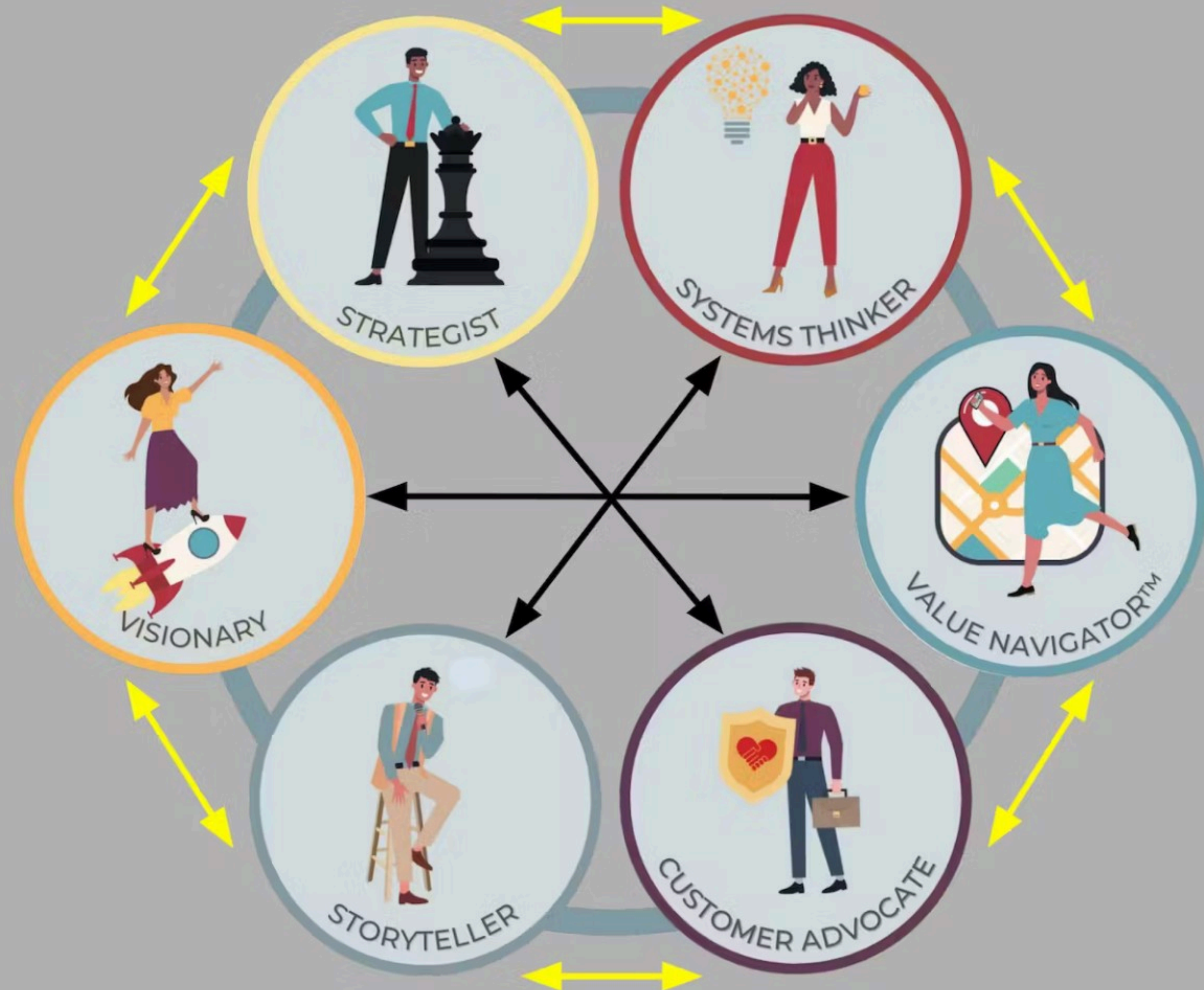
Storyteller



Systems Thinker



Collecting data
Detecting patterns and abnormalities
Exploring interrelated dynamics
Reflecting evolving ecosystems





Unlocking Creativity

Awareness of
Go-To Stance

Inclusion of
Perspectives

Design of
Intentional Habits

Visionary Creative Practices



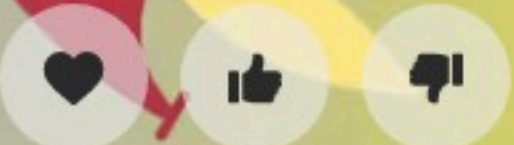
Mismatched
socks



Dream journal



10 ways



Strategist Creative Practices



Reverse engineer
success

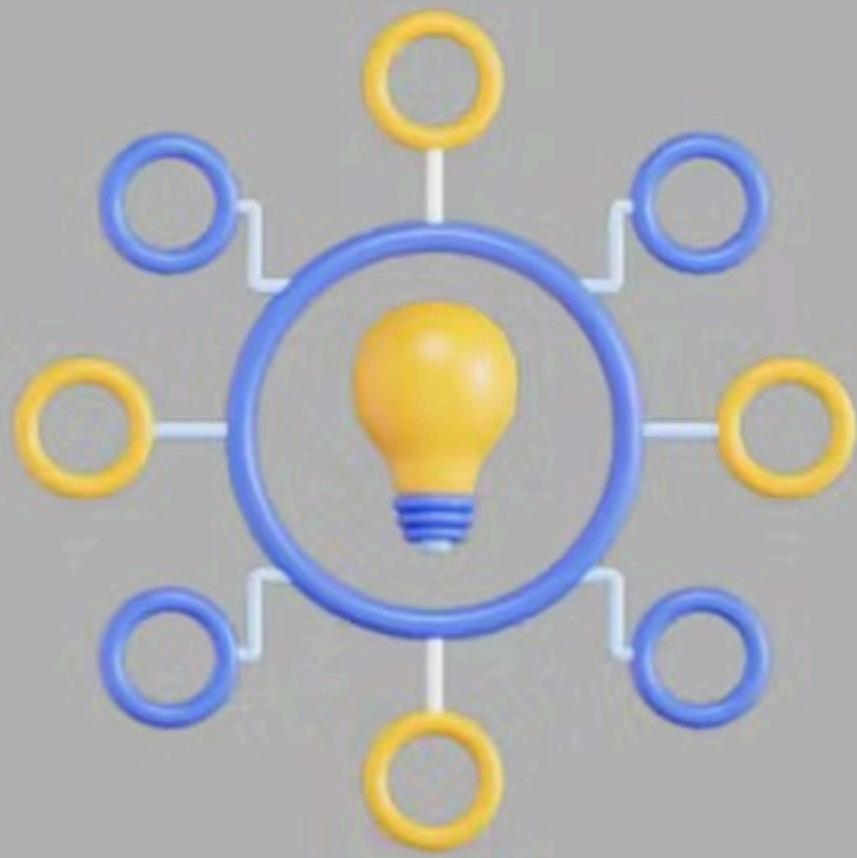


Strategy games



Wilderness
survival training

Systems Thinker Creative Practices



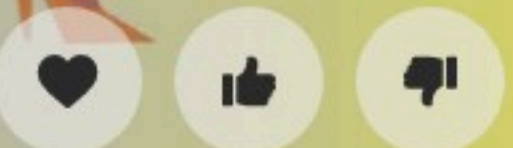
Mind mapping



Sleep patterns



1000+ piece puzzles



Value Navigator Creative Practices



Try something
new



Master
Pomodoro technique



Play poker

Customer Advocate Creative Practices



People's names
and eye color



Observe behavior



Volunteer



Storyteller Creative Practices



Sing in the shower



Storytelling prompts



Improv group

“Creativity is not a rare ability.
It is not difficult to access.
Creativity is a fundamental aspect of
being human.
And it’s for all of us”

- Rick Rubin, “The Creative Act: A Way of Being”

Two lies and one truth, Which one is true?

1st



We have opposite go-to stances.

2nd



We have our internal nicknames for the stances.

3rd



The original version had 4 Product leadership stances.

Thank you!



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