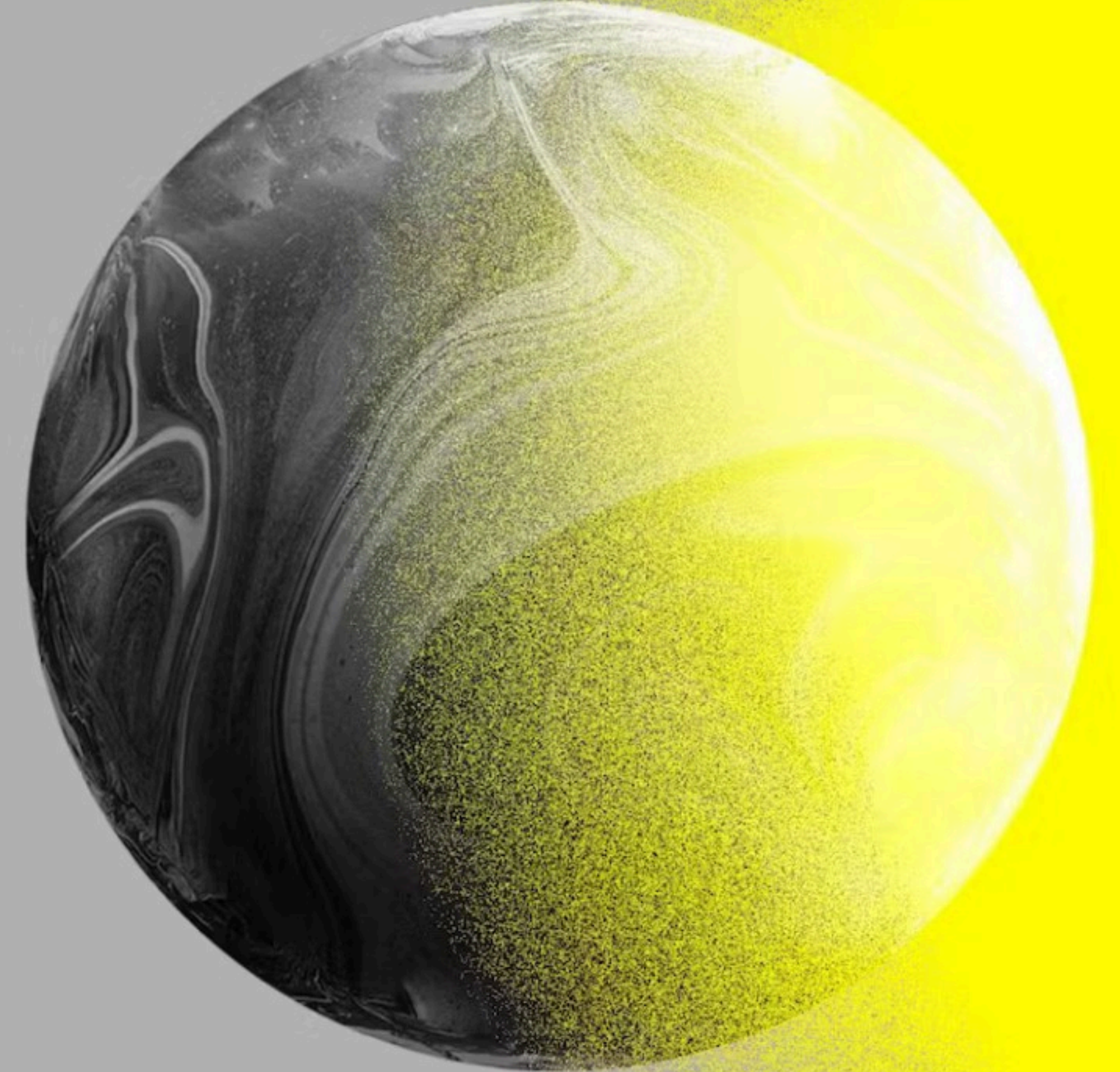


# **Creative Stances of Impactful Product Leadership**



Yow! 2023 Melbourne, Australia



# Is Product Leadership more...



Art?

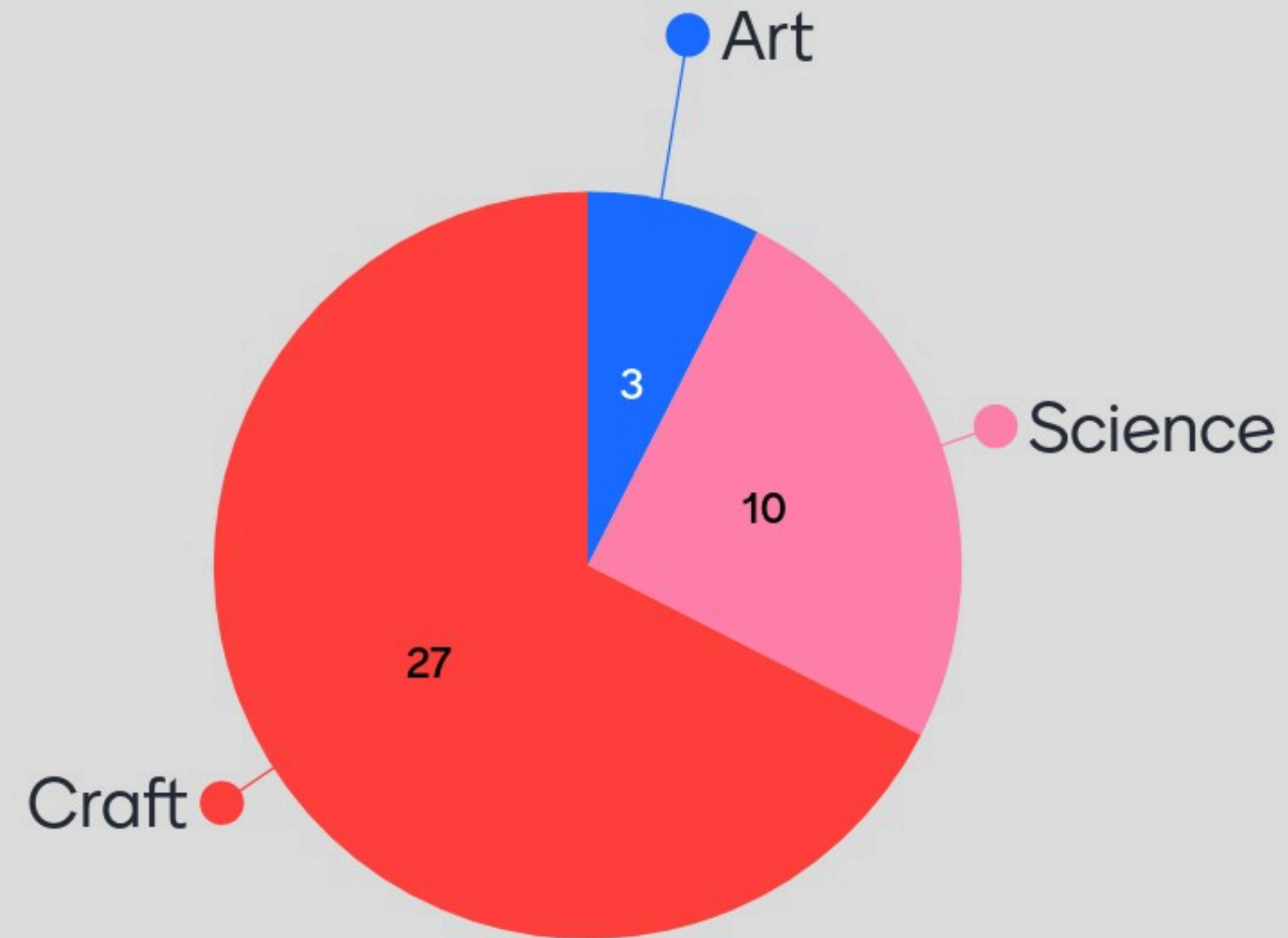


Science?



Craft?

# Is Product Leadership more...



# About Us



**Anjali Leon**



**Nadezhda Belousova**



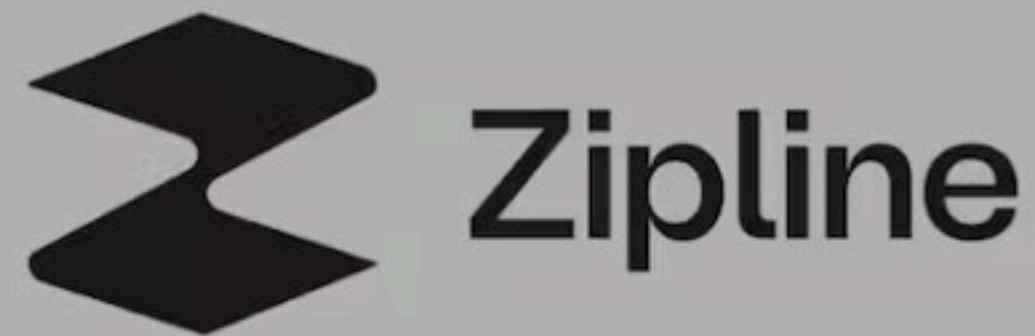
Identifying gaps Analyzing data Defining constraints  
Inspiring with vision Prioritizing Creative problem-solving  
Tailoring for context Articulating requirements Interviewing Designing narrative  
Negotiating Validating Managing expectations Learning  
Mobilizing teams Ideating  
Tracking metrics 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?





# 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?

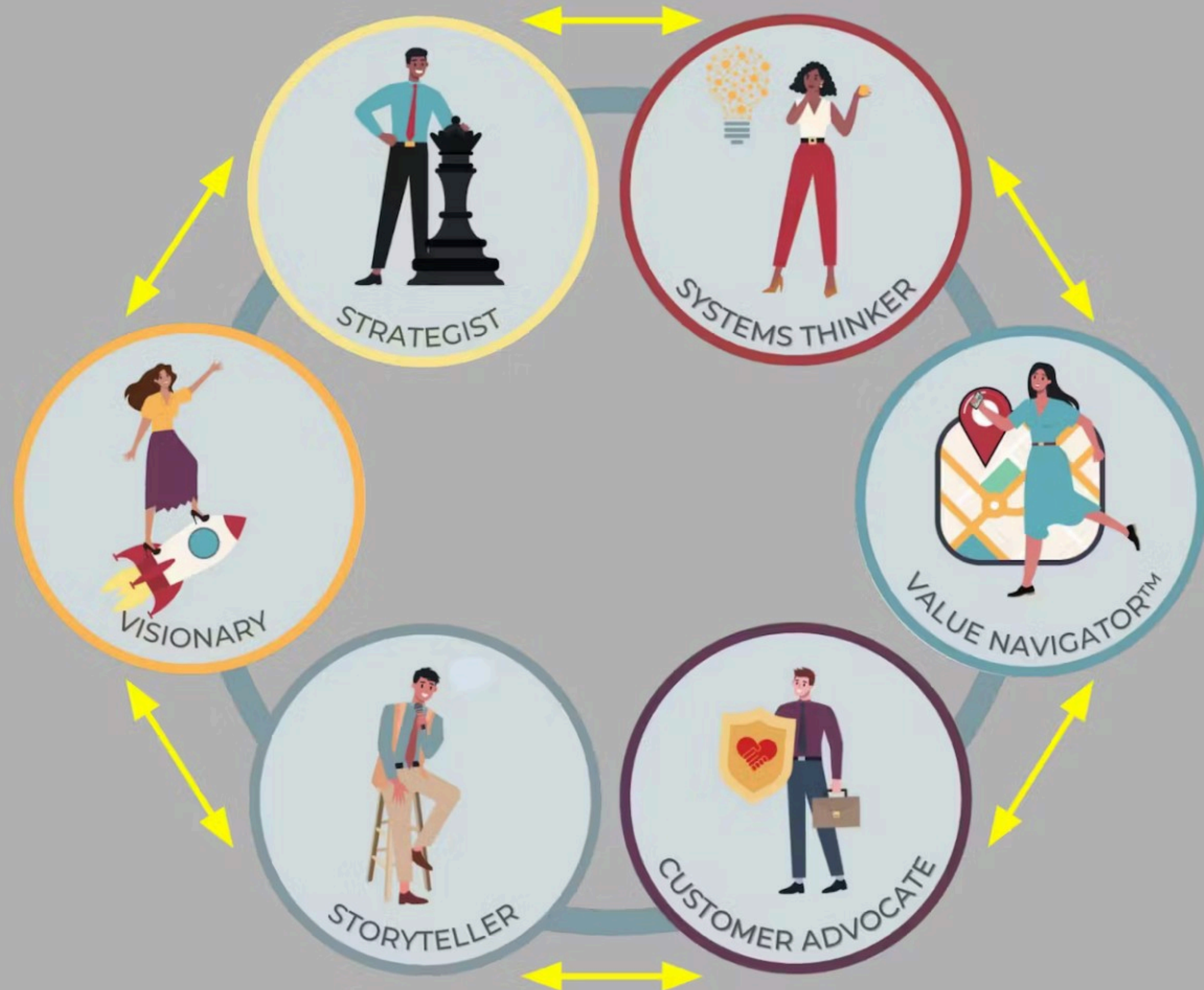
55 responses













# Synergies

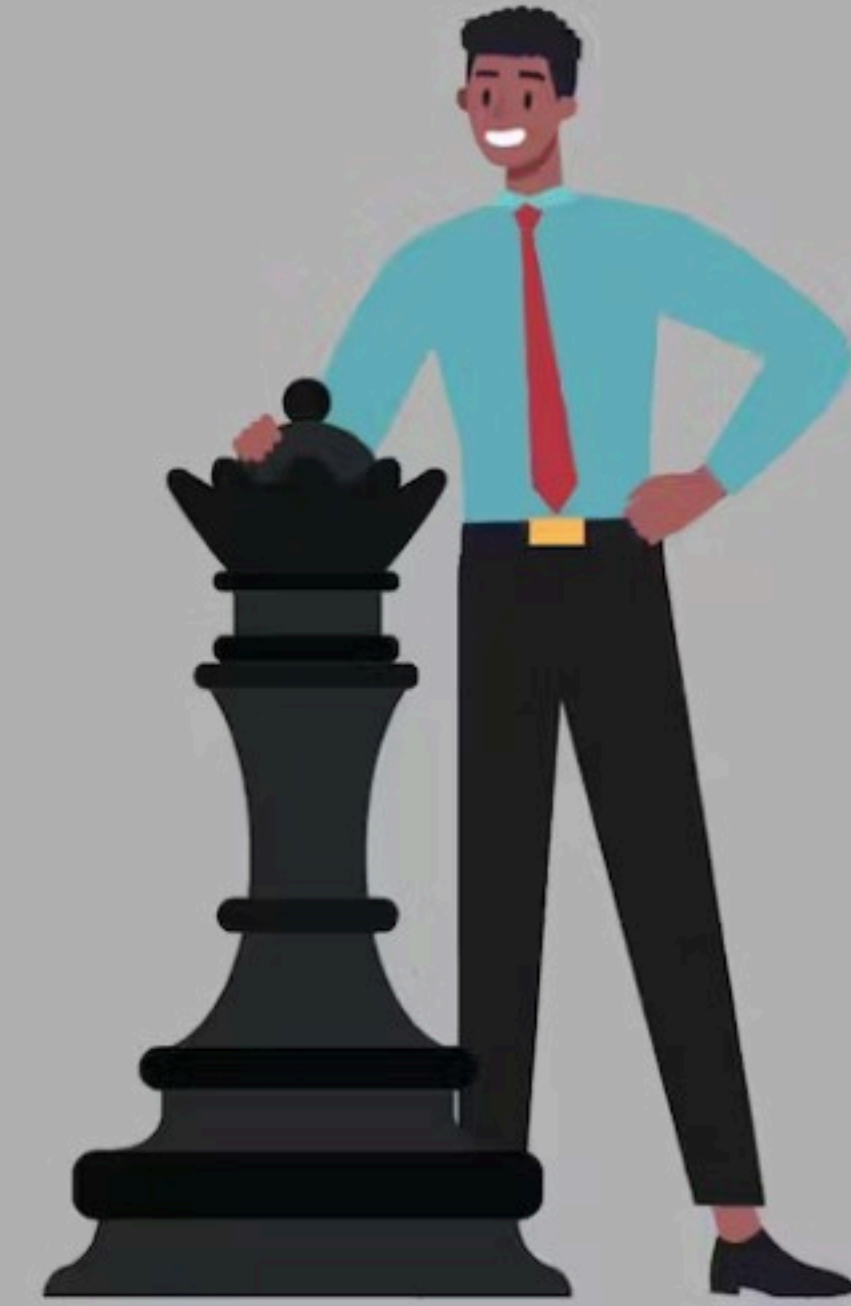


**Storyteller**



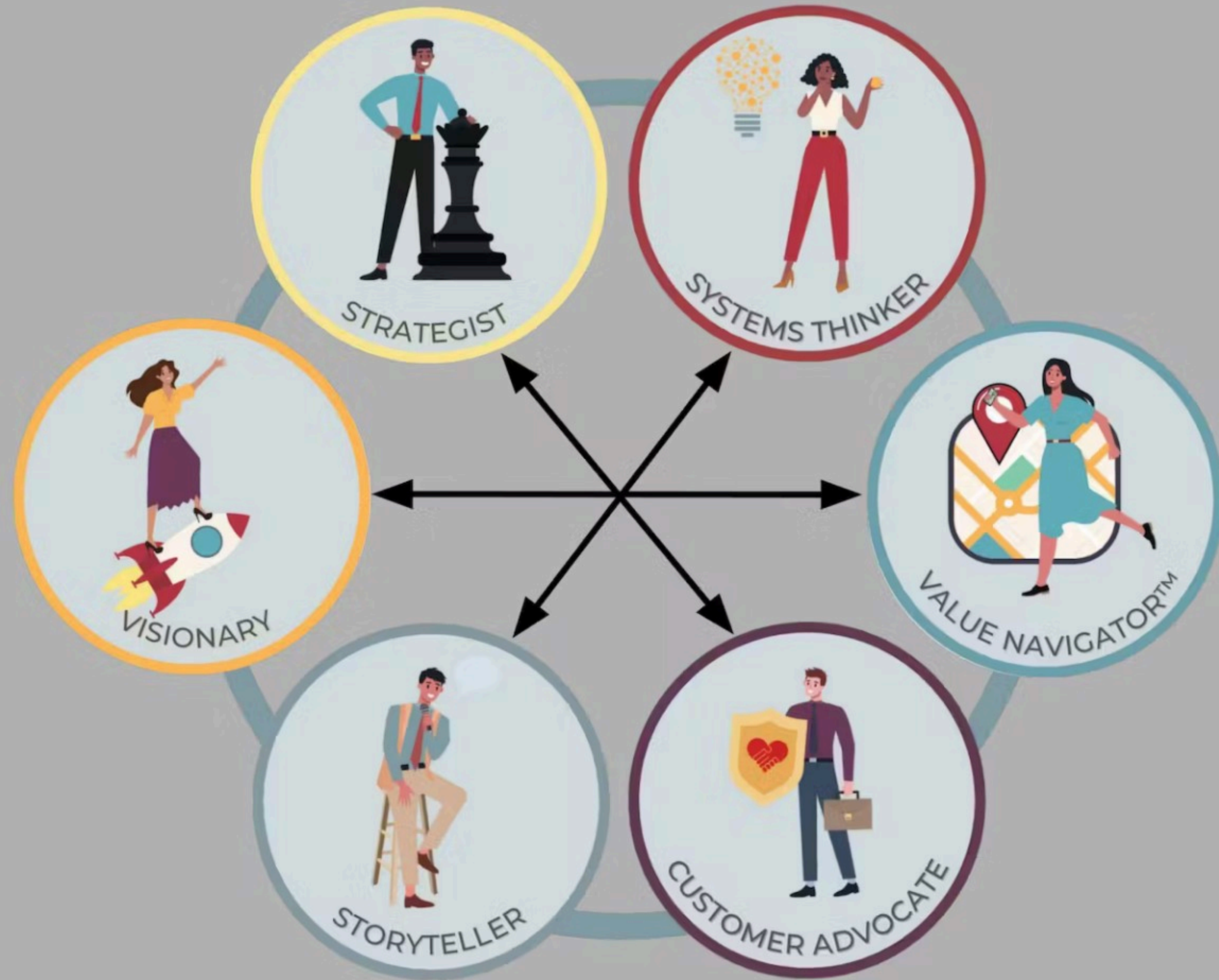
**Visionary**

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



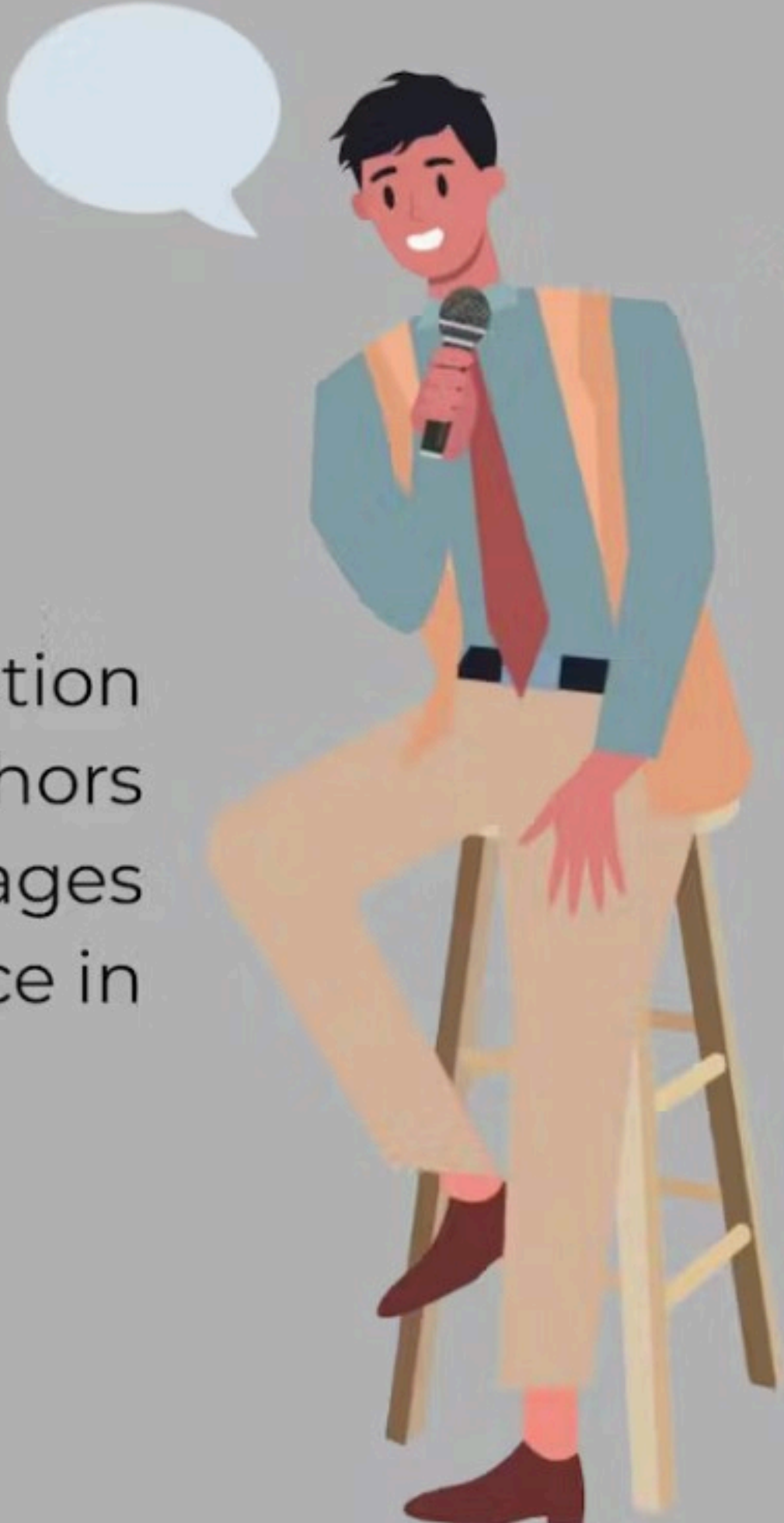
**Strategist**







# Tensions



Evoking emotion  
Offering insightful metaphors  
Anchoring key messages  
Inviting audience in

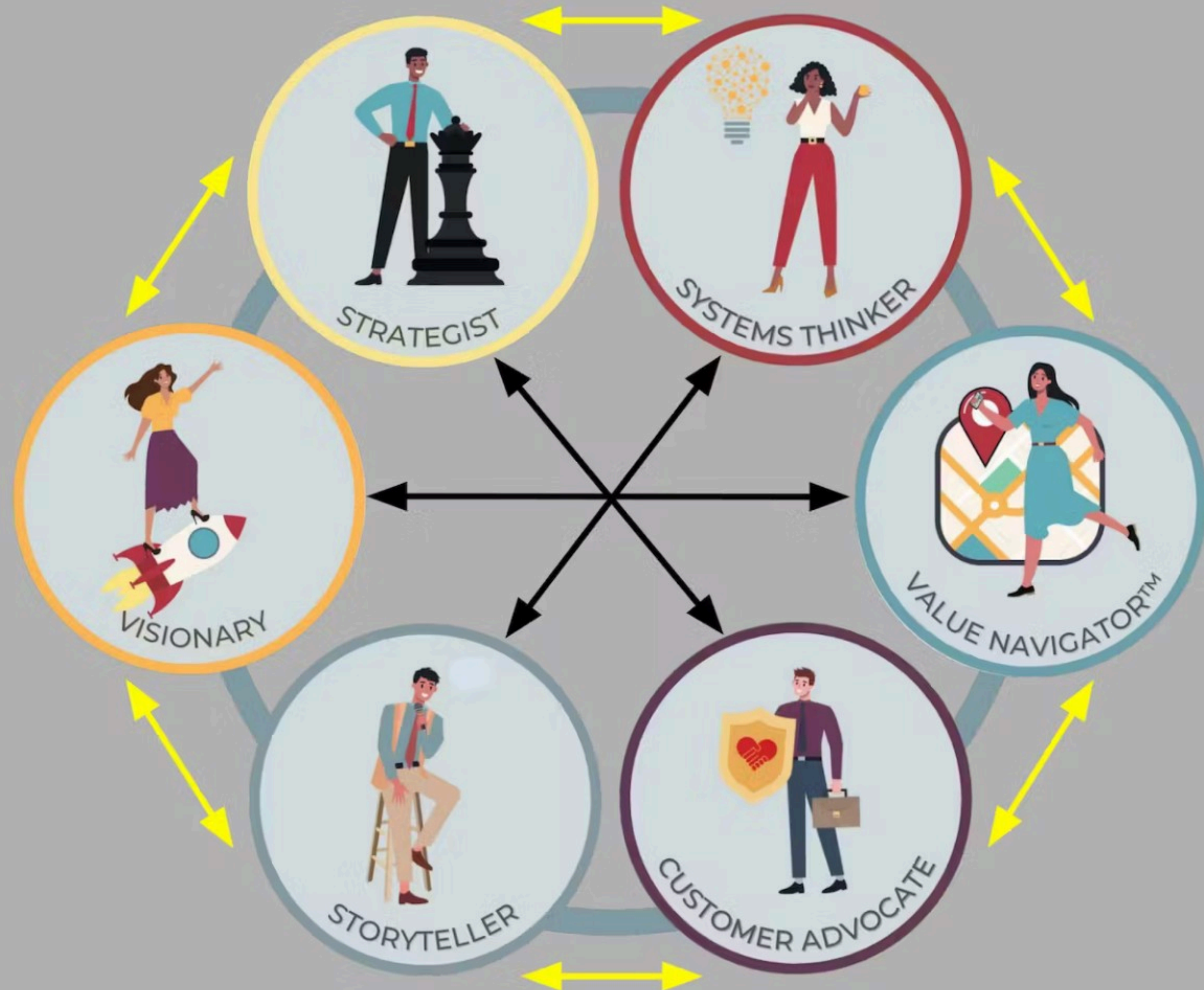
**Storyteller**



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

**Systems Thinker**







# 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



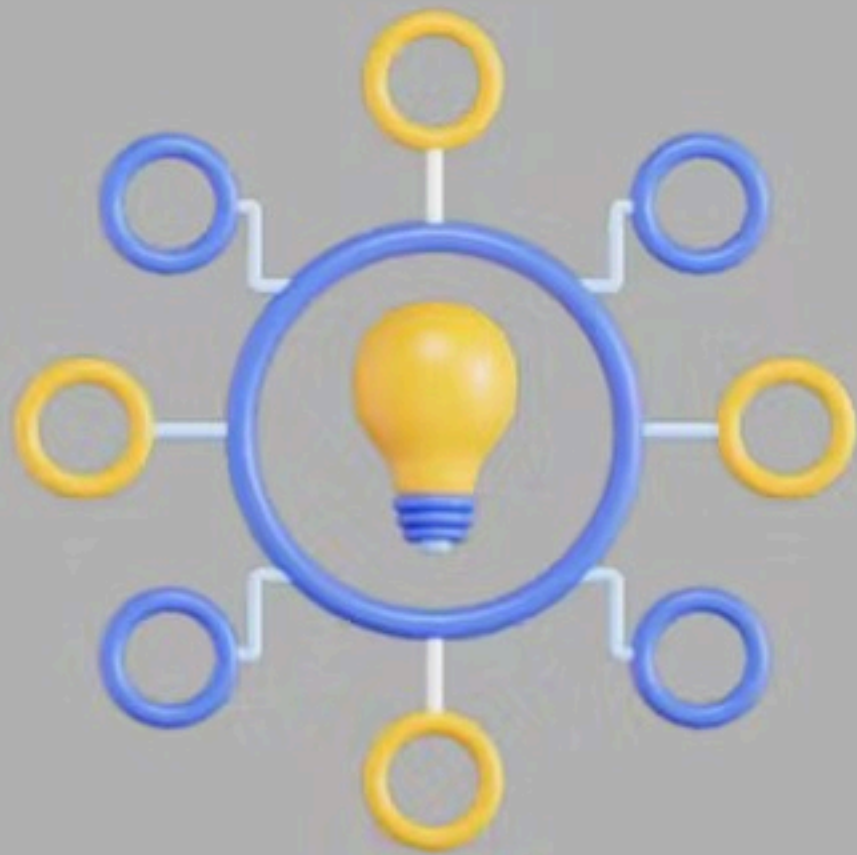
# Strategy games



## Wilderness survival training



# Systems Thinker Creative Practices



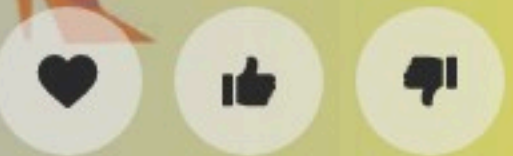
Mind mapping



Sleep patterns



1000+ piece puzzles





# Value Navigator Creative Practices



Try something  
new



Master  
Pomodoro technique

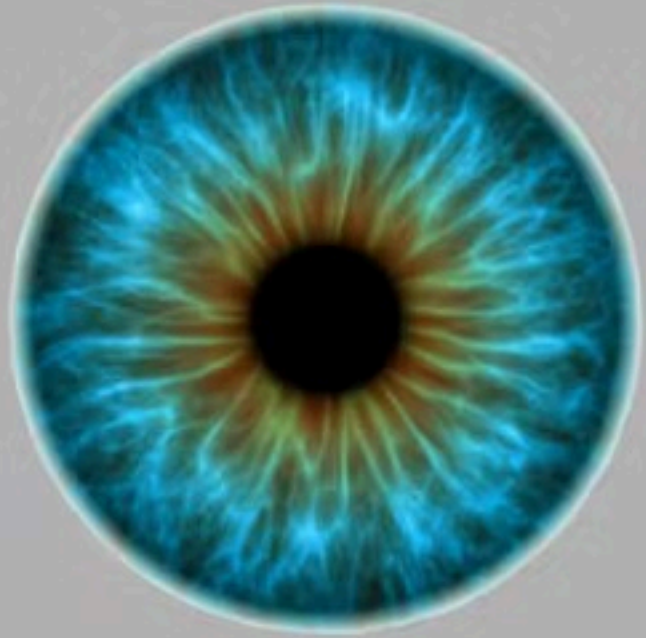


Play poker





# 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”





# Thank you!



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