Agile ORLANDO
JULY 24-28 2023
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#AGILE2023
Storytelling through the product lens

Stuart Young
Product Disposition Canvas

What is your perspective of the product?
What is your product stance?
What are your personal product qualities?

A product story generator for every situation
Storytelling
The Power of Storytelling

Your goal in every communication is to influence your target audience to change their current attitudes, belief, knowledge and behaviour.

Story Smart, Kendall Haven, 2014
Create visually compelling stories that help you make decisions faster in a simple to understand and memorable way.
Creative Storyboarding

An essential tool for story sequencing and elaborating ideas before investing time and effort in process reengineering and product development.
Think mile wide
inch deep

Visualise the whole

Scope doesn’t
creep
understanding
grows

Patton, Jeff, User Story Mapping
The Storyteller
The Storyteller

Not a hero but a human mining for truth
Product Ownership Model

A depth and breadth of experience

Envision the Product
- Roadmaps
- Market Research
- Customer Feedback
- Competitor Analysis
- Stakeholder Expectations

Quadrant 1
Product Management

Quadrant 2
Project Management

Plan and Manage Delivery
- Product Backlog
- Release Plans
- Milestones
- Metrics
- Risks

Quadrant 3
Leadership

Quadrant 4
Business Analysis

Drive Product Development Flow
- Communication
- Decision-Making
- Relentless Improvement
- Team Support

Build and Validate
- User Stories
- Research Spikes
- Acceptance Criteria
- Definition of Done

Galen, Robert (second edition 2013), *Scrum Product Ownership, Navigating the Forest and the trees*
Step aside and let the magic happen

Bring teams closer to end users
A focus through the product lens

A story generator
Product Disposition Canvas

What is your perspective of the product?
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disposition

/ˌdɪspəˈzɪʃn/  

See definitions in:

All  Military  Law

noun

1. a person’s inherent qualities of mind and character.
"your sunny disposition has a way of rubbing off on those around you"

Similar: temperament  nature  character  constitution  make-up  grain

2. the way in which something is placed or arranged, especially in relation to other things.
"the plan shows the disposition of the rooms"

Similar: arrangement  arranging  disposal  ordering  positioning  placement
Why frame?

Embracing Diversity of Thought and Convergent thinking.

Encouraging spontaneity, freedom and creativity within a space that is easy to navigate and creates shared understanding.
Embrace Divergent and Convergent Thinking

Get everyone on the same page when problem is yet to be defined
From Strategy to Tactics

What stories need telling?
The Product Strategy Cycle

Not linear but cyclical

From Strategy to Tactics

**Strategic Position**

The action plan that takes you where you want to go

- **Craft a Product Vision**
- **Framing**
- **Create a validated Product Strategy**
- **Develop an actionable outcome based Roadmap**
- **Visualise the whole with a Story Map**
- **Develop a future state Product Goal**

**Tactical Position**

The individual steps and actions that will get you there

- **Define value and outcome based metrics**
- **Market Research**
- **Discovery and Validation**
- **Sprint Goal**
- **Story writing**
- **Product Release**
From Strategy to Tactics

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Discovery and Validation

Stay in the sustain mode

Discovery—Understanding the problem
Discovery and Validation

Stay in the sustain mode

Validation-building the thing right
From Visionary to Implementer

Your storytelling flavour
Cooperation versus collaboration

I KNOW EVERYTHING ABOUT AGILE

REALLY?
Where is your blind spot?

The Johari Window Model

- Known to self
  - Arena
- Not known to self
  - Blind Spot
- Not known to others
  - Facade
- Known to others
  - Unknown

It’s a team sport
### What is your unique stance?

<table>
<thead>
<tr>
<th>Visionary</th>
<th>Implementer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big picture thinker</td>
<td>Great execution</td>
</tr>
<tr>
<td>Contagious vision</td>
<td>Knows the details</td>
</tr>
<tr>
<td>Anything is possible</td>
<td>Creates consistency and prioritisation</td>
</tr>
<tr>
<td>Lots of ideas</td>
<td>Harmoniously integrates the team</td>
</tr>
<tr>
<td>Relationship person</td>
<td>Finds and analyses the risks</td>
</tr>
<tr>
<td>Visual and exciting</td>
<td>Cautious of big shifts</td>
</tr>
<tr>
<td>Creative Problem Solver</td>
<td>Provides cadence</td>
</tr>
<tr>
<td>Grower and a builder</td>
<td>Results oriented</td>
</tr>
<tr>
<td></td>
<td>Executes the plan</td>
</tr>
</tbody>
</table>
What’s your stance?

**Product Disposition Canvas**

- **Strategic Visionary**
  - **Big Picture Thinker** - What is the art of the possible?

- **Visionary**
  - **Idea Validator** - What is our riskiest assumption?

- **Tactical Implementer**
  - **Mission Advancer** - What is the MVE?
  - **Data Driver** - Are we delivering the right outcomes?

- **Strategic Implementer**

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A product story generator for every situation.
Personas – Product Coach

Product Disposition Canvas

- **Product Canvas**
  - Strategic
    - What is your perspective of the product?
    - What is your product stance?
    - What are your personal product qualities?
  - Visionary
  - Tactical

- **Business Goals-OKRs**
  - Implementer

- **CJM**
  - A product story generator for every situation

- **Market/ user Research**
  - Backlog Prioritisation

- **Story Mapping**
  - User Story Writing

- **Product Roadmap**

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Personas - Product Manager

Product Disposition Canvas

- Vision Statement
- Strategic Themes
- Market/user Research
- Product Roadmap
- Backlog Prioritisation
- Design Storms
- Empathy Mapping
- User Story Writing
- Service Blueprint
- Journey Mapping
- Opportunity Solution Trees
- Story Mapping
- Experimentation

A product story generator for every situation.
Personas—Outcome Delivery Coach

Product Disposition Canvas

- Frame the problem
- Business Model Canvas
- Strategy Maps
- Options Array
- Value chain analysis
- Motivation maps
- Value Stream Mapping
- Data intelligence
- Shadow Users
- Impact trackers
- Canary Launch
- Feature Toggles
- Dark Launch
- Beta Launch
- Fake door
- Wizard of Oz
- Hypothesis
- Hypothesis
- What is your perspective of the product?
- What are you trying to achieve?
- What are your personal product qualities?

Mobius Navigator

- Why & Who
- Options
- Create
- Measure & Learn
- Adopt
- Outcomes
- Explore

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