



Private Meeting Agenda

PRODUCT COUNCIL

October 8-9, 2014

Confidential: please do not share outside Council

NOTE: This agenda has been changed so it can be shared as a sample of the kinds of topics and discussions our Product Councils have.

Names and identifying company information have been removed.

Real agendas are never shared outside the individual private council meetings.



PRODUCT COUNCIL

Day 1: Tuesday October 8, 2014

Conference Room

8:00 – 8:50

Breakfast

We'll have breakfast waiting for you. Come eat with us and get a good start to our council meeting!

8:50 – 9:00

Welcome, Opening Remarks & Agenda Review

Moderator

Welcome to our fall 2014 Council meeting, and a special welcome to our new member.

Please honor this time we have together by refraining from using your mobile phone or other device during our discussions. If you need to address something urgently, please feel free to step out of the room or extend your break time.

9:00 – 9:45

Introductions (5 minutes each)

Please (re)-introduce yourselves, including:

- What is your greatest learning, based on a failure?
- Burning question(s) that you would like to have answered during the meetings.

9:45 – 10:15

Keeping Up and Creating Great Design

Led by Council Member

xx Would like to know how you are keeping up with design trends, emerging paradigms and even leading a design team to create them. It's easy to implement a design pattern once it's caught on, but do you have great ways to spot the winning trends and evaluate early on? What do you read/watch to know? Who do you look to (companies, people, blogs...)? And have you been able to set a design challenge that results in a truly new solution? If so, what's your secret?

10:15 – 10:30

Break

10:30 – 11:45

Do Your Products Exceed Expectations?

Led by Council Member

As a product manager, what follow-up questions should you be asking stakeholders while staying focused on what matters to your product? XX will address a number of key product issues, including C-level pet projects, dealing with micro-managers, pipeline prioritization, and define crisp metrics.



PRODUCT COUNCIL

Day 1: Tuesday October 8, 2014 { Continued }

11:45 - 12:30 **Product Operating Model Roundtable**

Led by Council Member

XX will lead a round table discussion around Product Operating Model delivery for large-scale initiatives. In this session, XX will ask how you orchestrate strategic initiatives and programs that go across product teams. How do you develop and coordinate with other teams while remaining Agile and deploying product to customers at the same time?

12:30 - 1:45 **Lunch and XX Gallery Tour**

XX will give us a quick tour of the XX Gallery, which celebrates creative design. The exhibits illustrate how XX customers go from idea, iteration, and prototypes to finished products.

1:45 - 3:15 **Increasing Innovation within Our Teams**

Group Discussion, Facilitated by Council Member

In our kick-off call we posed the question: how do we take our teams from good to great? Most of us have the basics covered, that is to say our teams are doing the right things. Product managers, designers, and engineers are working together. We have adopted Agile best practices; we have healthy backlogs and clear priorities, etc. Wonderful! But now what? How can we unlock the creative potential within our teams and take our products to the next level?

4:00 **Visit to XX Digital Manufacturing**

XX has arranged for us to visit digital manufacturing facility. We'll take a short walk and tour this innovative space, where the consumer team builds and tests products.

6:15 **Private Council Cocktails & Dinner**

The Slanted Door/Modern Vietnamese Cooking

1 Ferry Building #3



PRODUCT COUNCIL

Day 2: Wednesday, October 9, 2014

Autodesk, Westinghouse Conference Room

8:00 – 8:50

Breakfast

We'll have breakfast waiting for you. Come eat with us and get a good start to our council meeting!

8:50 – 9:00

Day 2 Kickoff

Moderator

9:00 – 9:45

Customer Centricity Check-In

As EVP, Product Management in his new role at, XX is responsible for broader business issues and is looking at product's role and how product should interact with different stakeholders. Regarding customers as stakeholders:

- Where are you in terms of customer centricity?
- What are your key customer metrics?
- Regarding UX, how do you balance interesting/cutting edge with what users know?
- Anything new around voice of the customer programs?

9:45 – 10:15

Leadership Roundtable: Growing yourself as a leader

We spend a lot of time talking about how we are working to help those in our organizations grow their leadership skills. Please share with the group at least one thing that you have done in the past six months to help yourself grow as a leader.

10:15 – 10:30

Break

11:00- 11:10

Tips, tricks, tools, and recommendations

Please share what you find interesting, helpful, and/or inspiring.

11:10 – 11:30

RSVP & Agenda for Spring Meetings, April 21-22, 2015, in NYC

What do you think would be interesting to talk about for the spring meetings in New York? What conversations would you like to continue and what new topics would you like to add?

11:30 – 11:45

Net Promoter Survey

Please fill out the survey: <http://www.surveymoz.com/s/fall2014>

We ask that every member fill out the net promoter feedback.



PRODUCT COUNCIL

Day 2: Wednesday, October 9, 2014 { Continued }

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| 12:00 - 12:15 | Transportation to Mission Bay Conference Center for Cross-Council Sessions |
| 12:45 - 1:45 | Lunch Buffet with all the Councils |
| 2:00 - 3:00 | Keynote: Marty Cagan
<i>Partner, Silicon Valley Product Group</i>
“Continuous Innovation” |
| 3:15 - 4:15 | Talk: Irene Au
<i>Operating Partner, Khosla Ventures</i>
“Cultivating Focus, Empathy, and Creativity for Better Product Design” |
| 4:15 | Cocktails |