



Sample Meeting Agenda

UX COUNCIL

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Expected Attendees:

VP, User Experience Design

Senior Director, UX Design

Senior Director, User Experience

Vice President of User Experience

Senior Vice President, Customer Experience

Sr. Director of User Experience

Head of Research

*Are you familiar with Collaborative Gain “Small Dinners”? They are a great opportunity to engage with members *across* the Council community between our Spring and Fall meetings. The Collaborative Gain team will handle all of the logistics, from reservation to invitations, reminders and moderation. You simply show up and have a great evening of conversation with a small group of other members. Everyone splits the check at the end of the meeting.*



Day 1: Tuesday, April 19, 2016

8:00 – 9:00

Breakfast

We'll have a hot breakfast waiting for you. Come connect with other council members over breakfast before we begin our council meeting

9:00 – 9:15

Welcome & agenda review

Council Moderator

Welcome! This is your place to get help from and give help to other user experience professionals. Over the next day and a half we will have lively conversations and presentations discussing challenges and successes we all face in helping our companies build a great user experience from the tactical to the strategic level.

9:15 – 9:45

Introductions

Paired introductions! Two members will interview each other and report back to the larger group.

Be prepared to share:

- Your current role
- Why you joined the Councils, and what you most hope to get out of your membership
- The issue you most want feedback on during this meeting

9:45 - 10:45

Best practices for UX Team Structure and Career Paths

(Member) Sr. Director of User Experience

While there are several UX teams at (Member Company), (member's) team of 55+ is by far the largest. There is no CXO, and there are no best practices inside the organization for how to structure a large and rapidly growing UX team. (Member) wants to explore best practices for UX team organization, with an eye towards growth opportunities for team members who don't want to grow into a "people manager" position.

- Where does UX "sit" in your organization? Is there a CXO?
- What are the titles & career paths? What are the growth opportunities beyond pay raises?
- How has the UX organization structure changed over time, and what have you found works (and doesn't work)?



Day 1: Tuesday, April 19, 2016 (continued)

11:00 – 11:45

Career Development: Establishing yourself as a UX thought leader

(Member) Vice President of User Experience

(Company) is embracing a more customer-centric approach, and in her new role (Member) is guiding leadership around how and when to include UX. (Member) strives to establish herself as a thought leader and strategic thinker in her limited interactions with the leadership team. However, she's challenged by the volume of work on the plate of her small and rapidly growing team. Until she fills open positions, (Member) finds herself rolling up her sleeves to personally handle things that ultimately her new hires will handle. This current need to "get things done" distracts her from thought leadership, and it also concerns her that she may be viewed as a "worker bee."

- How can she strike the right balance?
- How can she most effectively engage with her executive team to position herself as a thought leader and strategic thinker?

What can she do to help make sure UX has a seat at the table?

11:45 – 12:30

Opening channels of communication and crossing political divides

(Member) Head of Research

(Member) recently moved from the design and engineering group into a new role at (Company). As a result of this change, (Member) finds herself mired in politics and a turf war between design and marketing; she has run into a lack of resource and insight sharing between her old and her new team. The insights from one team could help the other team (and ultimately benefit the company and the customer), so (Member) would like to help build bridges between these groups.

12:30 – 1:30

Lunch



Day 1: Tuesday, April 19, 2016 (continued)

1:30 – 2:15

Shifting to system-based thinking

(Member) Senior Director UX

(Company) is in a period of significant transition, and there's a renewed focus on UX, quality, and long-term planning. However, there's also a lot of work to get done quickly...and that brings to light tension between "getting it done" and "getting it done *well*." Some are more comfortable with fast, lean, project-based approaches...pushing pixels with little sight of the big picture. (Member) is trying to shift the company towards a UX approach that begins with identifying what business opportunity to solve for and defining desired outcomes. As he steers the ship from surface project work towards systems thinking, (Member) needs help figuring out the right balance between speed & quality.

- How can he ensure his team makes dramatic improvements in a timely matter without losing sight of desired outcomes and business opportunities?
- What has worked for others as they shift towards systems-based thinking? What have others learned from mistakes?

2:15 – 3:00

Aiming for balance: “minimally viable” lean design vs. slow but safe

(Member) VP, User Experience Design

Over the last few years, (Company) has embraced lean design. This approach has worked very well for the (Company) app, in part because users opt-in & expect / accept updates. In contrast, customers resisted a significant change to the (dated) device experience they've grown familiar with over the past 8 years, and call volume soared with frustrated customers.

Some at (Company) are expressing concerns that the “minimally viable” release was not ready for prime time (pun intended); they prefer launch of a fully-developed product with 90% of future bells & whistle baked into the design. Enthusiasm for a lean approach with continual improvement may be waning.

- What's the sweet spot for “minimally viable”? How lean is *too* lean?
- What's the right balance between playing it safe and continually improving the UX?
- What have others learned trial by fire?

3:00 – 3:15

Dynamic Agenda Setting via Planning poker! Vote on additional topics to discuss today and tomorrow

Day 1: Tuesday, April 19, 2016 (continued)

3:15 – 3:30

Break in the Bently Lounge

3:30 – 4:15

Hybridizing: time for a new approach that's a blend of waterfall & agile
(Member) Senior Director, UX Design

There's agile in conferences & books, and then there's agile in the *real* world. In a heavily regulated industry like this, the reality is that legal and other approvals slow things down; a "pure" agile approach isn't feasible. After trying to be on the leading edge of agile design for years, (Company) has recognized that it's time to evolve their design approach. (Member) needs to move his team towards a hybrid approach that harnesses the speed and flexibility of agile with the strengths of slow, rigid waterfall. Their new "real world" hybrid approach to development must leave more room for stakeholders, legal, and operations...without embedding them on every team.

- What's the "real world" balance between agile & waterfall?
- What have others learned by trial, error, success & mistakes?
- How are others addressing this?

4:15 – 5:00

Flex Time / Planning Poker Topic A (Journey Mapping)

5:30

Private Council Dinner: [One Market:](#)

1 Market Street, San Francisco, CA 94105, (415) 777-5577

- <http://onemarket.com/>

Optional post-dinner activity:

Waterbar: 399 The Embarcadero,
San Francisco, California 94105, 415.284.9922

- [Bay Bridge light show](#)
- 2 minute walk from One Market



Day 2: Wednesday, April 20, 2016 (continued)

8:00 – 9:00

Breakfast

We'll have another hot breakfast for you. Come connect with other council members over breakfast before we begin our joint meeting.

9:15 – 10:45

**Joint meeting of UX Councils
Fjord Annual Trends 2016**

Fjord's Annual Trends is a report created yearly, drawn from insight and inspiration from Fjord's team of 750+ designers, developers and thought leaders. Fjord's Annual Trends 2016 focuses on emergent technology and the digital developments that Fjord expects to disrupt organizations and society in the year ahead. This trends presentation will focus on issues that Fjord expects to tackle in the coming year and the impact on design, users, organizations and society.

This session includes a 1 hour presentation and time for questions and discussion.

Contributor(s):

- *(Member) Senior Vice President, Customer Experience*
- *Nandini Nayak, Global Design Strategy Lead for Fjord, Accenture Interactive's Design and Innovation Consultancy.*

10:45 – 11:00

Break (& return to Cordova Room)

12:00 – 12:30

Meeting Close

- **Key Takeaways:** What will you take with you from this meeting?
- **Parking lot:** What would you like to address in our next meeting?
- **Net Promoter Survey.** Collaborative Gain takes the feedback seriously and acts on it.

Sample Meeting Agenda

UX COUNCIL



Day 2: Wednesday, April 20, 2016 (continued)

1:00 – 2:30

Lunch with all other councils

2:50 – 3:15

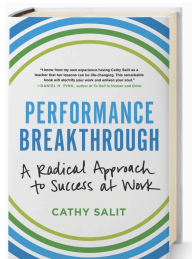
Slow Agile – Phil Terry

Phil will give a brief talk about what he calls Slow Agile and how we all - whether focused on product development, marketing, or the design of cultures and businesses as a whole - need to periodically slow down to speed up.

After introducing the concept, he will briefly explore the concept of slow – which is not just about speed but also about where attention is directed.

Great poets, artists, innovators, and leaders all share a surprising commitment that Phil will explain.

3:15 – 4:30



Performance Breakthrough: Culture, Creativity, and the Competitive Edge – Cathy Salit, Founder and CEO, Performance of a Lifetime

With the theme for the spring meetings focused on culture and the employee experience – and with the launch of our first HR and Employee Experience Council – Phil asked Cathy Salit to lead an interactive session based on her New York Times Bestselling book published early April 2016.

Cathy's work combines improvisational theatre, developmental psychology, and organizational behavior to help build or rebuild culture and employee experience for a wide range of organizations. She and her growing team have worked with oncology nurses at Johns Hopkins, Olympic athletes with the U.S. Olympic Committee, and product developers, general managers, and senior leaders at companies ranging from American Express to Twitter.

4:30 – 6:30

Cocktails and book signing in the Robertson Foyer for all members and for all Product Habits Workshop attendees and speakers. We have invited Council alums and friends to also join us for cocktails.

See you in October. In the meantime, we'll touch base in June. Stay in Touch!