



Private Meeting Agenda

COUNCIL X

Tuesday, April 19 – Wednesday, April 20, 2016

Confidential: please do not share outside Council X



COLLABORATIVE GAIN

Spring 2016: The Art and Science of Building Great Products

Day 1: Tuesday, April 19, 2016

Mission Bay Conference Center

2nd Floor

1675 Owens Street, San Francisco, CA 94158

Optional thing to participate in during the meetings:

Headshots: On Day 1, Tue April 19, we will be taking headshots in the Robertson Foyer during lunch and the afternoon break.

8:00 – 9:00

Breakfast in the Robertson Foyer

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, opening remarks & agenda review

Moderator

Robertson 2 (2nd floor)

Back in 2007 Marty Cagan said: "Product organizations need to come to terms with the fact that the product invention process is fundamentally a creative process. It is more art than science." His statement rings equally true today, almost a decade later. During this Spring session, let's explore how you, and your businesses, are cultivating and practicing the ART and SCIENCE of product invention.

9:15 – 10:15

Introductions

Draw a picture of yourself on a post-it note and use it to tell us about you. Please include:

- Name, brief overview of role & company
- Anything we need to know about this self-portrait
- Your biggest accomplishment in last 6 months
- Your #1 priority for next 6 months



COUNCIL 6

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

Mission Bay Conference Center

2nd Floor – Robertson 2

1675 Owens St #251, San Francisco, CA 94158

10:15 – 10:30

Break in the Robertson Foyer

10:30 – 11:00

Pedal to the Metal: The Path to Exponential Growth

Under [Member]'s leadership, his company reversed the business trend in '15, turning a 15% shrinkage into 10% year-over-year growth with significant improvements in the NPS. [Member] will share a couple of quick slides to demonstrate the science behind how his customer metrics have evolved and where they're headed. He'll ask for your critique of his artful plan to get to 150% growth in '16.

11:00 – 11:30

Humble Leadership at Work

We'll take a moment at the start of our session to hear from two new members to our group who are stepping up their leadership roles at established businesses, in the face of distinct and complex business challenges. Both companies have restructured and are rebounding from changes in leadership and strategy. [Members] will provide a bit more context and sow some seeds for your help.

11:30 – 11:45

Round Robin: How do you articulate your business vision?

All members contribute

Share your internal rallying cry, the "North Star" phrase you use to fire up and inspire creativity and innovation in your team (even if in the absence of clear KPIs)? If you don't have one, should you?



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11:45 – 12:30

The Marketing Conundrum

The tension between marketing and product is something we all feel, and when it comes to business decisions regarding sourcing and distribution, marketing often makes the final call. [Member] sees this issue from the perspective of internal product development as well as go-to-market sales strategies. He'd like to know how other Council members are empowering product teams to influence marketing.

Related Questions:

- Member 1: How does Product and Marketing (and/or Product Marketing) work well together in your orgs, tactically speaking?
- Member 2: What am I missing by not having a product marketing team?
- Member 3: How are others ramping and scaling product marketing?
- Member 4: How do you sell disruptive technology?

12:30 – 1:30

Lunch

Robertson Foyer. Feel free to eat in our meeting room, in Robertson 1 or on the outdoor patio.

1:30 – 2:00

Planting Seeds

[Company] is leveraging its success in the XXX space to bring new kinds of products to new markets. They have identified 3 initiatives: partnering with incubators, partnering with studios and productizing capabilities. [Member] would like to know your thoughts about how to organize this vs the existing BUs and functions, find the right/best partners, and manage / measure these initiatives.



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

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2:00 – 2:30

The Cutover Moment

[Member] continues to artfully lead his team to deliver on its operational goals. Now he's ready to devote a greater portion of his time to developing longer-horizon, bigger impact products that grow digital's overall contribution to the company. There's no shortage of creativity or opportunity, but also no template and few guarantees. [Member]'s question is one that Member 5 and Member 6 have also voiced: is there a crystal clear cutover moment, like when a founder hires a COO?

2:30 – 3:00

Round Table: Tools for Team Building

In response to the conversation during our Kickoff call, let's share our collective wisdom on the tactics and tools to help foster team alignment, specifically:

The Executive Team – *requested by Member 7*

The Product Team – *requested by Member 8*

New Talent (to build WOW experiences) – *requested by Member 9*

Mission-based/Cross-Functional Teams – *requested by Member 10*

3:00 – 3:30

Break in the Robertson Foyer

3:30 – 4:15

BREAKOUT GROUPS

Group One: CEO Roundtable

Group Two: Product Leadership



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4:15 – 4:45

Data Gap: Mobile Engagement

With so much of our businesses now dependent on mobile consumption, how well do we truly understand our mobile users and their interaction with our products? The leadership at [Company] looked deeply into this issue and highlighted some big gaps in current capabilities. [Member] will share the latest research and tee up a discussion about the future of customer analytics.

4:45 – 5:00

Tips & Tools

What's inspiring you? Share your latest finds (books, apps, blogs, etc.).

5:00

Meetings end, Head to private council dinner

Pick-up Topics (aka Parking Lot)

- Launching new products in new markets (globally)
- Increasing the level of customer contact, specifically B2B
- Moving to a functional to BU structure
- What is the right level of interaction with the Exec Team
- Future Tech: what's on the horizon
- A/B Testing in Mobile
- How do you select new technologies
- PM practices (prioritization, partnering with engineering, strategy (creating & sharing)
- Design Sprints



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8:00 – 9:00

Breakfast in the Robertson Foyer

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

9:00 – 9:15

Welcome

Moderator

Dates for Next Meetings – Date & Location

Wed October 5 - Thu October 6, 2016, NYC

Let's lock them in our calendars and RSVP right now!

9:15 – 10:15

Entering the Land of Big Data

We all know that traditional segmentation is inherently flawed, but to prove the point, we'll quickly take this [Washington Post quiz](#). [Member], fresh from the finish line of the Boston Marathon (!), will update us on [Company's] latest achievements and kick off a conversation about how AI can be leveraged to give recommendations at the N=1 level.

10:15 – 10:30

Break

10:30 – 11:15

First Impressions: Re-envisioning Consumer Onboarding

[Member] has been re-envisioning the customer onboarding process at [Company]. She will share highlights from a teardown of their first-time user experience and analysis of in-product usage data. She'll ask how you are using customers data to identify the biggest value drivers, how you drive users to "value" activities, and what KPIs you use to measure improvements.

As [Company]'s subscription business takes off, [Member] would like your advice on how to leverage the onboarding experience to extend consumer engagement into [Company]'s other products / solutions.



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11:15 – 11:45

Growing Product Leaders

Council Round-Robin

In our kickoff call and during member interviews, several of you requested discussion about growing product leaders. We'll use this time to circle around the room and share how each of us are finding, nurturing and evaluating Product talent.

11:45 – 12:15

Flex Time / Topic Pick up

All members participate

12:15 – 12:25

STAYING CONNECTED

1. Sign up for Interim Check-in Calls

All members participate - Anne to provide selection of dates

These are optional mid-term calls that we are testing. In other Councils, members found value in the experience.

2. Sign up for Fall One-on-One Calls

All members participate - Anne to provide selection of dates

We will sign up for One-on-One calls now, to make scheduling easier for the Fall meeting.



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12:25 – 12:45

MEETING HIGHLIGHTS

All members participate

- *(Take a moment or two to think about this first, then...)*
What did you learn over the past day-and-a-half? What were some of the highlights?

TOPICS FOR NEXT MEETING

All members participate

- Are there topics you would like us to consider for the Fall meeting?

12:45 – 12:55

Fill out Net Promoter Survey

BJ will email you the survey - but link is here also

<http://www.surveymoz.com/s/Spring2016/>

Moderators will have backup paper surveys if the survey link doesn't work for any reason.

We want every member to fill out the net promoter feedback. As you know, the Collaborative Gain team takes the feedback seriously and acts on it.



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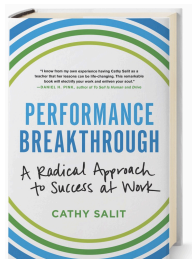
Mission Bay Conference Center schedule

- | | |
|--------------------|--|
| 1:00– 2:30 | Lunch in the Fisher room on the first floor with all other councils and Product Habits Workshop attendees, coat check on the second floor at the end of the hallway in the Robertson Foyer |
| 2:30 – 2:45 | Buffer time to get people back up to Robertson on the 2nd floor from Fisher |
| 2:45 – 2:50 | <p>Welcome - Phil Terry</p> <p>365 Update – Britany Crown</p> <p>Britany will give a quick update on our increased activities throughout the year – like our small dinner program and our workshop program. She will also ask members to answer a quick poll to help us continue to improve your 365 day experience.</p> |
| 2:50 – 3:15 | <p>Slow Agile – Phil Terry</p> <p>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.</p> <p>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.</p> <p>Great poets, artists, innovators, and leaders all share a surprising commitment that Phil will explain.</p> |



COLLABORATIVE GAIN

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 – 6:00

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.

Directions on next page...



COLLABORATIVE GAIN

Venue directions: Depending on where you're coming from, **it may be easiest to take a cab.** It's also possible to get there directly via BART and UCSF shuttle or Muni. You can also drive and then park in the nearby parking garage. The venue is not well-marked. When you get onto Owens, look for the sign listing the "William J. Rutter Center". Our venue is the red building to the right of the sign, labeled the "William J. Rutter Center" and even though it's not mentioned anywhere, this is in fact the Mission Bay Conference Center.

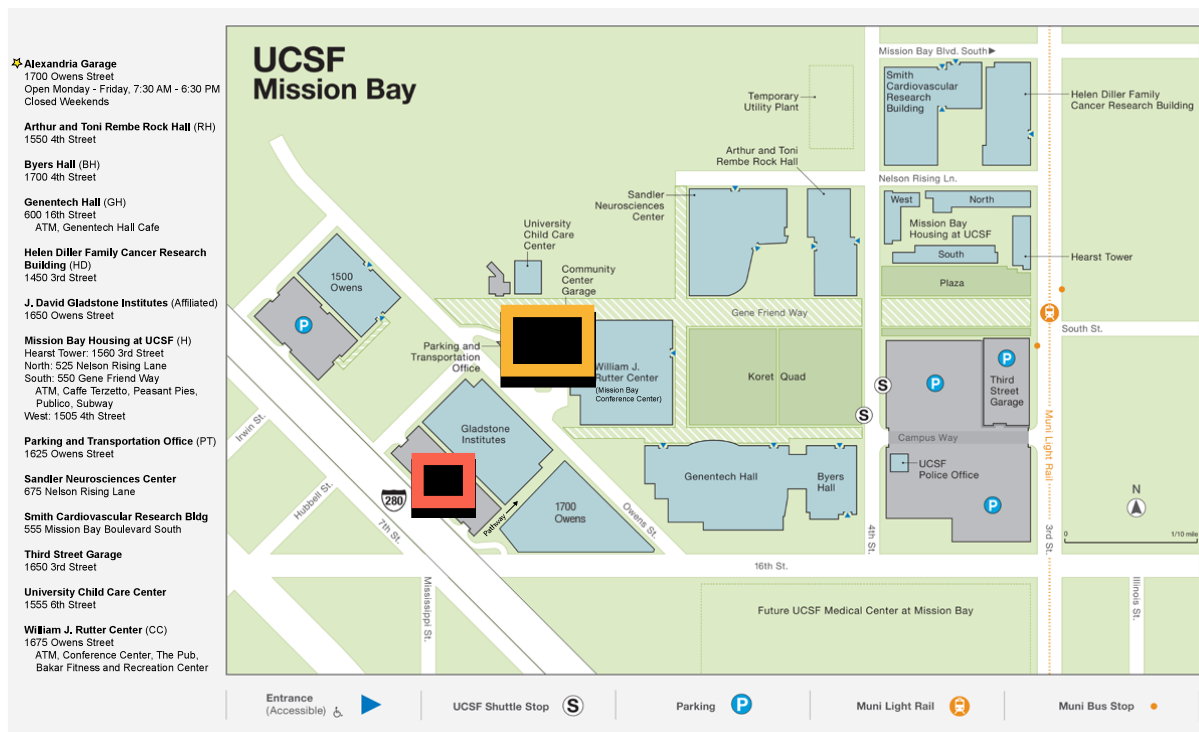


Getting there **via cab:** Tell the cab driver the street address - 1675 Owens - and if you need to be more explicit, ask for "UCSF Mission Bay," or "Mission Bay Conference Center at UCSF."

If you're **driving**, and arriving **before 6:30 pm** park in the Alexandria Garage (in the red rectangle) since it is the cheapest day rate. The Alexandria Garage closes at 6:30 pm but people who entered the garage earlier than 6:30 pm can leave since their ticket allows them to exit.



COLLABORATIVE GAIN



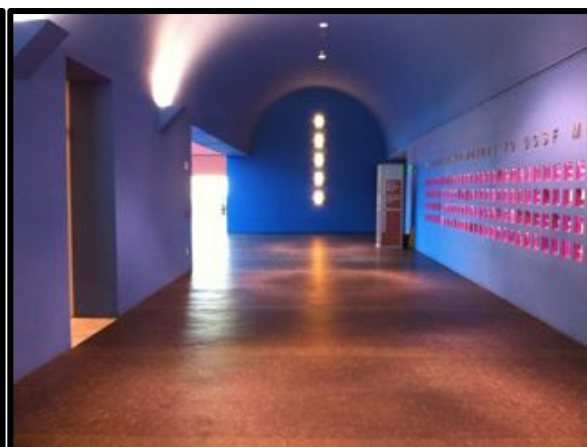
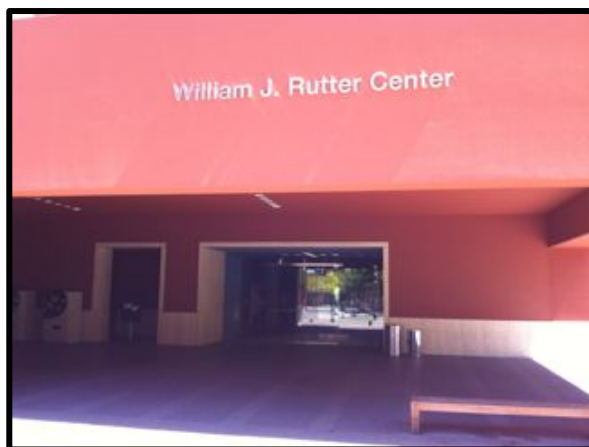
Getting there **on BART**: Take the BART to the "16th Street Mission" station. From this point, pick up the Red Line UCSF shuttle in front of the Burger King on the northeast corner of the intersection. The shuttle runs every 15 minutes. The second stop is the conference center (William J. Rutter Center/Mission Bay Conference Center). The shuttle starts at 6:02am and the last run is at 7:52pm.

Getting there **on Muni**: The T-Third Metro Line picks up at the 4th and King Street Caltrain Station, as well as the Embarcadero BART station. Get off at the UCSF Mission Bay Station on 3rd Street, across from the campus.

Once you enter, go down the long blue hallway.



COLLABORATIVE GAIN



Then when you arrive in the atrium, just beyond the giant statues is a grayish wall, where our registration table will be (see arrow).

