



Harmony in Innovation: Building Stronger Product-Tech Relationships



AGILE ON
THE BEACH



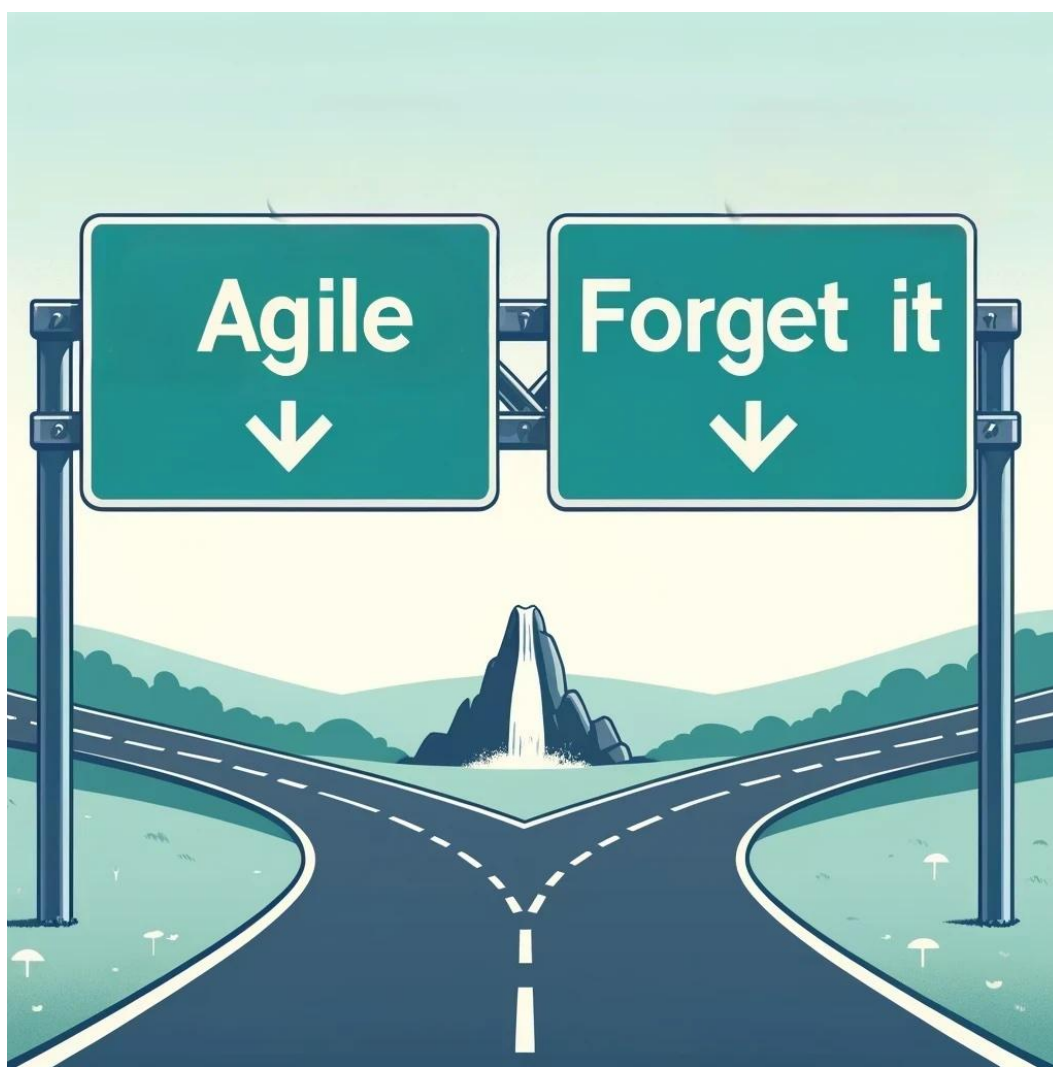


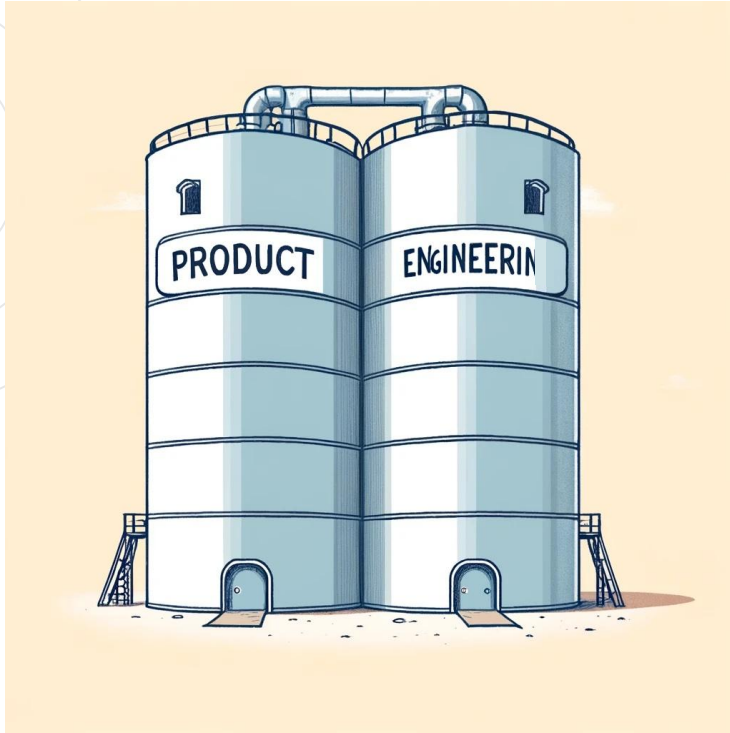
Breaking Down Silos: Iterative improvement towards product mindset



AGILE ON
THE BEACH







agile?

product mindset

agile manifesto



Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan



Improving **product mindset**

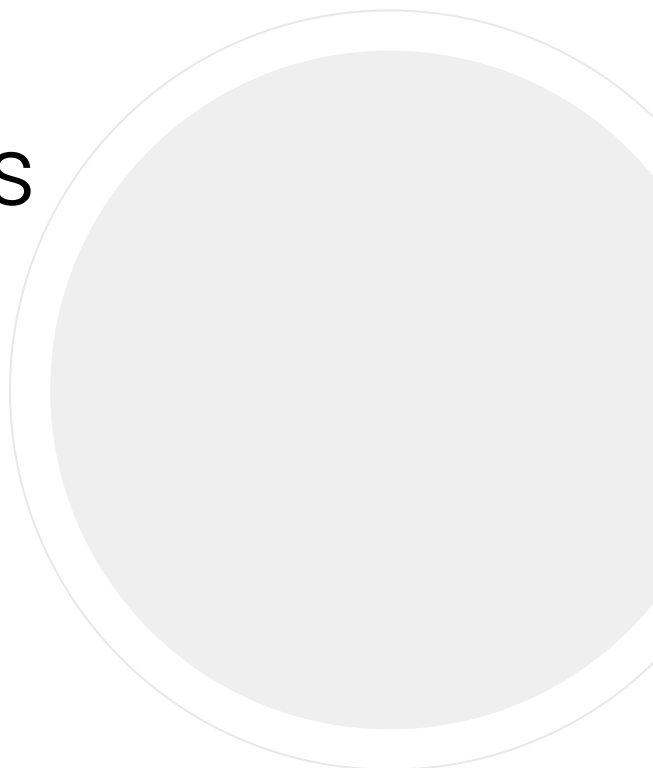
1. Assess Team Dynamics
2. Apply Targeted Strategy
3. Observe & Repeat



1. Assess Team Dynamics

With optimism & positivity,
look for **symptoms**.

Use a simple **system** to help
guide the search.





1. Assess
Team
Dynamics
Symptoms

Isolated Decision-Making

Exclusion of key cross-functional insights → strategic misalignments and technical discrepancies

Poor Engagement in Planning and Review Sessions

Communication gaps and passive participation during sessions → inadequate updates and feedback sharing

Broken Feedback Loops

User feedback and technical data are not effectively exchanged between teams → impaired iterative improvements towards product evolution

1. Assess Team Dynamics System

		FOUNDATIONAL	DEVELOPING	ESTABLISHED	ADVANCED	LEADING
People	Leadership	Defined team structure	Fosters growth focus	Empowers team ownership	Consistent team mentorship	Industry recognized culture
	Team	Norms clearly established	Versatile pull model	Sustainable product mindset	Adapts for missions	Elite industry benchmark
	Skills	Basic capabilities established	Fully equipped	Cross-trained	Versatile	Innovation
	Development	Explores resources	Applies new skills	Shares knowledge	Internal development focus	Sets learning benchmarks
Process	Framework	Framework established	Continuous optimization	Tracks dependency	metrics-driven customization	Champions DevSecOps agility
	Stories	Clear Stories	Business-focused	Emphasized fast iterations	Drives technical enablers	Seamless integration
	Backlog	Clear Backlog	Business-aligned	Value-driven prioritization	Iceberg structure	Dynamic adaptation
	OKR	Collaborative Business Understanding	OKR's foster alignment	Iterative refinement	Strategic value	Empowers transformative delivery
	Trust	Learning Roles	Aligning	Shared plans	Partnerships	Innovative collaboration
	Dependency Mitigation	Aware	Documenting	Proactive	Streamlined	Strategic
Engineering	Ownership	Basic tool access	Team-led design	You Build It You Run It	Supports business model	Autonomous delivery
	Continuous Integration	Daily	Green Build Focused	Pipeline enforces standards	Single artifact	Adaptive, instant CI
	Testing	Tests alongside code	Test build confidence	Health dashboards active	Advanced testing exploration	Bespoke, adaptive testing
	Continuous Deployment	Documented deployments	Decoupled production	Stable, predictable	Fail-forward	Flawless, rapid
	Quality	Recognized standards	Continuous refactoring	Peer-reviewed	Scalable, innovative	Resilient, adaptive
	Monitoring & Observability	Basic	Comprehensive	Real-time observability	Predictive full-stack	Autonomous AI detection
Product	Roadmap	Basic, linear	Evolving, visual	Feedback-informed iterations	Strategically adaptive	Dynamic evolution
	Customer	Identified	Defined personas	Active monitoring	Influence design	Feedback integration
	Value Proposition	Broad	Refined	Feedback-driven	Analytical	Ahead of trends
	Lifecycle Management	Occasional	Stages Defined	Systematic feedback integration	Dynamic	Proactively leads
	Discovery & Prioritization	Inconsistent	Emerging	Clear	Adaptive discovery	Predictive market adaptation

Use an existing "competency model" or come up with your own! Adjust as the team feels is appropriate.

2. Apply Targeted Strategy

1 Ask

2 Collaborate

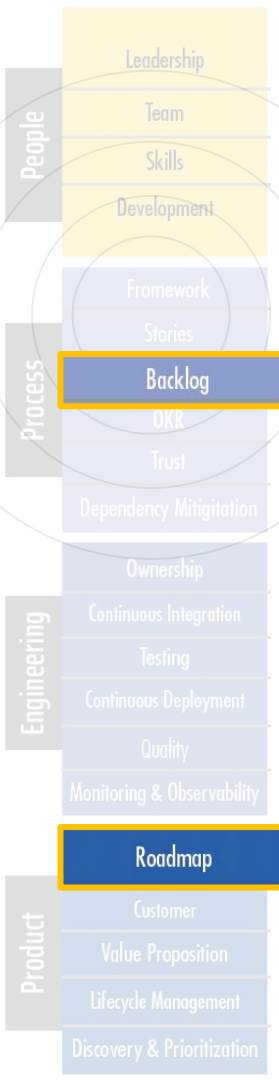
3 Change

e.g. _____

Enhance Communication
during product discovery

Create Shared Ownership
during product build

Reinvigorate Innovation
after a product launch



Enhance Communication

during Product Discovery

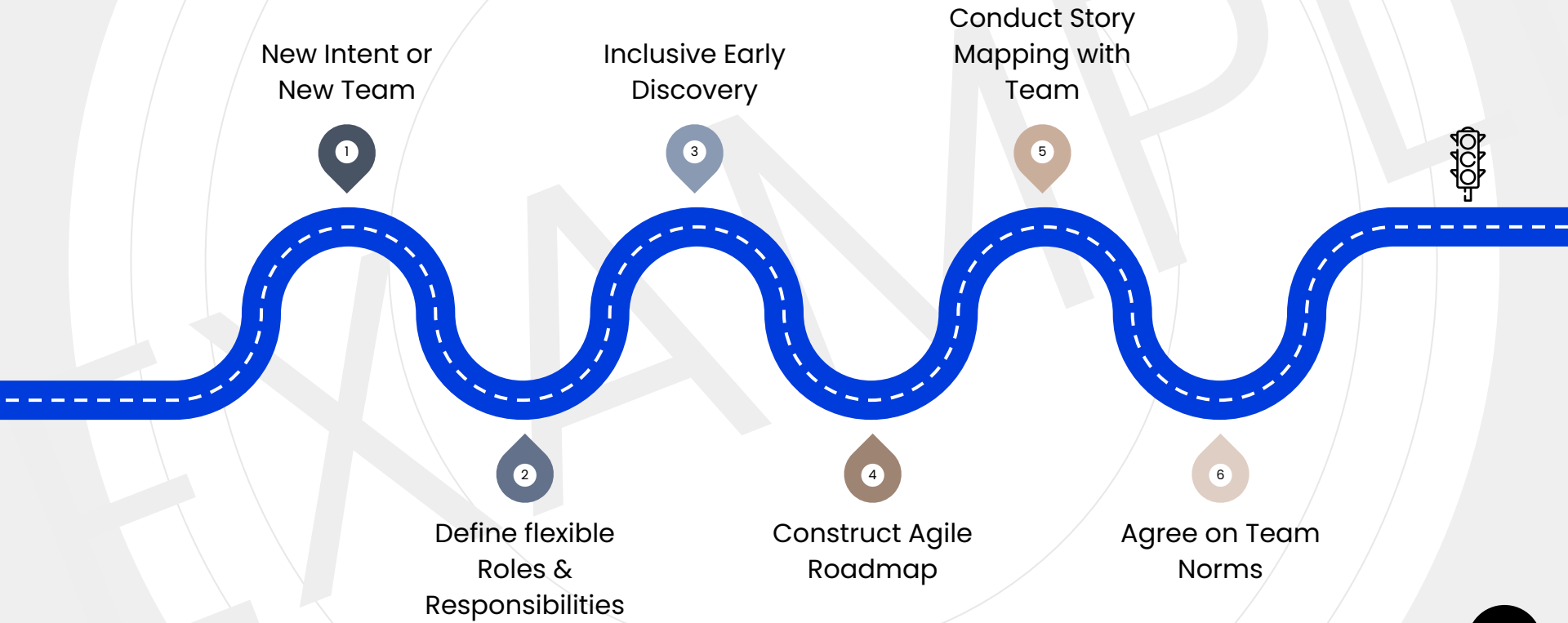
1 **Ask:** What are the communication channels?

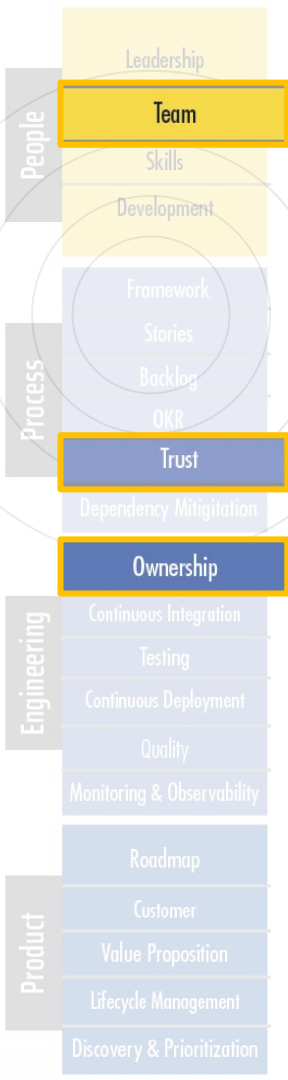
2 **Collaborate:** Map out discovery process

3 **Change:** Make discovery more inclusive

1. Assess Team Dynamics
- 2. Apply Targeted Strategy**
3. Observe & Repeat

Enhance communication: Diversify discovery





Create Shared Ownership

during product build

1. Assess Team Dynamics
- 2. Apply Targeted Strategy**
3. Observe & Repeat

1 Ask: Where does tension reside?

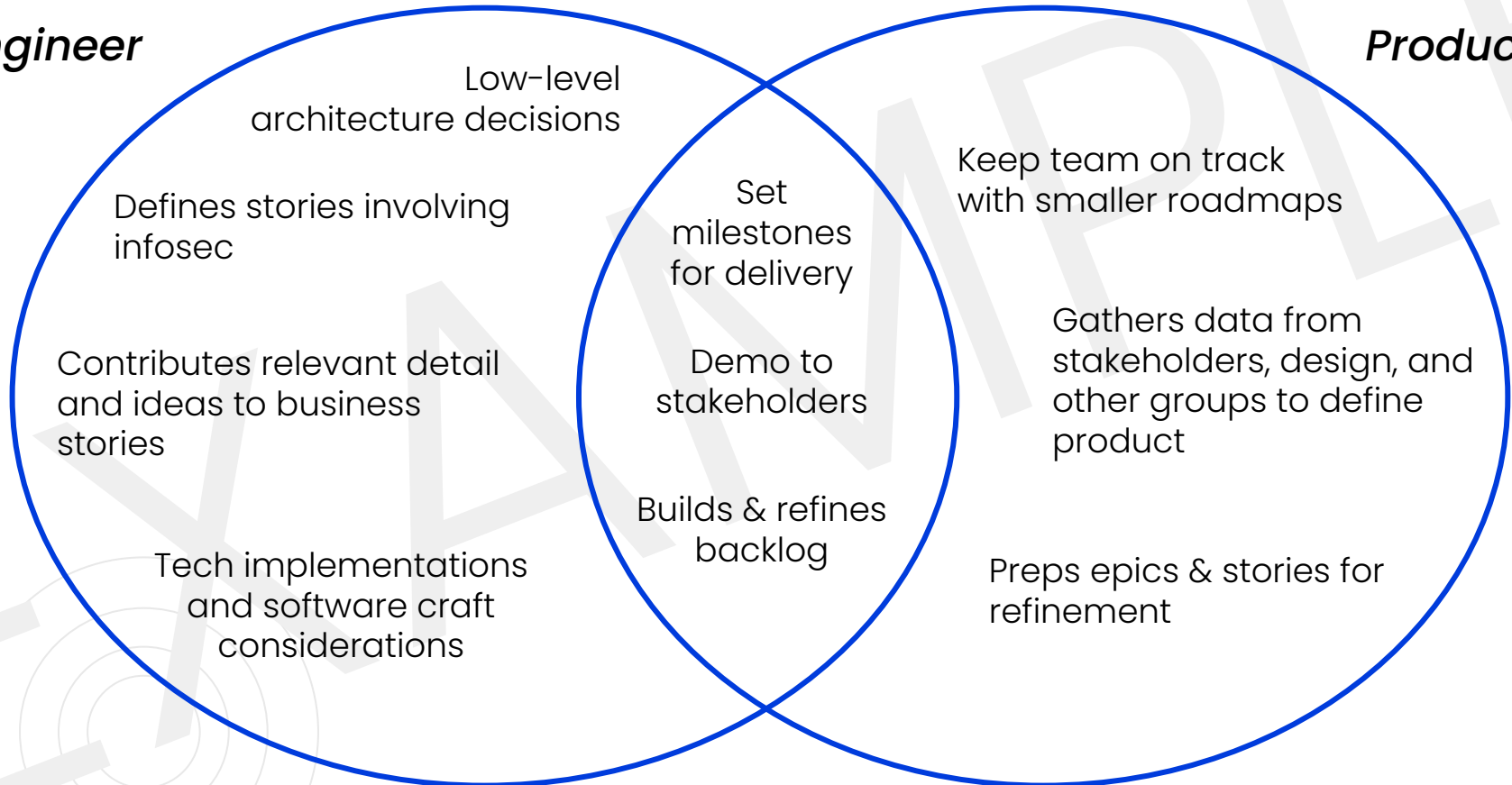
2 Collaborate: Refinement & Sprint Planning

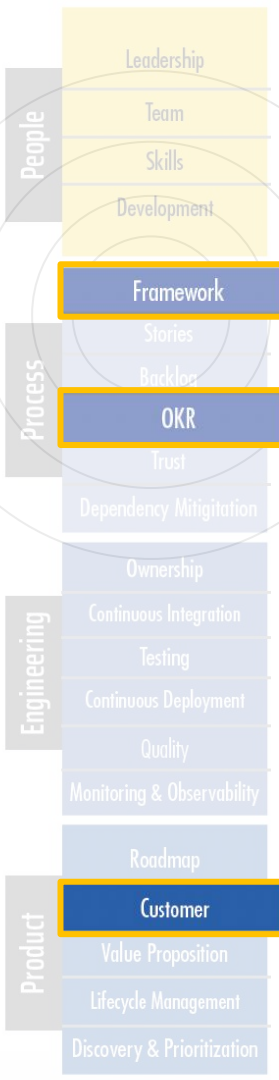
3 Change: Build flexibility into role definition

Shared Ownership: Flexible Roles

Engineer

Product





Reinvigorate Innovation

after a product launch

1. Assess Team Dynamics
- 2. Apply Targeted Strategy**
3. Observe & Repeat

1

Ask: Where do we “go through the motions?”

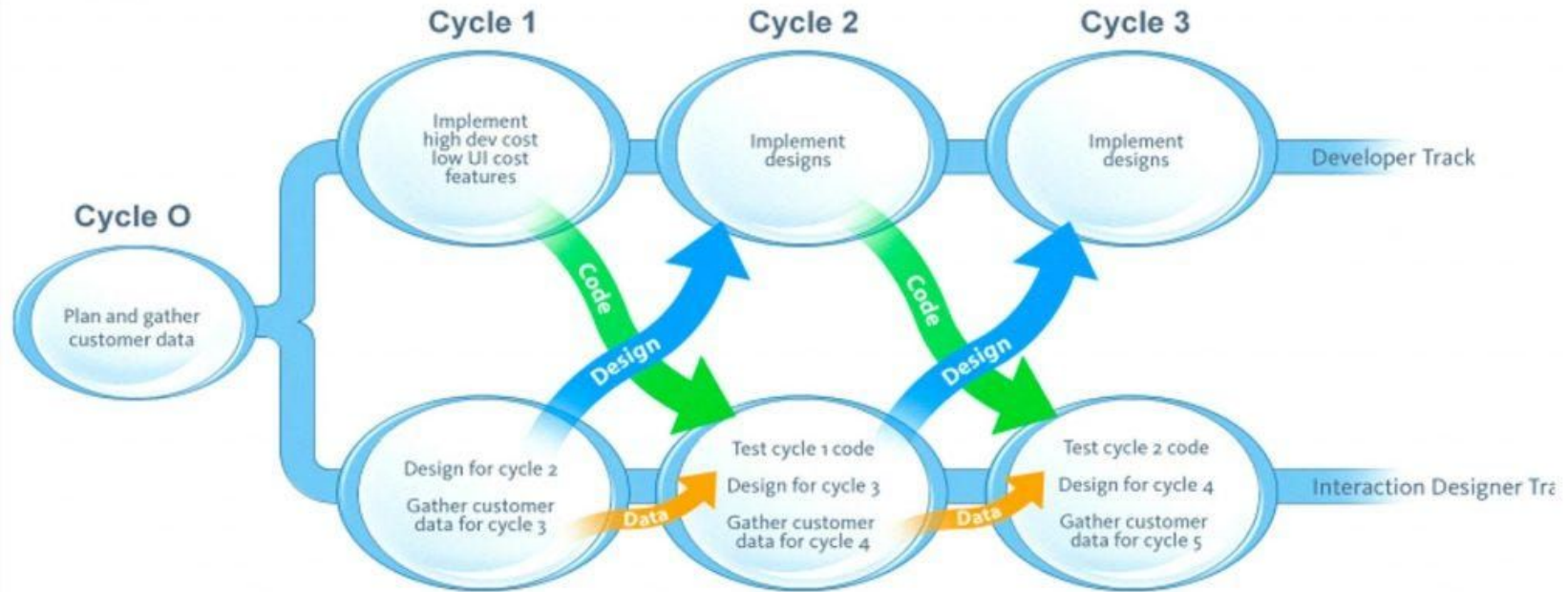
2

Collaborate: Define our next set of strategies

3

Change: Change up some aspect of your process

Reinvigorate innovation: Change the process



2. Apply Targeted Strategy

1 Ask

2 Collaborate

3 Change

e.g. _____

Enhance Communication
during Product Discovery

Create Shared Ownership
during Product build

Reinvigorate Innovation
after a product launch

Improving **product mindset**

1. Assess product mindset on the team
2. Apply targeted strategy to make small, iterative improvements

3. Observe & Repeat

Agile?

User-focused capabilities

amazon

Working
Backwards

 **ippon**
PRODUCT INNOVATION








 Google Cloud

 **DORA**
DEVOPS RESEARCH & ASSESSMENT



Our findings in 2023 reinforce our findings from 2018, where we saw that **lean product management capabilities predict software delivery performance** and organizational performance.

Effects of user-focus on...

Organizational performance		Substantial increase
Team performance		Substantial increase
Software delivery performance		Minor increase
Operational performance		Substantial increase
Decreasing Burnout		Minor increase
Job Satisfaction		Substantial increase
Productivity		Substantial increase

Sample from DORA State of DevOps Report 2023



Product Mindset Culture & Productivity



Product Mindset Inclusion



Personal
Feedback
Form



Questions?



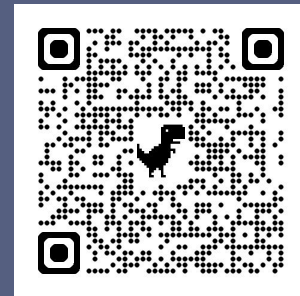
ERIN GEOGHAN

Head of Product Engineering

 egeoghan@ipponusa.com

(301) 356.0907

<https://www.linkedin.com/in/eringeoghan/>



Resources & Other Reading

Accelerate: The Science of Lean Software and DevOps: Building and Scaling High Performing Technology Organizations By Nicole Forsgren PhD, Jez Humble, Gene Kim

2023 State of DevOps Report: Culture is everything

Resilient Management by Lara Hogan

Succeeding with Agile by Mike Cohn

