

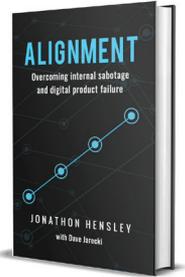
ALIGNMENT PRODUCT TEAM DISCUSSION GUIDE

Staying focused on the long-term vision while moving fast and effectively executing today requires ALIGNMENT and a strong strategic foundation.

This guide will help facilitate a deeper understanding of each person's experiences, perspectives, and insights, thereby strengthening and inspiring the team. Facilitating discussions can be transformative, and unlock the ability to deliver even better products and services.

Group Discussion Goals

- 1. Immediate:** Gain perspective from individuals across the team and organization.
- 2. Short-Term:** Build a cross-functional common language and shared understanding that supports collaboration and decision making.
- 3. Long-Term:** Increase trust across the organization, team performance, and product success.



Discussion Questions

1. Can you think of an experience in your professional career that felt particularly aligned? What made it feel aligned? (For example: Were team members more enthused than usual? Did everyone seem to be 'in the flow'?)
2. Can you think of a time in your professional career where you experienced misalignment? What were the impacts on you, the team, or the organization?
3. Have you experienced being a part of a failed initiative or product? Why did it fail? What lessons did you learn from that experience?
4. Do you have a clearly defined product vision? Does everyone on the team and across the organization have a shared understanding of the vision?
5. Is your product vision and strategy anchored to the company's mission, core values, and direction? If not, where are things misaligned?
6. What's the job of the product? What challenge(s) does it solve for customers? How does your product improve the life of customers?
7. What business challenges will the team and organization need to overcome to realize the product vision and strategy?
8. What would product failure look like (failure to you, and in the eyes of your customers)? Are there any early warning signs that you could monitor to help avoid failure and course-correct?
9. What outcomes can you prioritize today to move one step closer to your product vision of the future?
10. Are your resources, processes, and system aligned to address these challenges?
11. Do you and everyone on the team have a clearly stated outcome of your work? Is each person's role and responsibilities transparent to everyone involved?
12. How can you focus your actions and empower others across the team to make better decisions, and move faster with confidence?
13. How can you measure forward progress?
14. What can you and the team do today to build alignment?