

# Workshop Agenda

Immersion workshop to evolve your operating model.

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## Pre-workshop activities

Action: make a list of open questions you have that require answers.

1. Do you know if your product solves your customers problems? How many types of friction do your users experience when using your product or service?
2. Does your product have current user experience support cases open by your top customers?

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## Day 1 - 8:30 start

1. Breakfast, meet and greet, workshop overview, icebreaker
2. Assumptions, hypotheses, use cases

Break

3. Sales and customer engagements; who, what , why, how
4. Guest speaker

Lunch

5. Hands-on activity, synthesize info/data, build a story and pitch

Dinner @ 6:30

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## Day 2 - 9:00 start

1. Breakfast, day-1 recap, icebreaker
2. Guest speaker
3. Pitch story-telling, solution workshops how-tos with internal stakeholders

lunch

4. Solution synthesizing & prioritization, external validation prep and discovery
5. Sales and customer solution validation & prioritization
6. Turning priorities into execution & delivery

Break

7. Influencing without authority
8. Follow-up with your customers and users
9. Closing activity, remarks, post workshop actions

Evening activity + dinner @ 6:30

## Day 3 - 1:1 coaching

Scheduled 1:1 coaching for specific guidance and questions

### Is this workshop right for you?

This workshop is about commitment to your professional evolution for a powerful operating model and how you can change the interactions with your internal and external stakeholders so that you attain consistency in your achievements.

I take on new methods by learning from and watching others, then consistently test what works to obtain my desired results.

It all starts with the simple fact that customers need the right tools to run their business.

1. Do you have a clear story of who your users are, whether they are pleased with your product or service, and whether they are repeat buyers?
2. Do you have data-driven information of what should be funded on your roadmap?
3. Do you discuss the top issues with your stakeholders in context of when and how your users are getting tripped up when using your product?
4. Have you brought real data to the table to instill confidence in your stakeholders & management about what your users need, enabling them to align with and commit to your strategy?
5. Earning trust requires consistency about how you operate, if you decide to be consistent with your stakeholder teams, over time you will accumulate authentic relationships that lead to better business.

Because earning trust is an ongoing activity, do you show up so that your stakeholder teams trust you & know what to expect from your professional operating model?



### Action Task

Commit to your professional development, adopt two new habits, & practice for proficiency.