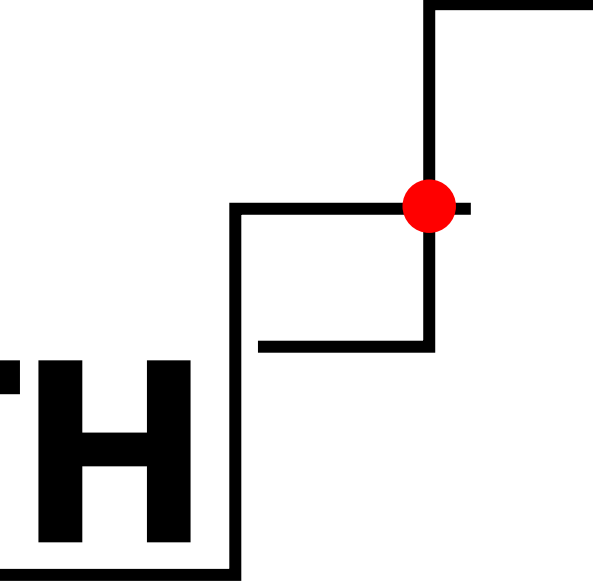


BUILD PRODUCTS FOR HYPER GROWTH



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February 2018

BUILD. MEASURE. LEARN. REPEAT.

WRITE PRESS RELEASE FIRST.

HABIT FORMING. DELIGHTFUL. MVP.

WE KNOW EVERYTHING.

CUSTOMER FOCUSED. PERSONA BASED.

A/B TESTING. HEAT MAPPING.

SWOT. USER TESTING. ITERATIVE. AGILE.

DO WE, REALLY?

**INCREASE
CONTEXTUAL
AWARENESS**

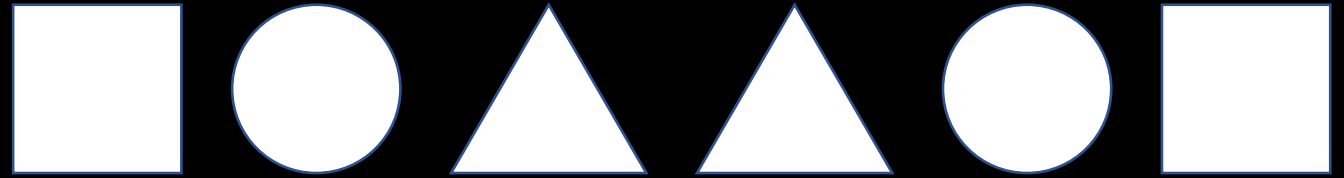
**CONNECT W/
YOUR
TEAM**

**VISUALIZE
YOUR
SUCCESS**

**EXECUTE
WITH
RIGOR**

INCREASE CONTEXUAL AWARENESS

WHAT ARE YOU?



WHERE ARE YOU?

- A. IN A MULTI-YEAR TURN AROUND
- B. LAUNCHING/SCALLING NEW IDEA
- C. PARTNERING/MERGING
- D. STAYING ALIVE

INCREASE CONTEXUAL AWARENESS

**WHAT IS EVERYONE ELSE AROUND
YOU DOING?**

**WHAT WILL HAPPEN IF YOU DID NOT
DO ANYTHING?**

**WHAT ARE THE IMPORTANT HISTORY
LESSONS?**

**WHAT ARE THE LATEST INDUSTRY
TRENDS?**

CONNECT W/ YOUR TEAM

**UNDERSTAND WHY THEY ARE WITH
YOU TODAY**

**UNDERSTAND WHERE DO THEY WANT
TO BE TOMORROW**

**UNDERSTAND THEIR TRIGGERS AND
CULTURAL BACKGROUND**

**DON'T WORK WITH ANYONE WHO YOU
CAN'T RESPECT FOR TOO LONG**

CONNECT W/ YOUR TEAM

**MAKE THE TEAM TAKE THE DECISIONS
AS A TEAM OUTSIDE WORK**

**MAKE THE TEAM SWITCH ROLES
AMONG EACH OTHER SOMETIMES**

**FOCUS ON WHAT AND NOT ON HOW
OR FROM WHERE THEY DELIVER IT**

**CELEBRATE MILESTONES. RECOGNIZE
SMALL BIG EFFORTS**

VISUALIZE YOUR SUCCESS

**DEFINE THE NUMBERS THAT DEFINE
SUCCESS**

NPS SCORE OF 10, 150% INCREASE IN
REVENUE, 200% INCREASE IN TAM

**ENSURE EVERY FRIDAY IS BETTER
THAN THE LAST FRIDAY**

SMALL MILESTONES ALLOW THE TEAM
TO KNOW THAT THEY HAD GOOD WEEK

VISUALIZE YOUR SUCCESS

**PUT PICTURES ON THE WALL WHERE
EVERYONE CAN SEE**

**NEW EXPERIENCE, FIRST CUSTOMER
LOGO/QUOTE, DATE ETC.**

**DEFINE INTERNAL SUCCESS; NOT
JUST THE EXTERNAL**

**ZERO BUG WHEN LAUNCH. AUTO
SCALING AND SLA IMPROVEMENTS**

EXECUTE WITH RIGOR

**BUILD FAST AND BREAK THINGS;
OR NOT**

**ONE WEEK SPRINTS. FOLLOWED BY
SHOW & TELL**

**DOCUMENT THINGS FOR KNOWLEDGE
SHARING; NOT FOR DEFENCE**

**TEACH YOUR TEAM TO CHALLENGE
THEMSELVES**

**EXECUTE
WITH
RIGOR.**

**ENSURE THE WHOLE TEAM HAS
ACCESS TO CUSTOMER FEEDBACK**

**BUILD FOR FUTURE; MEASURE
EVERYTHING**

**BE ABLE TO TELL A STORY WITH YOUR
PROJECT PLAN**

**BE COMFORTABLE WITH CHANGE
BASED ON WHAT YOU LEARN**

**INCREASE
CONTEXTUAL
AWARENESS.**

**CONNECT W/
YOUR
TEAM.**

**VISUALIZE
YOUR
SUCCESS.**

**EXECUTE
WITH
RIGOR.**

Q & A

THANK YOU.