WORLD PRODUCT DAY 15 MAY

CELEBRATE WITH YOUR TEAM

May 15, 2019 marks the 2nd annual World Product Day, and while we are very excited about the **90+ ProductTank gatherings** that will be taking place, World Product Day is not just about the meetups. It is a celebration of all things product, and a great day to spend some time reflecting on our craft. So whether or not you can make it out to your local meetup, we encourage you to bring World Product Day to your own team, and **unite with product people around the world!**

This isn't just for those with the title of "Product Manager" - gather up your developers, designers, marketing counterparts, and anyone you want to rally around the cause of building great products! Here are some suggestions of activities you can do with your team.

CALL A CUSTOMER

We all know we should be spending more time speaking with our customers, so what better time than World Product Day? Have each one of your team members get in touch with a customer and have a conversation. Hearing how they use your product, what goals they're trying to accomplish, and where their pain points are can help shape your product decisions going forward.

ALIGN THE TEAM AROUND THE CUSTOMER

Regardless of where you are in your product development process, taking a moment to do some basic workshops with your team can help you take a step back from the day to day and remind your team who you're serving. It can also highlight any misalignments or assumptions people have that might be hidden. You can use this guide to facilitate a simple persona workshop, but you may also consider creating a new customer journey map, empathy map, or other exercises aimed at aligning your team around the customer.

However you decide to celebrate World Product Day, we want to see it! Tweet us your pictures and stories with the hashtag, #WorldProductDay. ***Product People Unite!***

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TAKE SOME TIME TO LEARN

Put an hour in the calendar and get the team together to watch a video from some great product thinkers, then discuss as a group what that means for you and your product. *Bonus points if you provide snacks!* Some of our favourites include:

- Product Managers: Please Make Yourself Uncomfortable *by Ken Norton*
- Badass: Making Users Awesome *by Kathy Sierra*
- Roadmaps are Dead! Long Live Roadmaps! *by C. Todd Lombardo*
- Being Human in a Digital World *by Genevieve Bell*
- Don't Join the Cult *by Paul Adams*

PRACTICE RADICAL TRANSPARENCY

Host an AMA (Ask Me Anything) with your extended team, and invite them to ask you questions about your role, why things are prioritised the way they are, how you have come to decisions, what your favourite flavour of ice cream is...anything that piques their interest. This can be scary, but opening dialogue can really build trust, and provide insight into the things your team really cares about. You can even ask one of your development counterparts to help moderate to keep things on track.

CELEBRATE YOUR SUCCESSES

It can be really easy to get caught up in the day to day grind of building product, and forget all of the wins, big or small, you've had along the way. Have everyone on the team tell their proudest moment, favourite problem solved, or funniest story and enjoy celebrating what you've done. You can do this in your daily stand-up, over a team lunch, or in a dedicated session of it's own.

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THINK ABOUT YOUR PRODUCT FROM A DIFFERENT PERSPECTIVE

Petra Wille has created deck of cards with 52 questions ranging from simple to philosophical – all geared towards effective self-coaching. Gather your team together, and spend some time thinking about your product with some of the questions from that deck.

The cards are clustered into different subject areas, each denoted by a different colour. There are at least 6 questions in each subject area. Here are the categories, and some sample questions you can use on World Product Day. You can find full instructions on using these types of questions with your team on Petra's website.

- **Understand the Problem**
    - How do you make sure your user progresses and develops by using your product? (card #3)
    - For you personally, what was the biggest insight/lesson you learned about your user group?
    - How do you share this insight with your team and your stakeholders? (card #4)
- **Find a Solution**
    - What do users think the first time they see/open your product? What impression do you want them to get? (card #13)
    - What is the difference between your dream product and the product you are working on? What could be carried over here? (card #15)
- **Do Some Planning**
- **Get it Done** (Implementation)
    - How large is your backlog? What strategy do you have for clearing out your backlog? (card #23)
    - How do you explain your method of prioritising to others? (card #24)
- **Listen & Learn** (Optimisation)
- **All Forces United** (Team)
- **Grow!** (Personal)

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