

VISION

Hello

Mikal

product leader.

Mikal



Mikal

product leader.
maker / student.

Mikal

product leader.

maker / philosopher.

About a decade ago...

I decided to find a focus.

business. experience. and philosophy.

applied in the tech domain.

*That was my what I needed to define my
why.*

Why.

*I believe great products can advance
humanity.*

But that's only possible if our product teams reflect humanity.

Vision.

*Make the development of great products
more accessible to everyone.*

Today.

I'm going to share my secret grand unifying theory of great product teams.

There are only two ways to influence human behavior: you can manipulate it or you can inspire it.

Simon Sinek. Start with Why: How Great Leaders Inspire Everyone to Take Action

There are only two ways to influence human behavior: you can manipulate it or you can inspire it.

Simon Sinek. Start with Why: How Great Leaders Inspire Everyone to Take Action

There is no substitute for vision.

*There is **no** substitute for vision.*

There is no substitute for vision.

*There is no substitute for **vision.***

yep. that's it.

processes.

people.

vision.

= stuff.

why is this?

Vision is the sorting mechanism for processing an infinite set of potential actions—into a cohesive set of actions taken.

can do = infinitely random.

will do = a finite sample.

can do = infinitely random.

will do = a finite sample.

valued = the story.

vision is our story.

two components.

COMPONENT ONE.

Shared why.

COMPONENT ONE.

Shared why.

Very few people or companies can clearly articulate why they do what they do.

Simon Sinek. Start With Why.

“An indisputable purpose doesn’t help you with the hard work of creating a meaningful gathering, because it won’t help you make decisions. When the inevitable tensions arise—your purpose won’t be there to guide you.

A disputable purpose, on the other hand, [acts as] a decision filter.”

Priya Parker. The Art of Gathering

A shared why is a tool for resolving the tension between the finite and the infinite.

COMPONENT TWO.

A hypothesis of the future.

**more of X
will cause less of Y**

**What do we hypothesize to be true
about the future?**

The future is not pre-defined as a linear continuation of present trends.

Oona Strathern. A Brief History of the Future.

*The problem with the future is we
can't see it.*

what is big...

that will only get bigger?

*We have a tendency to view the game as over
when it's just getting started.*

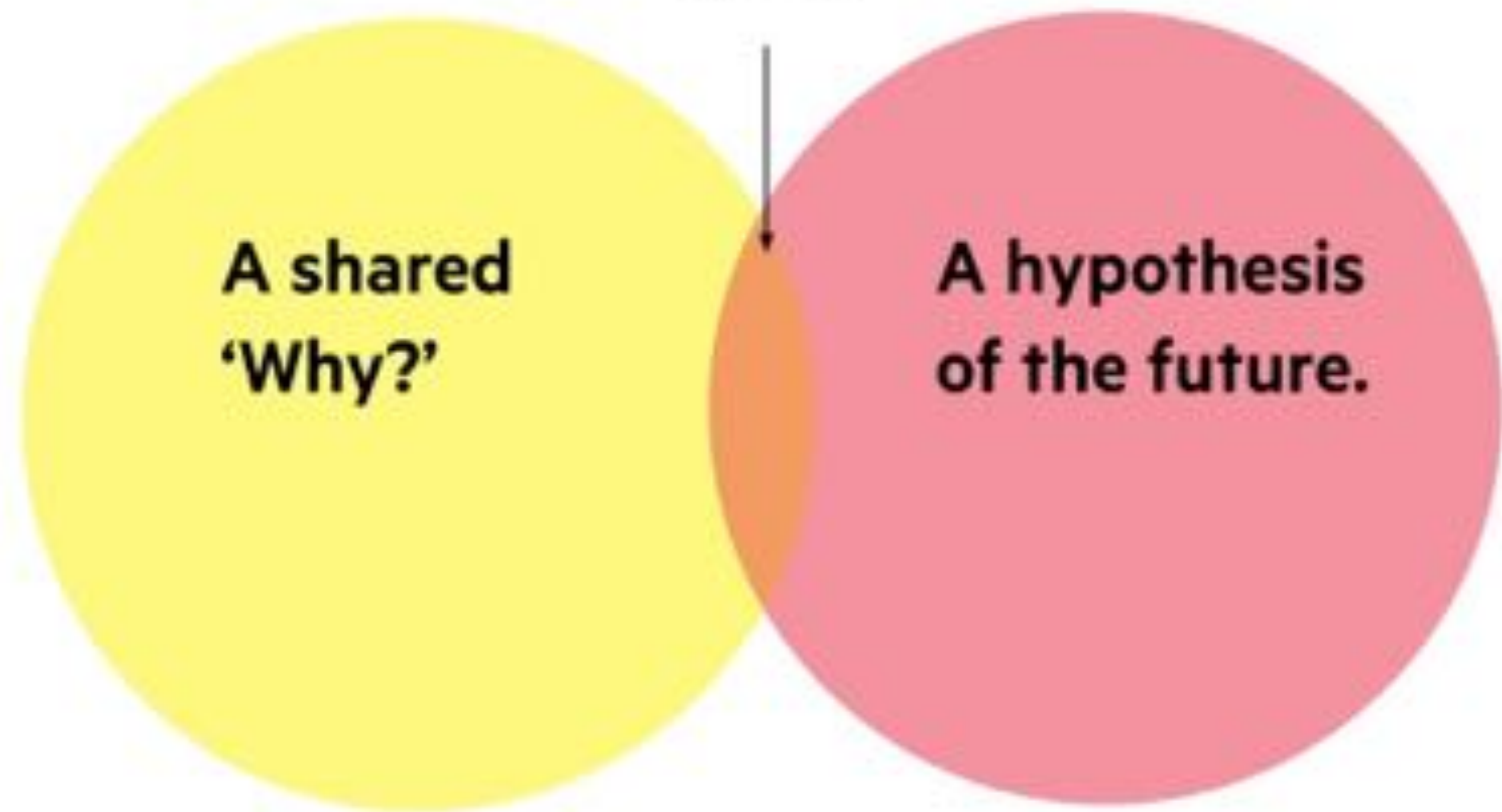
*I call this the **Gold Rush Fallacy.***

Why + H_f = Vision

Vision

**A shared
'Why?'**

**A hypothesis
of the future.**



Example

NORDSTROM

Shared why.

Help people reflect their best self everyday.

Hypothesis of the future.

Online shopping is going to make styling harder-for everyday people.

Vision

Looks is the easiest way to bring home style and curate your fashion perspective on your terms.

NORDSTROM

View this look on the Nordstrom app

699.00
25% OFF savings

Call to Buy

Womens 4444

LA Jean Straight Leg Denim
\$149.00
25% OFF savings
Free delivery and returns by mail

LA Jean Straight Leg Denim
\$149.00
25% OFF savings
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Call to Buy

25% OFF savings

ease

democratic

approachable

everyday

complexity

editorialized

authoritative

conversion

Outcome.

The most valuable online experience for Nordstrom.com

I love having a complete look at a glance! It takes the guesswork out of online shopping! Almost like Stitch Fix!

108 votes

ACTUAL CUSTOMER QUOTES

Literally give whomever made this a raise. I love it.

71 votes
(actively soliciting more)

ACTUAL CUSTOMER QUOTES

Outcome.

**The most valuable online experience for Nordstrom.
com**

Customers loved our why.

*So when you build a team or a product that
will make a contribution to humanity,*

Start with a shared why.

Develop your hypothesis of the future.

*Ship your vision.
and don't be scared.*

In memory of **August de los Reyes**
Who taught me about vision in
conversations that stay with me today.

Thank you.

Mikal