

*FIVE LESSONS
IN PRODUCT
DEVELOPMENT*

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Agenda

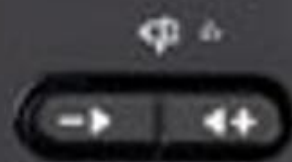
- 01 Background
- 02 Products
- 03 Lessons
- 04 What Next?

**Ahoy. I'm
Thamer and
I'm excited to
be here.**

PRODUCTS
2003-2019

CREATIVE

Zen



PORTABLE MEDIA CENTER

PORTABLE MEDIA CENTER













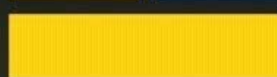


NOKIA

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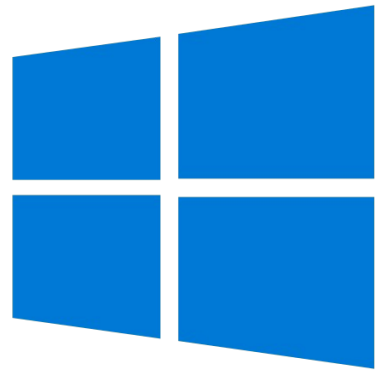
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Windows 10

LESSONS

LESSON 1

Iteration and velocity are critical.
Feedback loops are essential.

LESSON 2

Embrace the power of the collective in cross-discipline thinking. BXT.

LESSON 3

Zoom out and understand strategic context. Timing is everything.

LESSON 4

Product culture flows from the top. Know the culture.

LESSON 5

Astronauts don't necessarily
make good brain surgeons.
Also...don't trust robots.

Reading List

Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5
Iteration and velocity are critical. Feedback loops are essential.	Embrace the power of collective cross-discipline thinking. BXT.	Zoom out and understand strategic context. Timing is everything.	Product culture flows from the top. Know the culture.	Astronauts don't necessarily make good brain surgeons. Also... don't trust robots.
<ol style="list-style-type: none">1. The Lean Startup2. Rework3. The Agile Manifesto4. The DevOps Handbook5. Lean Topologies: Organizing Business and Technology Teams for Fast Flow6. Scrum7. Xtreme Programming	<ol style="list-style-type: none">1. The Laws of Simplicity2. The Innovators Dilemma3. The Brand Gap4. Building a StoryBrand5. Design for the Real World6. Make Space: How to Set the Stage for Creative Collaboration Stanford7. Stanford d.school reading list	<ol style="list-style-type: none">1. Stratechery Blog2. Asymco Blog3. Business Model Generation4. The Innovator's Dilemma5. Good to Great6. The Economics of Platforms7. Platform Ecosystems: Aligning Architecture, Governance, and Strategy	<ol style="list-style-type: none">1. The Culture Code: The Secrets of Highly Successful Groups2. The Culture Map3. The Five Dysfunctions of a Team: A Leadership Fable4. Start with Why5. Pre-suasion6. Soft Skills: The Software Developer's Life Manual7. Potluck Culture	<ol style="list-style-type: none">1. Thinking in Bets2. Domain-Driven Design3. Ego is the Enemy4. The Art of Thinking Clearly5. Human Compatible6. The Age of Surveillance Capitalism7. The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma

5 Lessons in Product Development

Lesson 1

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Lesson 2

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Lesson 3

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Lesson 4

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Lesson 5

Astronauts don't necessarily make good brain surgeons. Also... don't trust robots.

***WHAT
NEXT?***

Thank you

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