

Action Guide

349: How product managers can and should become innovation choreographers

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Application Questions

1. Does your organization struggle to create impactful innovation that matters? Why is that?
2. Describe an “everyone needs to get a pony” situation where you were creating a complex solution to meet the needs of multiple people. What challenges did you face and how did you overcome them?
3. How would thinking of yourself as an innovation choreographer change how you work?



Actions to Take

What to Do Now

- Adopt the mindset of reimagining an entire system rather than improving one piece at a time.
- Develop your storytelling skills by practicing storytelling in your conversations, meetings, and presentations.

What to Do Soon

- If you know your industry is headed for disruption, find natural allies and share the story of the problem and the vision of the future.
- Find a vertical slice of people in your organization who share your vision for creating organizational change and begin working on a new slice of the system.