

Action Guide

443: Product wisdom from an innovation veteran

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Application Questions

1. What tools or processes do you use to understand what customers want and need?
2. Have you ever felt afraid of a leader or of asking questions? Have you ever thought that people felt afraid of you? What did you do about it?
3. How does your team set a vision?



Actions to Take

What to Do Now

- Spend time with customers understanding their needs.
- Nurture the dissenting voice. Answer hard questions and listen to people who challenge your ideas.

What to Do Soon

- Always provide engineering a prioritized list of product features.
- Meet with colleagues during lunch to learn from them and allow them to learn from you.