

Couples Therapy

for product & tech



Couples Therapy

for product & tech



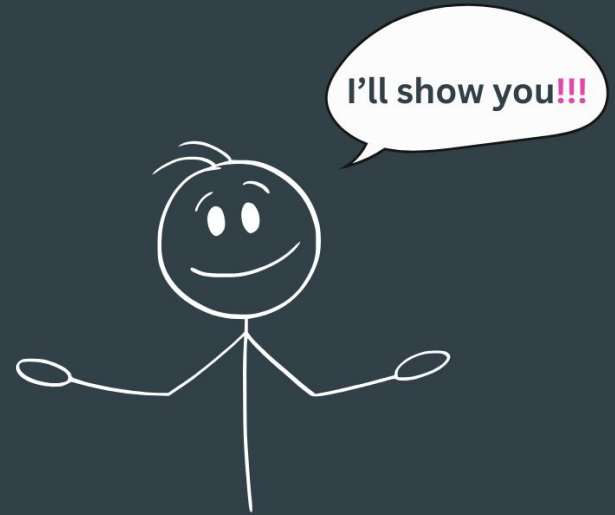
Why is a product person talking to a room full of tech people about the value of the product and tech relationship?

After my first job I was
recommended into every
project/role/job
by a tech person.



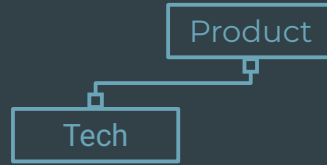
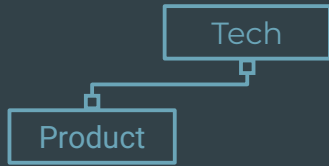
Tech let me in

Arms
wide open



Build the right thing

Build things right



two
companies



We are in a relationship!

Let's make 
it a
good one



1st dates

Exploring each others
values & life plans



Brains in sync

The sum
is greater
than its parts



Build the right thing
WHAT?

Build it right
HOW?



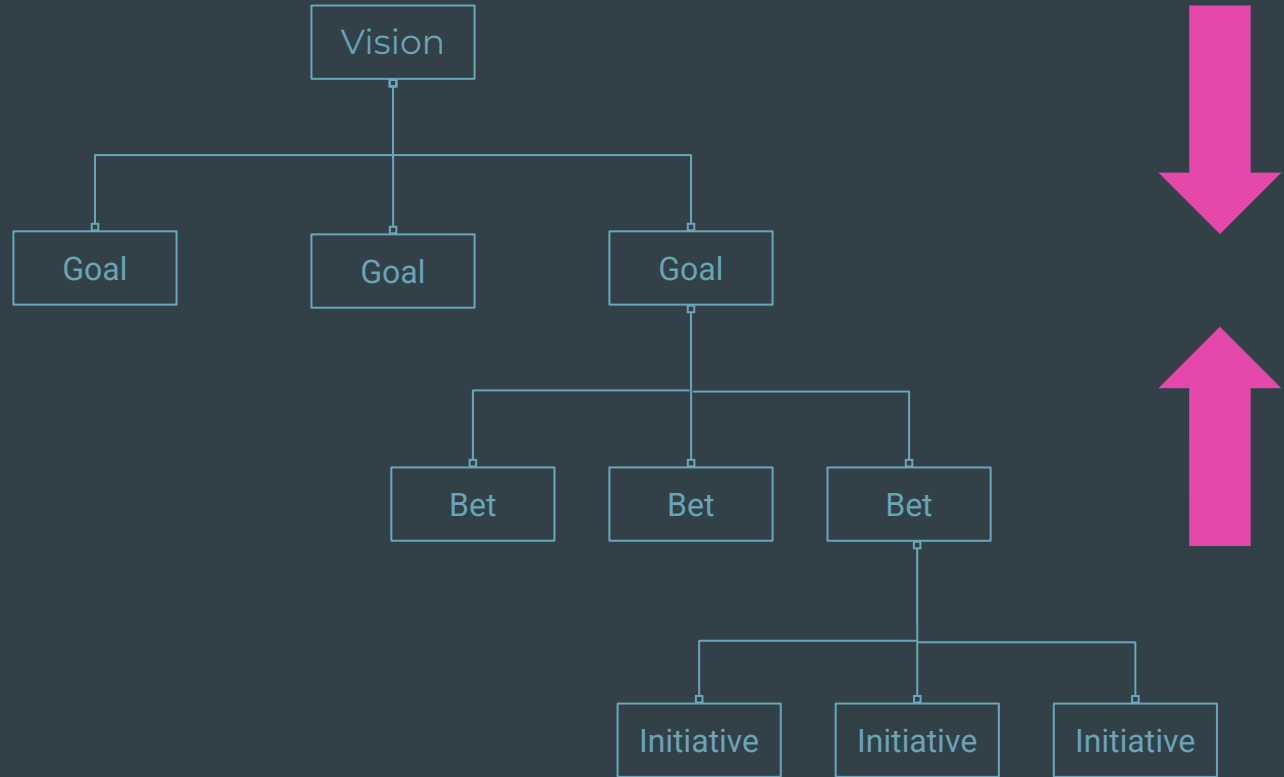
The WHAT

All roads lead to Rome -
how far away are we?



Lean

Value
Tree



Principles

My favorite example:

Decisions are being
made where the experts
are



Let's discuss that on a meta level

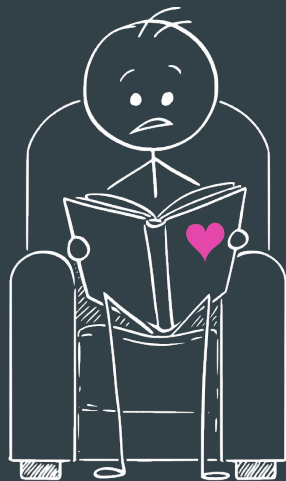
How do we want to do
this?



Storytelling

Story is how our brain makes sense of things.

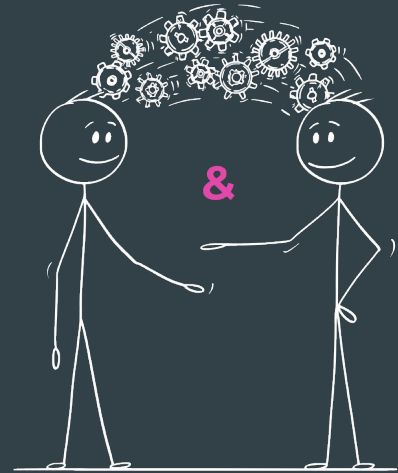
We needed to collaborate to survive. Therefore we had to imagine future invisible outcomes and make them shareable



Pairing

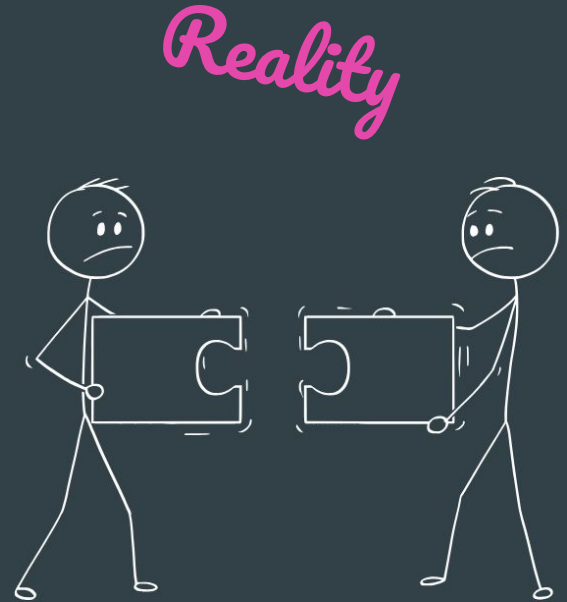
During development we pair to think through complex problems, find the best possible solution, share knowledge and enhance quality.

In product/tech leadership this works to. And you automatically practise the story.



2nd phase of a relationship

Theory
meets Reality



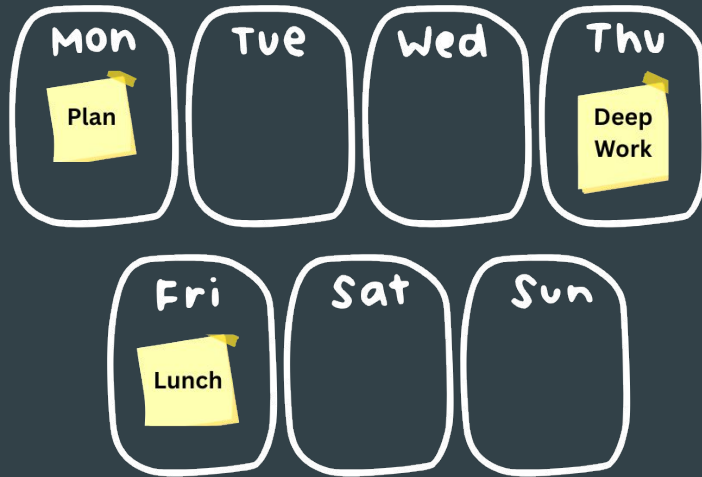
Date night

Keeping things fresh

Creating space together



Put it in the calendar

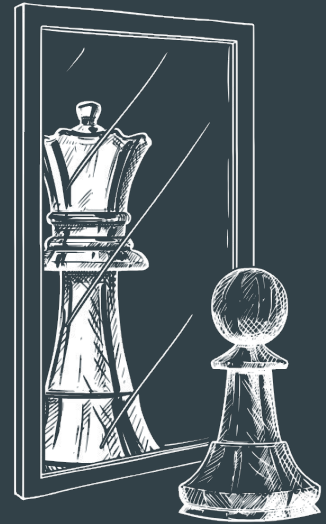


The small moments
matter
too



My favorite format

The Escalation
Retro



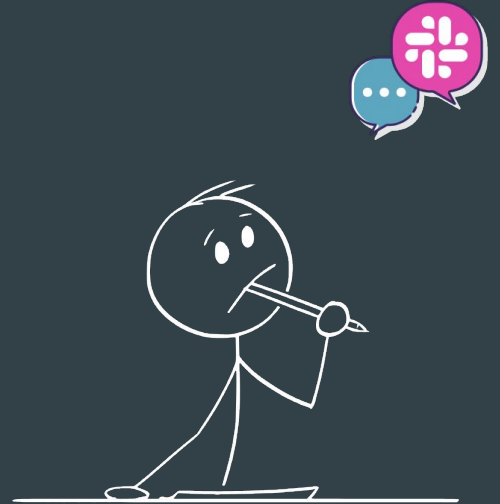
Kyudo

A story about
leadership alignment



Asynchronous

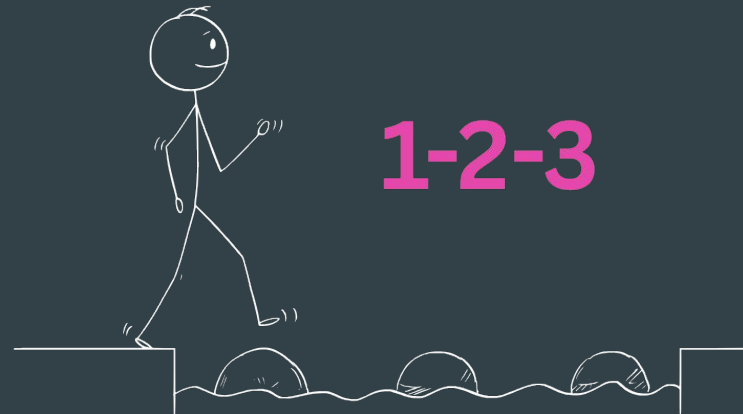
FTW



Steps

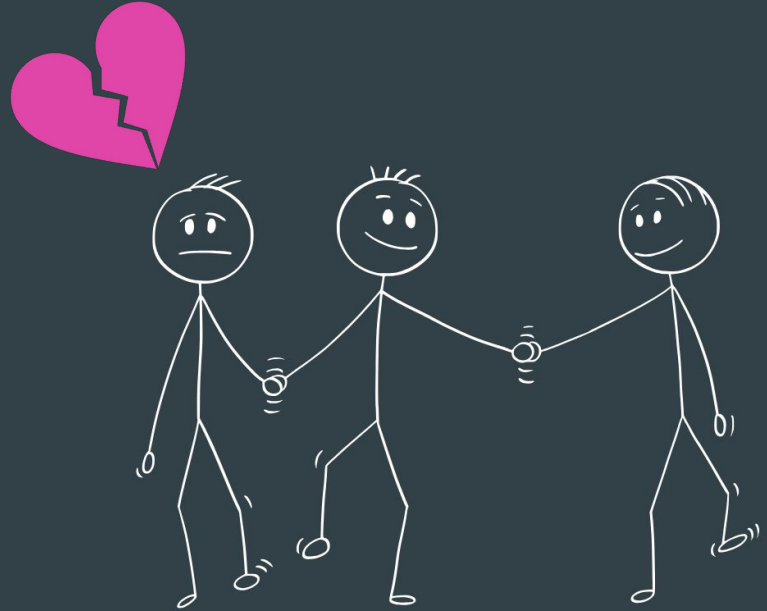
for a
great relationship aka brain synchronicity

1. Make space for it
2. Create a common base
3. Continuously inspect & adapt
4. Make space for it



AI

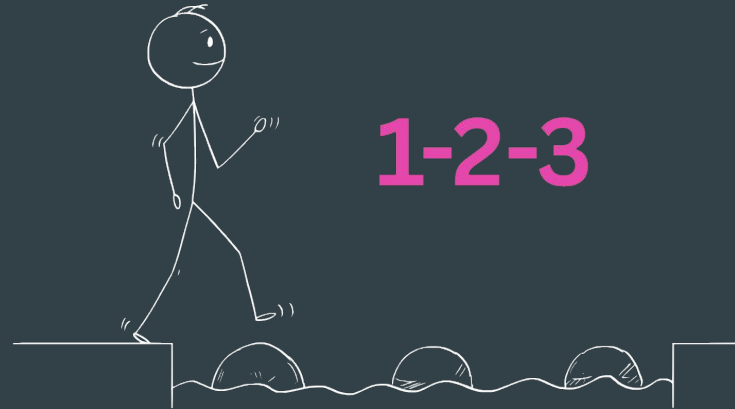
The unexpected guest



Steps

you know by now

1. Make space for it
2. Create a common base
3. Continuously inspect & adapt
4. Make space for it



The End



All images created in Canva with and without AI