

Leading the Leaders

Workshop+Coach+Share

You're at the top of your company's product organisation. You may be a CPO, VP or Head of Product and you manage a team of product leaders. More than any other product leadership role, your ability to inspire, influence and bring people together will be tested. You are accountable for the impact your products have on both customers and the business and your individual contribution isn't enough. You need to grow and nurture a product culture and an amazing team of aligned leaders.

In this Workshop+Coach+Share series you will join me, Andrew Tokeley, Product Leadership Coach, and a small group of your peers. I'll share my insights from over 20 years of product and technical leadership and management, including tonnes of practical advice and concepts you can take back to the office and put into practice straight away.

Key topics we'll cover include

- **Product Strategy** - what makes a good product strategy and why you can't do your job without it
- **Scaling Product Teams** - how to scale from one big team of smart people to multiple, motivated, self directed, product teams.
- **Hiring Product Leaders** - improve your interview chops, find the gems and build a killer leadership team
- **Product Culture** - what it is, why it's important and how you can grow it
- **Engaging with non-Product Leaders** - learn to talk in the language of your board or other senior members of your company, communicating what's important, even if it's not always what they're asking for

Goal

My goal is to help you build and nurture a product organisation that creates the most impact possible for your products. I also want the people you meet on the course to enrich your network, for you to share your experiences with them and to learn from the lessons of others.

Audience

As I've said, you're at the top of the product organisation (CPO, VP/Head of Product) and already, or are about to, manage a team of product leaders (PO, PM styles). You aren't in the weeds, you're thinking big, thinking forward and want to increase the impact of your leadership.

Format

We're going to do things a little different! This is no attend-and-forget workshop, this one's got some follow through!

- **Workshop** - a 4 hour interactive workshop packed with practical advice, tools and techniques to help you become a more impactful leader. At the end of the workshop you will choose one or more aspect of the workshop to incorporate into your work
- **Coach** - a 1.5 hour individual coaching session with me to support you with your chosen activity and/or anything else on your mind
- **Share** - a 2 hour facilitated workshop where we re-group, share progress on activities and compare experiences.

I intentionally keep numbers small, less than 6, to create the space for everyone to share their thoughts and explore each of your worlds.

Cost

\$1800 + GST, per person, for 6 hours of workshops and 1.5 hours of personal coaching.

Interested?

If this sounds like it's something for you please complete this [Registration of Interest Form](#) and I'll be in touch ASAP.