

HELLO

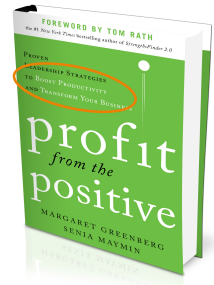
SVPMA
Silicon Valley Product Management Association

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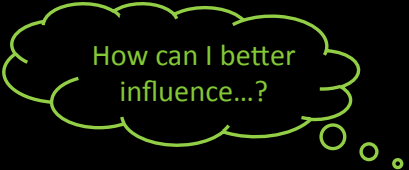
3 TOOLS
TO IMMEDIATELY
INCREASE YOUR
PRODUCTIVITY



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1. How to influence better?
2. How to better align everyone moving in same direction?
3. Spend more time in strategy?

BEST PRACTICES AND TOOLS

#1 

Setting goals...

400 88 40,000

Locke & Latham, 2006

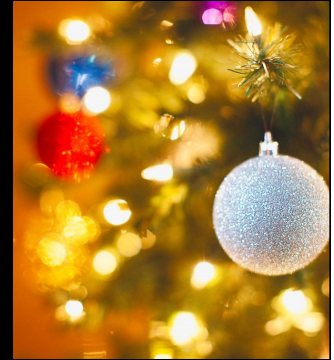
- ✓ If-Then Plans
- ✓ FRE
- ✓ Trick Yourself

By December 27

WHEN
WHERE

32% vs. 71%

Gollwitzer, 1993



#2

As the central axle,
how can I get
everyone aligned...?

- ✓ If-Then Plans
- ✓ FRE
- ✓ Trick Yourself

FRE
FREQUENT
RECOGNITION &
ENCOURAGEMENT

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Get
the
~~MOST~~

Bring
out the
BEST

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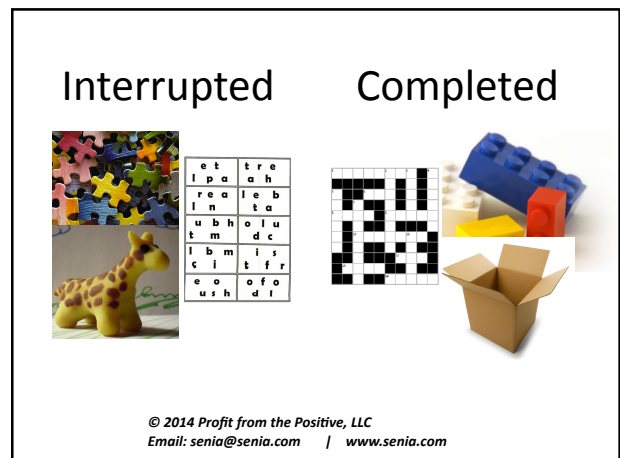
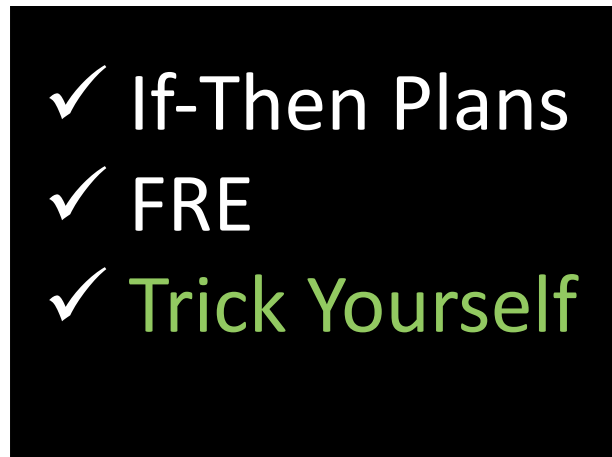
“Using recognition is the best way to build a high-energy, fun **culture** and reinforce the **behaviors that drive results**. ... Why be selfish on the one thing that matters most to people?”

David C. Novak
Chairman/CEO/President of
Yum! Brands

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#3

How can I spend
more time in strategy
... when pulled by
tactical needs?



Interrupted



e	t	t	r	e
l	p	a	a	h
r	e	a	i	e
l	n	t	a	
u	b	h	o	i
t	m	d	c	
l	b	m	i	s
c	l	t	f	r
e	o	o	f	o
u	s	h	d	i

90%

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If-Then



FRE

TRICK YOURSELF
into getting started



**EMAIL ME NOW TO GET
THE FULL SLIDE DECK**

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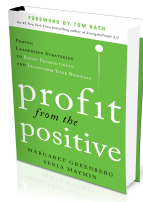
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Thank you!



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