

# How Designers Can Be Effective Product Leaders

# Anthony Daniel II

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**Week**

**1**

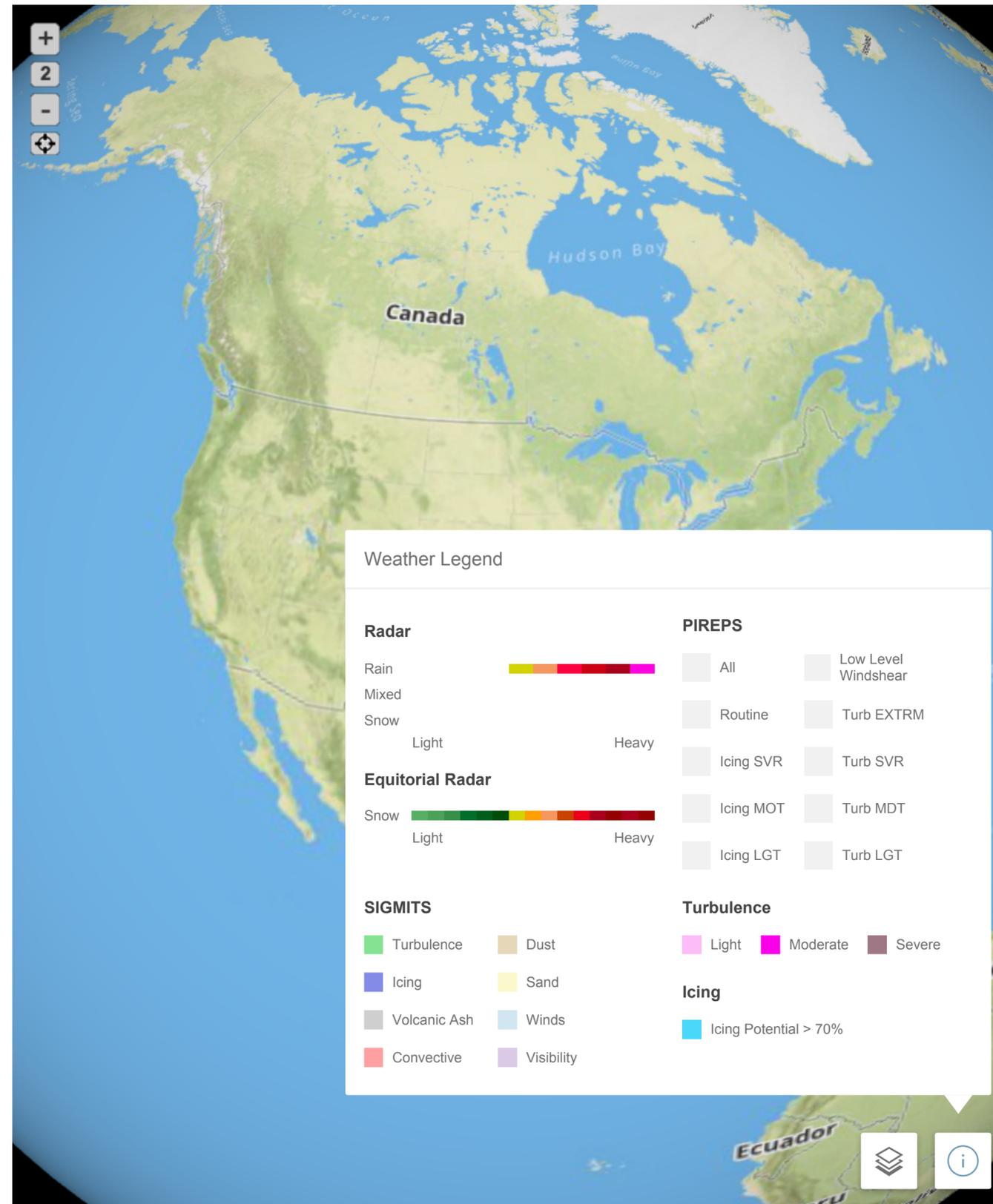
**Day**

**3**

**Due**

**Fri**

Make this look better...

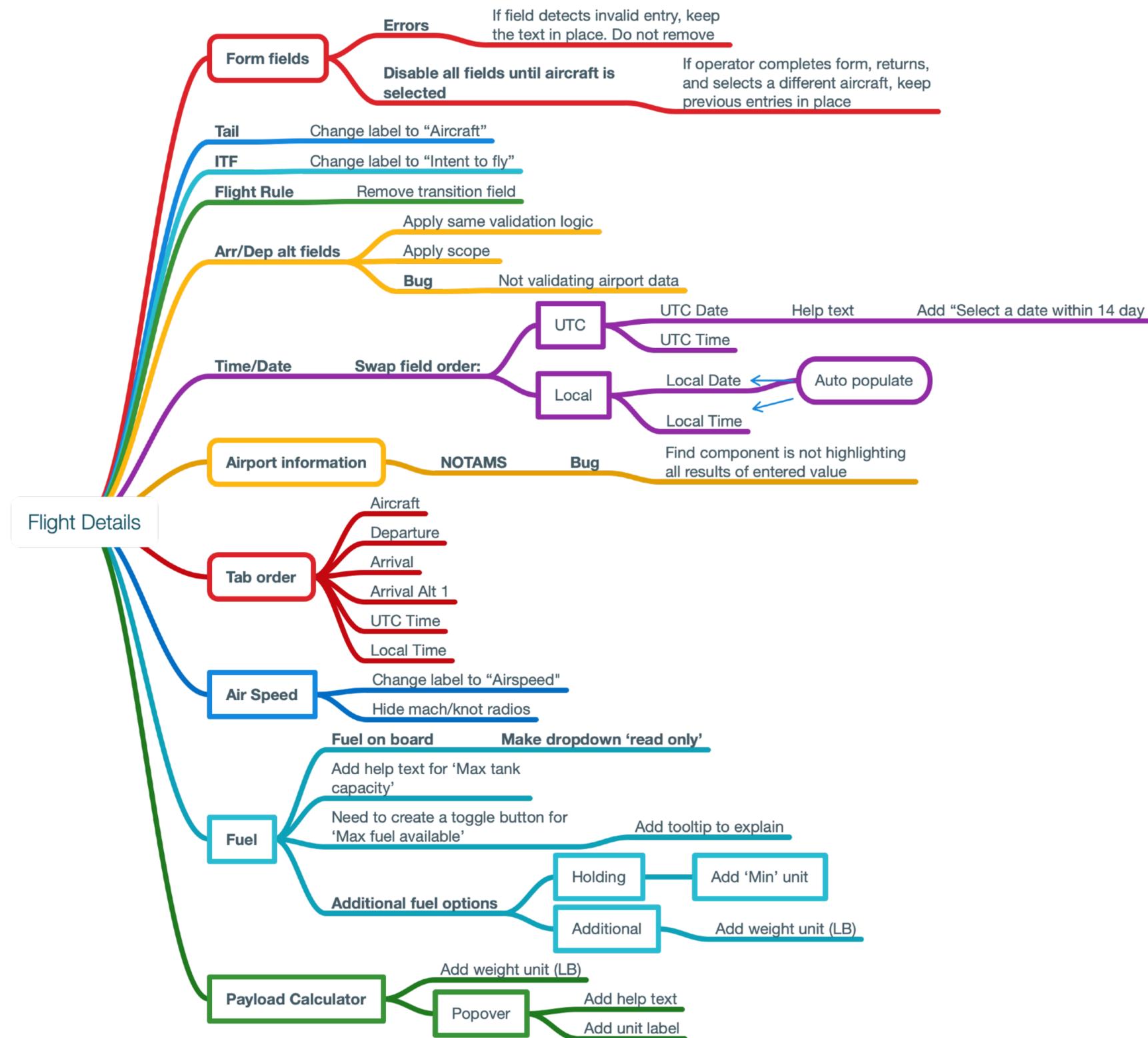


Me: "Okay!"



# Attempting to solution

With little context.



**Product leadership requires a vision.**

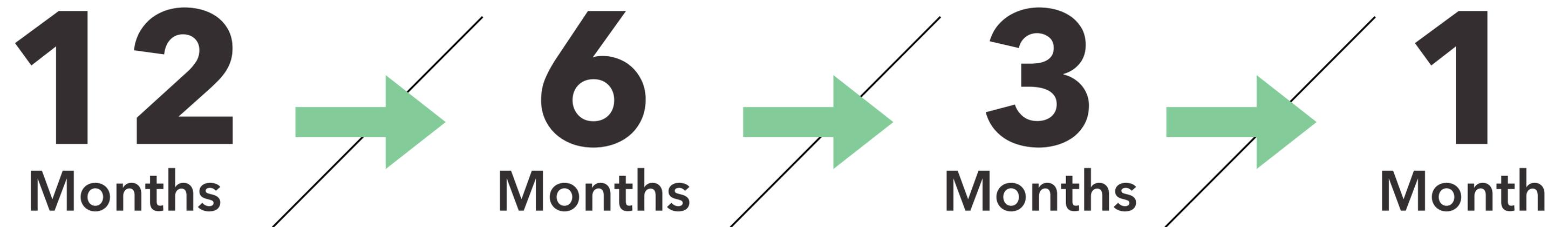
—  
Have the vision

**Why are we building this?**

**Why is it important?**

**What does success look like?**

—  
Align to the product roadmap



**Immerse yourself.**

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## Immerse yourself

**Read**

**Find a mentor**

**Watch videos**

**Sit with customers**

**Use the product**

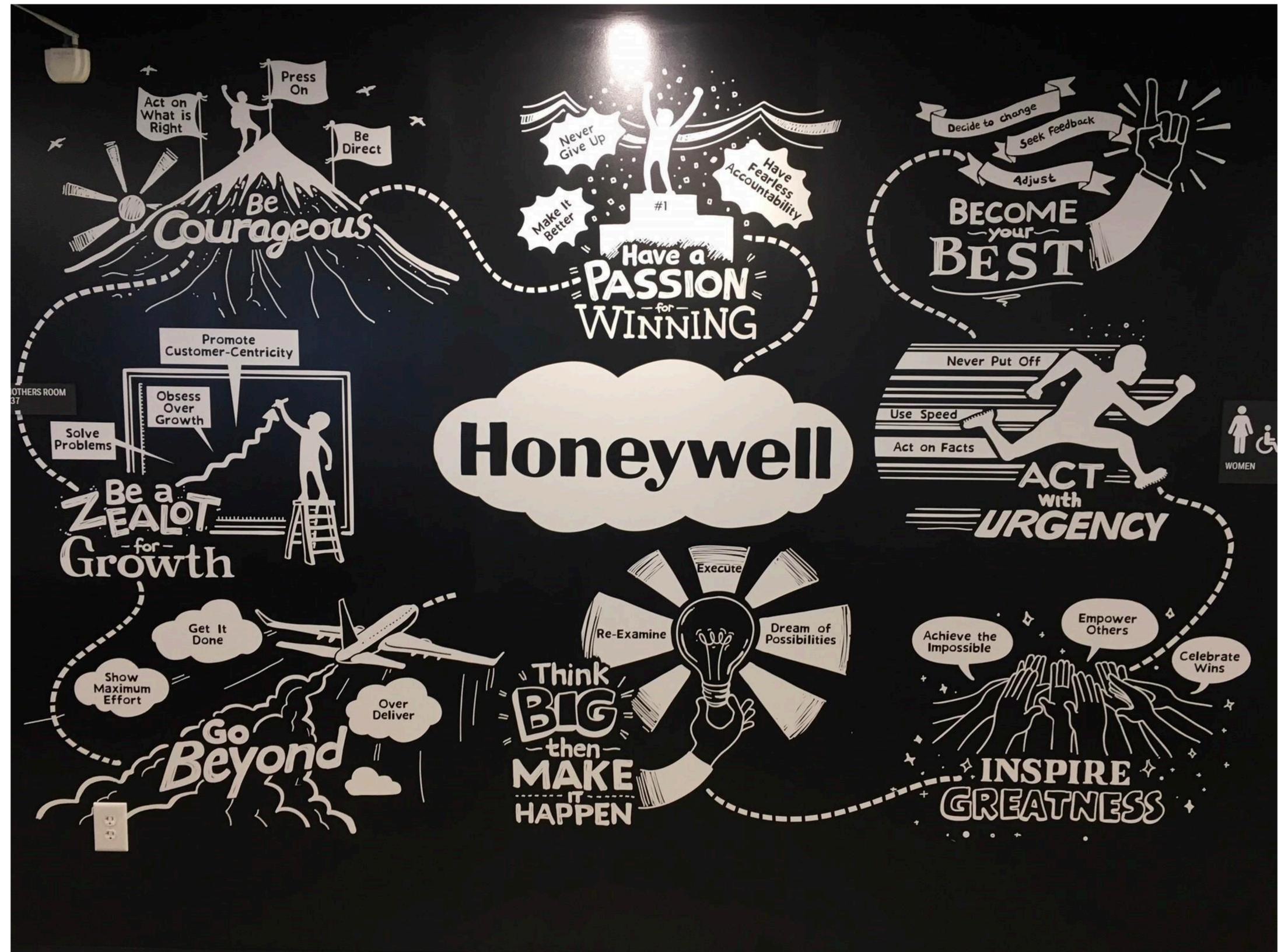
**Study competitors**

**Look outside the industry**

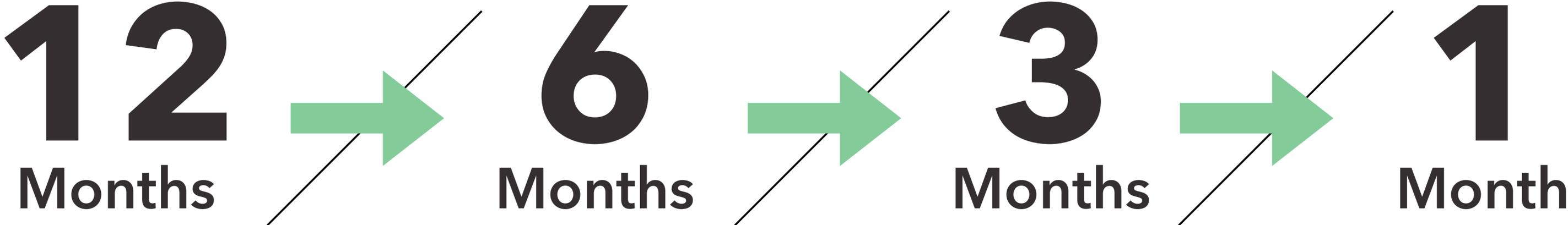
**Find training**

**Understand how you are evaluated.**

## 8 Behaviors at Honeywell



—  
Define your personal roadmap





**Communicate to empower.**

**Speak their language**

**Stakeholders**

**Teammates**

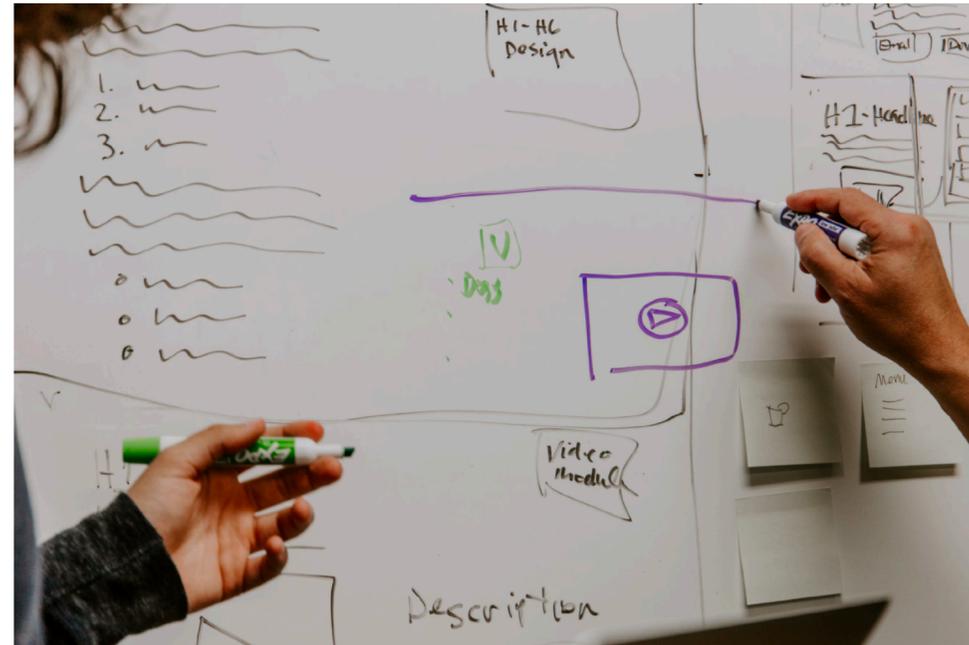
**Customers**

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# Communicate design



**Involve your developers early**



**Influence through lo-fi sketches**



**Write acceptance criteria**

—  
Be inclusive

**We will be successful if...**

**Have guiding principles.**

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## My F.A.R.E. principles

### **Frictionless**

Did we reduce difficulty to help the customer reach their goal?

### **Assistive**

Are we deeply learning to provide predictive suggestions?

### **Relevant**

Is the design/data contextual and unique to the customer?

### **Empowering**

Did we create a self-service platform for our customers?

**Get the product to market.**

—  
Get the product to market

**Prioritize enablers**

**backlog is not a checklist**

**Customer releases over sprints**



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