

The Thing About Autonomous Teams – Graham Paterson – CPO, Catapult

Highlight from #pmf19 – Product Management Festival 2019

Graham started off by saying:

“It is impossible for a company to win without autonomous product teams”

I agree ?

All Product value can be boiled down to

All product value can be boiled down to:



Understanding users problems

X



Solving those problems

Understanding user's problems * Solving those problems.
If you don't have users yet, focus on that problem 1st ?

2 examples.

The Thing About Autonomous Teams – G...

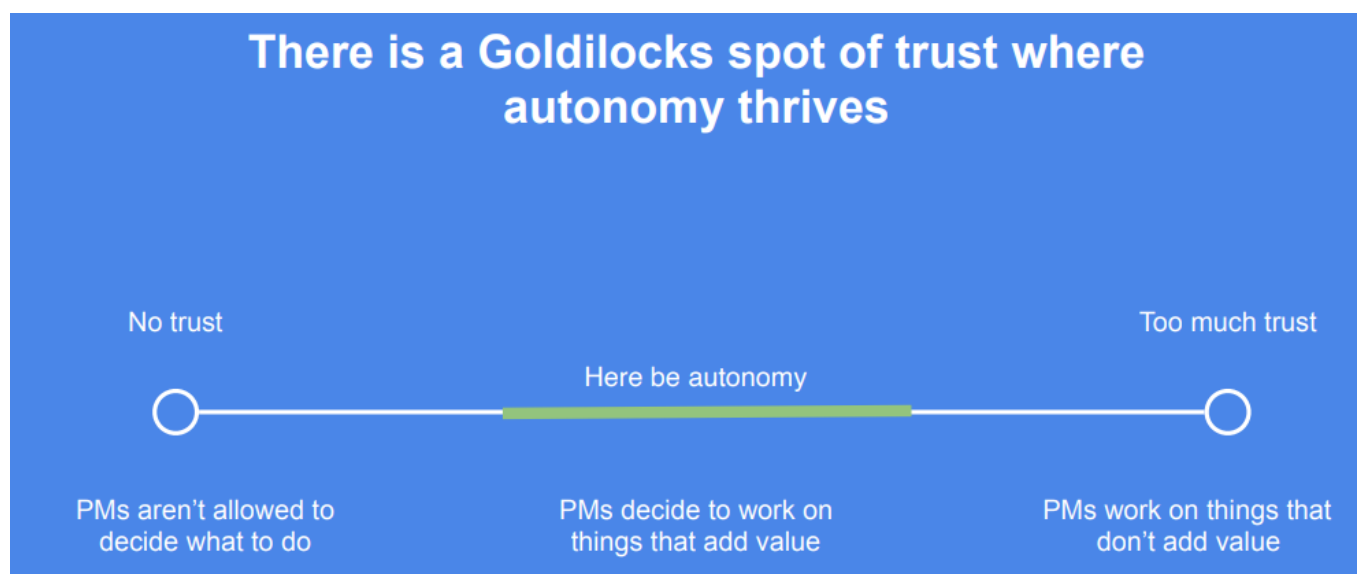
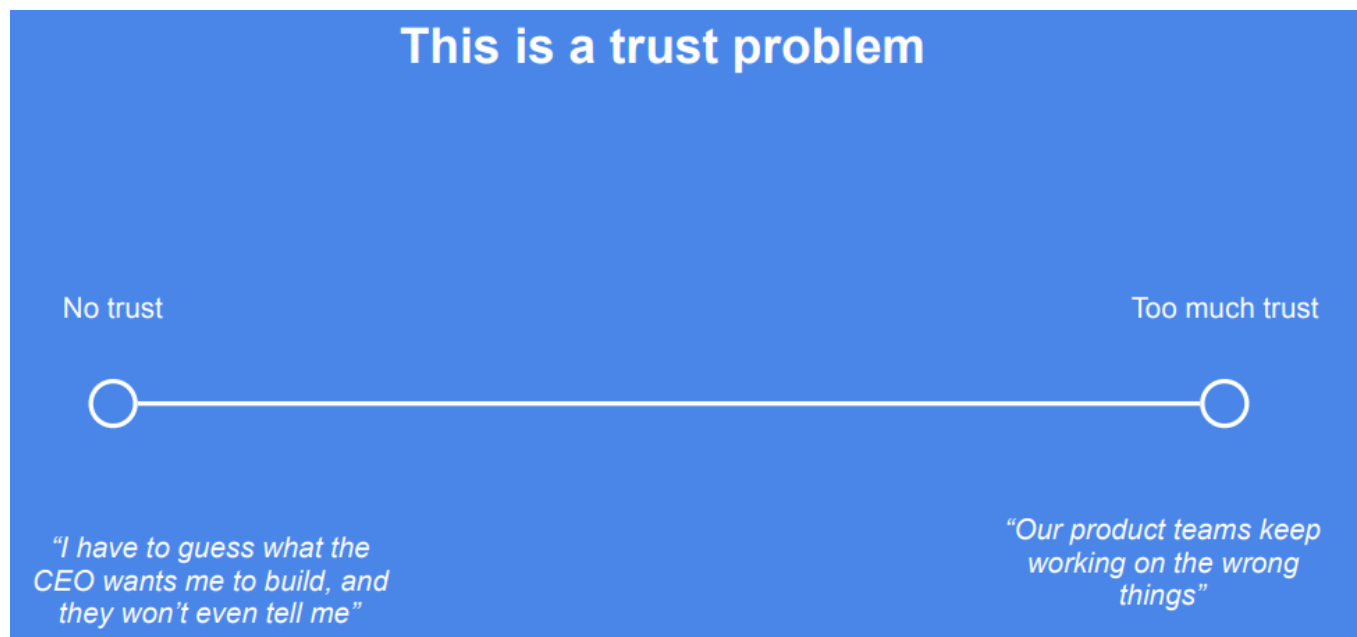
by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-the-thing-about-autonomous-teams-graham-paterson-cpo-catapult/>

1. Mark Zuckerberg was against 'tagging' friends in photos (at first)
2. Larry Page inspired an engineer to create AdSense

Again ?

It's a trust problem



The Thing About Autonomous Teams – G...

by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-the-thing-about-autonomous-teams-graham-paterson-cpo-catapult/>

How to achieve that?

Work with

- **Vision** tells the company where you're going
- **Strategy** tells the company how you'll achieve it
- **Principles** tell people how to make decisions
- **Metrics** tell the company what success immediately looks like
- **Visibility** creates constant opportunities to realign
- **Support** gives people the freedom to make mistakes
- **High expectations** mean you're aiming for the right things

"Autonomous teams will transform your business"

Thanks [Graham!](#)

[More highlights on the #pmf overview page.](#)

We Go Beyond Agile

Beyond Agility
Zürich - Switzerland