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# **Champion your product vision**

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# Where's the business going?

Beyond the work you're doing right now, how is the actual business evolving? What are critical pivots that haven't been executed on? Many times the right vision is the one that's already been set, but no one is executing on well yet.

# Ask harder questions

Don't just accept what comes to you in your business requirements. Prod why you're solving certain problems, then roll it up to a higher level goal.



# It starts with a POV

I've found that simply maintaining a separate physical sketch book or digital sketch file reflecting my long term thinking mocks is the easiest way to get going. When the opportunity presents itself, present your ideas casually and make it a team thing. Just do it.

# Rally the troops

You can't pull together a real, effective product vision in a vacuum. You can drive it, but it takes an organization to change an organization. Allow others to claim ownership over the exercise. Whatever you have to do to give it momentum.

# Clarify what you know

A lot of the times an organization already has years worth of data, research and tribal knowledge on “what needs to be done”, but those takeaways just sit on shelves.

Collate that content, so you know what the vision needs to consider.



# It's aspirational

If your vision is about adding a couple new features, you're doing it wrong. It should challenge everything about how your product works, and in the process stress test corporate values.

# Share the credit

Building out an effective vision shouldn't be out proving your own skill and worth. It should be about the product. Share as much credit in how others are involved as possible, to encourage continued involvement.



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