BRAND IS PRODUCT IS MARKETING IS OPERATIONS

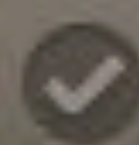mynameisjoshsilverman.com/sdaf

@jhsilverman

HELLO, I'M JOSH

@jhsilverman

IN THE BEGINNING...

"Design at the beginning has impacted everything."

Joe Gebbia, @jgebbia

Co-founder, CPO, Airbnb
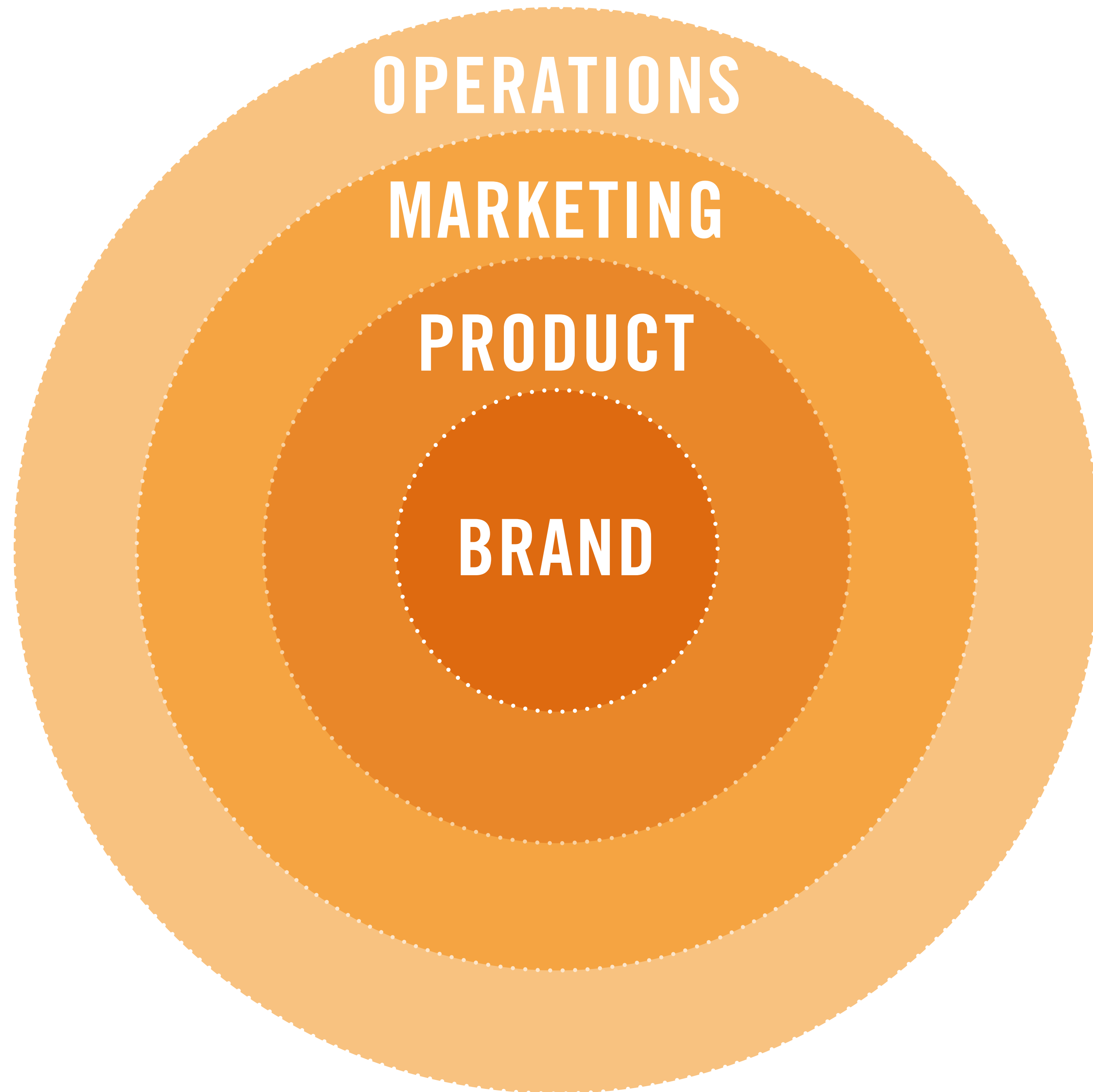
San Francisco, CA

START-UP PHASE

- **Brand** — all the expressions & impressions of the product or service

- **Product** — the means to experience or enjoy the brand

- **Marketing** — the directed communications about the experience

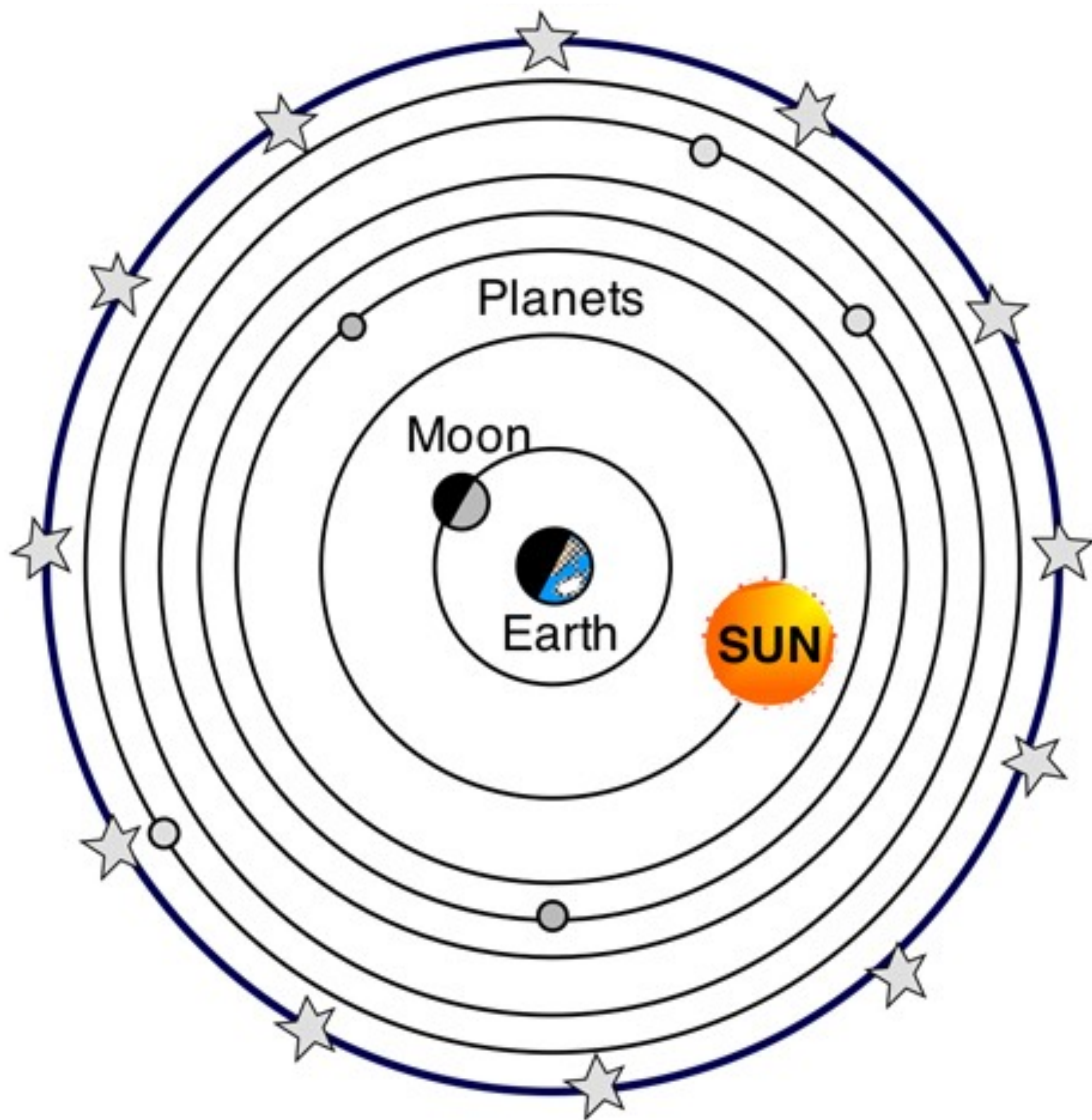- **Operations** — supporting teams to execute on the above

BRAND

PRODUCT

BRAND

MARKETING

PRODUCT

BRAND

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OPERATIONS

MARKETING

PRODUCT

BRAND

PRODUCT

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MARKETING?

DEV?

PRODUCT

BRAND?

OPERATIONS?

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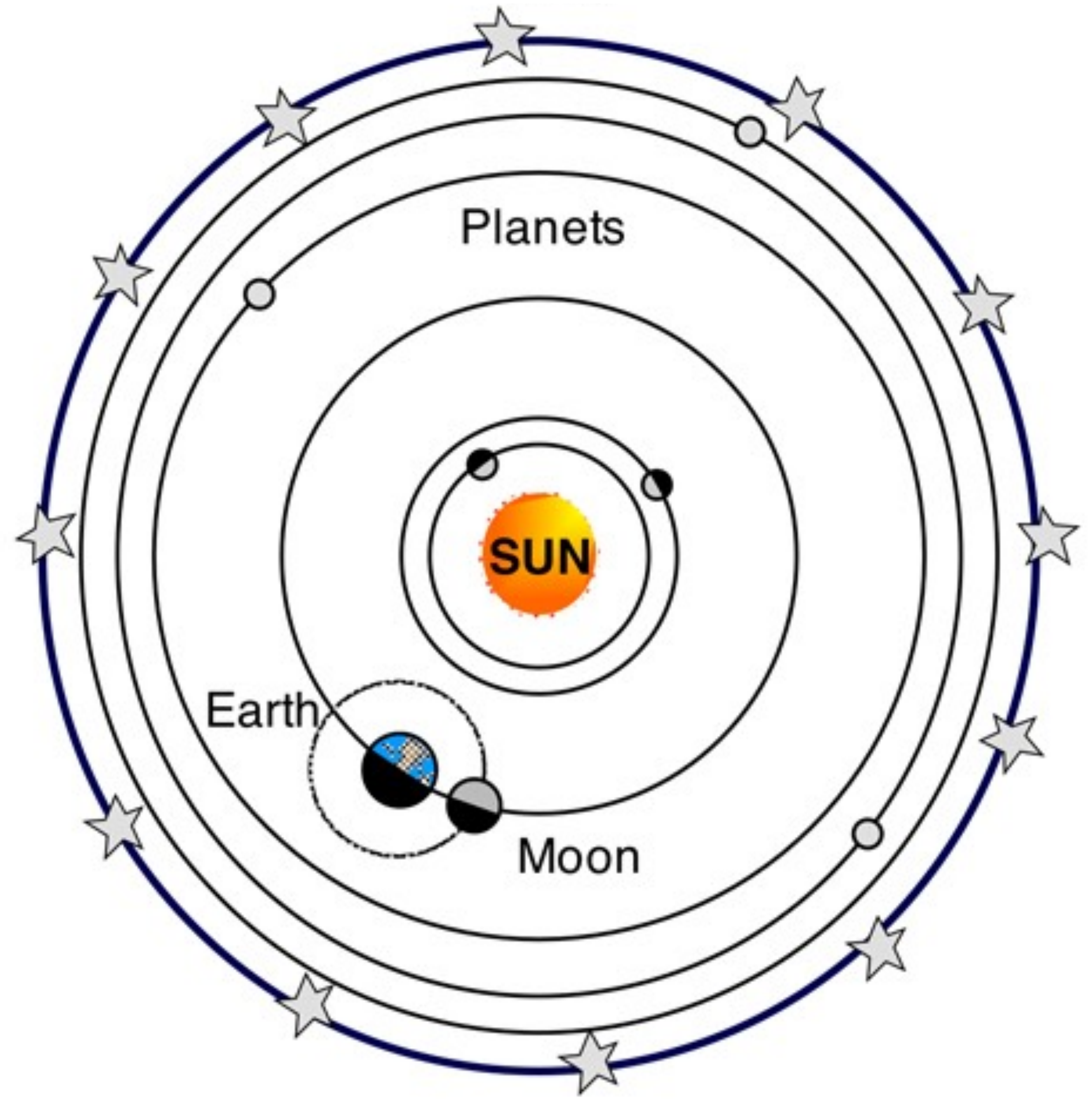
Geocentric Theory

Heliocentric Theory
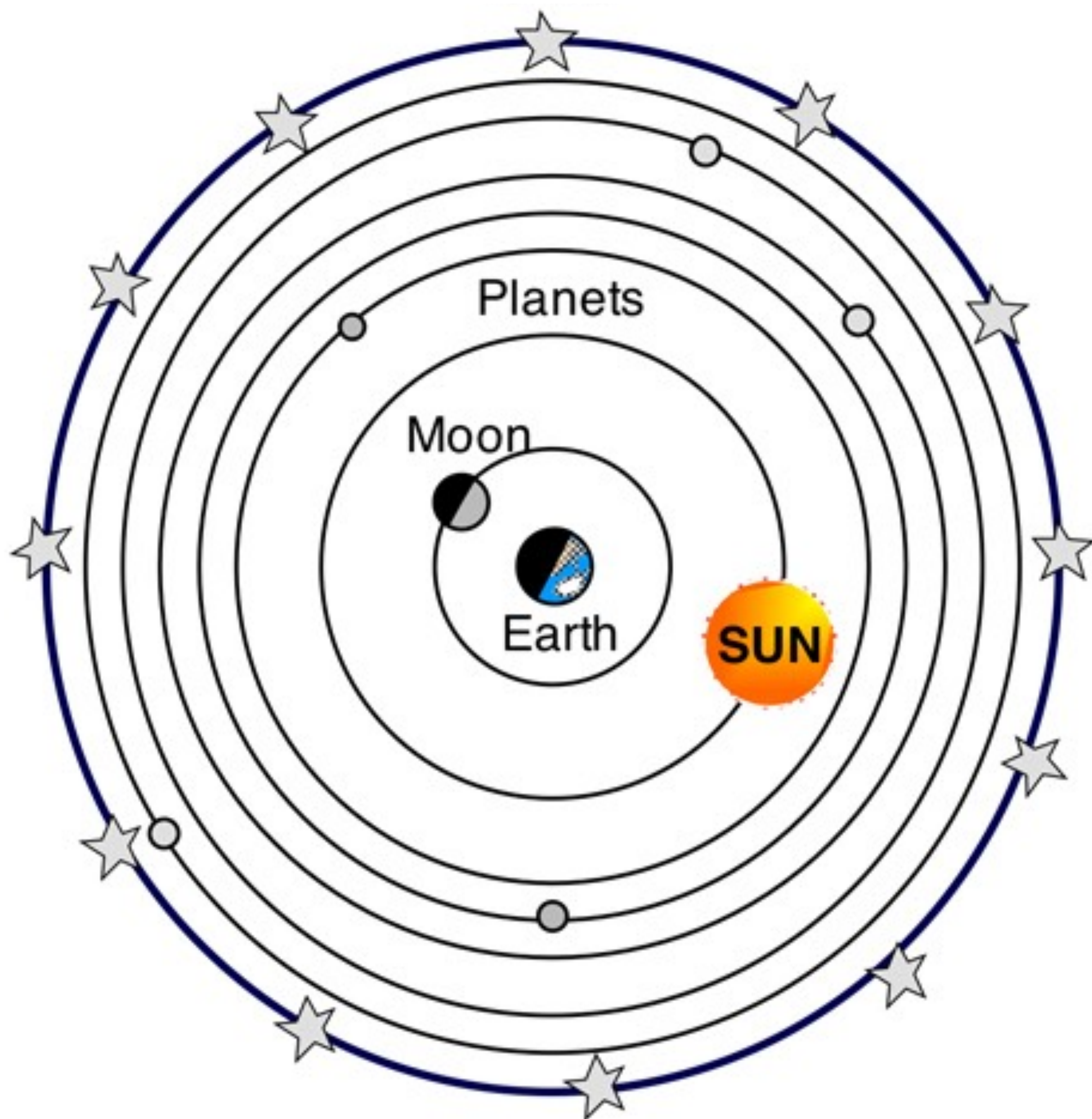
Geocentric Theory

Heliocentric Theory

GROWTH PHASE

BRAND VS PRODUCT

@jhsilverman

Communication designer

User experience designer

VP design

Marketing specialist

Service designer

Associate creative director

Experience architect

Principal designer

Aine Zhou
@ZhouAine

There are so many disjointed job titles stacked on top of each other. Experience designer. Product Designer. Designer. Art Director. What do they mean? What are the qualities? It seems like the industry is looking for a flying dolphin to do them ALL.

5 Mar 2019

- **Cashflow**

- **Conflict**

- **Competition**

- **Culture**

- **Change**

INDUSTRY & SOCIETAL CONTEXT

"People now make their own brands — not for a profit, or shareholder value — but for a mission or movement. This shifts power and control to the individual."

Debbie Millman, @debbiemillman
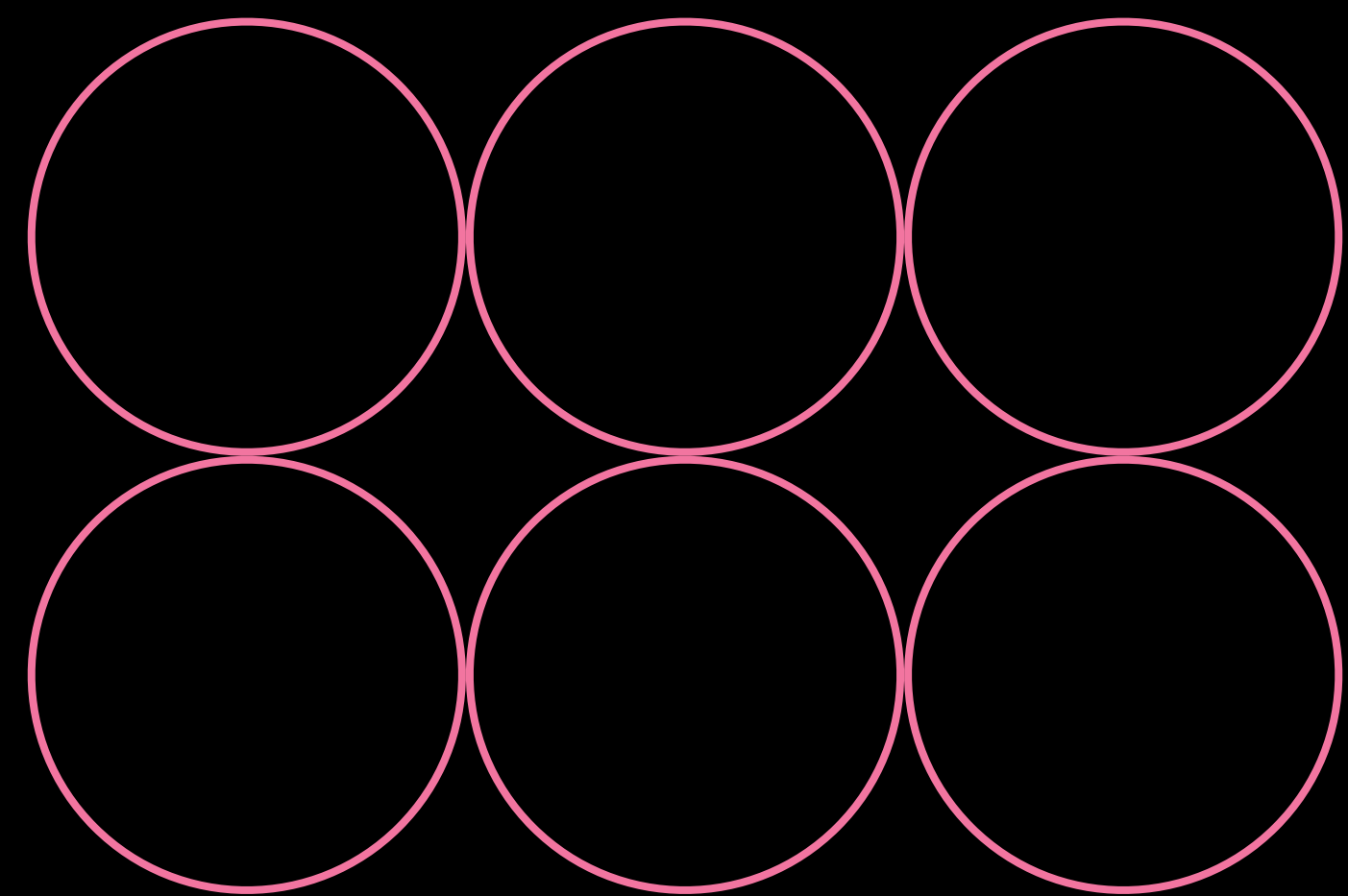Chair, Masters in Branding Program, School of Visual Arts
Founder, Design Matters
New York, NY

@jhsilverman
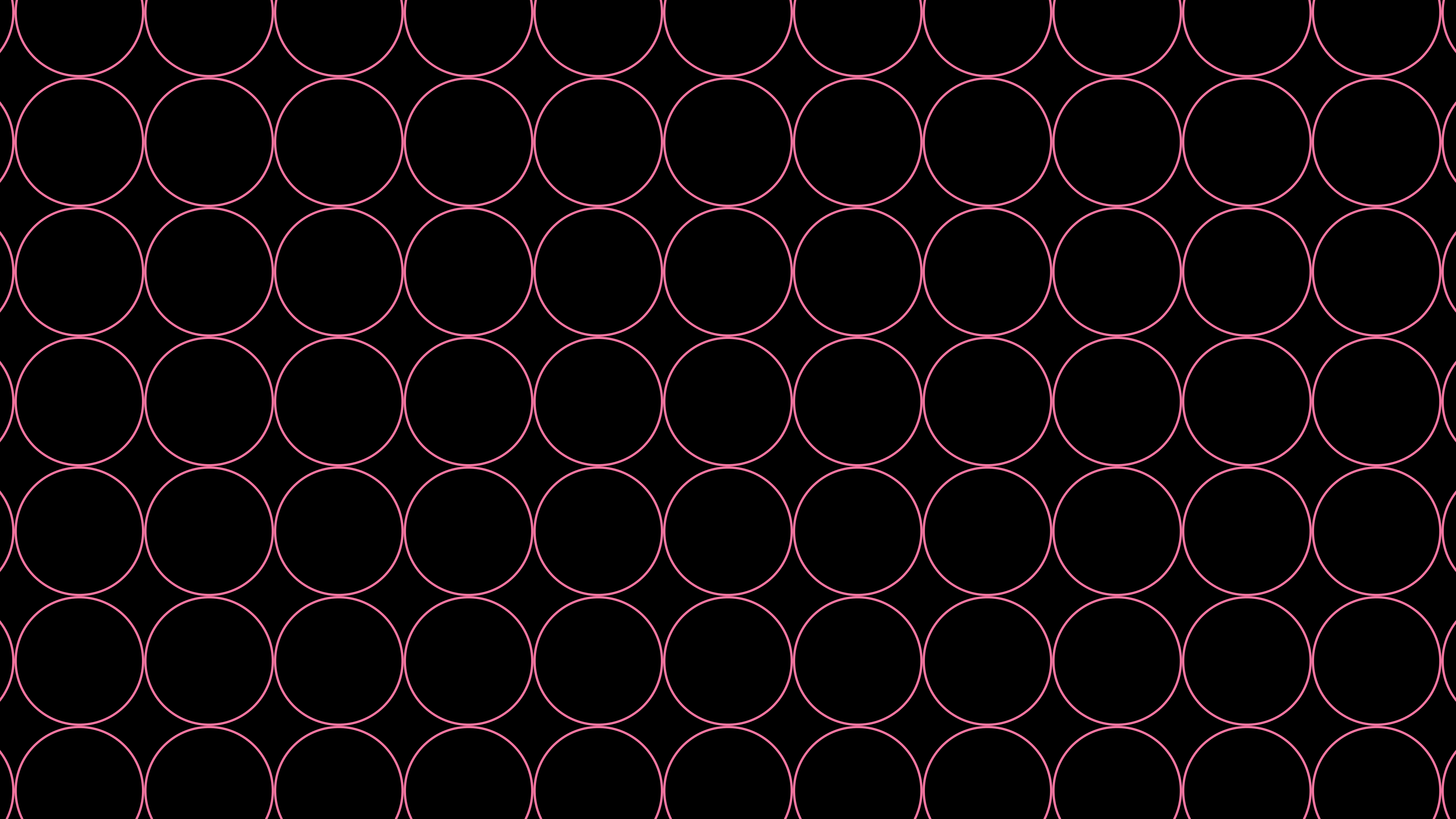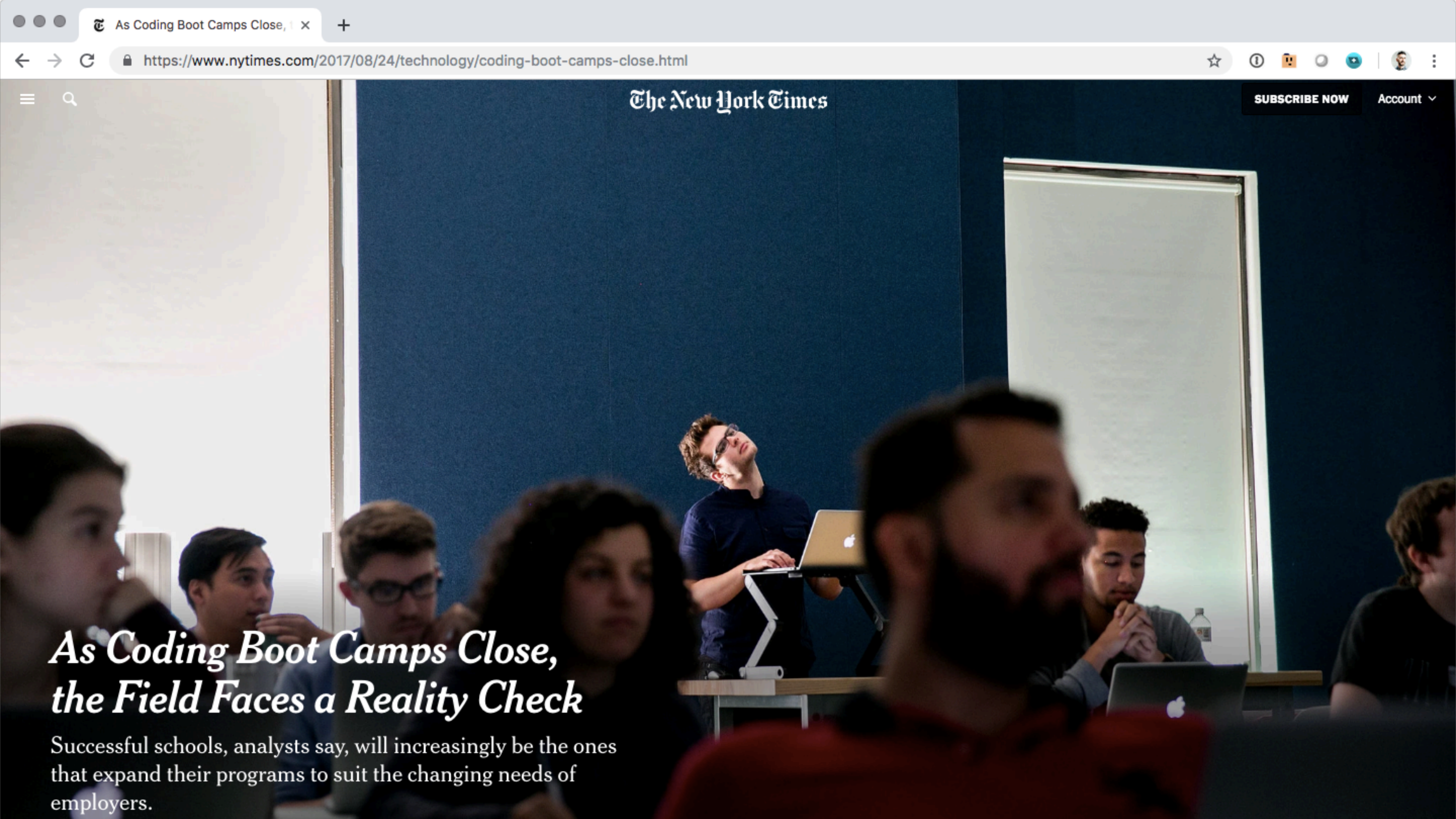
TO ALL THE LITTLE GIRLS WATCHING RIGHT NOW: NEVER DOUBT THAT YOU ARE VALUABLE & POWERFUL & DESERVING OF EVERY CHANCE IN THE WORLD

The New York Times

SUBSCRIBE NOW   Account

As Coding Boot Camps Close, the Field Faces a Reality Check

Successful schools, analysts say, will increasingly be the ones that expand their programs to suit the changing needs of employers.

VENTURE CAPITAL

The Era of "Move Fast and Break Things" Is Over

by Hemant Taneja

JANUARY 22, 2019

FULL TEXT   SAVE   SHARE   COMMENT [7]   TEXT SIZE   PRINT $8.95 BUY COPIES

Executive Summary

Hemant Taneja of General Catalyst argues that the era of "move fast and break things" is over; that in the wake of the Facebook scandal, the public is less tolerant of tech startups that ignore the societal ramifications of their innovations; and that VCs should analyze not only for market size and product viability, but for whether founders show sufficient foresight and concern about the unintended consequences of the ideas they are pursuing. Instead of just "minimum viable products," today VCs need to screen for "minimum virtuous products." The author offers eight questions to help VCs identify entrepreneurs who can meet this evolving need.

"The user experience doesn't end at the edges of the screen."

Nick Fink, @nickf
Lead UXDI instructor, General Assembly
Seattle, WA

INTEGRATION STARTS WITH… YOU

@jhsilverman

1

HEAL THYSELF

DONNA LICHAW

ABOUT   COACHING   KEYNOTES & WORKSHOPS   TOOLKIT   BLOG   CONTACT

Empowering superheroes.
One journey at a time.

What's your story? What do you want it to be?

design
dept.

COACHING   WORKSHOPS   TEAM L+D   JOBS BOARD   ABOUT

WORKSHOPS

Leadership workshops for every level

Join a group of peers from across the industry for one to two days of guided, interactive learning.

With a blend of lectures, group activities, and discussions, workshops help new leaders gracefully transition from individual creator to design management and support seasoned directors to refresh their skills in particular areas.

Previous participants include leaders from a range of companies, including: Adobe, Airbnb, Dropbox, Designer Fund, Facebook, Google, Mozilla, Pinterest, Shopify, Uber, Underbelly, United States Digital Service.

Don't see a workshop in your area?

Request a workshop in your city →

2

SHARE HOW YOU WORK BEST

User Manual for Cassie Robinson

Conditions I like to work in

I like a quiet working environment. I find it hard to do work that requires my concentration if there is a lot of noise and distractions
.
I like having my own desk space

I find it hard to work in heated rooms, and love fresh air (windows open **etc**)

The times/hours I like to work

I am trying to start my work day at 10am so that I can have 2 hrs from 8-10am in the mornings to do things like exercise and meditation etc.

I work best in the evenings

I don't mind being contacted at any time but I will likely only respond during week daytimes and evenings

My diary is open and accessible so everyone can see my availability. I don't mind people booking things in my diary if I am free

The best ways to communicate with me

Slack is the quickest way to get a response from me

I will never answer my phone, but I look at text messages

I keep on top of my emails each week and usually respond within a few days at the latest.

The ways I like to receive feedback

I'd rather have difficult conversations than things be unspoken or inauthentic, so just be straight with me

I like receiving feedback face-to-face

I see all feedback as a learning opportunity so I like any feedback to include examples and also suggestions on how I / it could be better/different

Things I need

I love ideas sessions with people, where we can freely think about what is possible without the if's and but's

I need time to reflect

Authenticity - I find it really hard to be around bullshit, inconsistency or incongruence

Things I struggle with

I'm an introvert so working "in the open" is something I have to work hard at

Too much critiquing and logical reasoning drains my energy

If I don't understand the wider purpose behind why we are doing something, I find it hard to engage with

Unneccessary process - I love agile and design-lead process however, it's not always necessary. I like minimum-viable-process - what is enough?

Things I love

I like hearing what others are working on and connecting up the dots of what we are doing

I love organising team things - birthday gifts, evenings out etc.

A generative, risk-taking culture that has a flag in the ground about what it stands for

Quarterly team away days

Other things to know about me

I use my intuition a lot to make decisions

My favourite saying is "the sum of the whole is greater than the sum of the parts."

I am an INFP / INFJ cusp

I don't like or drink tea

I bring my whole self to work (we should chat about what this means to me)

3

X > T

4

CONTENT STRATEGY EVERYWHERE

Citymapper - the ulti...
Version 5.5.1, 33.0 MB
Jul 17, 2015

UPDATE

There was a cool feature called GO
On every trip page did you know
But it caused a few bugs
That required some tugs
That are now fixed so please update yo
(badabing)

Connection trouble

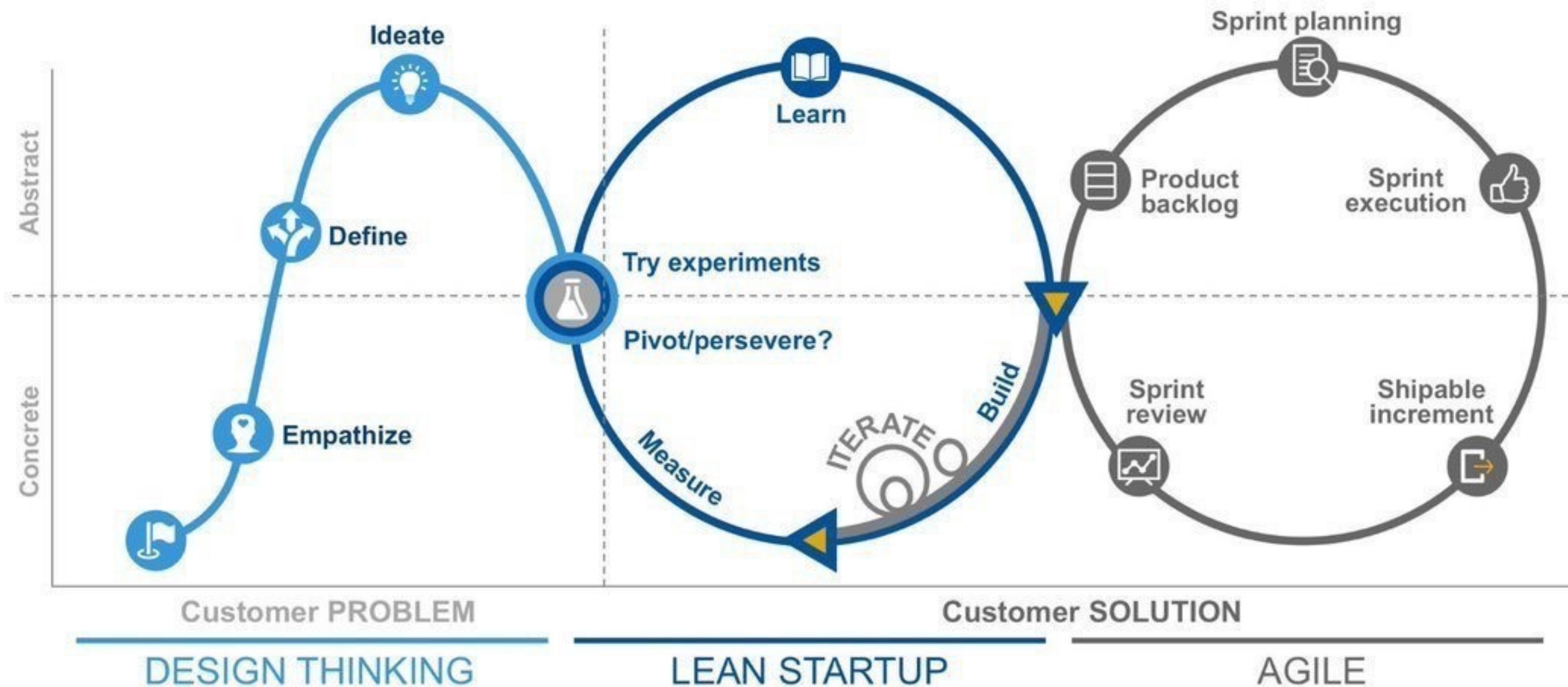Apologies, we're having some trouble with your WebSocket connection.

We've seen this problem clear up with a restart of Slack, a solution which we suggest to you now only with great regret and self-loathing.
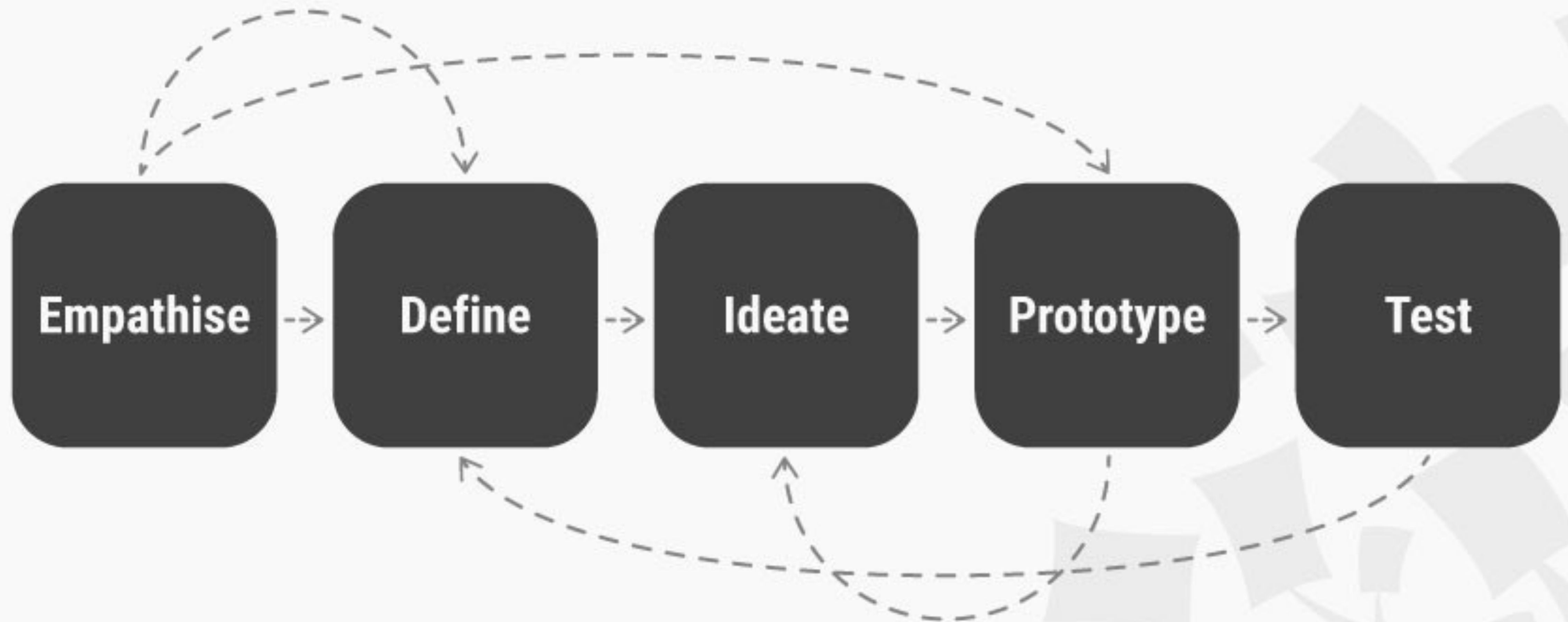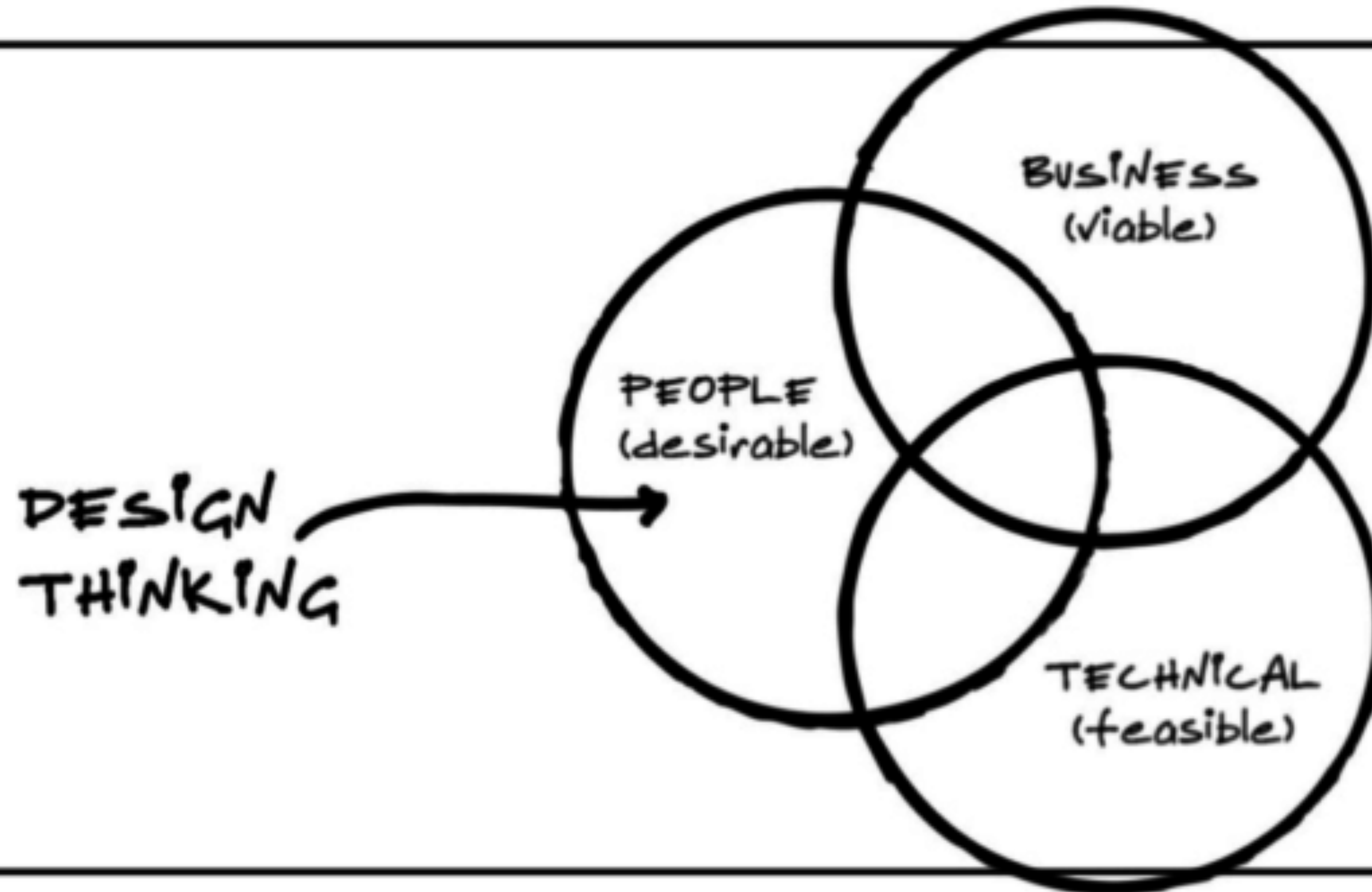
OK

5

VISIBLE PROCESS

Combine Design Thinking, Lean Startup and Agile

Design Thinking: A 5 Stage Process

DESIGN THINKING BEGINS WITH INSIGHTS ABOUT PEOPLE.

THE CREATIVE PROCESS

Work Begins

Fuck Off

go for coffee

Panic

All The Work while Crying

Deadline

6

CULTIVATE A GROWTH MINDSET

"Failure is an opportunity to grow"
GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"
FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"

Source: Carol Dweck

FAILING FORWARD

NEW YORK TIMES BESTSELLING AUTHOR OF
The 21 Irrefutable Laws of Leadership

JOHN C. MAXWELL

FAILING FORWARD

TURNING MISTAKES *into*
STEPPING STONES *for* SUCCESS

NEW YORK TIMES BESTSELLER

The Gift of Failure

HOW THE BEST PARENTS
LEARN TO LET GO SO THEIR
CHILDREN CAN SUCCEED

Jessica Lahey

Failure Is An Option

H. Jon Benjamin

An Attempted Memoir

GARY BURNISON

CEO OF KORN/FERRY INTERNATIONAL

NO FEAR
of
FAILURE

Real Stories of How Leaders Deal With
RISK AND CHANGE

AUTHOR OF THE #1 *NEW YORK TIMES* BESTSELLER
BARE BONES

FAIL
UNTIL YOU
DON'T

FIGHT. GRIND.
REPEAT.

BOBBY
BONES

WILLIAM FERRAIOLO

Meditations on
Self-Discipline
and Failure

STOIC EXERCISE FOR
MENTAL FITNESS

THE SECRET OF SUCCESSFUL FAILING

FREE BONUS
Teleseminar
Registration
Worth $300
Details Inside

Hidden inside every failure is exactly
what you need to get what you want

GINA MOLLICONE-LONG

"Finally! A book that reframes failure as a powerful tool that can
actually be used to get what you want. This is a must-read."
– Mark Victor Hansen
Co-creator, #1 New York Times best-selling series Chicken Soup for the Soul®

WALL STREET JOURNAL BESTSELLER

The WISDOM of FAILURE

HOW TO LEARN THE TOUGH LEADERSHIP LESSONS WITHOUT PAYING THE PRICE

LAURENCE G. WEINZIMMER
AND
JIM McCONOUGHEY

"Don's commandments for failure will teach you more
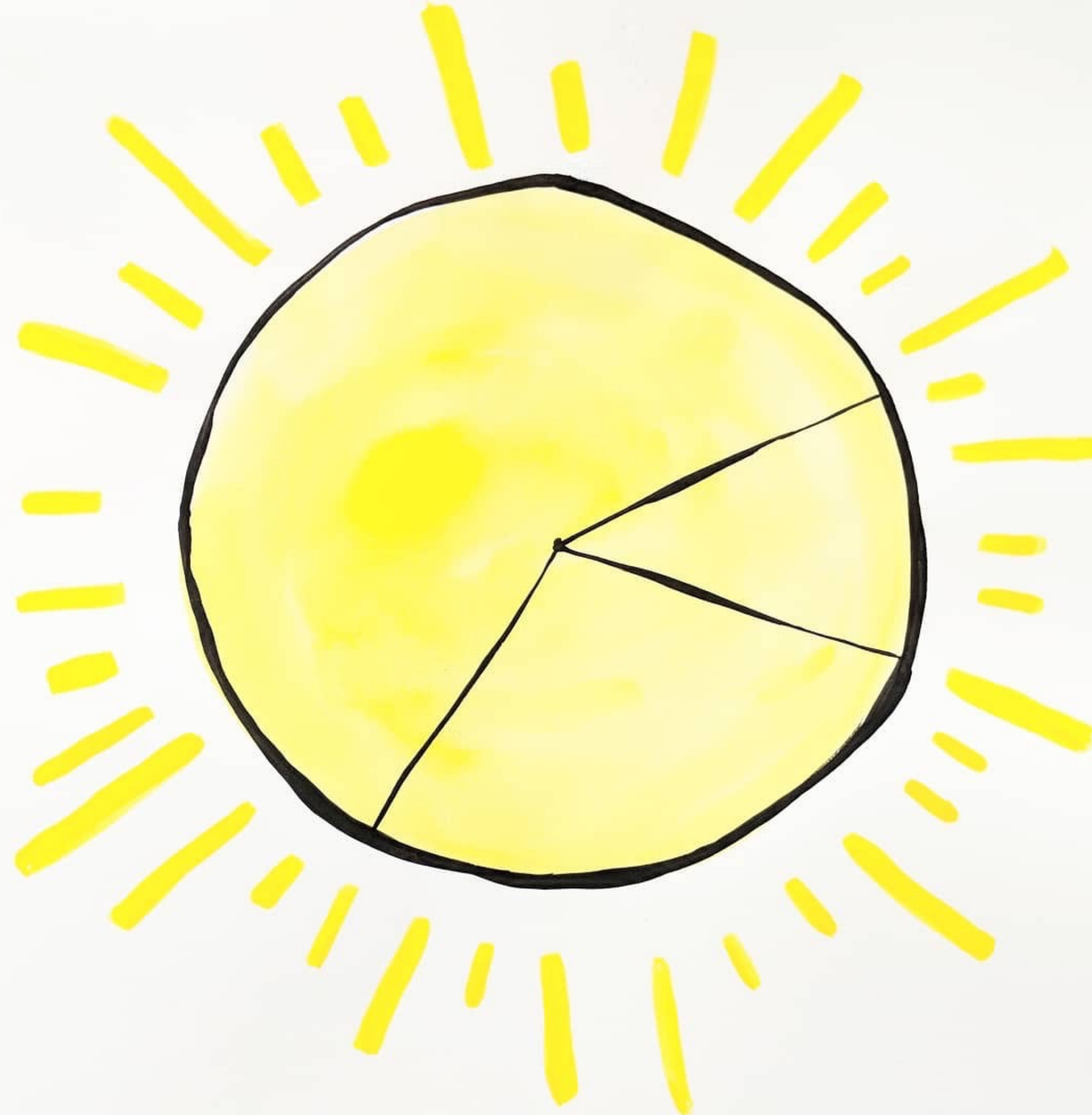about business success than a whole shelf full of books."
—BILL GATES

"A must read for every leader." —JACK WELCH

The Ten Commandments for Business Failure

DONALD R. KEOUGH
Former President of The Coca-Cola Company

FOREWORD BY WARREN BUFFETT

FAILURE is DATA

"All life is an experiment.

The more experiments you make, the better."

Ralph Waldo Emerson, 1844

@jhsilverman

7

DIVERSE, INCLUSIVE TEAMS

- **Increased financial returns**

- **Smarter**

- **More innovative**

- **Fun**

Source: **HBR**

Black   White   Gay   Straight   Religious   Atheist   You

"Diversity and design share the purpose of creating for someone else. If you're creating for only one user, you're not affecting as much change as you could."

Candi Castleberry Singleton, @candi
VP of Intersectionality, Culture, and Diversity, Twitter
San Francisco, CA

@jhsilverman

8

JOIN NETWORKED COMMUNITIES

CLARITY ▼

ABOUT   PARTNER   CONTACT

REGISTER

A design systems community conference

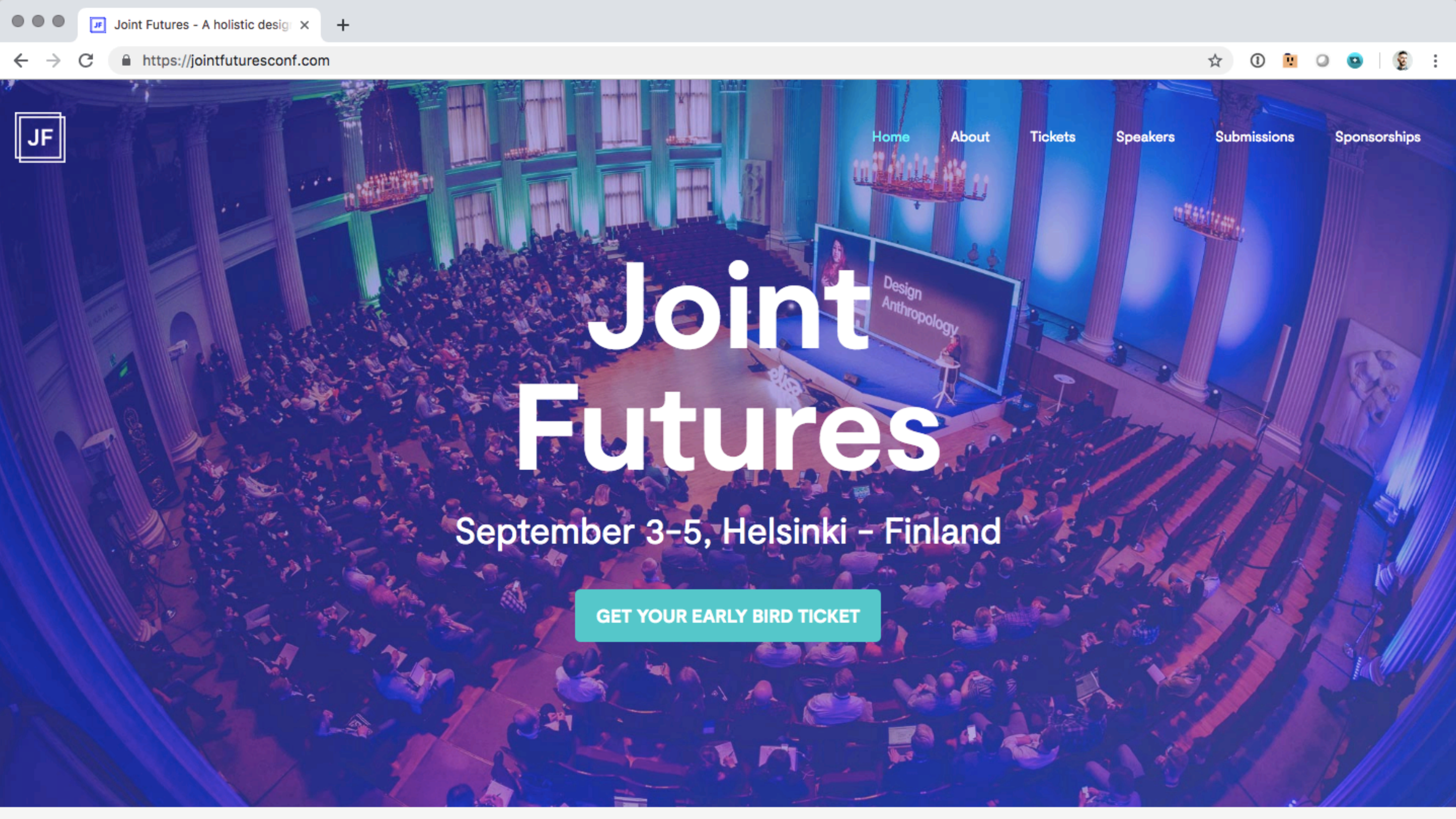## INCLUSION. EMPATHY. TECHNOLOGY. CREATIVITY. COLLABORATION.

Clarity is a design systems conference focused on how we work together. We provide tools and standards to scale across an increasing number of devices, platforms, and products. But real success comes when people align around a shared vision and language. Diverse perspectives for design, development, and product unite so more people can be a part of the conversation. At Clarity, we elevate our skills through multi-faceted inclusion, empathy, technology, creativity, and collaboration.

Next Event

Workshop: **August 19, 2019**
Conference: **August 20–21, 2019**

JOIN US AT CLARITY 2019

PAST EVENTS

WHAT'S COMING

The era of conscious business

Commodities → Goods → Services → Experiences → Transformations

1920s   1970s   1990s   2010s   2020s

Joint Futures

JF

https://techcrunch.com/2019/03/19/in-big-techs-future-expansion-plans-public-good-should-be-the-corporate-incentive/

TC
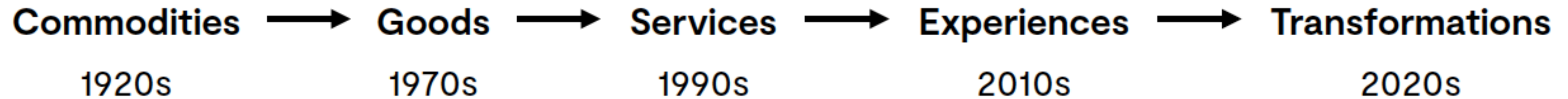
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In big tech's future expansion plans, public good should be the corporate incentive

Yung Wu   1 day ago

Comment

TechCrunch: Robotics+AI 2019
Tickets On Sale Now!

Berkeley
Apr 18

Get Tickets

Principles   Resources   Info

Transparent

Data,Process

Lack of transparency erodes trust in a product. We can prevent this erosion by demanding that the products we design are clear and honest about the data that's being collected from users and why it's being collected, how this data will be used, and avoiding dark patterns that exploit human psychological vulnerabilities.

- **Design's value will continue its increase**

- **From "me" to "we"**

- **Ethical design & business practices**

- **People persist**

THANK YOU

mynameisjoshsilverman.com/sdaf

@jhsilverman

Q&A

mynameisjoshsilverman.com/sdaf

@jhsilverman