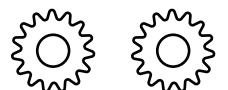
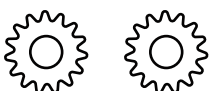
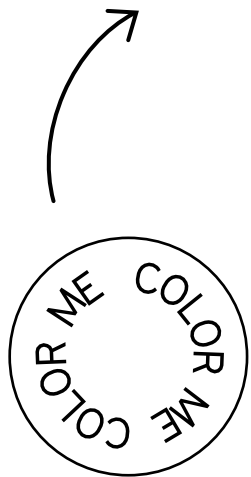
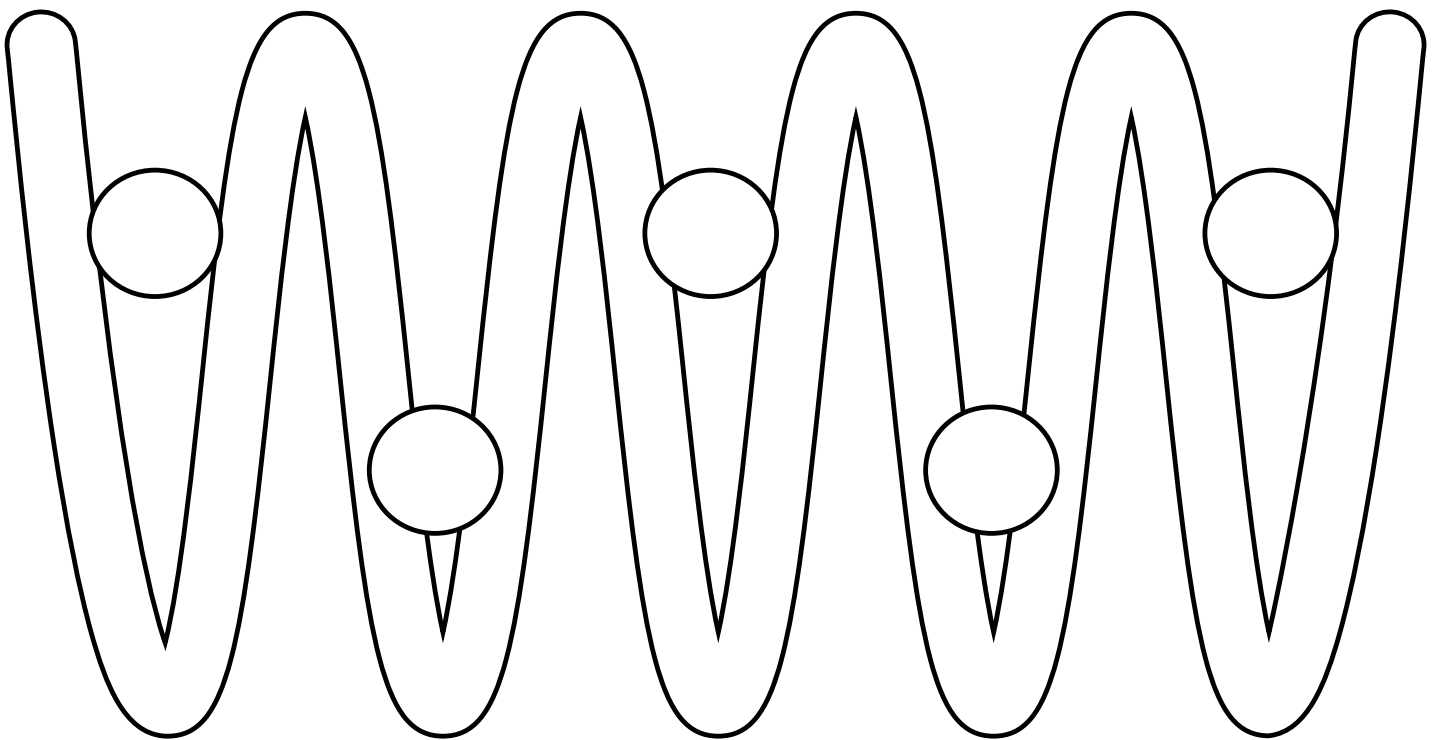


Name \_\_\_\_\_

Date \_\_\_\_\_

# The Shipping Great Work Workbook



# Welcome!

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This workbook was designed to be equal parts journal and notebook. Use it when you want to stop and think. Use it when you want to get going. Fill it out yourself. Invite others to join in.

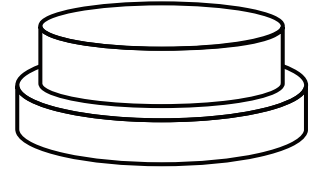
**Mark it up. Make it yours.**

Turn the pages for guided exercises on

- Defining Great Work
- Process Audit
- Observability Mechanisms
- Rudder Mechanisms
- Standards Mechanisms
- Peer Perspectives
- Turpentine Checks

*check out [koolaidfactory.com](http://koolaidfactory.com) for more ideas, tips, and templates!*

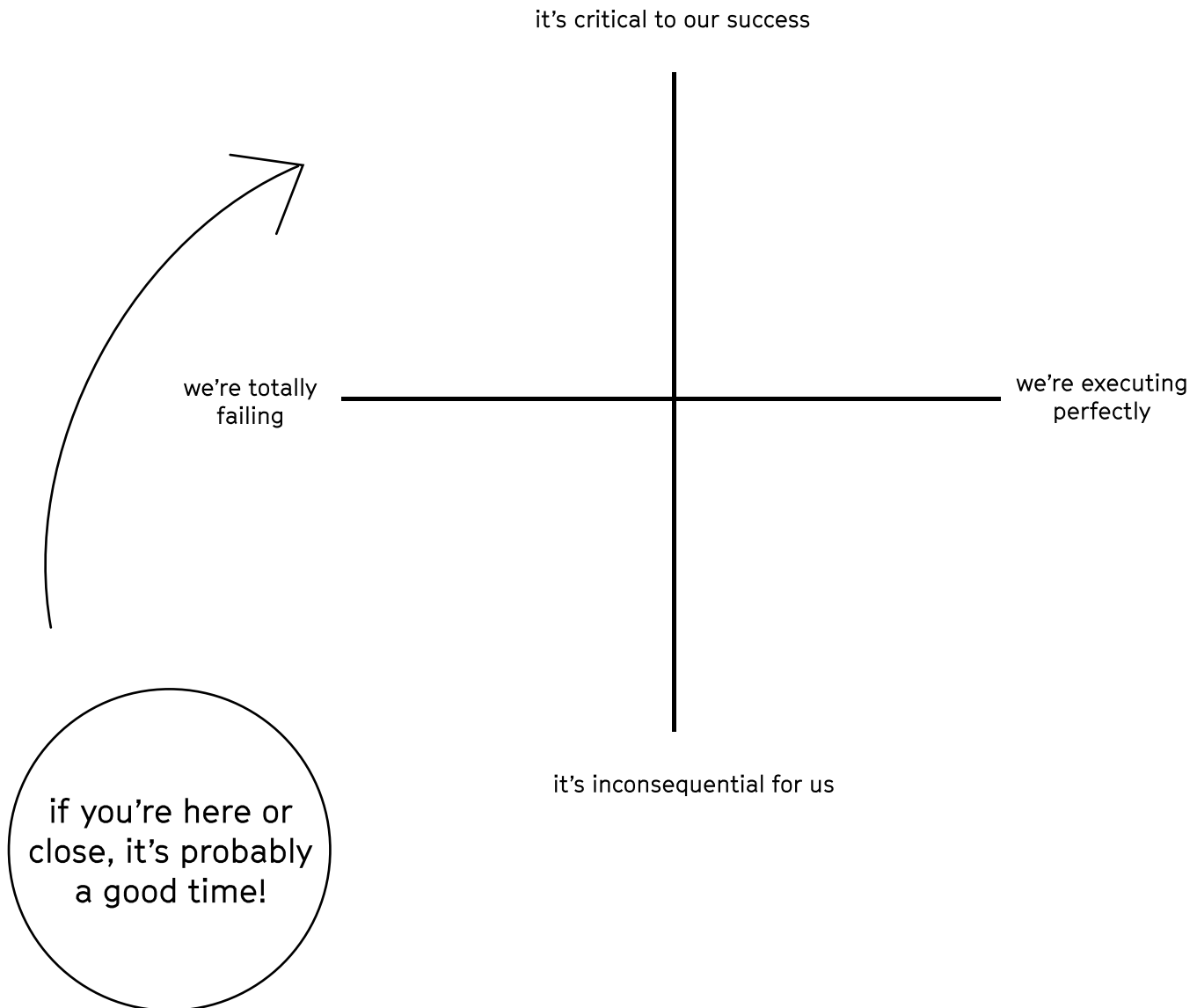
# Prioritization



Is it time to get to work?

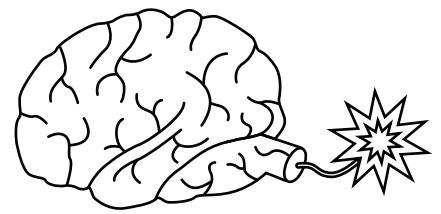
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When it comes to defining good citizenship at your company...



# Defining Great Work

## Brainstorm



### IMAGINE

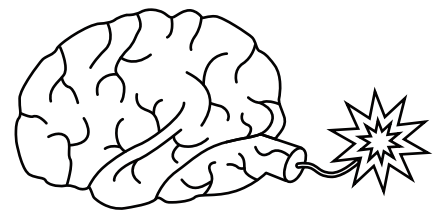
...the thing your company shipped that you were most proud of. Maybe it was big and maybe it was small, but you and your customers were absolutely head-over-heels in love with it.

- What were the qualities of that work? What made it great?
- What made us so sure it was great?
- What were our users saying?
- Where did they say it?
- What did we pore over to get it there?
- What things did you stick up for that made a big impact on the final product?
- What things won't you compromise on? What would make you delay a launch?
- What would you let slip to meet a deadline?
- What would you sacrifice to move faster?
- Does everyone at your company know your perspective on these? How?
- Does everyone at your company have a sense of what work you think is great? How?
- What are you a broken record about?
- Who are your taste-makers/quality-bar-go-to's?
- What do they advocate for?
- Are the right people in the room for decisions?
- Who do we miss in the process? Who was there but not relied on much?

### NOTES

# Process Audit

## Brainstorm



### GUIDING QUESTIONS- WHAT EXISTS TODAY?

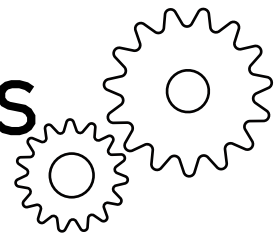
- What systems, documents, and processes do we have in place to:
  - Keep an eye on work as it's happening (Observability Mechanisms)
  - Make small decisions that guide direction (Rudder Mechanisms)
  - Uphold the quality bar across all the work at the company (Standards Mechanisms)
  - Enable employees to give/get feedback across the company in a structured way (Peer Perspectives)
  - Keep an ear to user experience and perception of the product and company (Turpentine Checks)

### GUIDING QUESTIONS- WHAT SHOULD EXIST?

- Are the mechanisms that exist achieving their intended purpose?
- Is there a more efficient way to get there?
- Do we need to add any?
- Do we need to remove any?
- Do they have the right owner?
- Are the right people informed?

### NOTES

# Observability Mechanisms



Get the gears turning

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## How we can keep an eye on work as it's happening

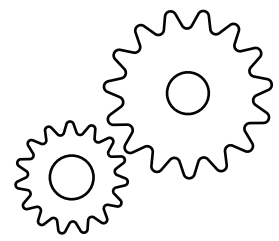
- What processes and documentation should we put in place?
- Who should facilitate and own them?
- At what cadence?
- In what format?
- How will we roll them out?
- Who should participate?
- Who should be made aware?

*Consider: Consistent Updates, State Dashboards*

NOTES

# Rudder Mechanisms

Get the gears turning



## How we can make small decisions that guide direction

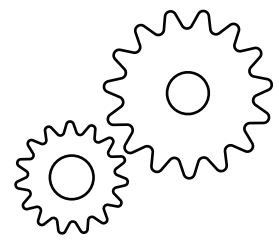
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- Who should participate?
- Who should be made aware?

*Consider: Leadership Meeting, Check-Ins on Plans, Reviewing Users, Reviewing Products, Leadership Offsite, Blocked, Debate*

NOTES

# Standards Mechanisms

Get the gears turning



## How we can uphold quality bar across all work

- What processes and documentation should we put in place?
- Who should facilitate and own them?
- At what cadence?
- In what format?
- How will we roll them out?
- Who should participate?
- Who should be made aware?

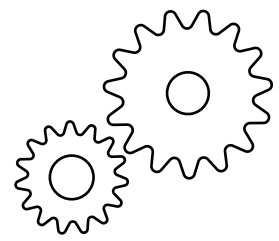
*Consider: Go-To-Market Launch Review, Product Launch Review, Critique, Boost*

NOTES



# Peer Perspectives

Get the gears turning



## How teams can give/get feedback from others across the company

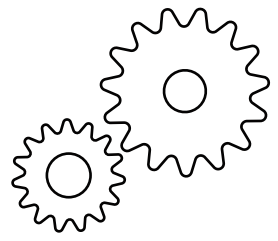
- What processes and documentation should we put in place?
- Who should facilitate and own them?
- At what cadence?
- In what format?
- How will we roll them out?
- Who should participate?
- Who should be made aware?

*Consider: Project Q&A, Office Hours, Dogfooding*

NOTES

# Turpentine Checks

Get the gears turning



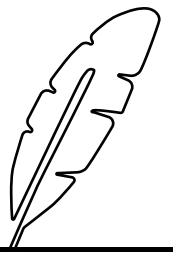
## How we can keep an ear to user experience and perception

- What processes and documentation should we put in place?
- Who should facilitate and own them?
- At what cadence?
- In what format?
- How will we roll them out?
- Who should participate?
- Who should be made aware?

*Consider: User Feedback Tune-In, Watering Hole Tune-In, Everybody Does Tickets, Everybody Picks a User, Actionable Dashboards*

NOTES

# Notes



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# Color Me!

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