Getting Promoted: It takes more than UX skills

Gayna Williams
gayna@uxcareersunlimited.com
Getting Promoted:
It takes more than UX skills
UX EXPERIENCE

Poll

Time in UX Position
No guarantees of
You getting promoted
Fixing your boss if they’re broken
Protection from bad management chains
Insurance of future visibility and opportunities
Identification of your personal ambition and steps to get there
A happy ending so you can kick back and coast
1. Understand the customer
2. Suggest feature list
3. Marketing consideration
THE CUSTOMER

“The Boss”
LIFE AS A BOSS

Poll Question

What type of boss do you have?
The wrong talent is hired into the manager job 82% of the time.

1 in 10 managers have the talent to manage

2 in 10 show some of the skills and can get there with training & coaching

Majority have a few of the skills

Why are good managers so rare? Randall Beck and James Harter
http://blogs.hbr.org/2014/03/why-good-managers-are-so-rare/
LIFE AS A BOSS

QUESTION
What activities keeps your boss busy?

Type answers in Question Box
LIFE AS A BOSS

Demands from above
Demands from below
Demands from the side
Administrivia
Own work
Negotiations
Hiring/managing
Resources
No time for training
No time to read
LIFE AS A BOSS
INTERVIEWED CUSTOMERS
“IT JUST WORKS!”
“IT JUST WORKS!”

Features
- Gets designs & recommendations implemented
- Knows how to work with engineering teams
- Familiar with current tools
- Trained in latest methods
“BRINGS DELIGHT”

I ❤ MY JOB
1. EFFECTIVE COMMUNICATION

Tell me:
What comes to mind when you think of effective communication?
Question Box
1. EFFECTIVE COMMUNICATION

Confidently asserts position on business strategy with key influencers

Keeps people informed of deliverables & business value

Provides opinion without data but based on experience

Is trusted to represent team or product to others

Knows what others do on a daily basis and uses it to inform approaches

Knows how to leverage short-term wins
2. PRIORITIZATION

Tell me:
What comes to mind when you think of prioritization?

Question Box
Utilizes understanding of business to invest time
Make tradeoffs, take action, and inform others
Determines what’s important and what to leave or what to delegate
Identifies which battles to pick and what to let go
Identifies what is strategic and what’s a whim
Ability to step away from diminishing returns

2. PRIORITIZATION
3. BE OPPORTUNISTIC

Tell me:
What comes to mind when you think of opportunistic?

Question Box
3. BE OPPORTUNISTIC

Constantly assess where the next opportunity is going to appear.

Communicates identified opportunities to those around
4. **STEP UP**

Tell me:
What comes to mind when you think of stepping up?

Question Box
4. **STEP UP**

Nails everything or learns from what didn’t work for next time

Has a ‘Can Do’ attitude
- Take on new challenges
- Can go from zero to 100mph in 3 days

Brings together senior influentials on a contentious issue and drive to resolution

Ability to familiarize quickly on a technical or business problem and be able to talk the talk

Takes on responsibilities outside of role to get the job done
5. BE INDEPENDENT
5. BE INDEPENDENT

Anticipates direction of influentials and take action
Adds a personal stamp to a given directive
6. BE A PROMINENT MEMBER OF ORGANIZATION
6. BE A PROMINENT MEMBER OF ORGANIZATION

Influentials seek you out
Identified as a ‘Go to person’ for more than ‘customer’ stuff
Personal opinions are known on hot topics
Opinions are respected by internal and external communities
7. BROAD PERSPECTIVE
7. BROAD PERSPECTIVE

Anticipates problems on the horizon
Agile in navigating roadblocks or removing them
Connects with the real key players in the organization
Has long-term vision that is shared and refined
  Includes POV on business strategy & competition
Shows evidence of taking action on vision
8. MAKE OTHERS BETTER
8. MAKE OTHERS BETTER

Coaches others to increase the value of the organization
Respectfully engages in feedback cycles to improve self and others
NEXT STEPS

1. Prioritize features
2. Get customer feedback
3. Iterate
Does your company use a formal review process? Raise your hands if yes.
MARKETING THE PRODUCT

Hands up - Does your company use a formal review process?
THE REAL SCHEDULE IS "ANY DAY"
INFLUENTIALS & PEERS OF BOSS
FORMALIZE THE INFORMAL SCHEDULE