



# 2021-10-12 - Cultivating A Fast Path To UX Leadership

Oct 12, 2021 - Led by Jared Spool

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*Guide your team to delivering better-designed products and services.*

A great UX strategy needs great UX leaders. UX leaders are the folks who will push our vision through the organization. They'll lead decision-makers across the organization to improve the experiences of our customers and users.

The great thing about becoming a UX leader is you don't need to wait for permission. You become a UX leader the moment you have a follower — someone who wants to join you in achieving your vision as a leader.

In this live discussion, Jared shares which skills and expertise are critical to UX leadership and how we can all become better UX leaders in our organizations. He'll discuss how it's critical we create a team of UX Leaders that are essential to helping us achieve our vision of what better-designed products could be.

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**Before the talk gets started:**

- **How this discussion will go:**
  - 20 - 30 minutes short presentation on today's topic.
  - Remainder of the time will be spent discussing your questions.
    - Please put your questions in the chat.
    - Please change your Zoom name to your actual name.
    - Vincent will collect the questions and pick the ones we'll answer today.
- **Things to keep in mind with Zoom:**
  - If the little Chat pop-ups get distracting, feel free to open the chat window.
  - Please put your microphone on mute.
    - If Vincent chooses your question, you can unmute to talk about it with Jared
  - Zoom's *Speaker View* will let you keep Jared visible and you'll see what he's presenting on the screen.
  - This session is closed captioned.

We will post the recording for this session within a day.



*Notes for today's discussion.*

***Management*** is not the same as ***Leadership***.

**Management** is making the team as effective as possible.

Managers are appointed by the organization.

Managers have direct reports.

(Most *product managers* are not actual managers, despite the title.)

They make change happen through **role power**.

**Leadership** is pushing a vision forward.

Leaders are not appointed by the organization or need to have direct reports.

Most leaders do not have a title that designates leadership.

They can be anyone in the organization.

As long as they have a compelling vision.

Leaders become leaders when they get their first follower.

They are no longer leaders when nobody wishes to follow them.

(Effective *product managers* are leaders.)

They make change happen through **influential power**.

While managers can direct their reports to make change, leaders have to achieve it beyond their direct reports.

Leaders use a vision to engage people's interest.

People follow the leader because they want to join the adventure of making the vision happen.

These people are interested in seeing the vision happen and want to contribute.

Both management and leadership are learned skills.

You can learn skills necessary to be a leader.

UX leaders spread the vision.

They are ambassadors for the *UX outcomes*.

**UX outcomes** answer the question:

*If we do a great job, how do we improve someone's life?*

They create shared understanding for the *current experience*.

The **current experience** explains what it's like for our users today.

They promote the *experience vision*.

The **experience vision** shows what the future could be like for our users.

It's a story form of the UX outcome.

They create shared understanding for the *problems to be solved*.

And how the solutions bring us there.

The **problems to be solved** describe what we need to overcome to deliver great UX to our users and customers.

Anyone can learn to become a UX leader.

Core skills for UX leaders:

- **Storytelling**
  - Connecting the users' current experiences to the tasks at hand.
  - Connecting a future vision of the experience that shows improvements.
- **Presentation**
  - UX leaders need to talk passionately about the vision and the users.
- **Facilitation**
  - UX leaders need to lead workshops that bring everyone onto the same page with a shared understanding.
- **Critique**
  - Sharing critique is a critical leadership skill.
  - Needs to be in the context of the mission.

A core approach to to UX leadership: **Servant Leadership**

Servant leaders start by asking *What can I do to help you succeed?*

UX servant leadership involves connecting the core UX strategy elements to other's path to success.

*How might knowing the users' current experiences help you succeed?*

*How might understanding the UX outcomes help you succeed?*

*How might seeing the experience vision help you succeed?*

*How might understanding the users' problems we need to solve help you succeed?*

If we want our UX strategy to succeed, we'll need UX leaders on our team.

UX leaders are who will push our visions forward.

UX leaders lead through their passion for great UX.

They attract followers in the organization who want to help with making the vision a reality.

UX leadership is a learned set of skills.

We can ensure we are hiring and training for people who can learn those skills.

We need to give them the opportunities to grow those skills.

We need to plan for having enough UX leaders to spread our vision throughout the organization.

This is how we'll make our UX strategy thrive.

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# UPCOMING TOPICS

*Upcoming Talk UX Strategy topics.*

## **Why Executives Want To See Your UX Metrics**

Monday, October 18 at 2pm ET (18.00 GMT)

## **What to Measure for UX: The User's Behavior or their Attitudes?**

Monday, October 25 at 2pm ET (18.00 GMT)

## **Why Your Analytics Tools Are Wrong For UX Metrics**

Monday, November 1 at 2pm ET (18.00 GMT)

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# EVENTS CALENDAR



*Leaders of Awesomeness Events Calendar.*

**Subscribe to the Leaders of Awesomeness calendar.** When we add new sessions, it will automatically add them to your calendar.

Copy and paste this link into the subscription feature of your calendar. *Just clicking on this link will do the wrong thing — it will add the events into your calendar without subscribing, which means you won't see new events.*



<https://bit.ly/LOACalendar>

- **If you use Google Calendar:** You can subscribe by clicking the + button next to **Other Calendars** and then choose the **From URL** option.
- **If you use Outlook:** Sign into your calendar on web: <https://outlook.office.com/calendar/>. Click **Add Calendar** and **Subscribe from Web**. Paste in the **calendar URL** and finally click **Import**.



## PERSUASIVE UX METRICS

Persuasive UX Metrics

**Persuasive UX Metrics intensive led by Jared Spool**

**Nov 8-15 (New! UX Leader VIP Sessions Nov 8-18)**

Persuasive UX Metrics amplify the story of your UX work.

People can only value what they see.

Join our Intensive and together, we'll explore how you'll identify, research, and execute a new approach to measuring the user experience. You will:

- Convey how your team's work improves people's lives using UX Outcomes.
- Provide new ways to measure your human-centered accomplishments with *UX Success metrics*.
- Demonstrate continuous improvements by embracing *UX Progress metrics*.
- Reveal the hidden costs of poor UX with *Problem-Value metrics*.
- Drive your organization to become more UX mature using *customer-focused targets and objectives*.

**Are you ready to learn? Or are you ready to lead?** From November 8 through November 18, we've got an Intensive package that's perfect for where you're at.

- UX Learner Package — Free access to the Intensive materials
- UX Leader VIP Packages — Comprehensive access for great value



[Join our Persuasive UX Metrics intensive today.](#)





# CENTER CENTRE UX STRATEGY LEADERS PROGRAM

*Center Centre UX Strategy Leaders Program.*

## The Center Centre UX Strategy Leaders program

*A 24-week online program, intentionally designed for UX leaders. Join us on a deep dive into every facet of creating, implementing, and leading a UX strategy.*

### Save your organization money and save your sanity

The key to reducing costs for your organization and reducing your stress is simple. You need a proactive UX strategy.

While on the surface, creating an effective UX strategy seems straightforward, once you get into it, it's actually quite complicated. **We created the Center Centre UX Strategy Leaders program so you don't have to create and sell an effective UX strategy alone.**

For 6 months, Jared Spool and the Center Centre team will work with you to craft and execute the UX Strategy that will get you that energizing future.



Learn more about our [Center Centre UX Strategy Leaders program](#).