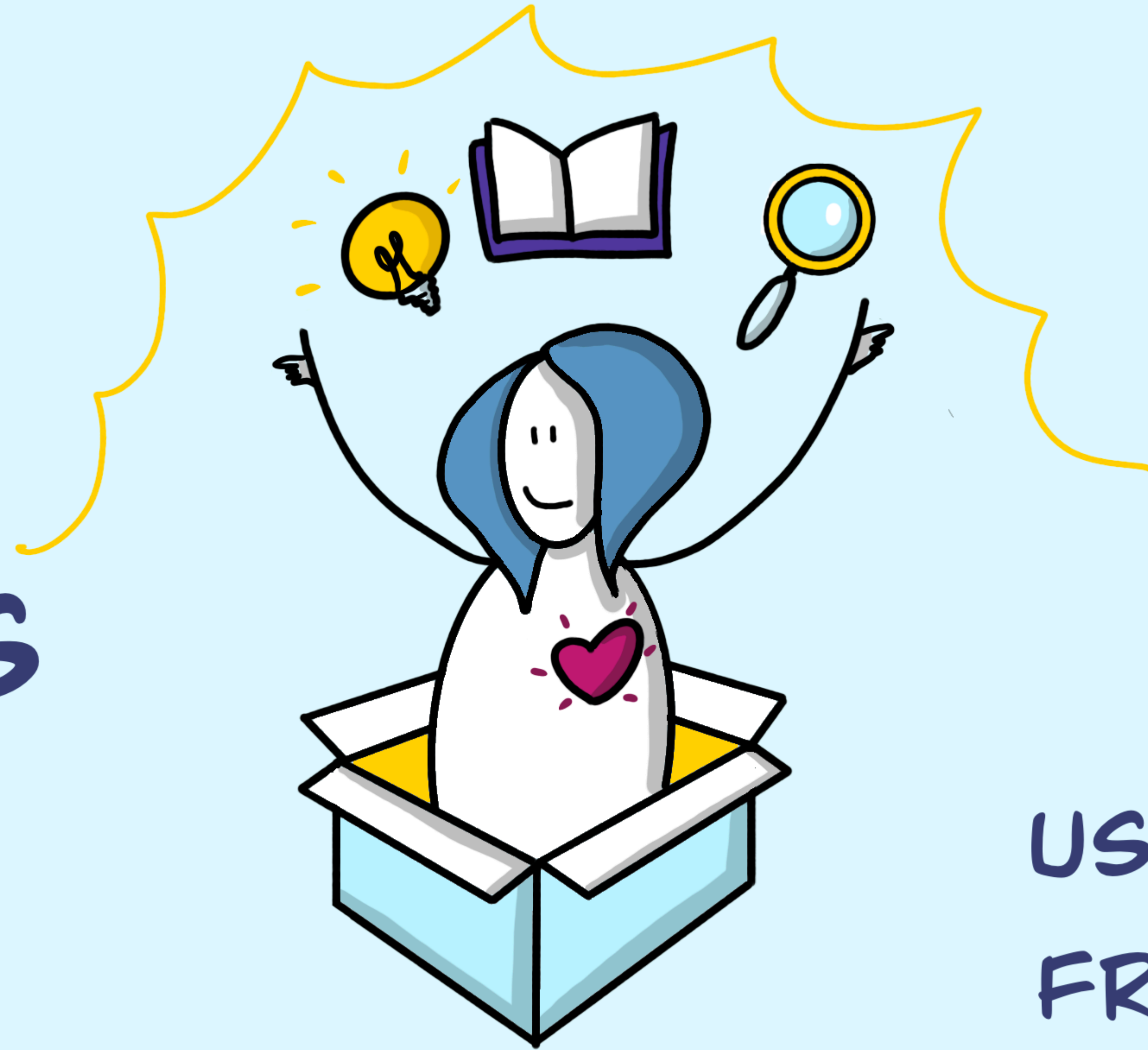


YOU AS  
THE  
PRODUCT



REINVENT  
YOURSELF  
USING LESSONS  
FROM PRODUCT  
INNOVATION



## Facts

- Located in Tallinn, Estonia
- Education: Computer Science
- Organizer of Tallinn Agile meet-ups and Agile Saturday Tallinn

### Previously also:

- \* Software Engineer
- \* Project Manager
- \* Scrum Master

### Languages:

- English
- Estonian
- French
- Russian



Julia Västriik  
Agile Coach

## Sports

- ✓ Running, strenght training, HIIT etc.
- ✓ Roller skating
- ✓ Winter sports



## Hobbies

- Drawing
- Reading (a lot)
- Professional communities
- Healthy food cooking
- Wine tasting

A quote reflecting my philosophy:

“The price of excellence is discipline.  
The cost of mediocrity is  
disappointment.”

William Arthur Ward

Or maybe this one? 😊

“I don't have talent, so I  
just get up earlier.”

Henry Rollins

Enjoy Life!



# COMPANY PORTFOLIO

Grow

Search

Excel at and improve what they have



EXPLOIT

THE PRESENT

EXECUTE

EXPLORE

THE FUTURE

INNOVATE

# YOUR PORTFOLIO OF SKILLS

Grow

Search

Something you are already good at



EXPLOIT

EXPLORE

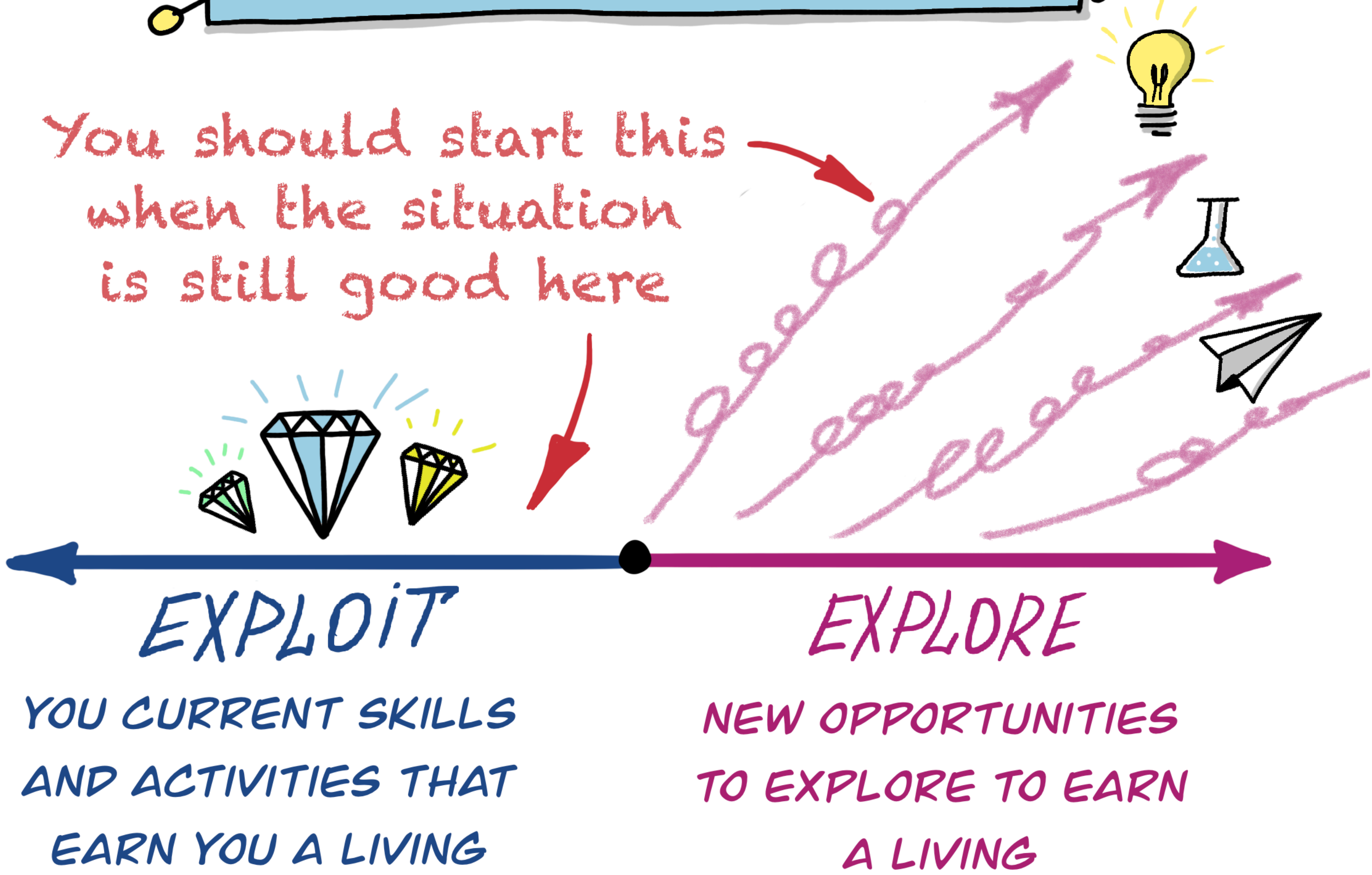
YOU CURRENT SKILLS  
AND ACTIVITIES THAT  
EARN YOU A LIVING

NEW OPPORTUNITIES  
TO EXPLORE TO EARN  
A LIVING



# YOUR PORTFOLIO OF SKILLS

You should start this when the situation is still good here



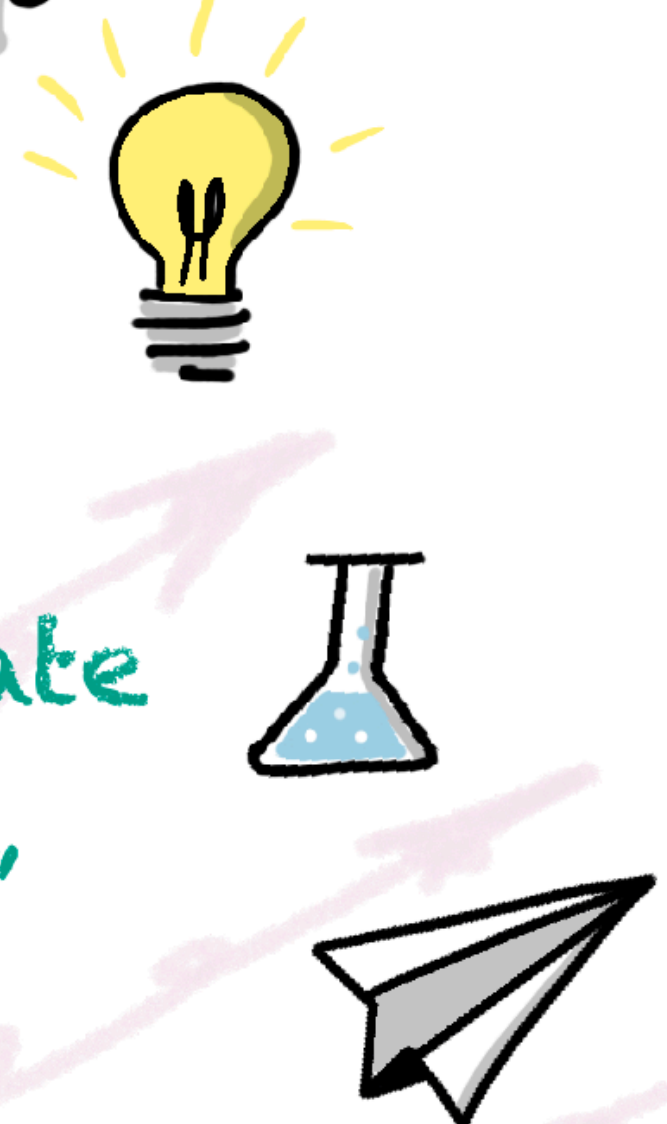


# YOUR PORTFOLIO OF SKILLS

Stability  
Confidence  
Quality  
Efficiency  
Might become boring  
Short term



Exciting  
Experimental  
Go fast and validate  
"Good enough"  
Long term  
Messy  
No confidence



## EXPLOIT

YOU CURRENT SKILLS  
AND ACTIVITIES THAT  
EARN YOU A LIVING

## EXPLORE

NEW OPPORTUNITIES  
TO EXPLORE TO EARN  
A LIVING

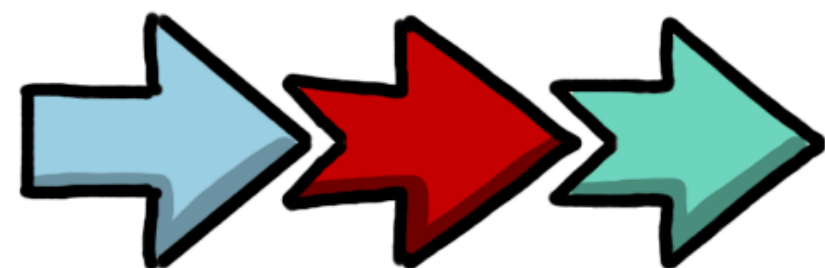


# LEVELS OF PERSONAL INNOVATION

YOU ARE BECOMING  
BETTER AT WHAT YOU ARE  
ALREADY DOING

YOU LEARN NEW SKILLS OR  
EXPAND YOUR SET OF  
ACTIVITIES

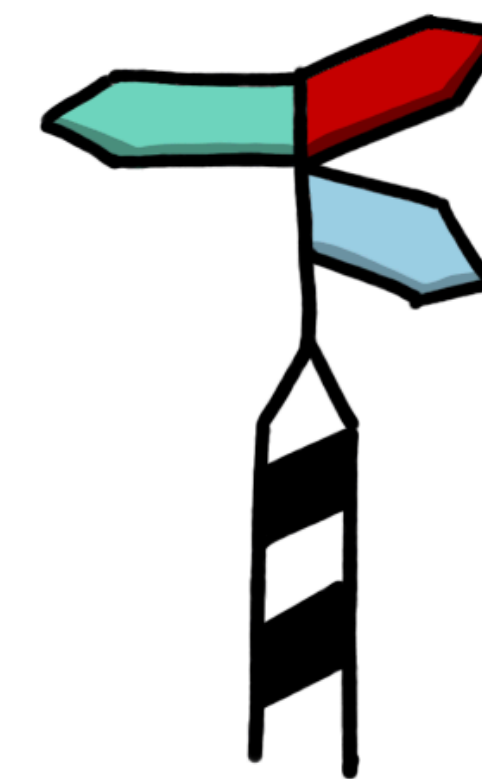
YOU LEARN A NEW  
PROFESSION OR START  
A BRAND-NEW CARRER



OPERATIONAL



PRODUCT



STRATEGIC

Highest Impact

Highest Risk

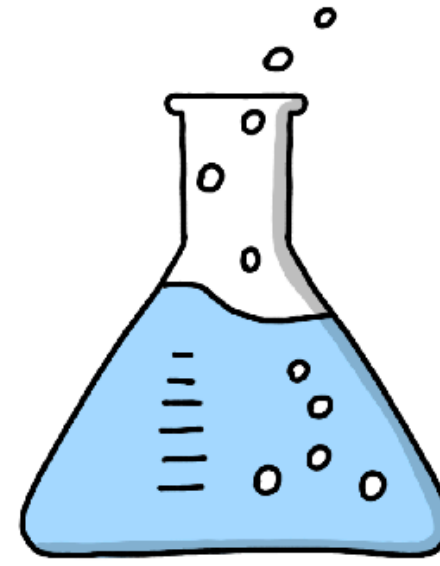




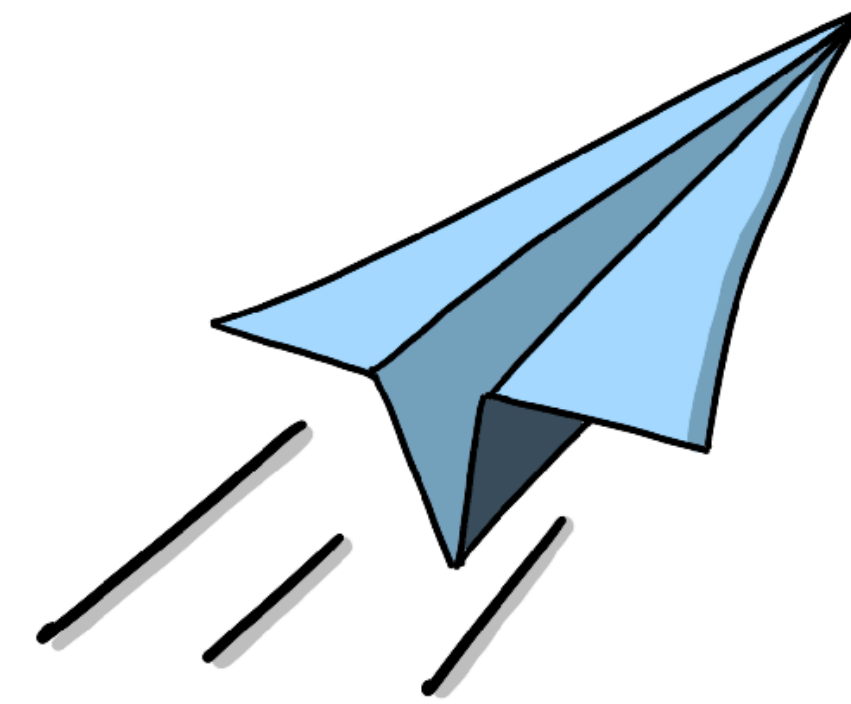
# THE SIX ELEMENTS OF PERSONAL INNOVATION



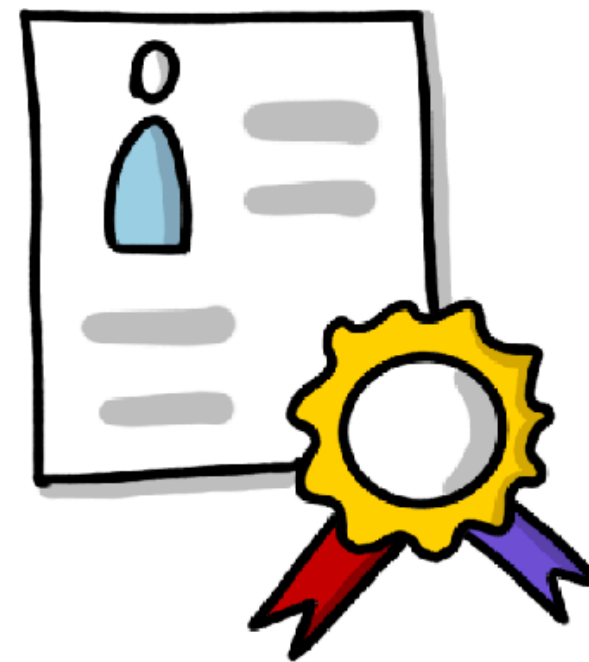
IDEATE



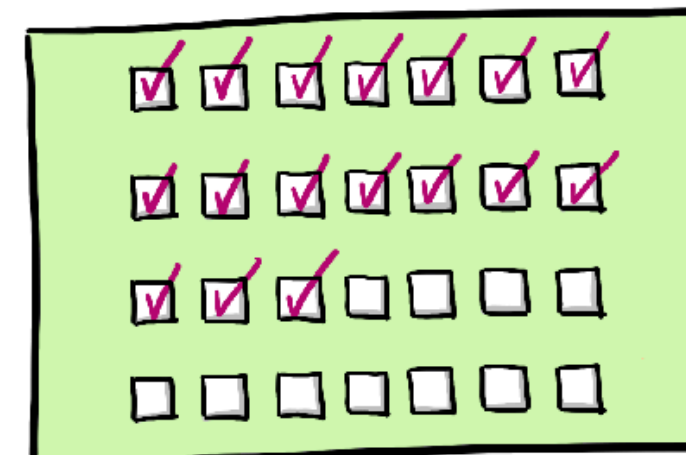
VALIDATE



MVP



BRAND



EXECUTE

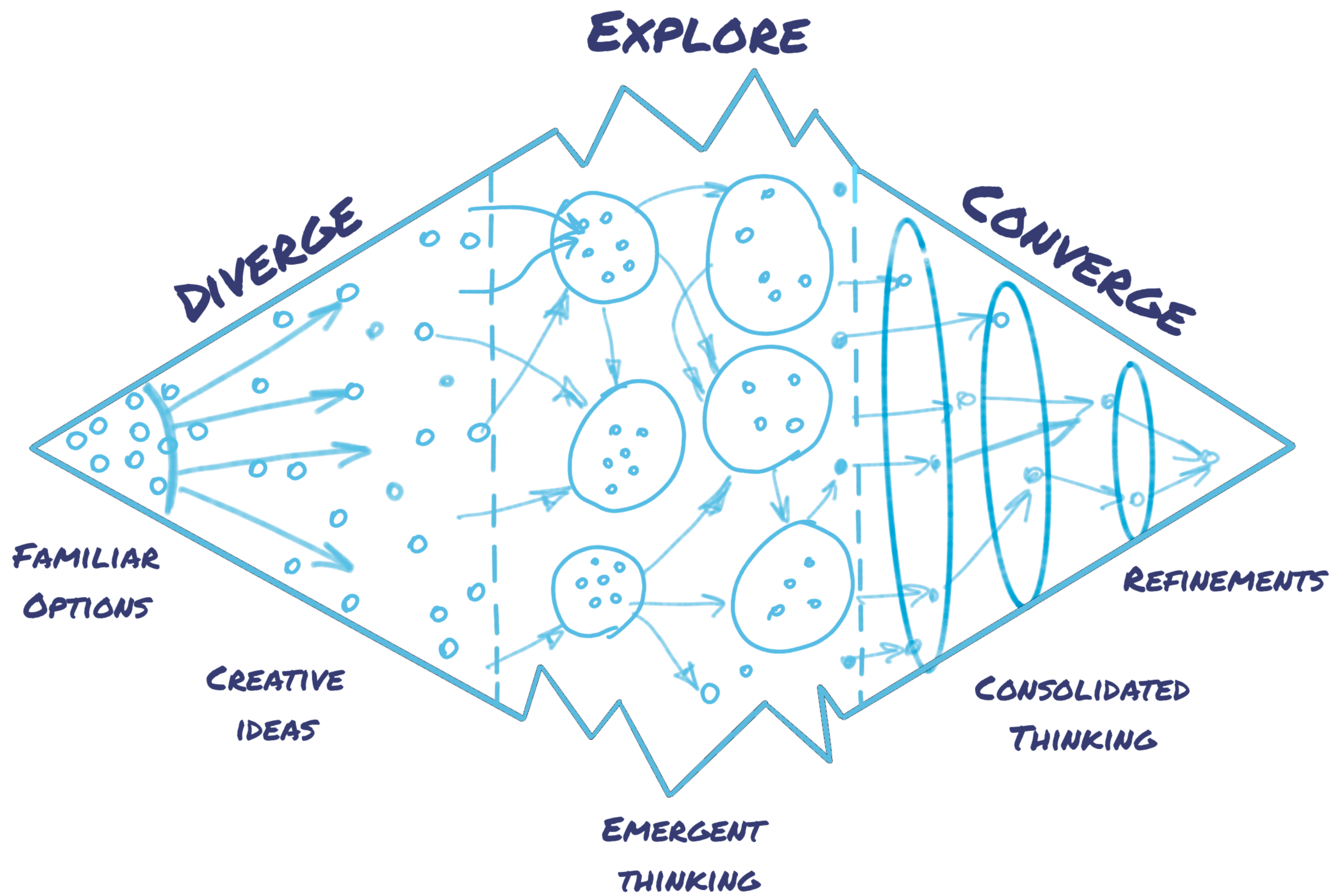


FOCUS



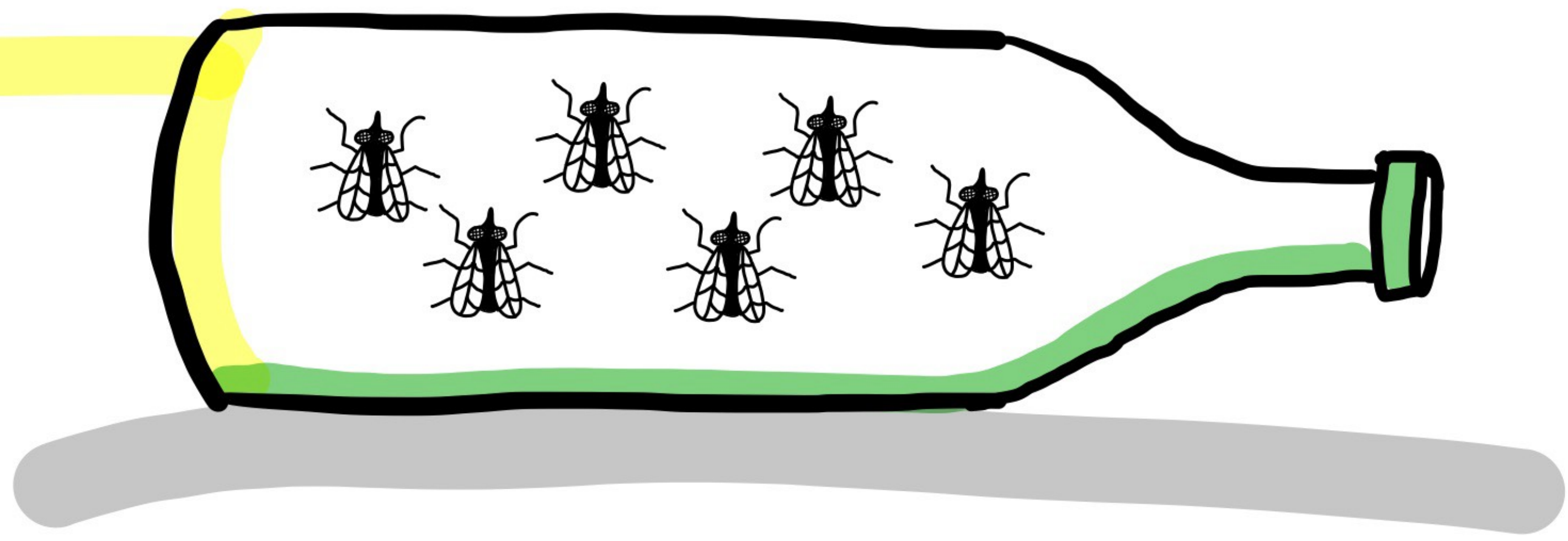
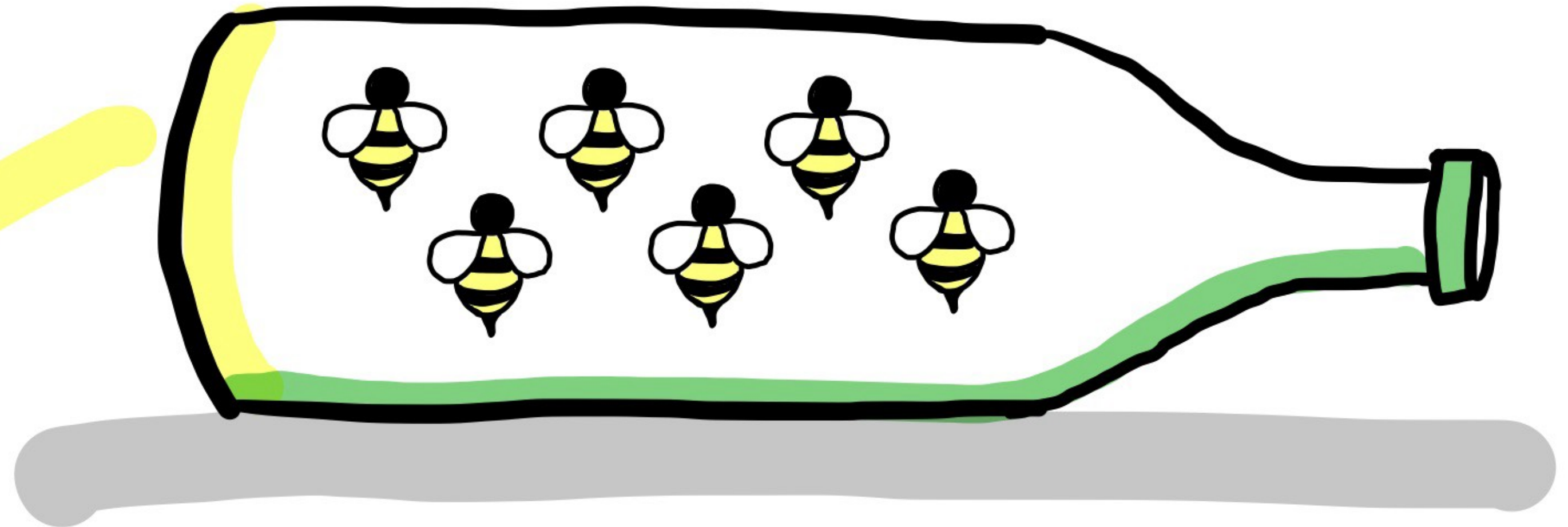
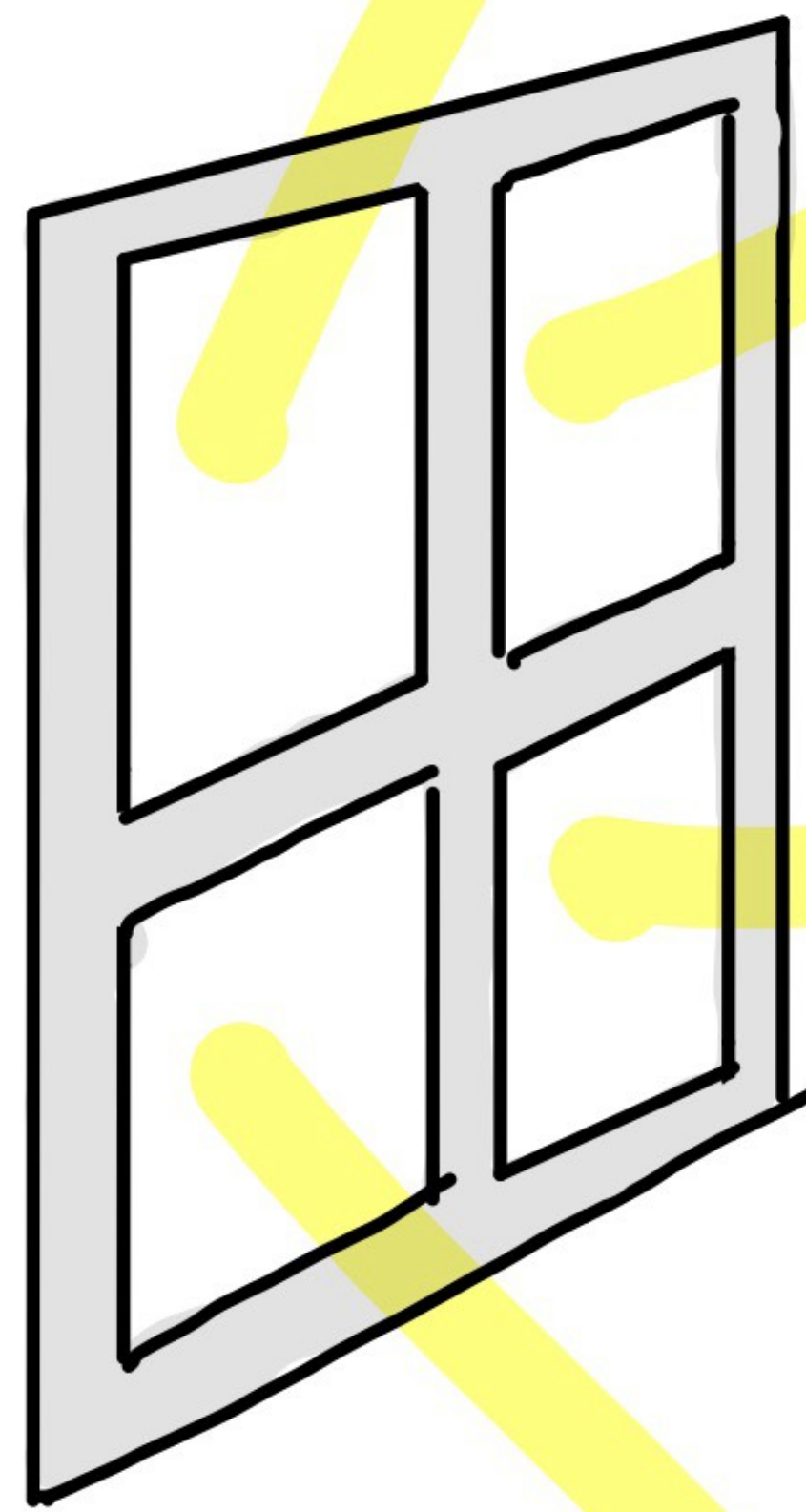
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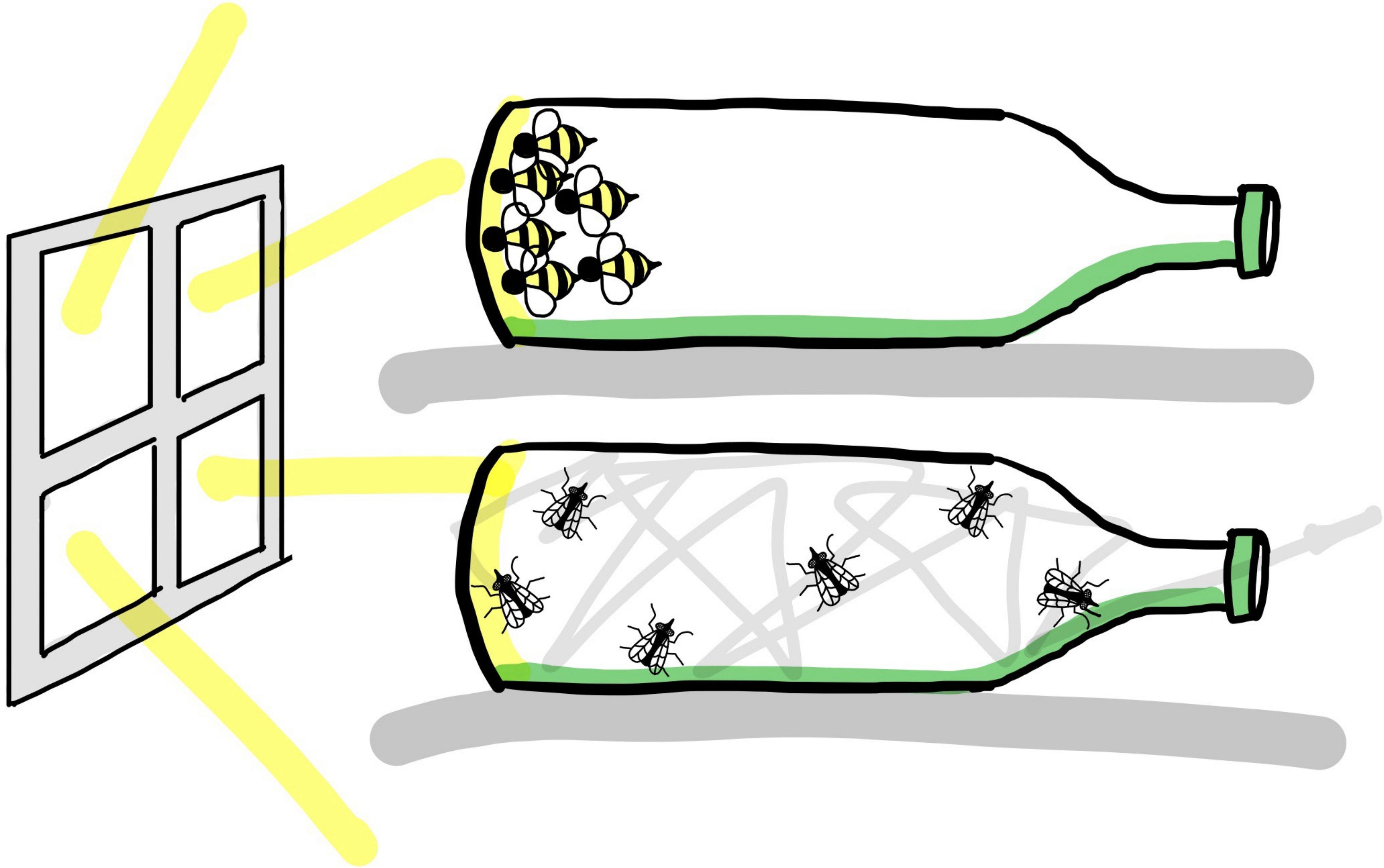




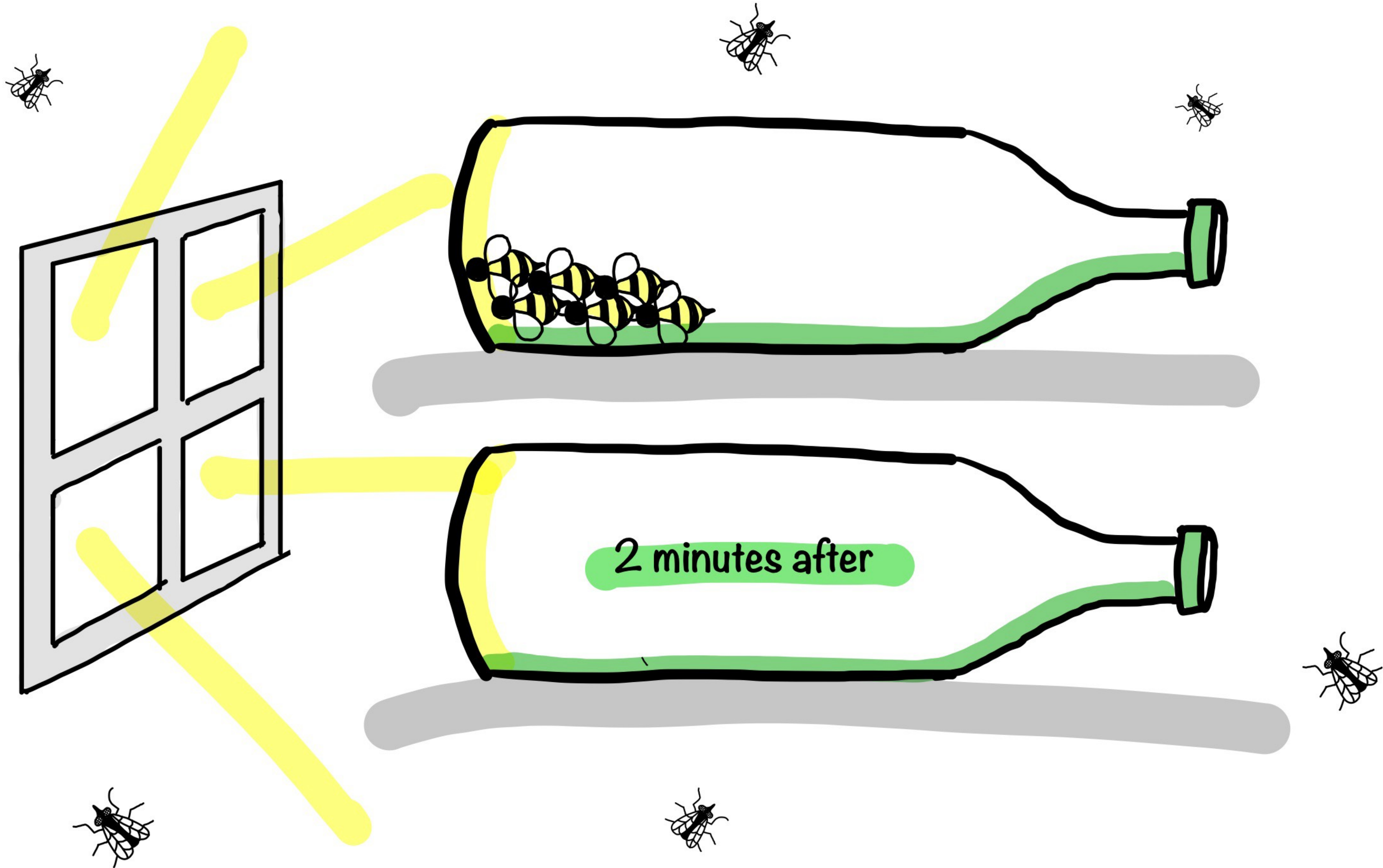


Who is the winner?



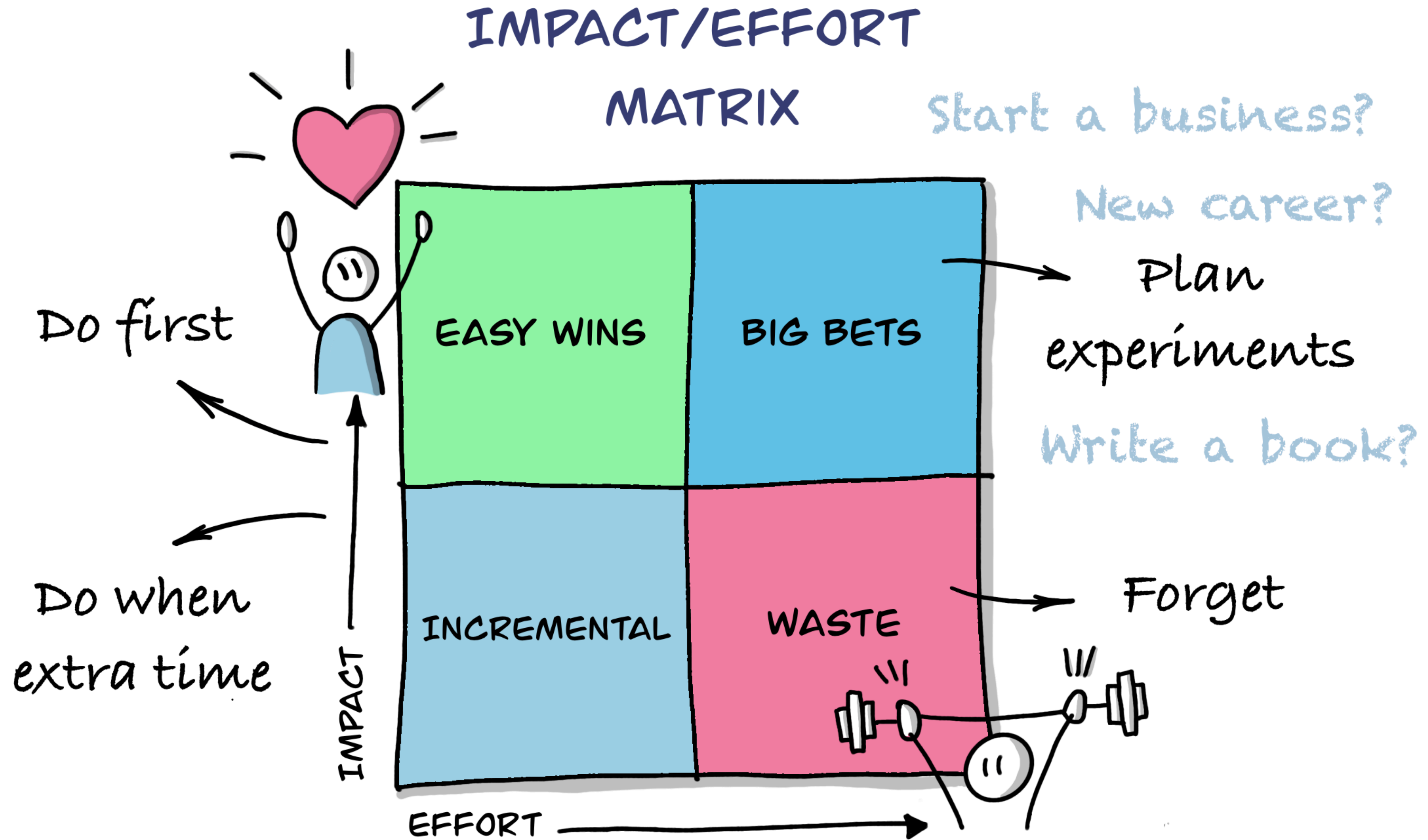






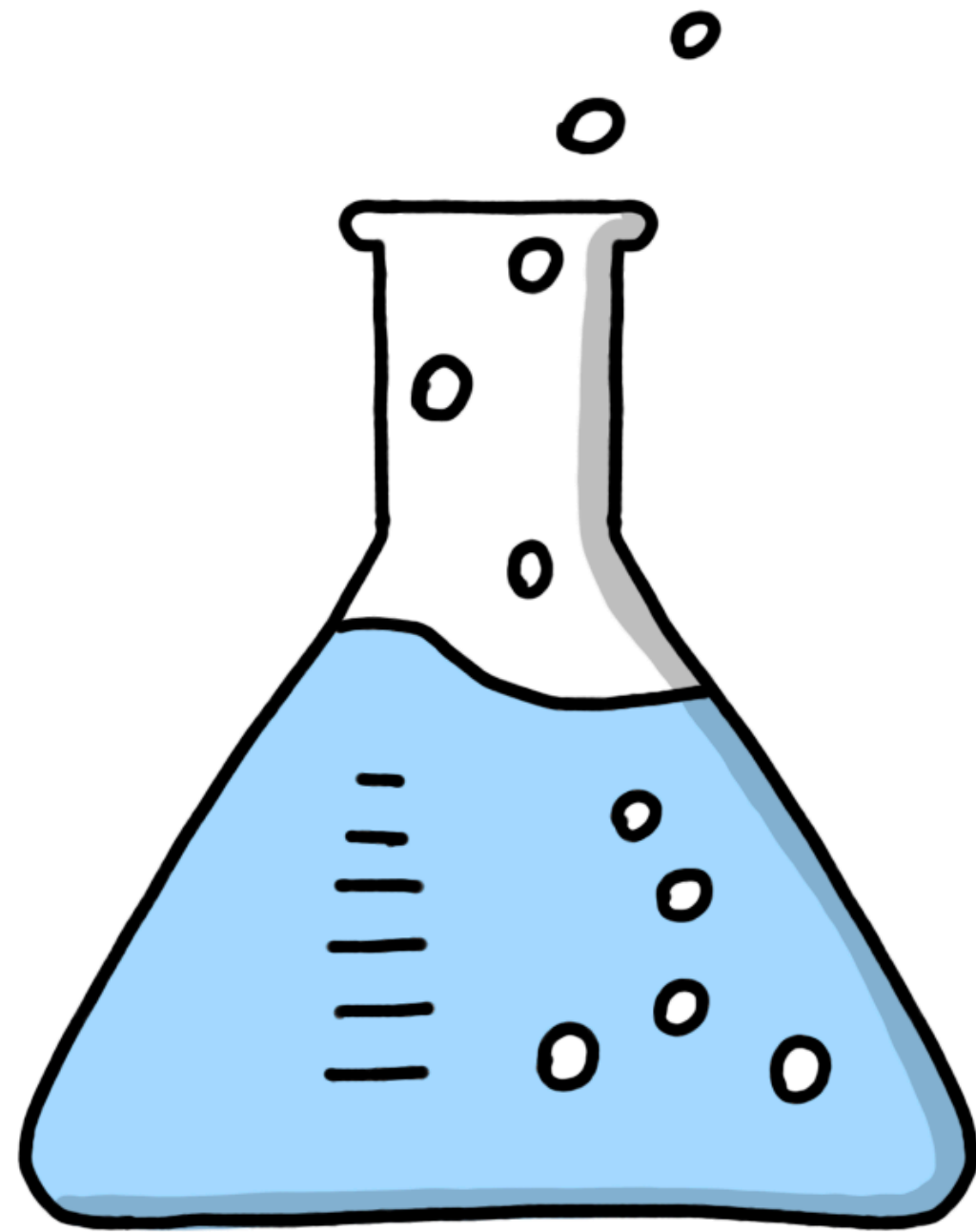
2 minutes after

# PRIORITIZE YOUR IDEAS

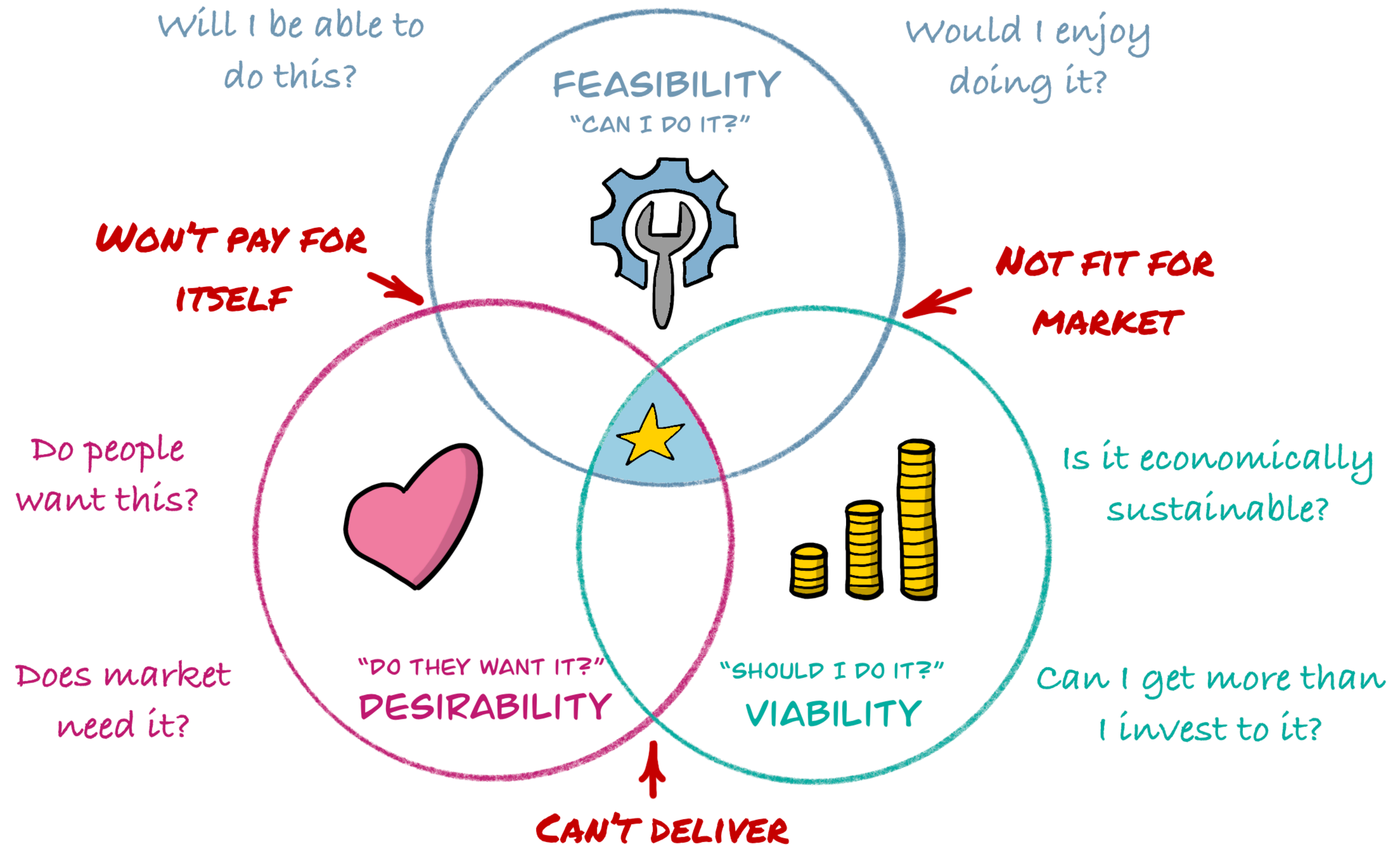




# VALIDATE

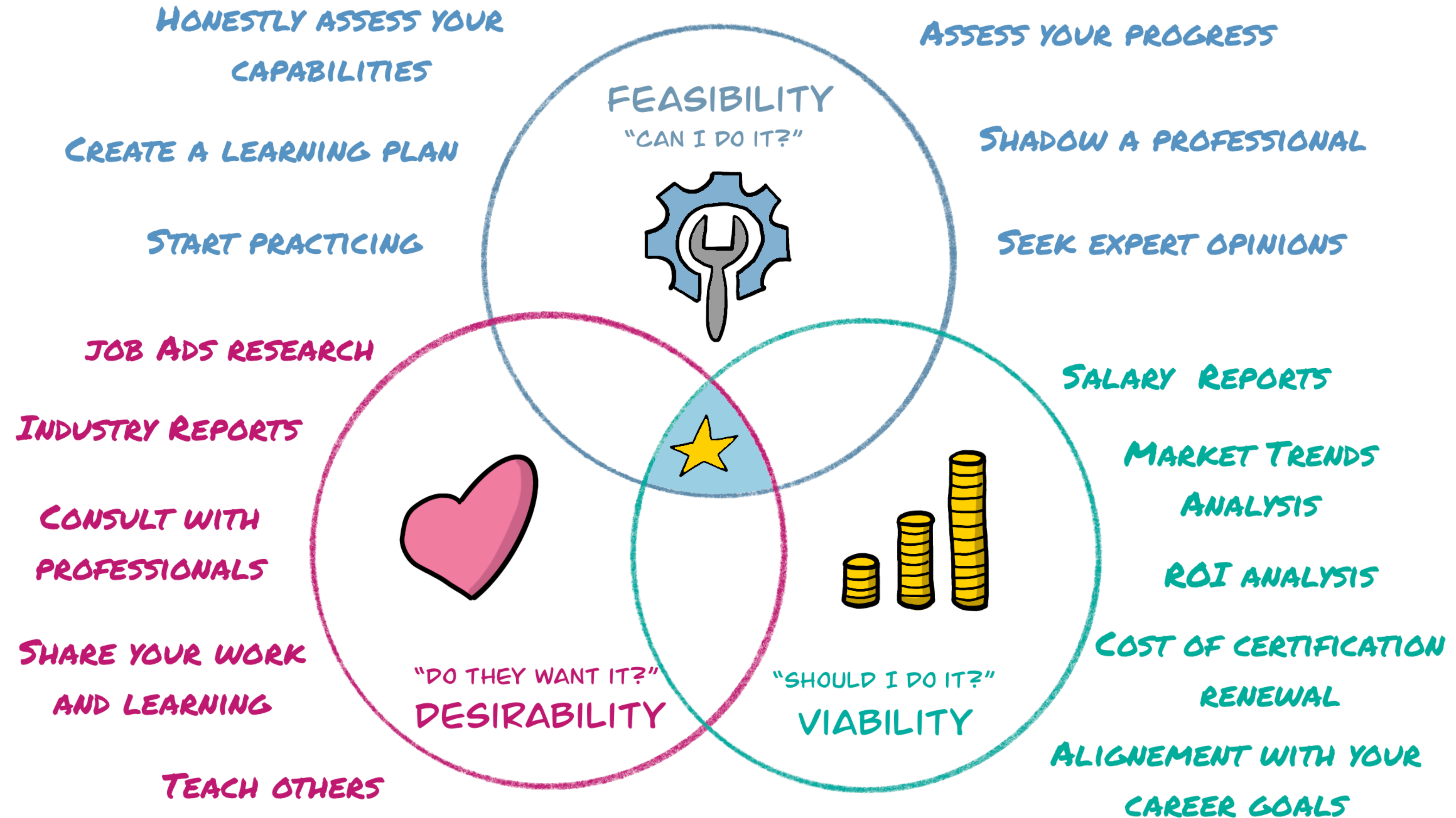


# VALIDATE YOUR IDEAS OF NEW SKILLS



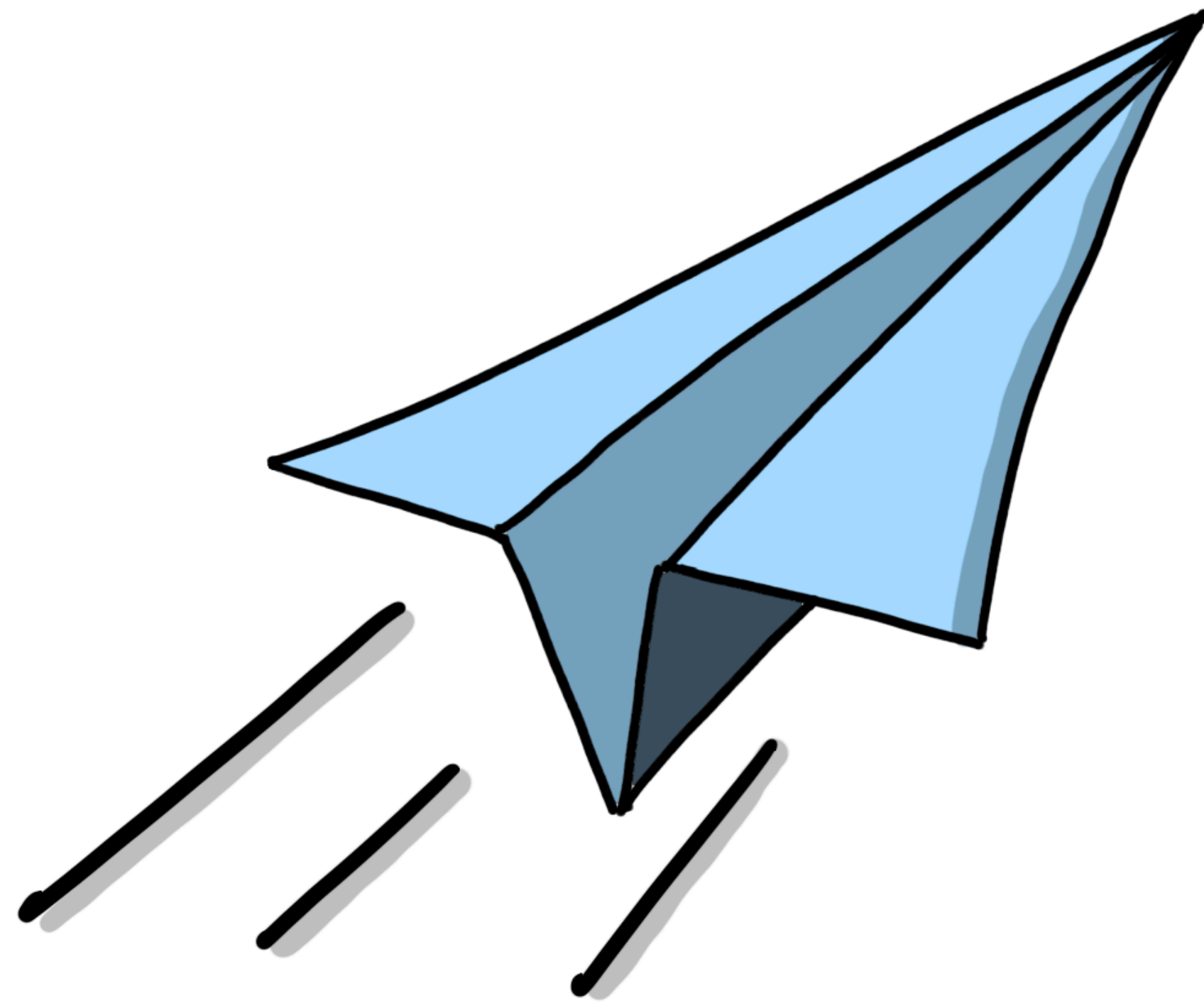


# HOW TO VALIDATE YOUR IDEAS OF NEW SKILLS

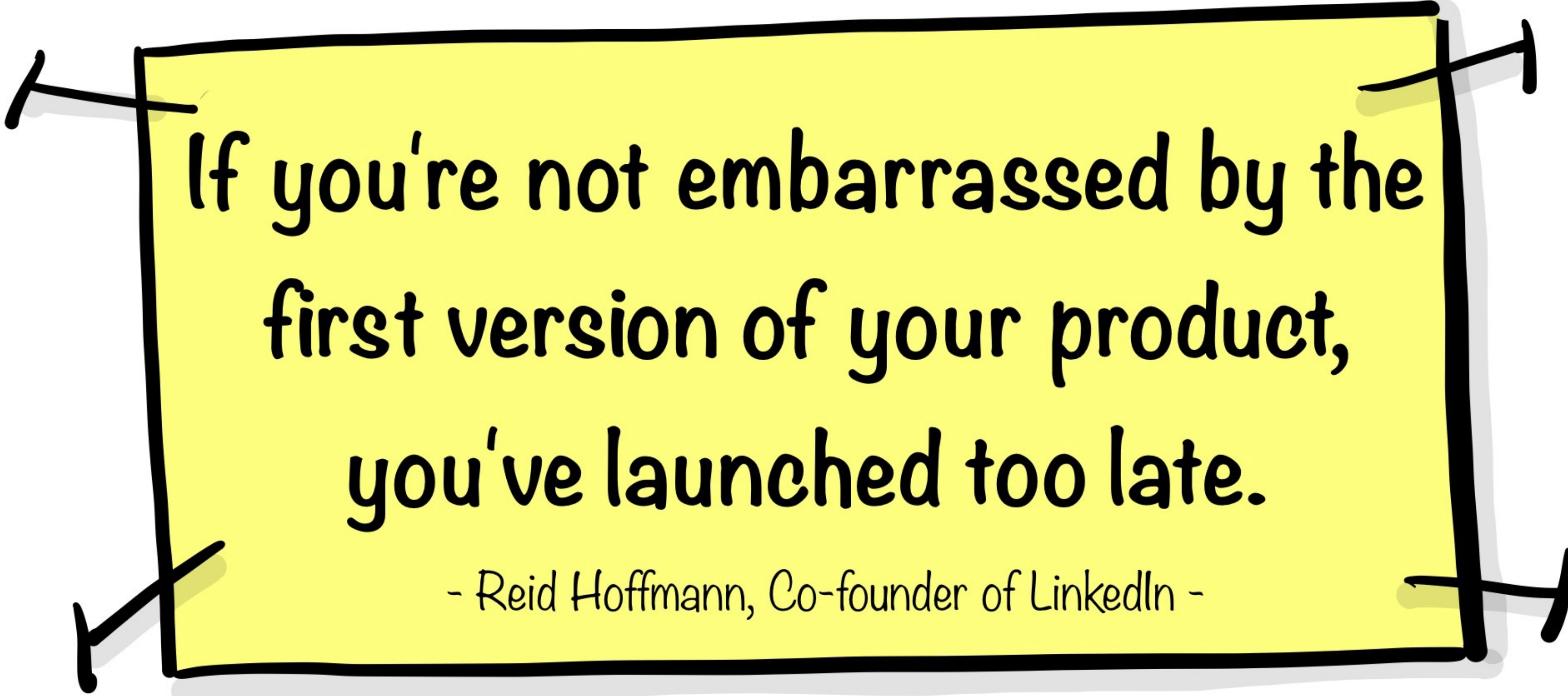


# MVP

(MINIMAL VIABLE PRODUCT)







If you're not embarrassed by the  
first version of your product,  
you've launched too late.

- Reid Hoffmann, Co-founder of LinkedIn -

# EMBRACE DISCOMFORT

START  
PRACTICING  
EARLY

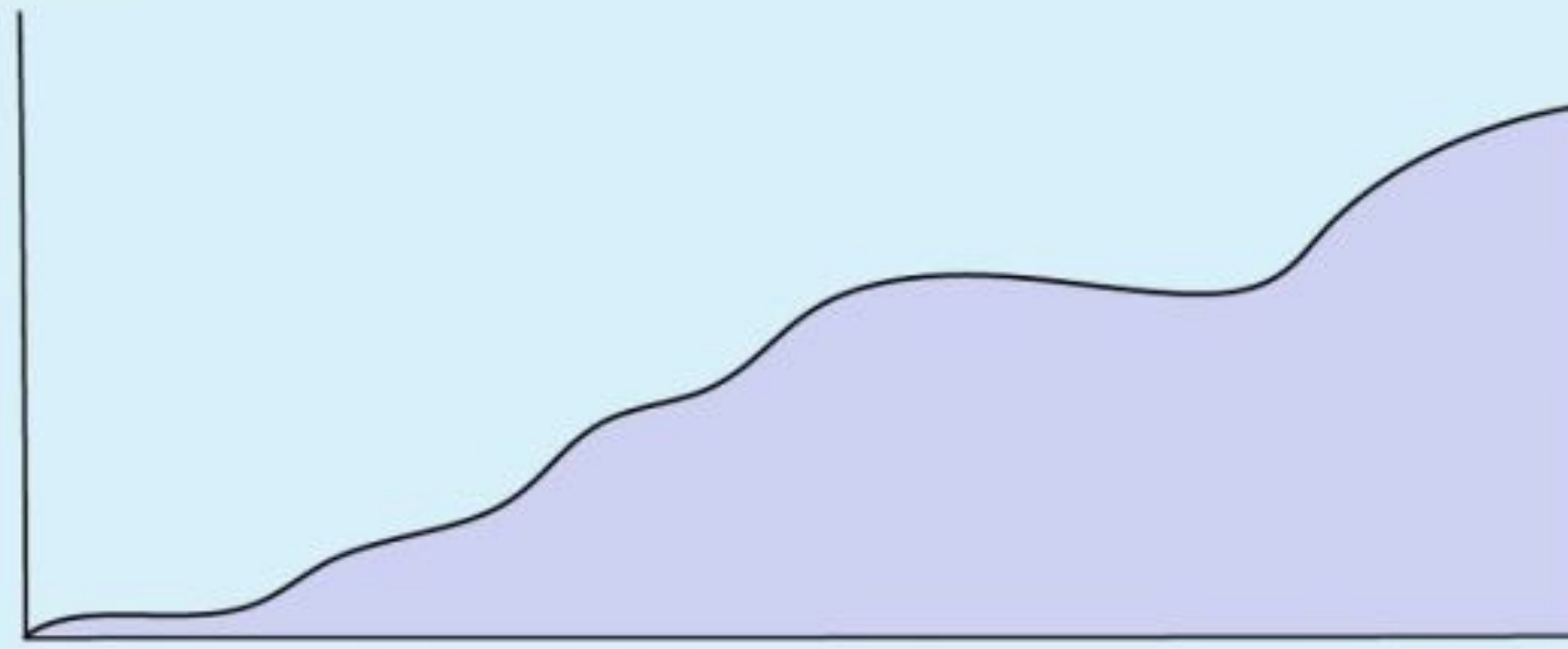


BEFORE YOU  
ARE "READY"



IF YOU START TODAY

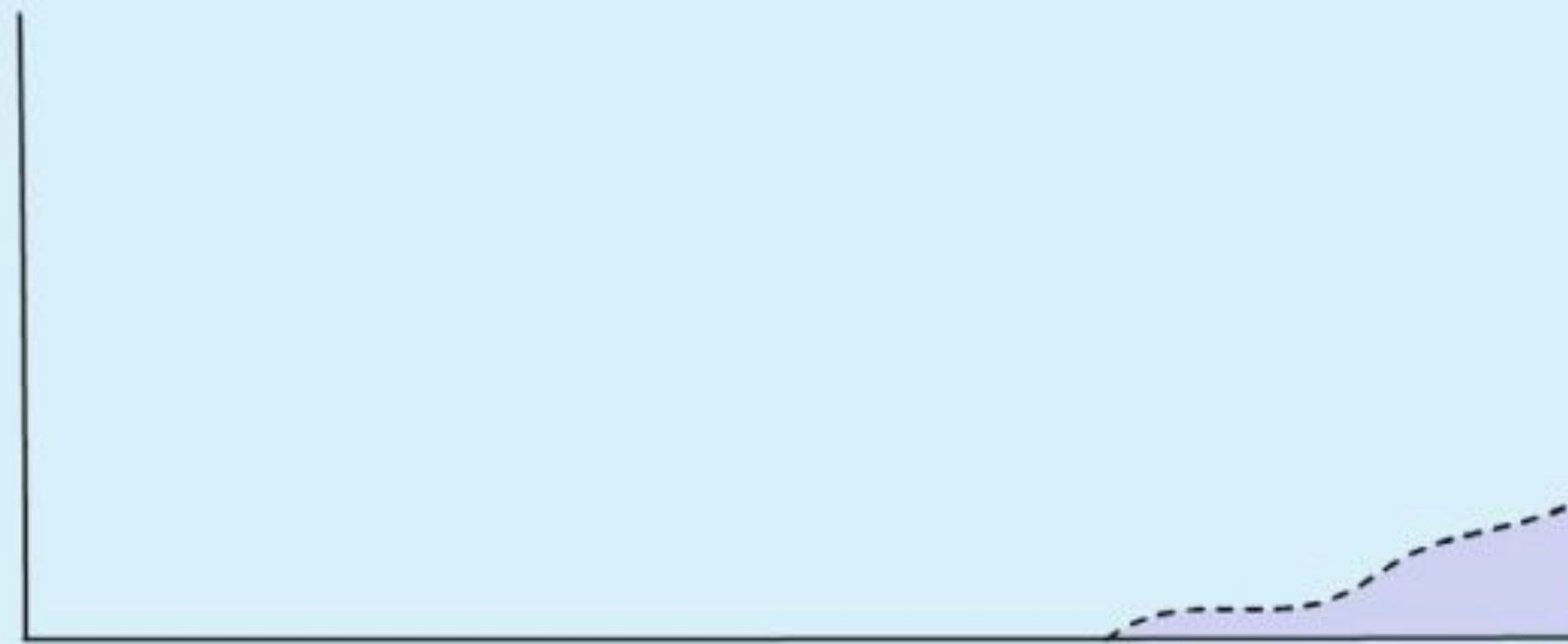
PROGRESS



TIME

IF YOU START WHEN YOU'RE "READY"

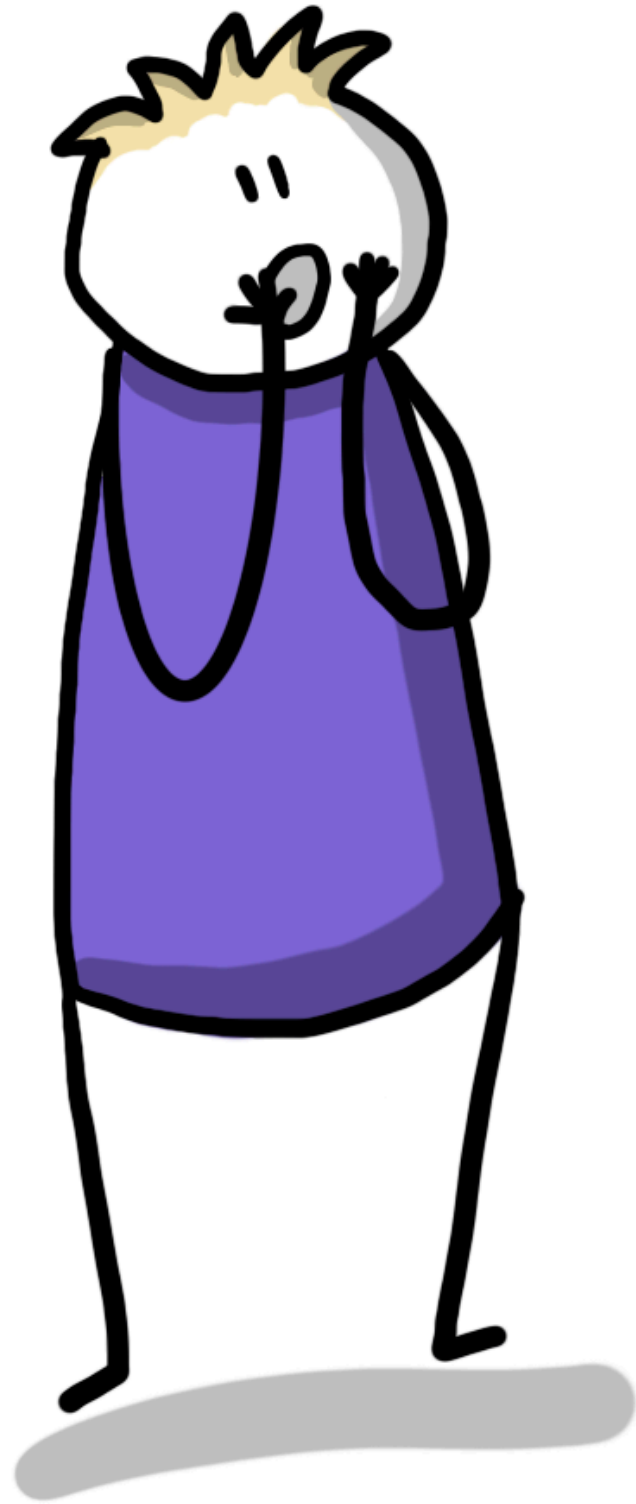
PROGRESS



TIME

LIZ FOSSLIE

# LEARNING REQUIRES PRACTICE AND MAKING A LOT OF MISTAKES



**MISTAKES ARE  
UNCOMFORTABLE**



**BUT THEY HELP US  
PROGRESS**



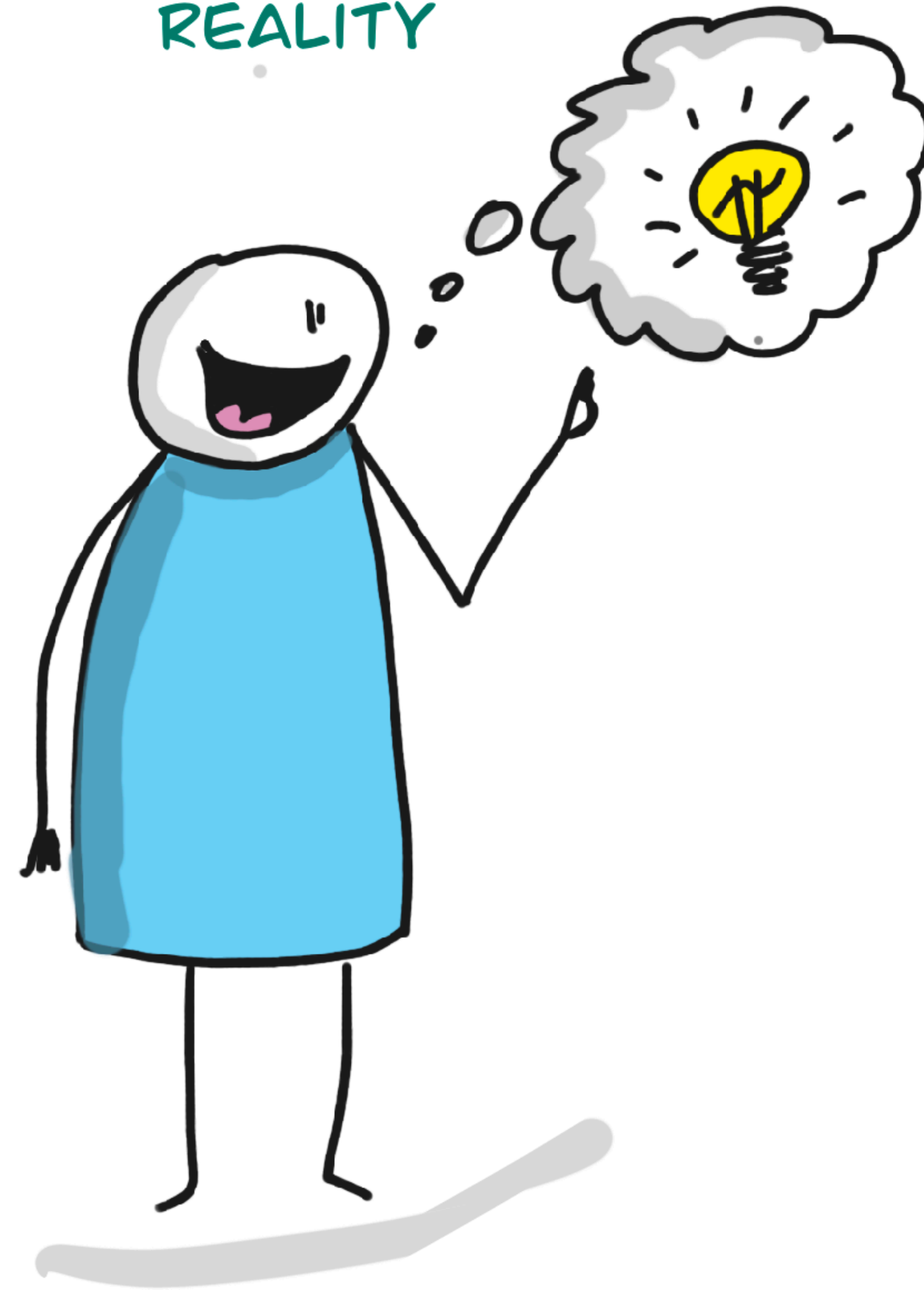
# MAKING MORE MISTAKES

THEORY



LOOKING STUPID

REALITY

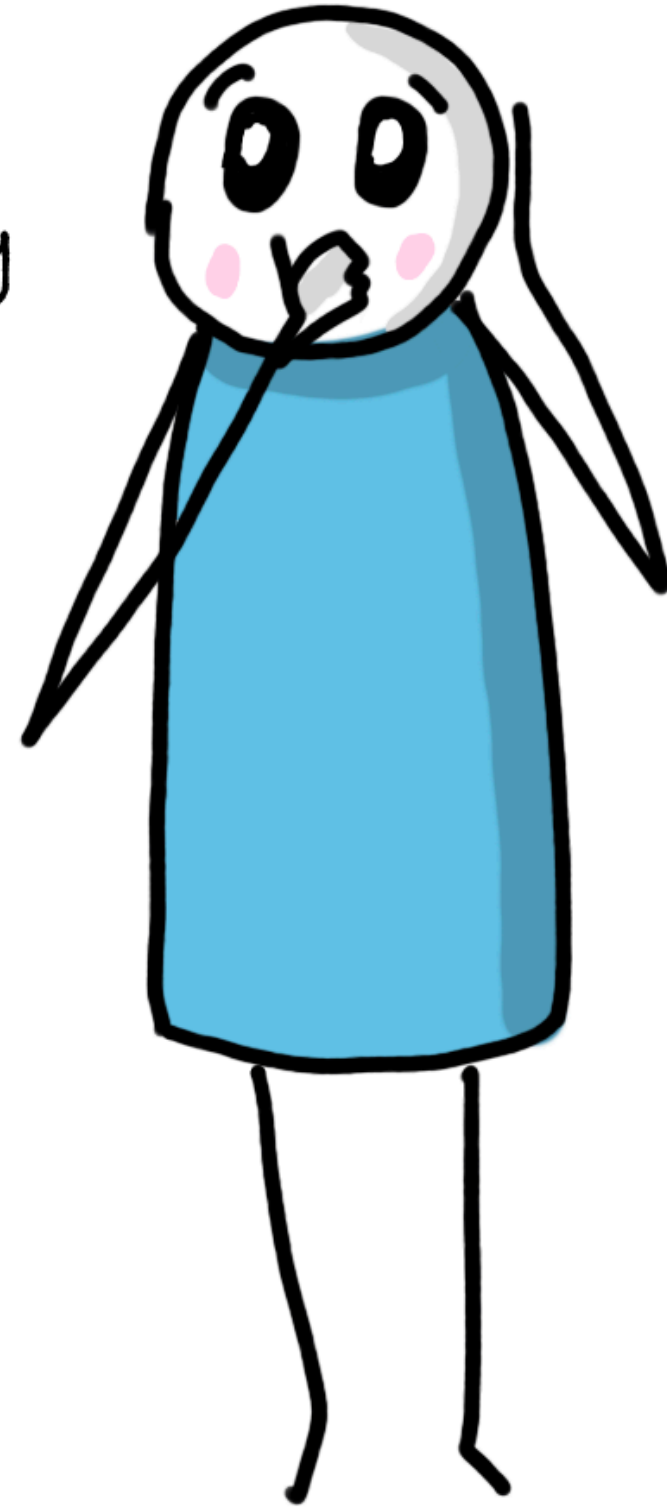


GETTING SMARTER

# MAKING MORE MISTAKES

**THEORY**

Have I really  
said that?

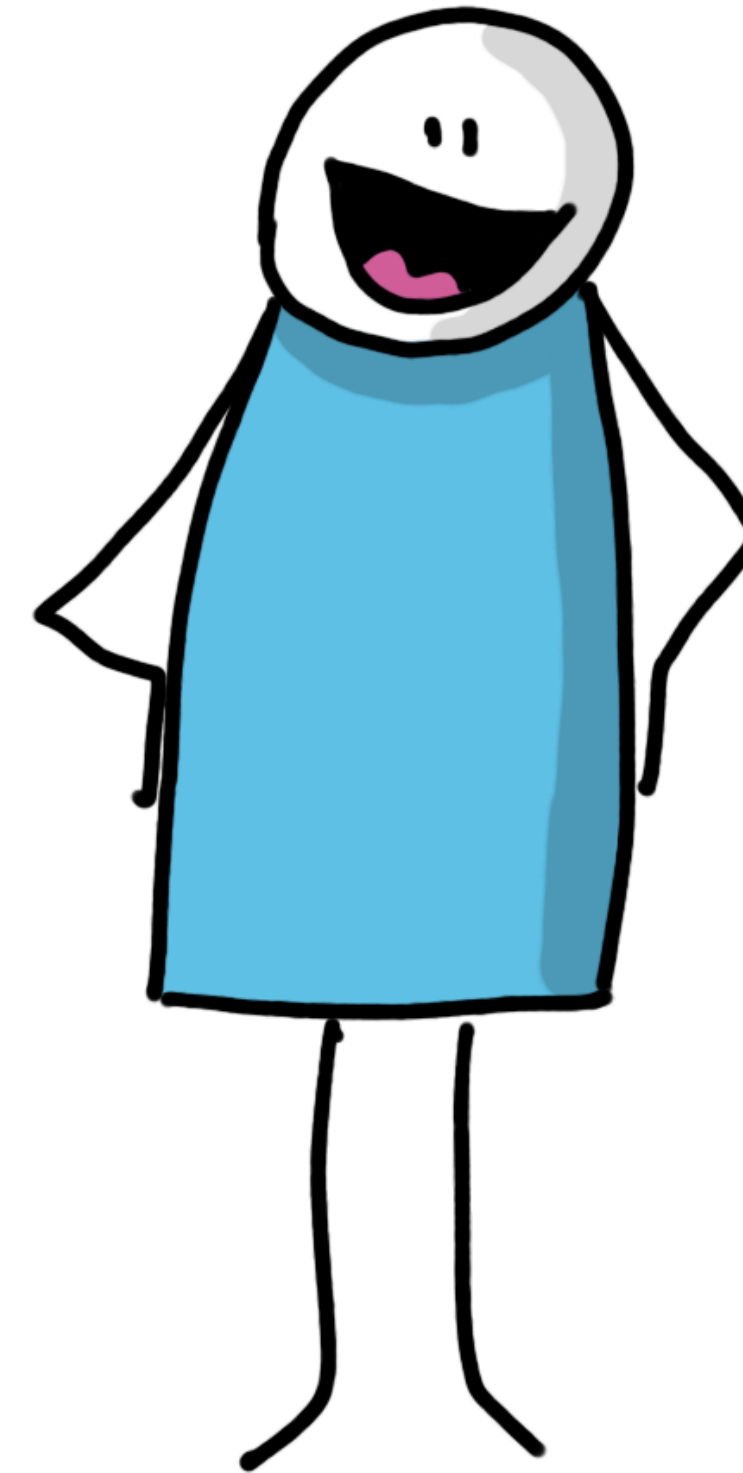


**FEELING SHAME**



**REALITY**

Big deal!



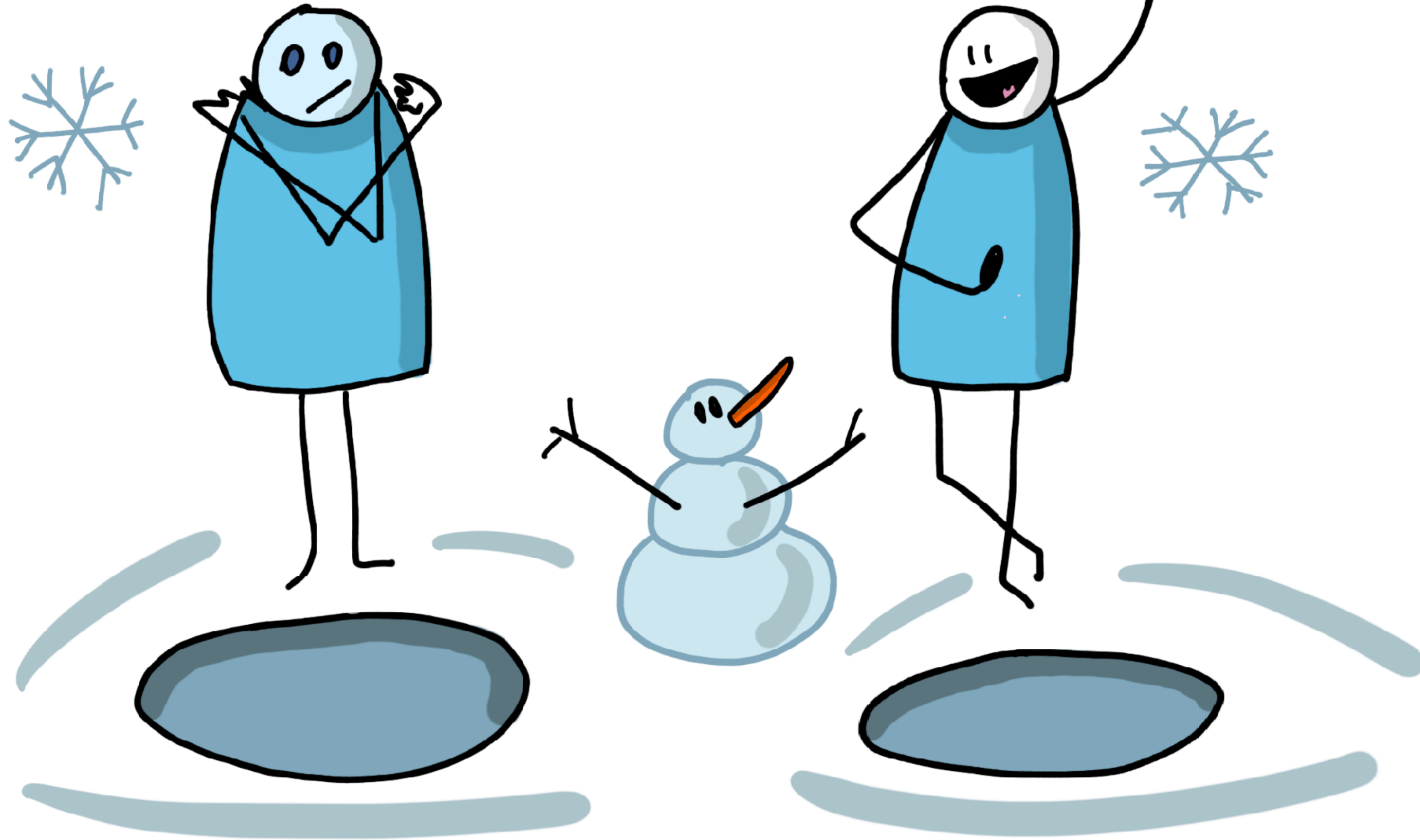
**GAINING COURAGE**



# MAKING MORE MISTAKES

THEORY

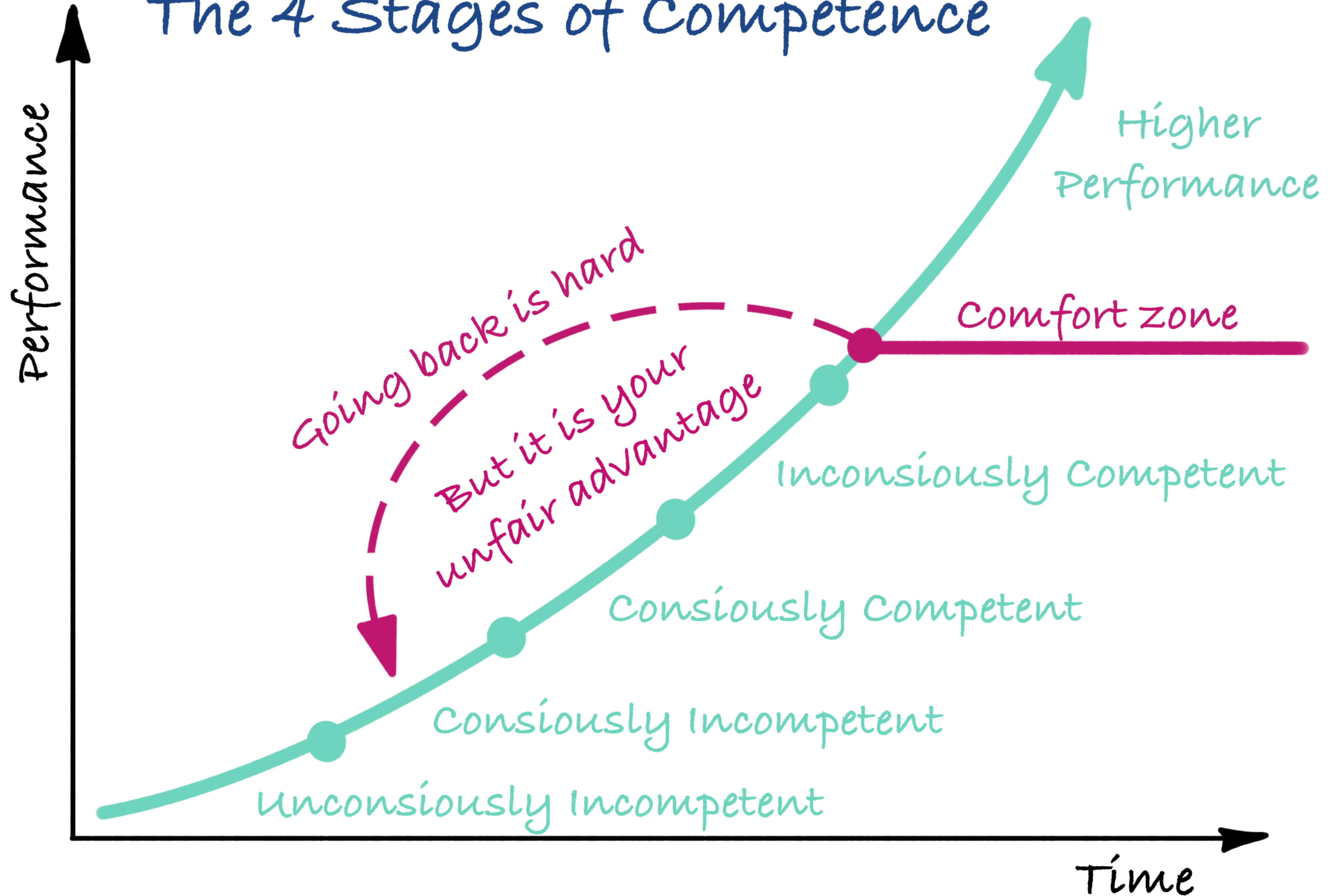
REALITY



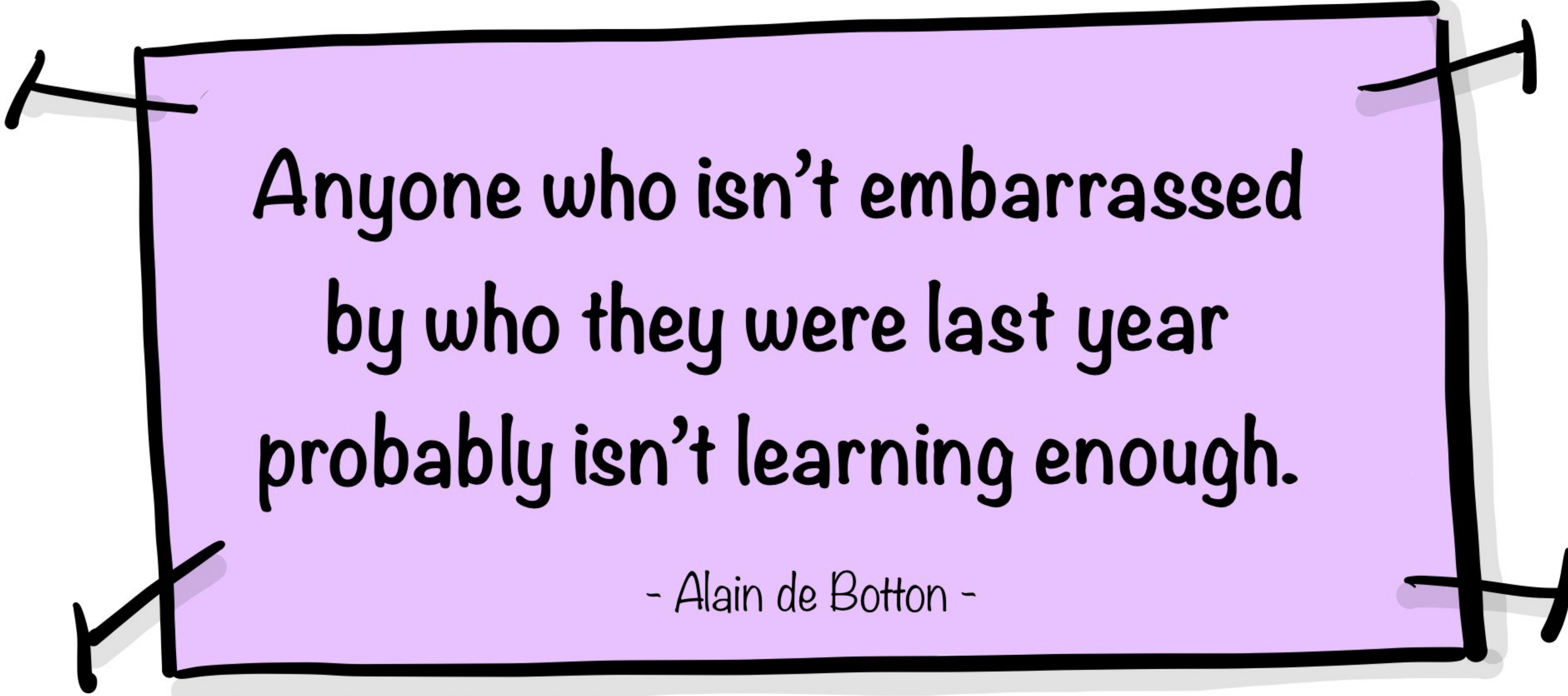
EXPERIENCING DISCOMFORT

EXPANDING YOUR COMFORT ZONE

# The 4 Stages of Competence



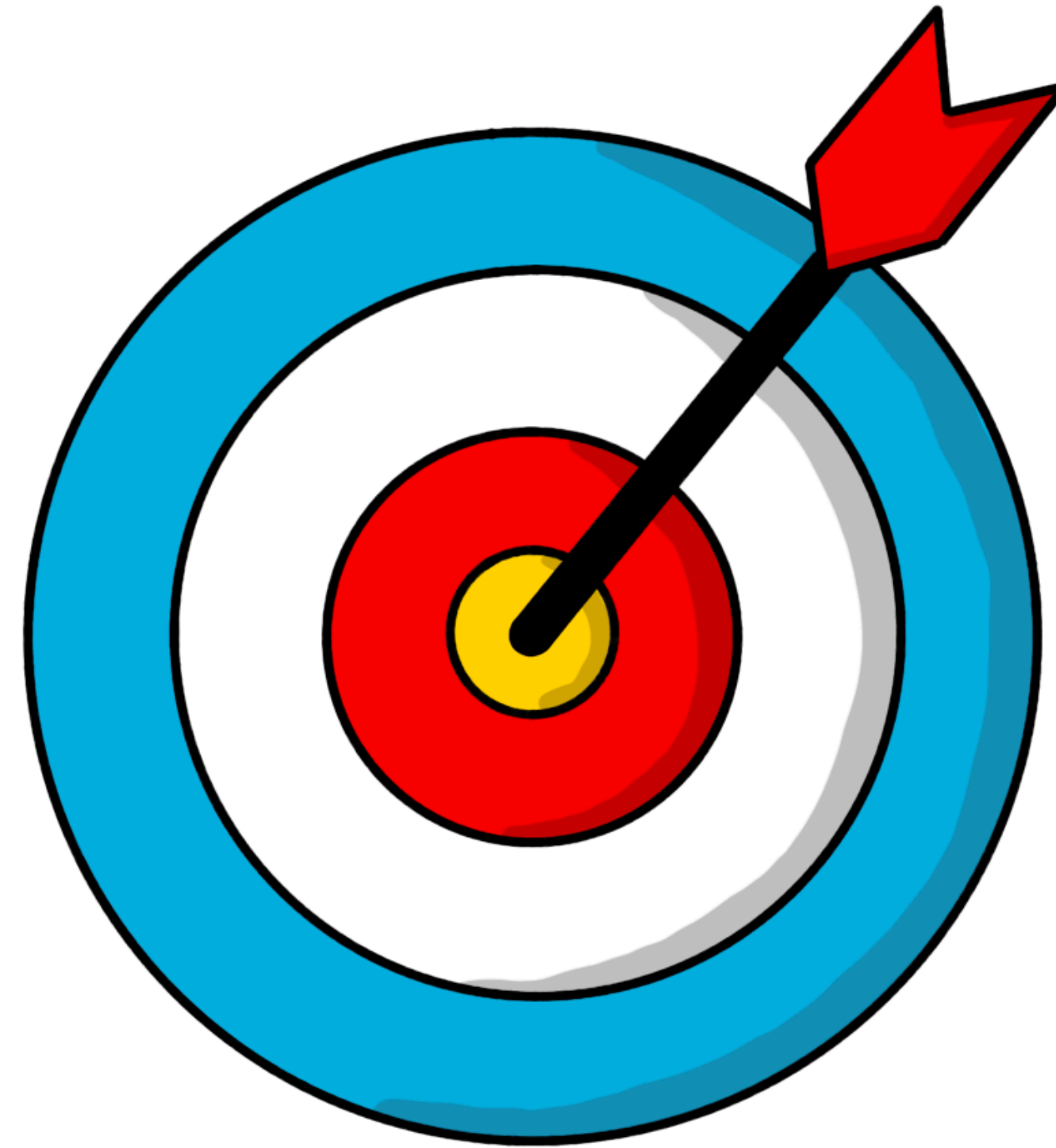




Anyone who isn't embarrassed  
by who they were last year  
probably isn't learning enough.

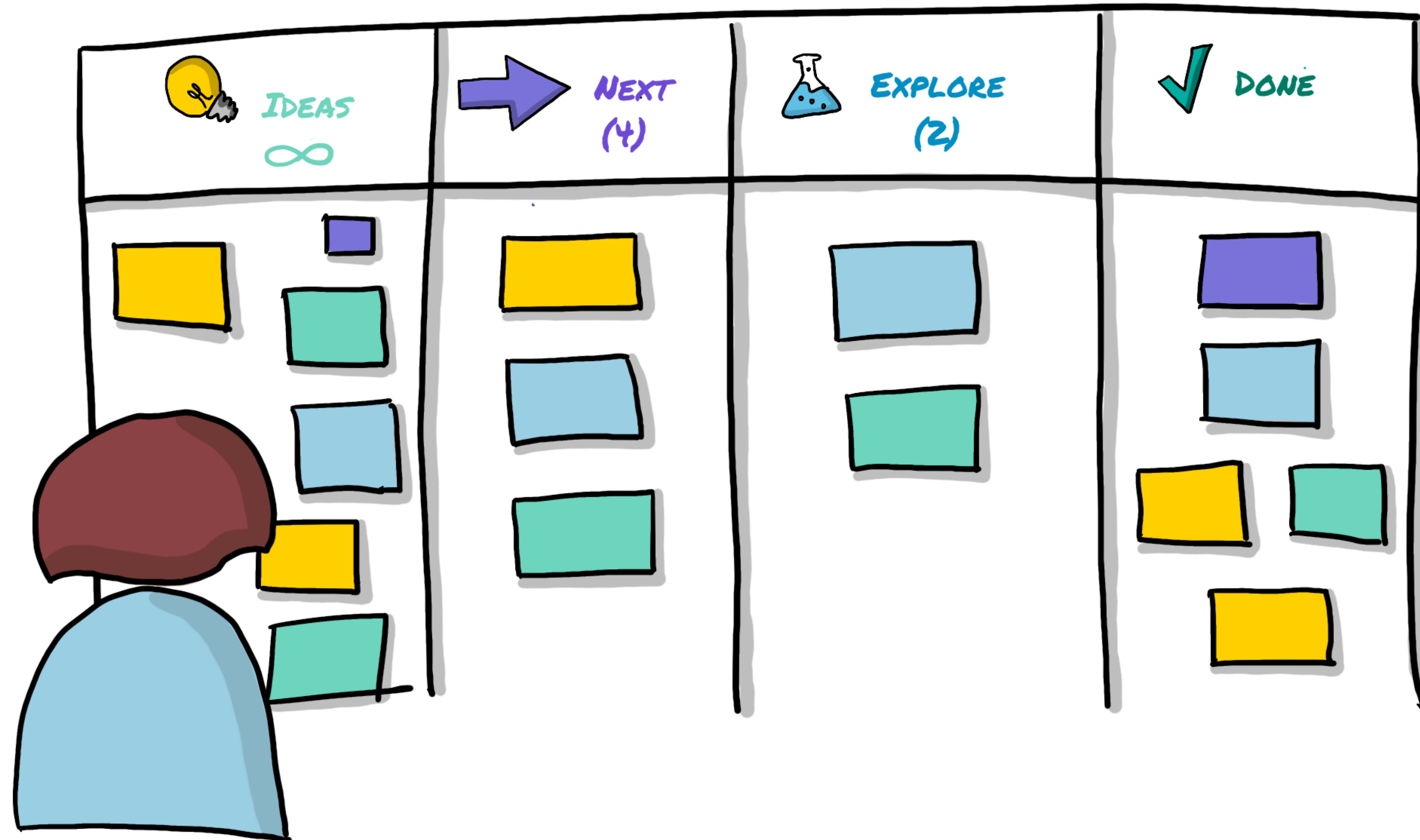
- Alain de Botton -

FOCUS





# LIMIT WIP

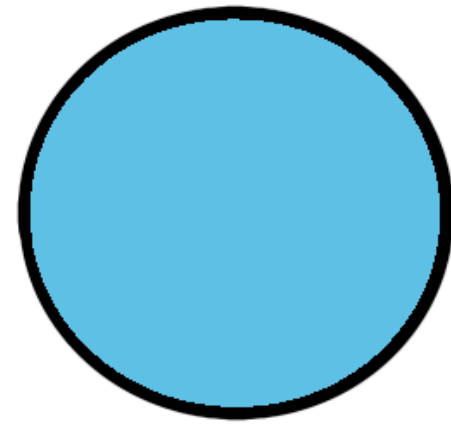






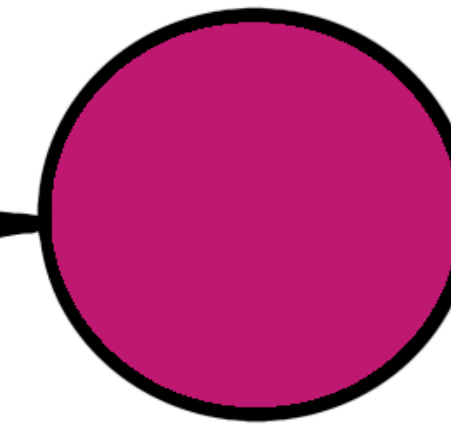
# INSTANT GRATIFICATION VS. LONG-TERM GAINS

*FEELS GOOD NOW*



TIME

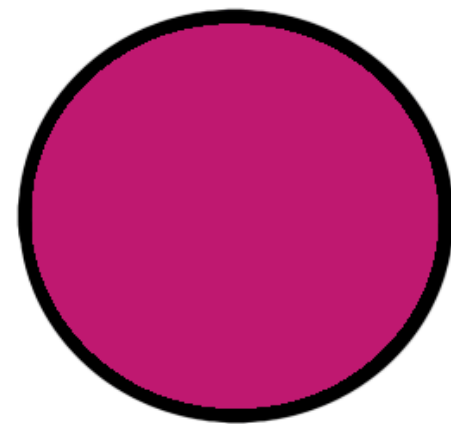
*COSTLY IN THE LONG RUN*



*YOU DO NOTHING*

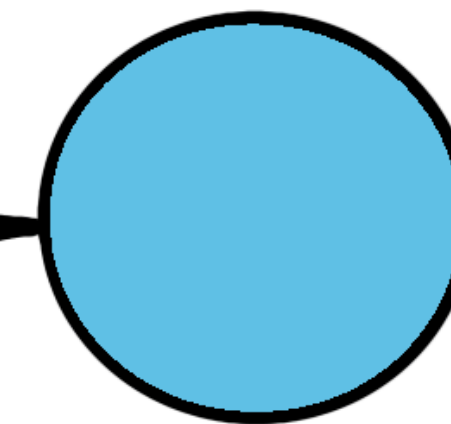
*YOU BECOME IRRELEVANT*

*REQUIRES EFFORTS NOW*



TIME

*HEALTHY IN THE LONG RUN*



*YOU REINVENT YOURSELF*

*YOU BECOME INVINCIBLE*

C  
O  
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C  
Y

## INCONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu



VS.

## CONSISTENTLY DOING THE WRONG THINGS

Mo Tu We Th Fr Sa Su Mo Tu



VS.

## CONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu





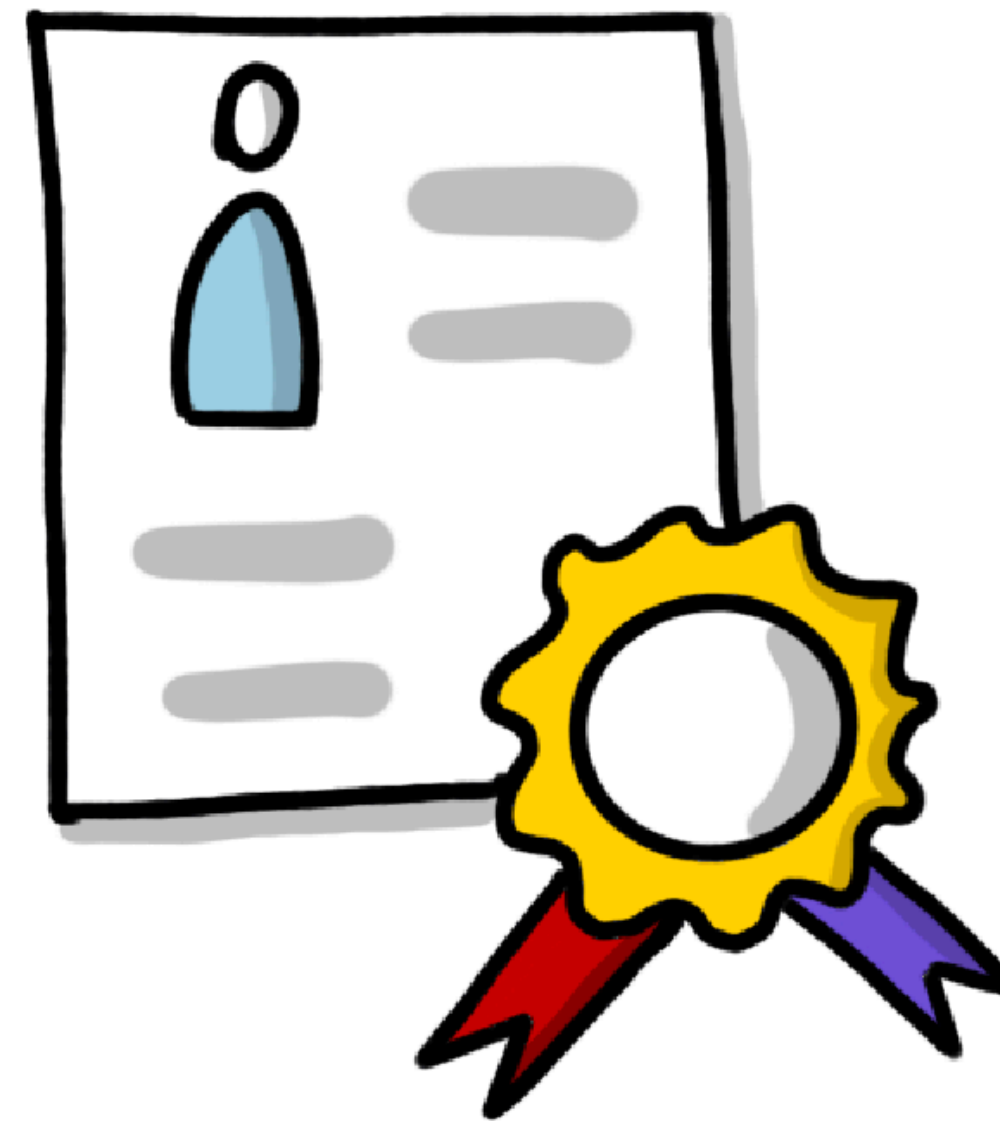


The price of excellence is discipline.

The cost of mediocrity is  
disappointment.

- William Arthur Ward -

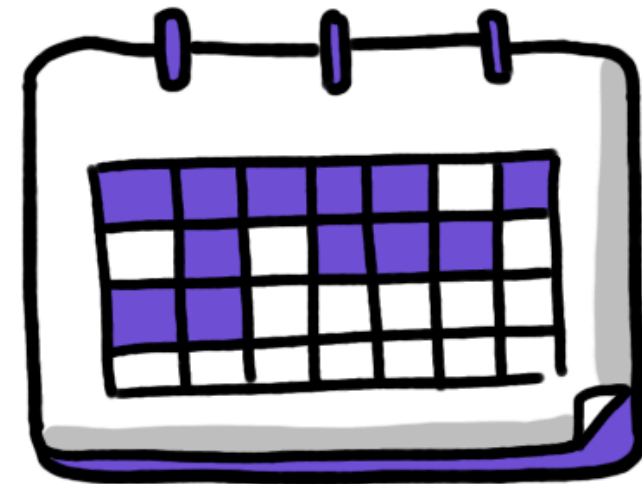
# BRAND YOURSELF



# BRANDING IS A VALUE MULTIPLIER

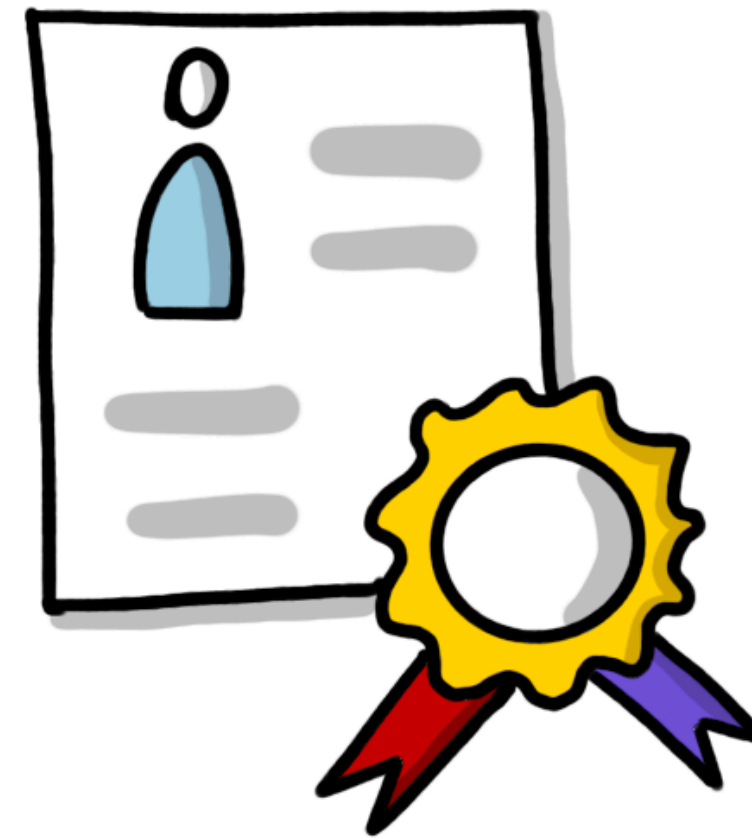


IT IS NOT BRAGGING ABOUT  
YOUR ACHIEVEMENTS



IT WILL TAKE LONGER  
THAN YOU EXPECT

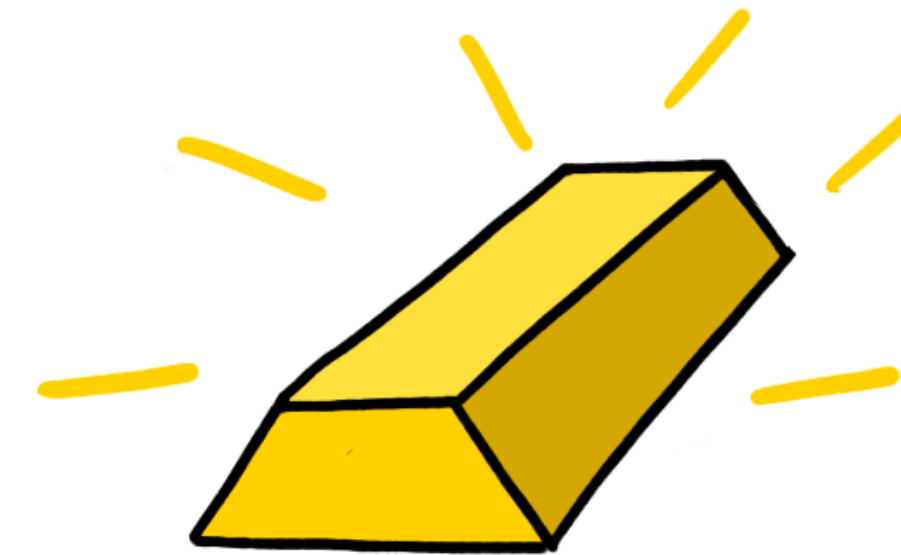
BUT  
BUILDING REPUTATION



AND  
SHOWING YOUR  
EXPERTISE



BY OFFERING SOMETHING  
USEFUL TO OTHERS



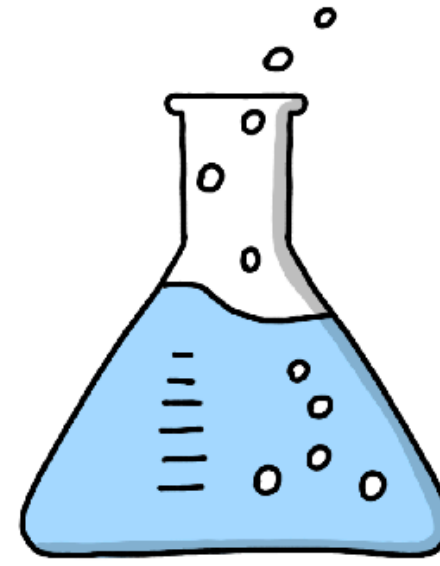
AND REMEMBER:  
YOU NEED TO CREATE VALUE  
FIRST



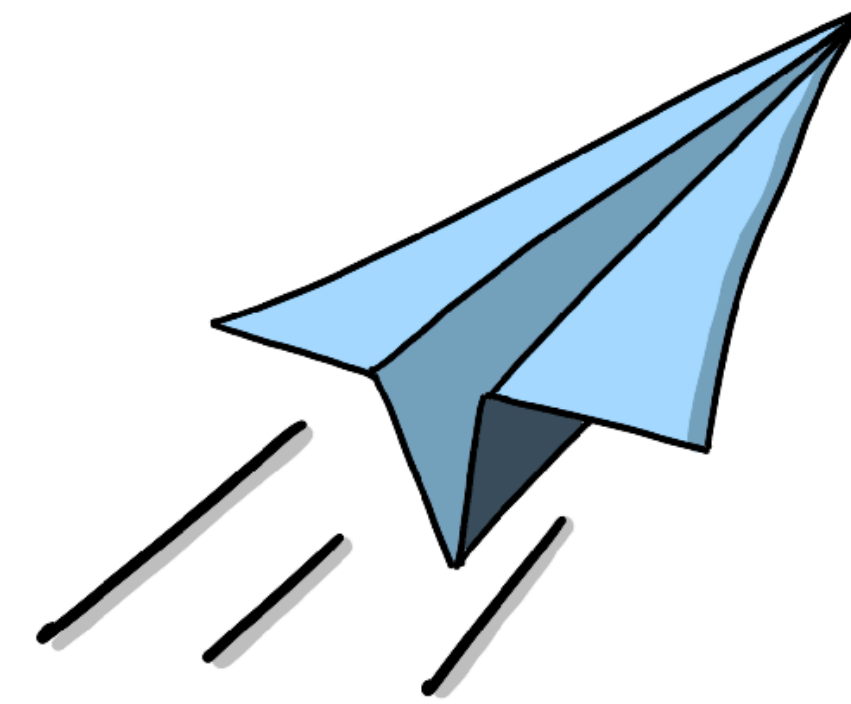
# THE SIX ELEMENTS OF PERSONAL INNOVATION



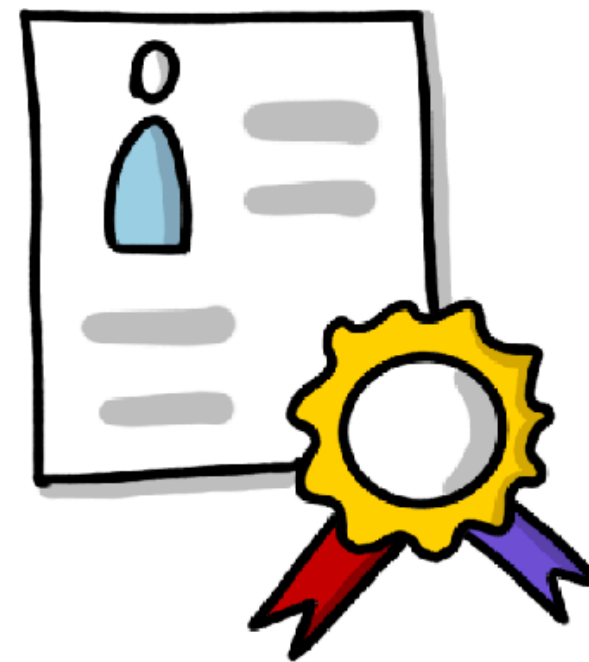
IDEATE



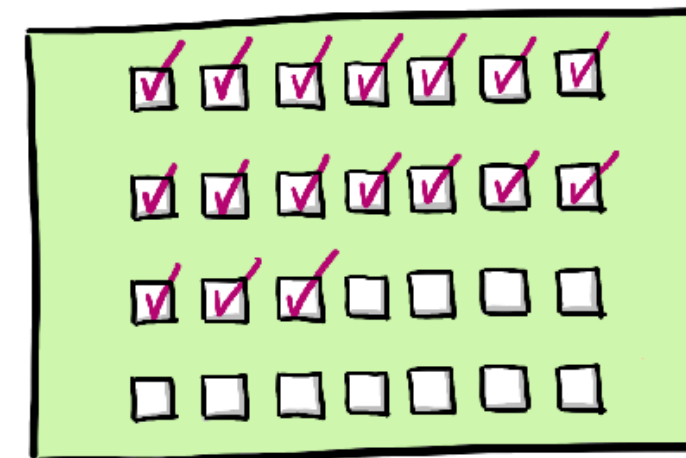
VALIDATE



MVP



BRAND

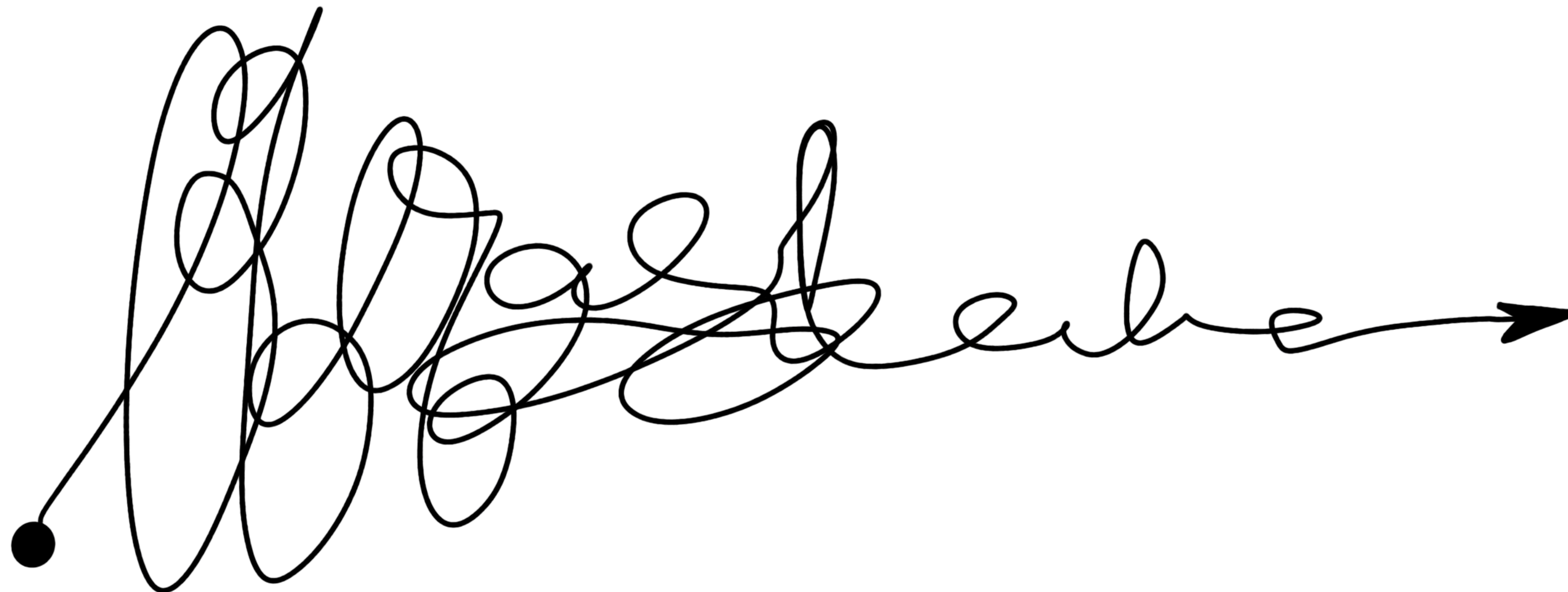


EXECUTE

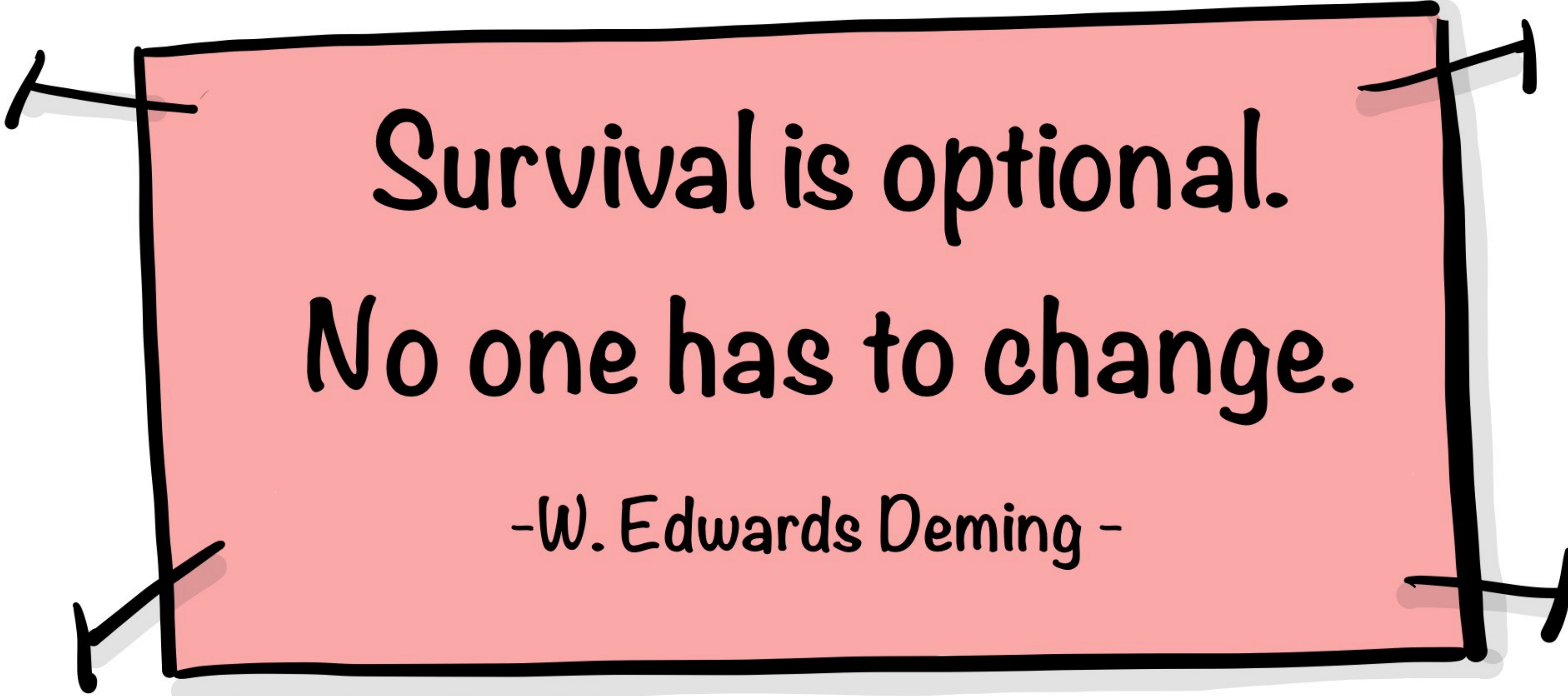


FOCUS

IT WILL BE MESSY



AND WILL TAKE LONGER THAN YOU EXPECT

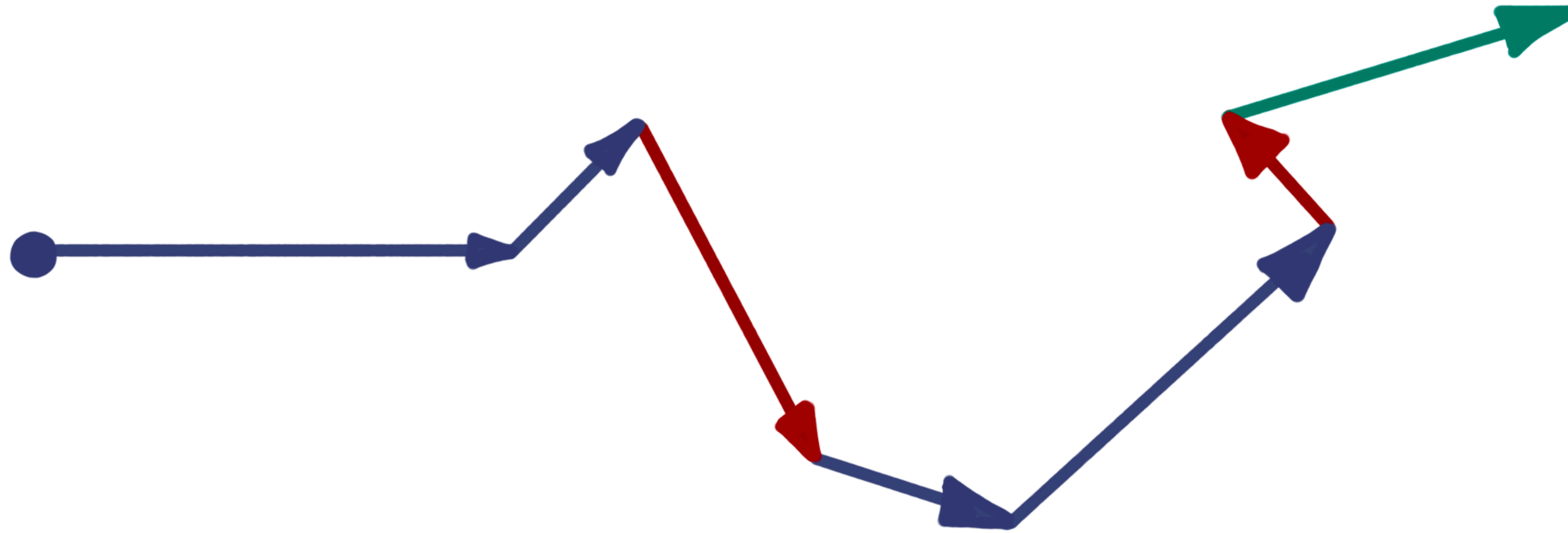


Survival is optional.  
No one has to change.

-W. Edwards Deming -



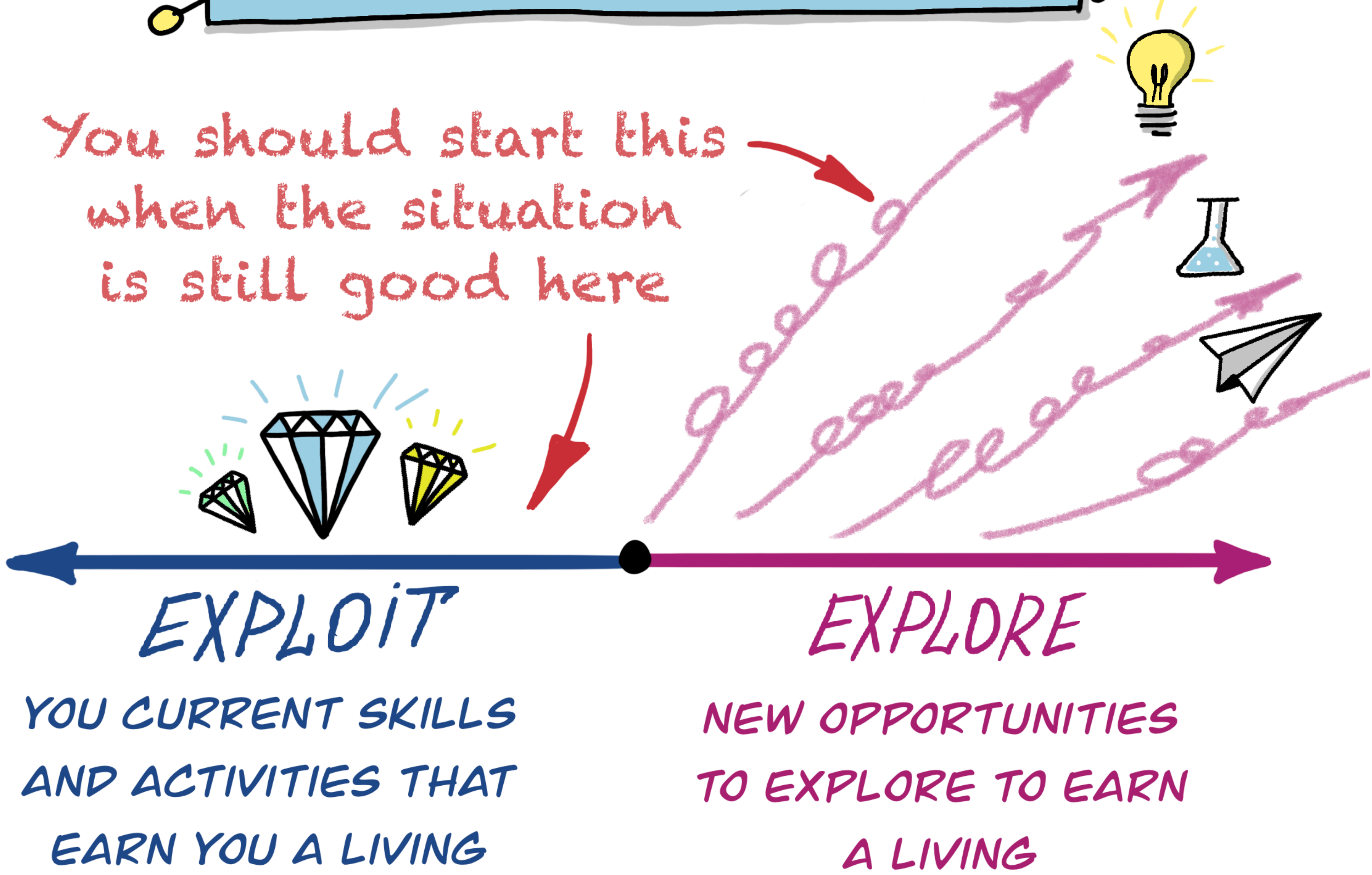
TO ADAPT TO THE CHANGING WORLD WE WILL NEED  
TO PIVOT OUR CAREERS SEVERAL TIMES  
THROUGHOUT OUR LIVE



THUS, THE MOST IMPORTANT SKILL FOR US TO LEARN  
BECOMES ABILITY TO LEARN NEW SKILLS

# YOUR PORTFOLIO OF SKILLS

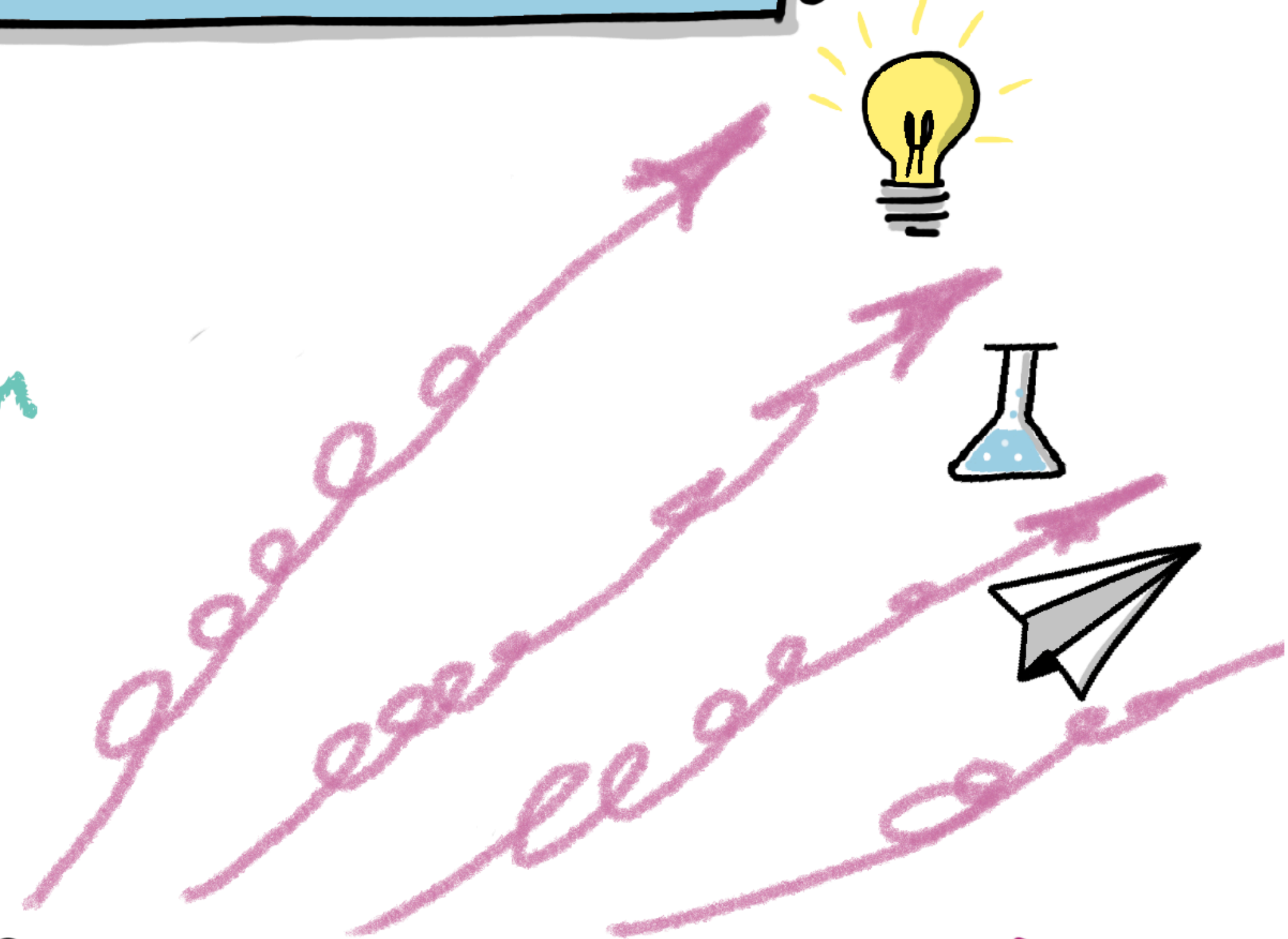
You should start this when the situation is still good here





# YOUR PORTFOLIO OF SKILLS

Assign time percentage for both types of activities



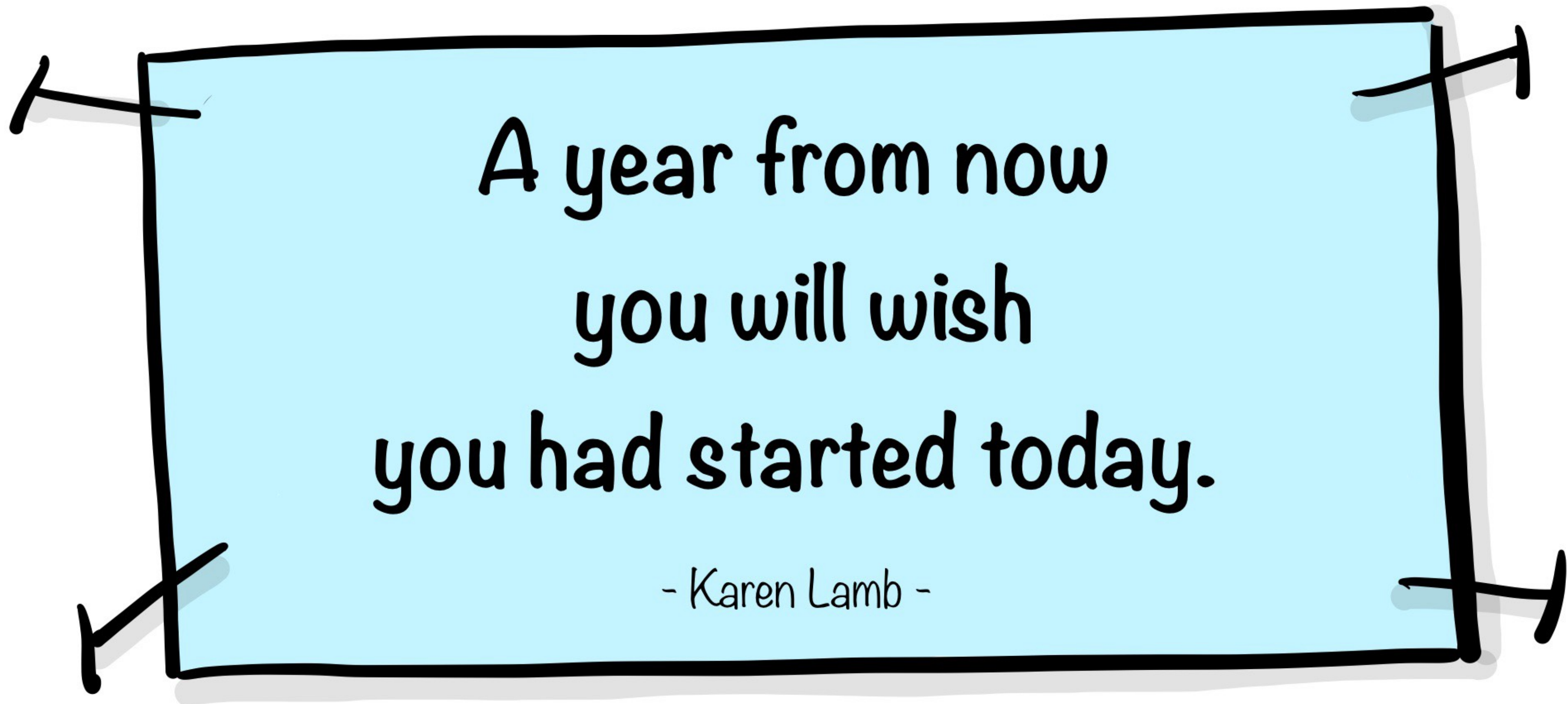
## EXPLOIT

YOU CURRENT SKILLS  
AND ACTIVITIES THAT  
EARN YOU A LIVING

## EXPLORE

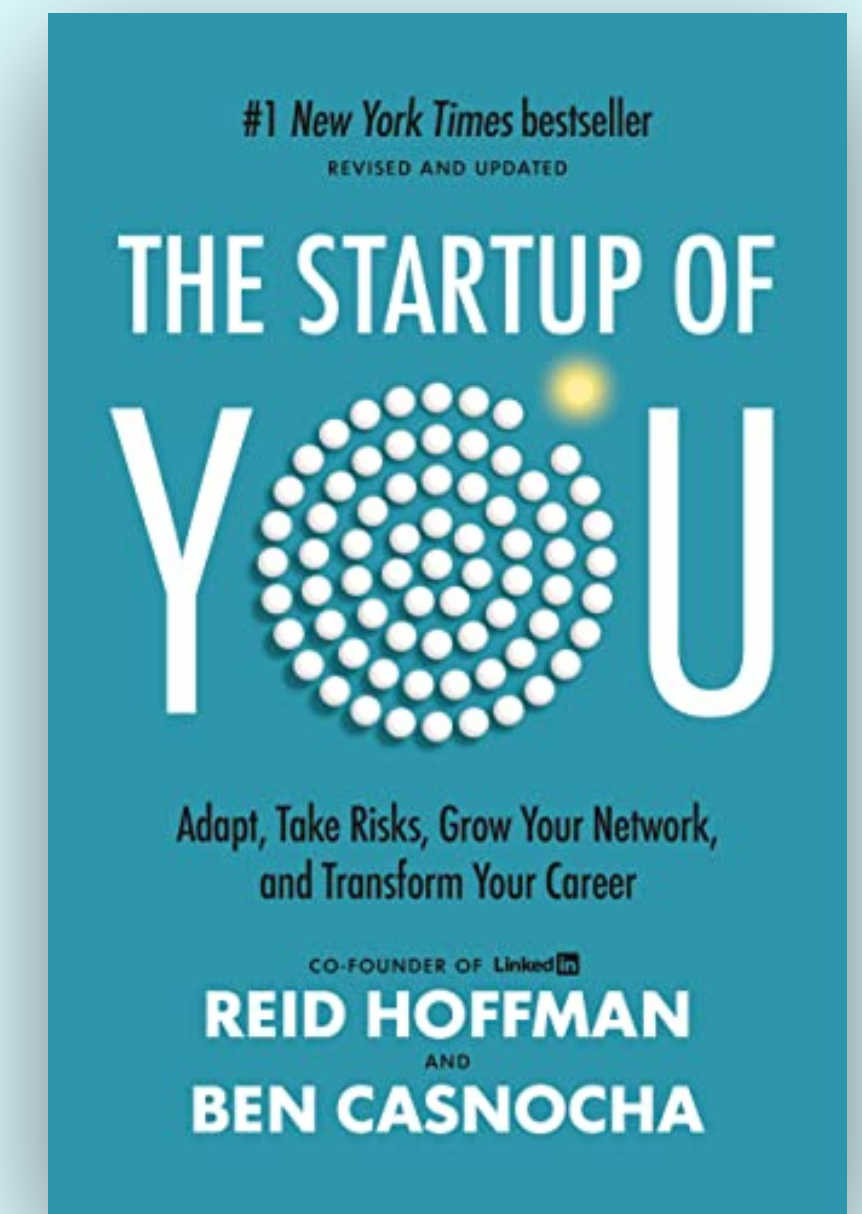
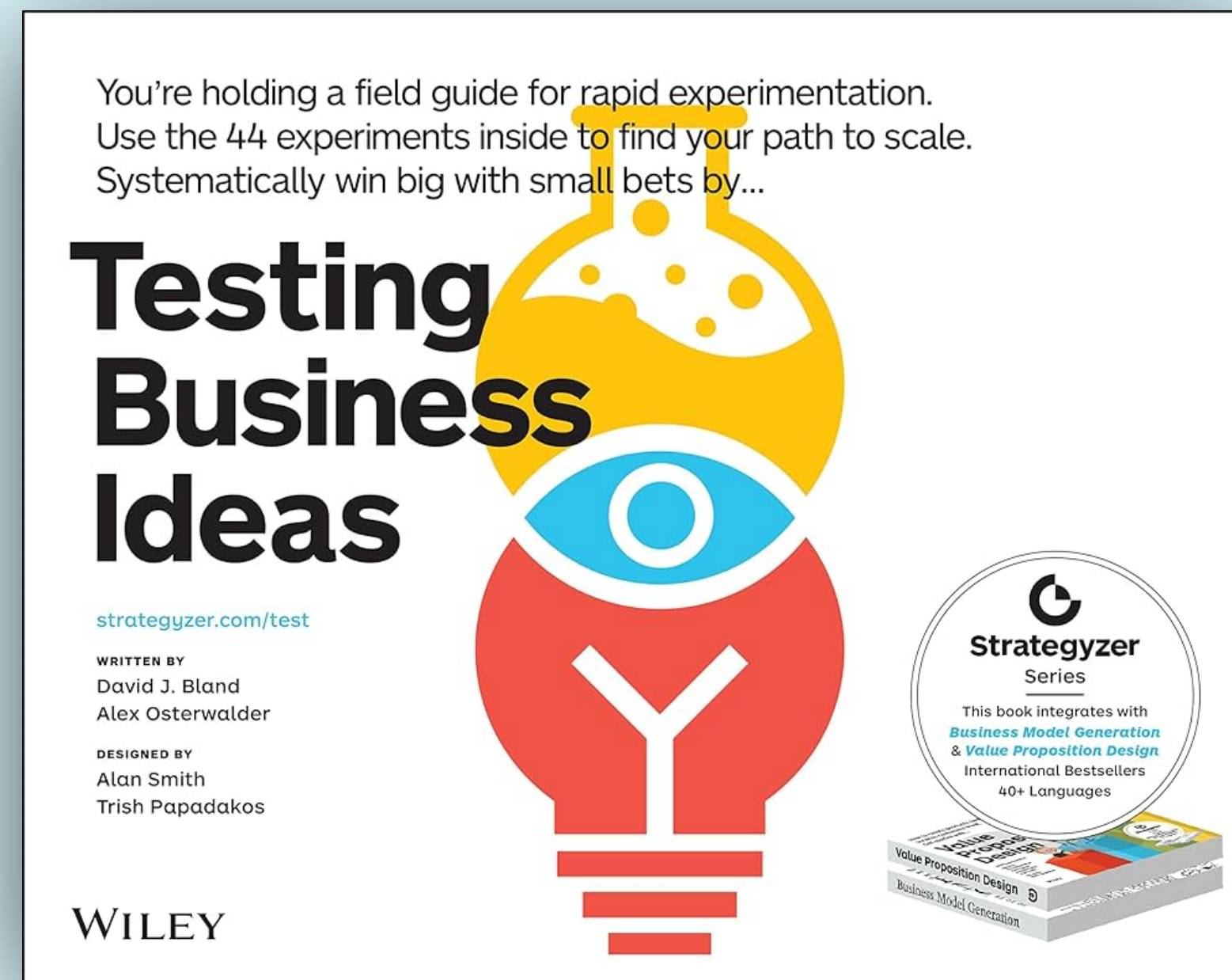
NEW OPPORTUNITIES  
TO EXPLORE TO EARN  
A LIVING





**Start Today!**

# Interesting Reading





# Please Leave Your Feedback



# Connect with me on

