

# Building Creativity and Connection in Product Teams

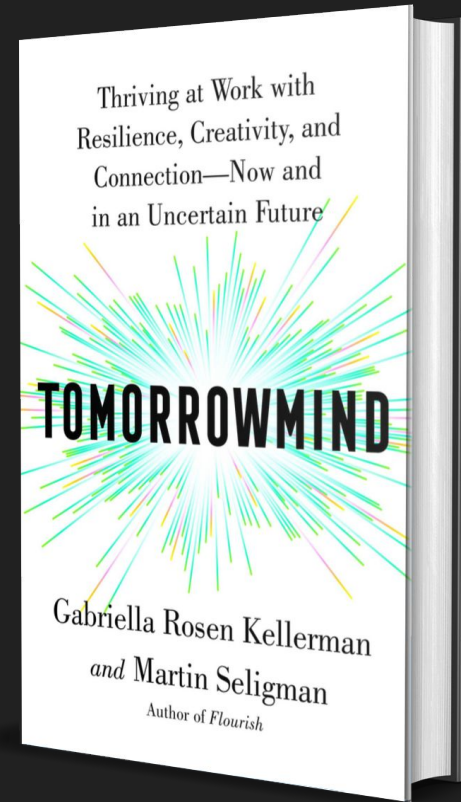
Gabriella Rosen Kellerman  
Makers Summit March 2023

# About Me

Product Exec at:



Author of:



# What We're Up Against

## EXTERNAL FORCES

Unstoppable disruption  
Constant change  
Technology replacing human labor  
Rapid evolution of industries  
Economic downturns



## PSYCHOLOGICAL RESPONSE

Fear  
Stress  
Burnout  
Anxiety  
Perception of unfairness



## BUSINESS IMPACT

Poor performance  
High conflict  
Lack of innovation  
Attrition  
Inability to compete

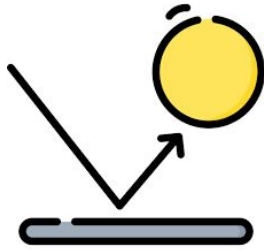
# PRISM: Five meta-skills for the 21st Century

Tomorrowmind: Kellerman and Seligman, Simon and Schuster, January 2023



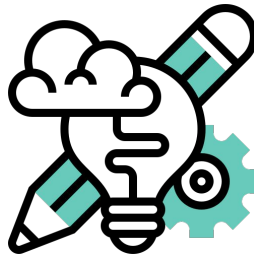
## Prospection

The foresight that allows us an edge in preparing for what is to come



## Resilience

The cognitive and emotional agility to grow stronger through challenge



## Innovation

The innovation mindset that turns challenge into entrepreneurial opportunity



## Social Connection

By way of **Rapid Rapport**: the ability to quickly form trust with new colleagues across difference



## Mattering

The connection to our essential why to fuel each chapter of rebuilding

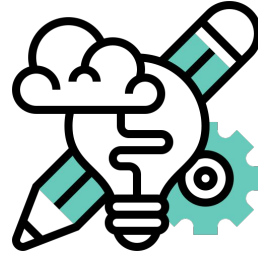
# Top Challenges for Product Teams

*Connection*



Social Connection

*Creativity*



Innovation

# Social Connection Through Rapid Rapport



What?

Why?

How do we build it?

The ability to build trust across difference.

We need to connect more than ever, for wellbeing.

We need to connect more than ever, for professional success with both colleagues (collaboration) and customers (revenue).

Teams with stronger connection:

- Are more resilient
- Are more innovative
- Have higher retention numbers
- Better customer service

# Social Connection Through Rapid Rapport



What?

Why?

How do we build it?

But...three critical barriers are getting in our way:

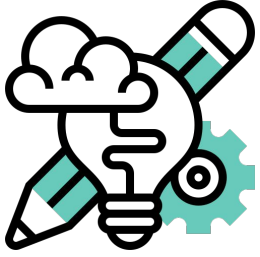
- Time
- Space
- Us/Them

Overcoming the barrier of Time

Overcoming the barrier of Space

Overcoming the barrier of Us/Them

# Innovation



What?

Why?

How do we build it?

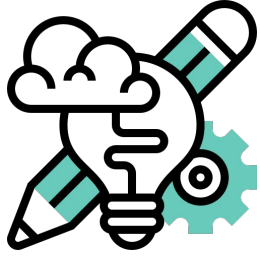
We are all creatives now.

Highly creative cultures outperform the competition.

Creative opportunities increasingly arrive at the edges of the business.



# Innovation



What?

Why?

How do we build it?

Creativity “hygiene” for:

Individuals:

- Seek novelty
- Dial in incubation
- Embrace ambiguity

Leaders:

- Build team creative self-efficacy
- Broaden the realm of the possible
- Address all four types of creativity

Organizations:

- Celebrate risks
- Treat everyone as creative

"It is the long history of humankind...  
that those who learned to collaborate and  
improvise most effectively have prevailed."

– Charles Darwin

