WAYS OF WORKING

Building World Class Product Teams that Deliver Innovation and Impact in the Age of AI

Jeff Chow
Chief Product &
Technology Officer at Miro

miro

miro

Many hats

CEO,CPO, CPTO, CTO, Founder, Product Leader, Design Lead

Company sizes and Industries

springpad

Tripadvisor

Google

Disruptors and disrupted

miro

InVision

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InVision

IT'S ALL ABOUT BUILDING GREAT TEAMS

Isabella

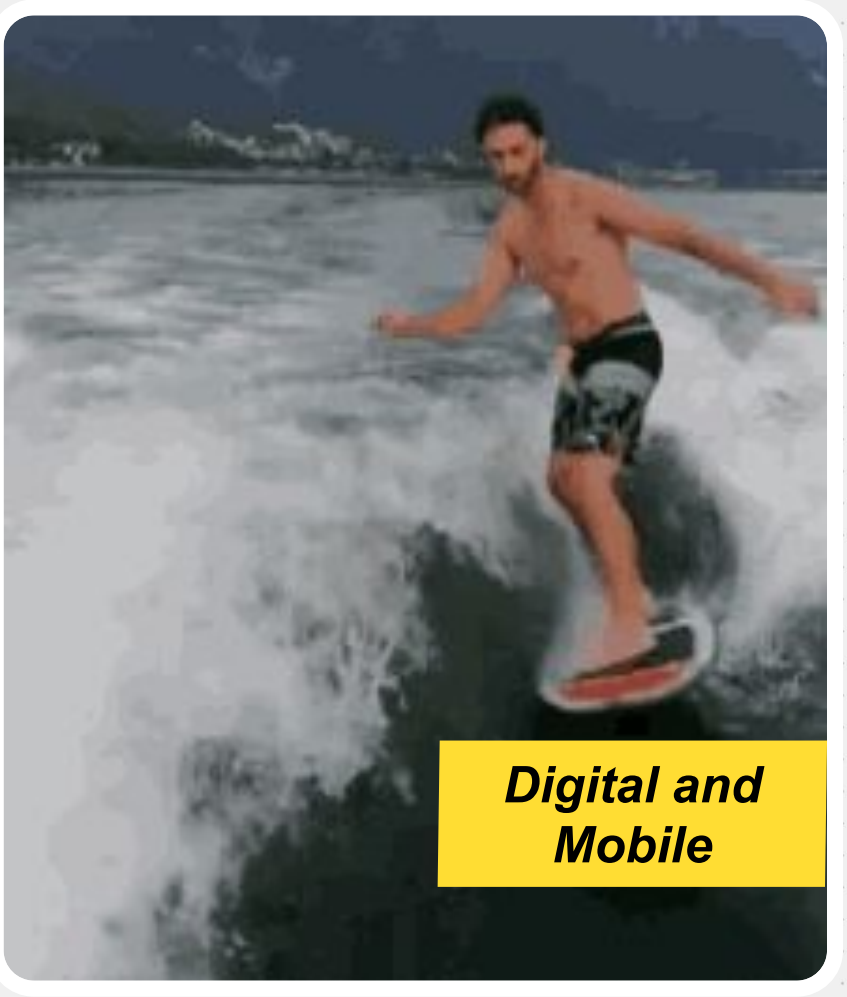
Sophia

Connie

What makes teams great has grown in waves

Charlotta

Lucas



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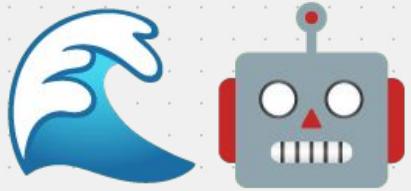
...you know what's next... 

AI

Sophia

Connie

SO HOW WE FEELING?

Charlotta

Nikolaus

miro

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AI IS AN OPPORTUNITY FOR ALL OF US TO UPLEVEL HOW WE WORK

Isabella

Sophia

Connie

Charlotta

What if we used this as ***THE moment to***

Solve the biggest challenges in our Ways of Working?

Address the tiny-isms we love to hate?

Open up the best of ourselves — and our teams?

OUR EXISTING WoW ISN'T ALL THAT

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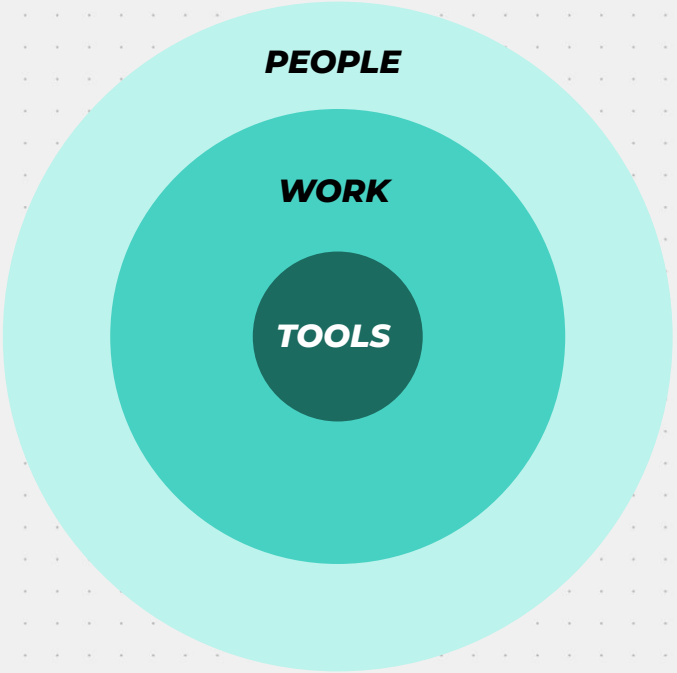
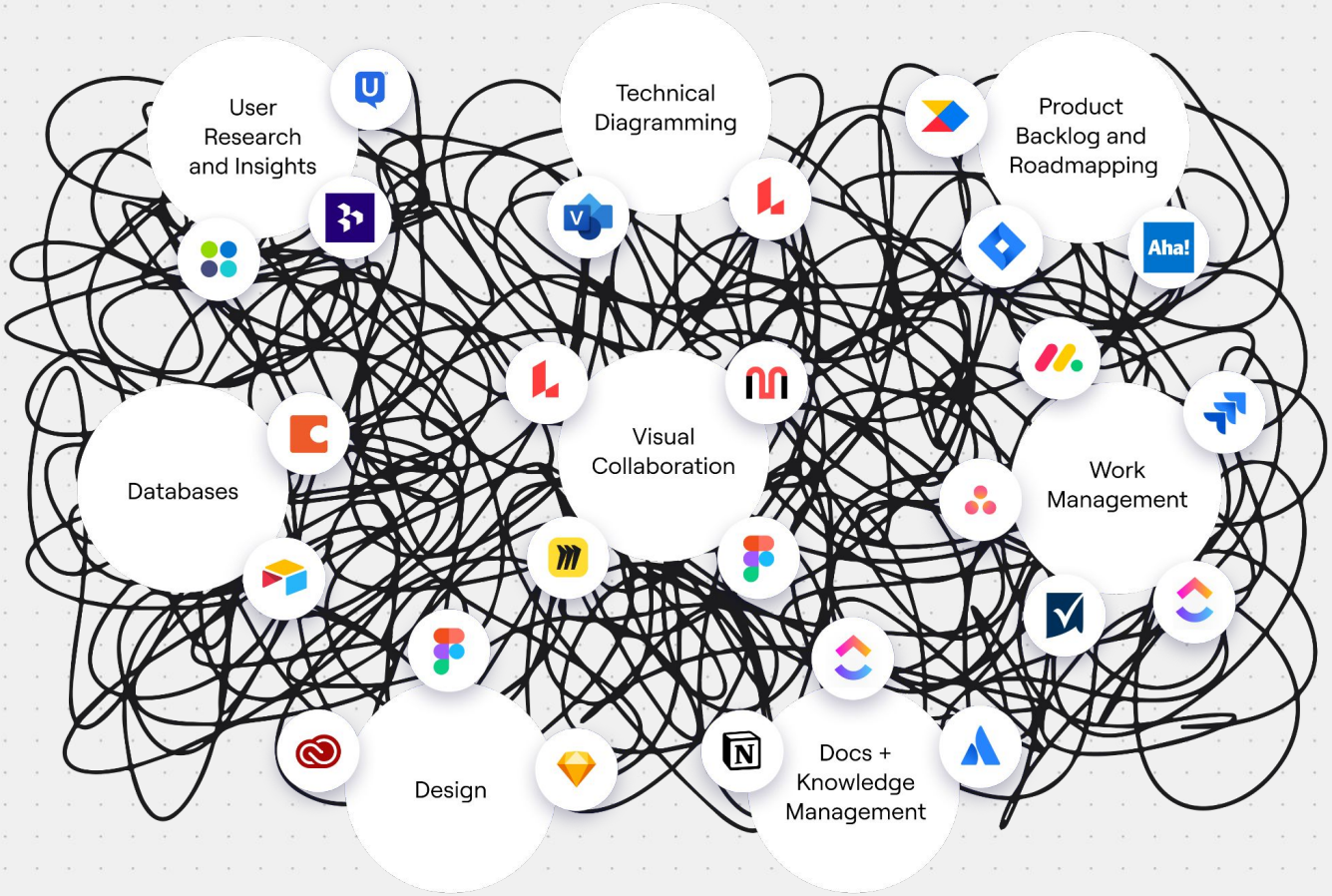
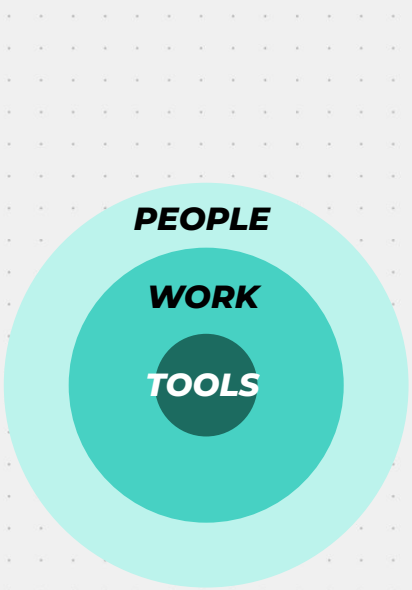
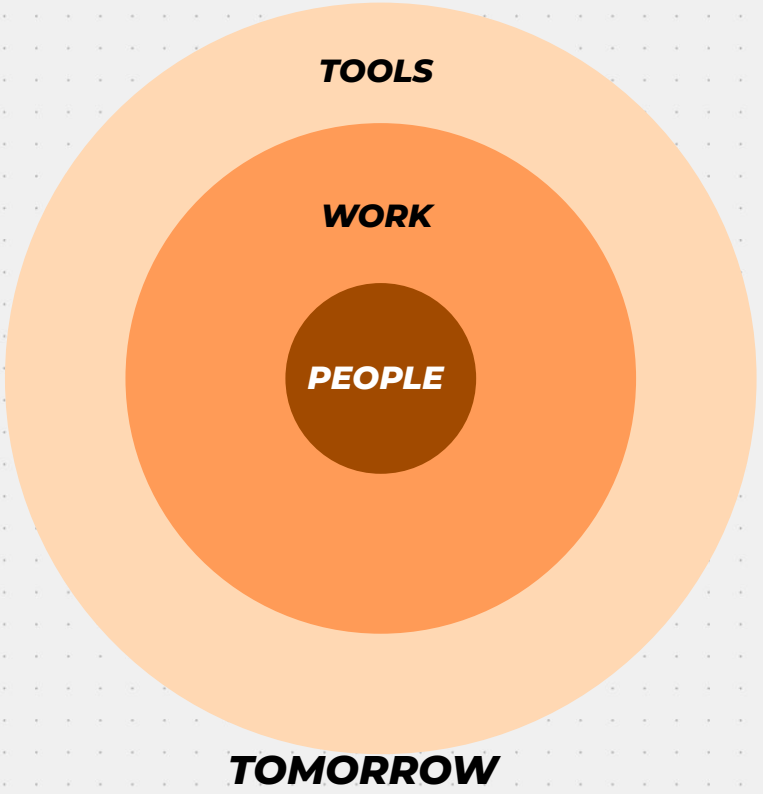
The OLD way




User Research and Insights
Technical Diagramming
Product Backlog and Roadmapping
Aha!
Databases
Visual Collaboration
Work Management
Design
Docs + Knowledge Management

What we **WANT**





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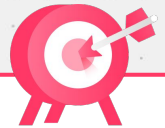
Teams can **NAVIGATE** **FLUIDLY** through the process

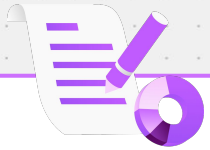
Today **GREAT TEAMS** *do this well*

Today **GREAT TEAMS** *do this well*



Constant creative problem solving

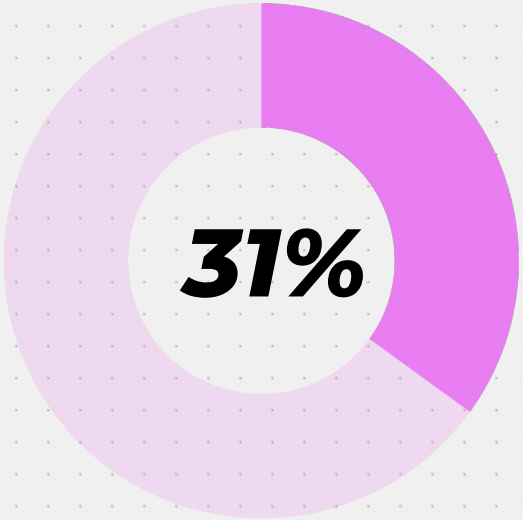
Pro Co-Creators



Rapid Decision Makers

But it's the
EXCEPTION
not the rule

Today's Ways of Working **DO NOT** *grow great teams*



knowledge workers who agree
that their company's WoW support
quick innovation

THIS IS WHERE AI COMES IN

Miro AI

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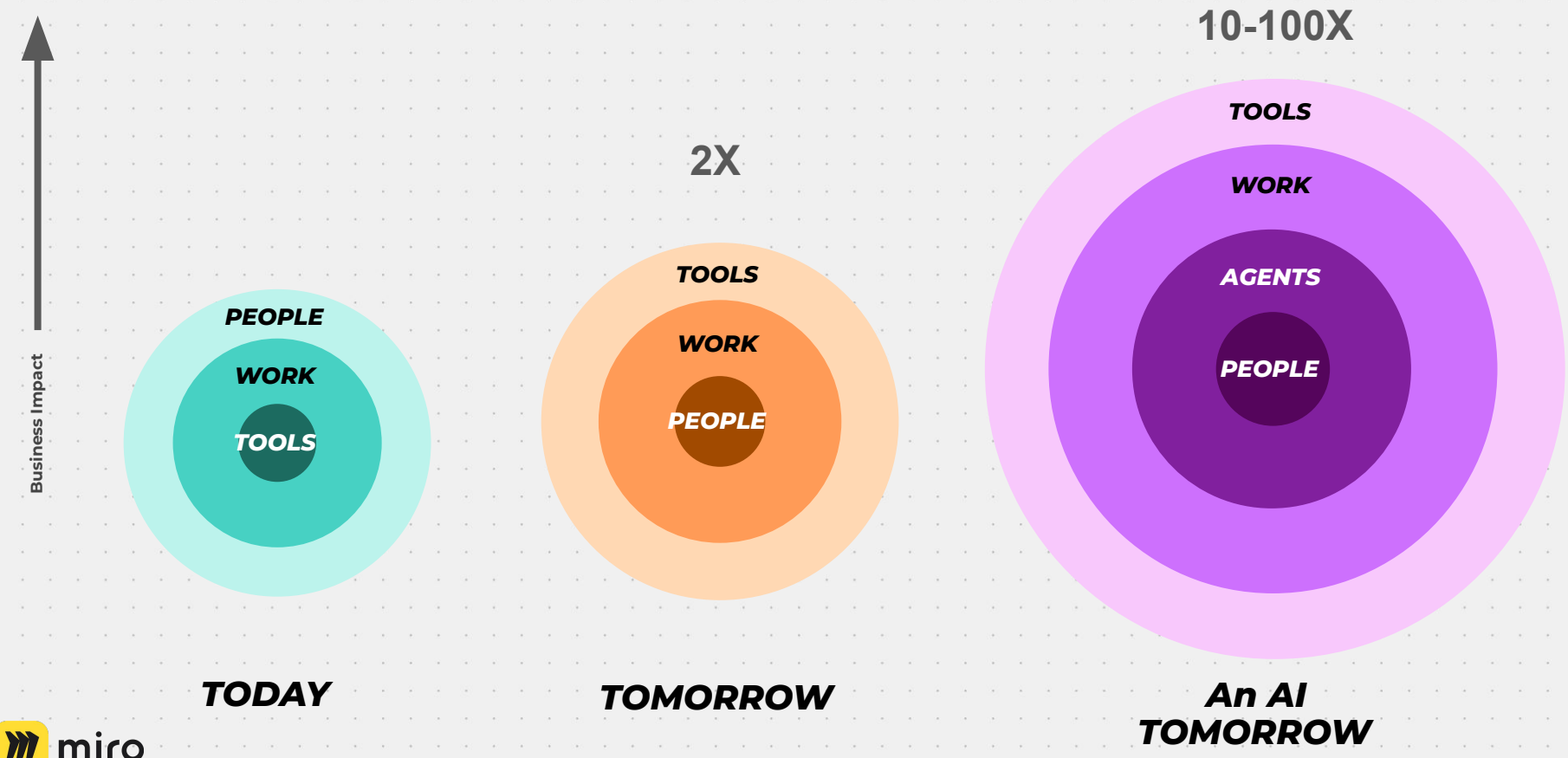
Our Potential



*What **HAPPENS** when you have*

Omnipresent knowledge

Democratized craft

Faster automation

AI is **CHANGING** *the way we work*

Omnipresent knowledge

Democratized craft

Faster automation

Rapid informed decision making

Co-creation

Constant creative problem solving

Omnipresent knowledge

Universal Assistants

Knowledge retrieval systems

Agentic Automations

Rapid informed decision making

Faster informed hypothesis

Less perfection faster ideation

Better use of qual and quant in your everyday work

Democratized craft

PMs will concept

Designers will code

Engineers will prototype

Co-creation

Yes and...

Concept cycles accelerate

Visual communication vs. execution is blurred

Faster automation

Agents

Automated Workflows

Constant creative problem solving

Process steps collapse

Nimble Ideation becomes critical

Workshops and hackathons as a daily muscle

This is what we've all wanted

More time working less time process pushing

Deeper collaborations with people we enjoy working with

Delivering outsized impact for your business

Some things we're doing at

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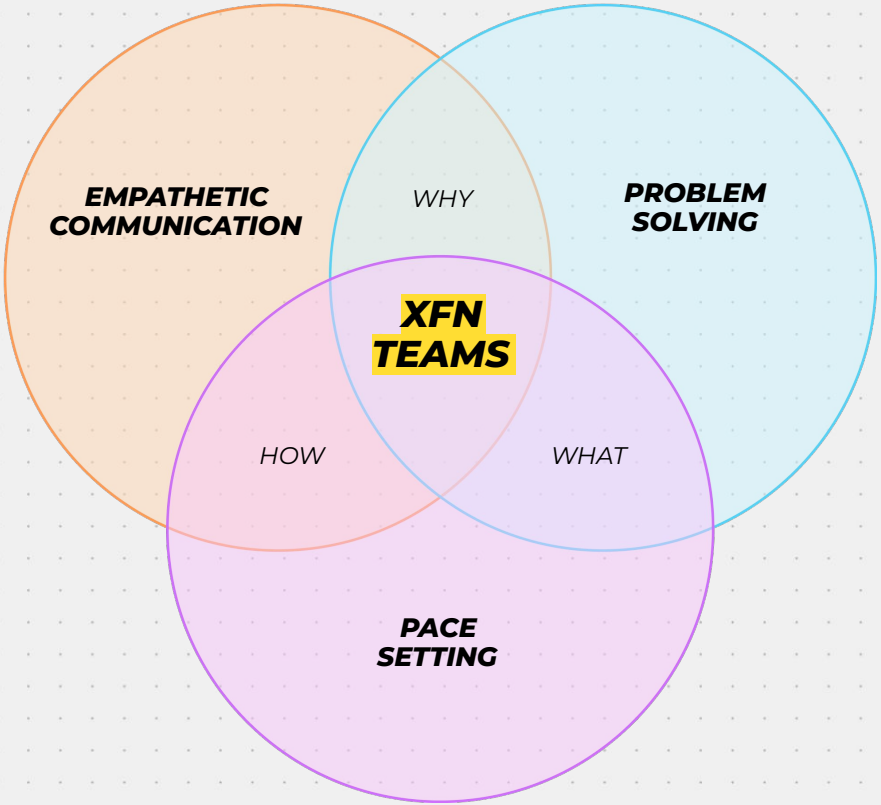
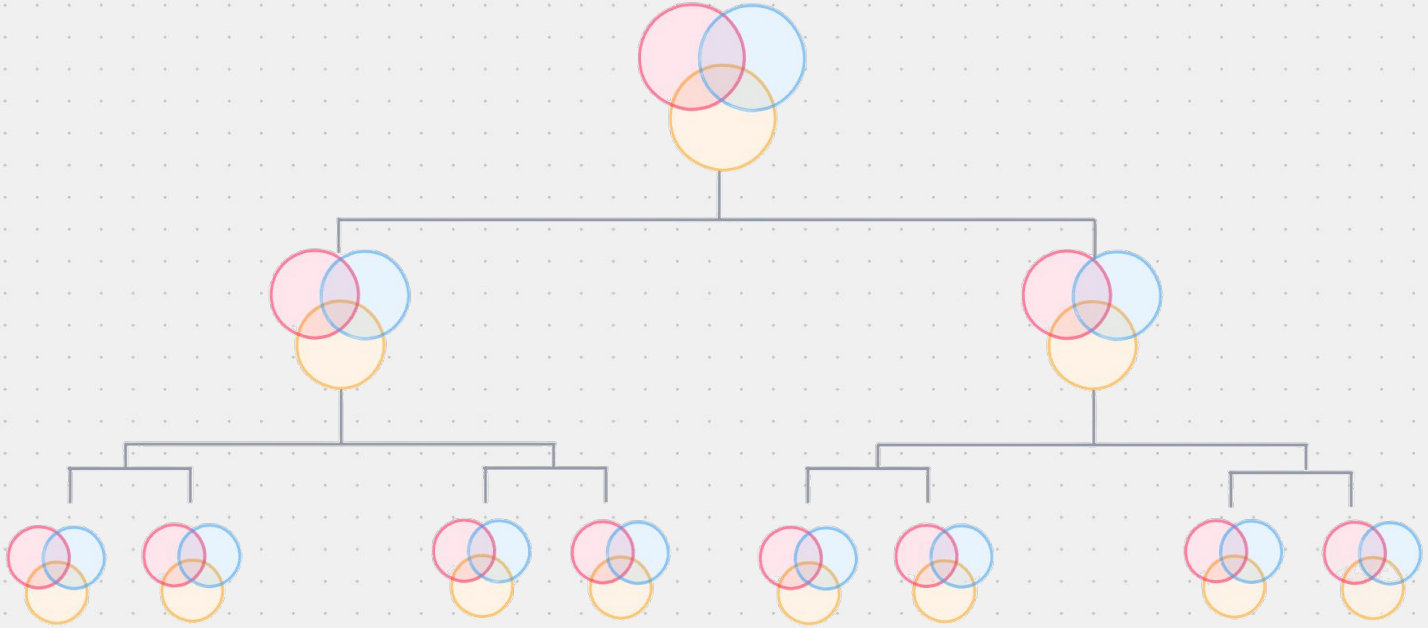
CONSISTENT RHYTHMS

Every *product team is responsible for* ***core collaborative skills***



*Consistent ways to navigate the **Discovery**, **Definition**, **Delivery** Process*

CONSISTENT
behaviors across all levels



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INCLUSIVITY

#badversion

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#inertiabusting

#failnight

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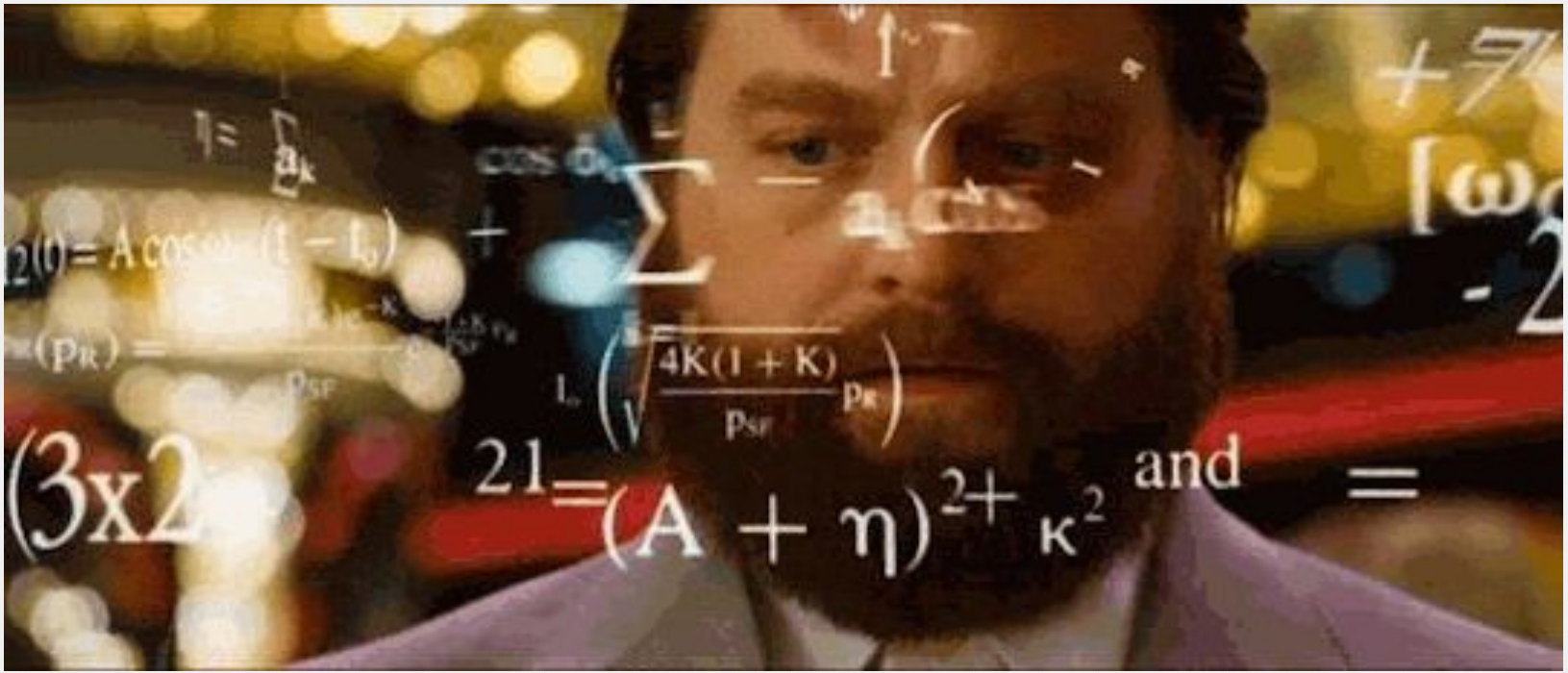
DOGFOOD

Miro *is using* **Miro** *to transform* **Miro** *to reinvent* **Miro**



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Accelerated synthesis between unstructured and structured work

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Faster ideation sessions with more diverse voices

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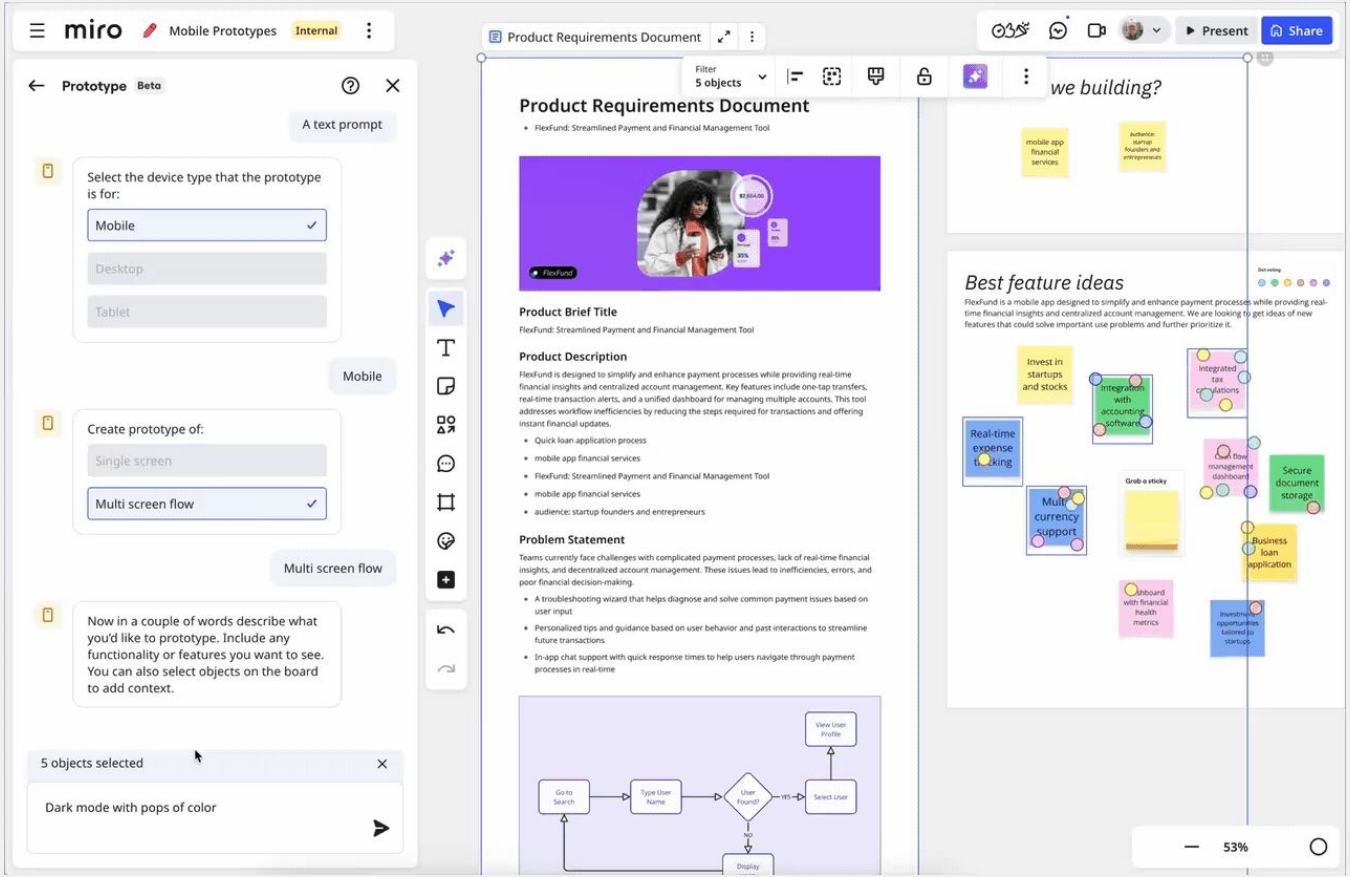
Visual communication and concepting accelerates ideation



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Insights and Context present at every stage

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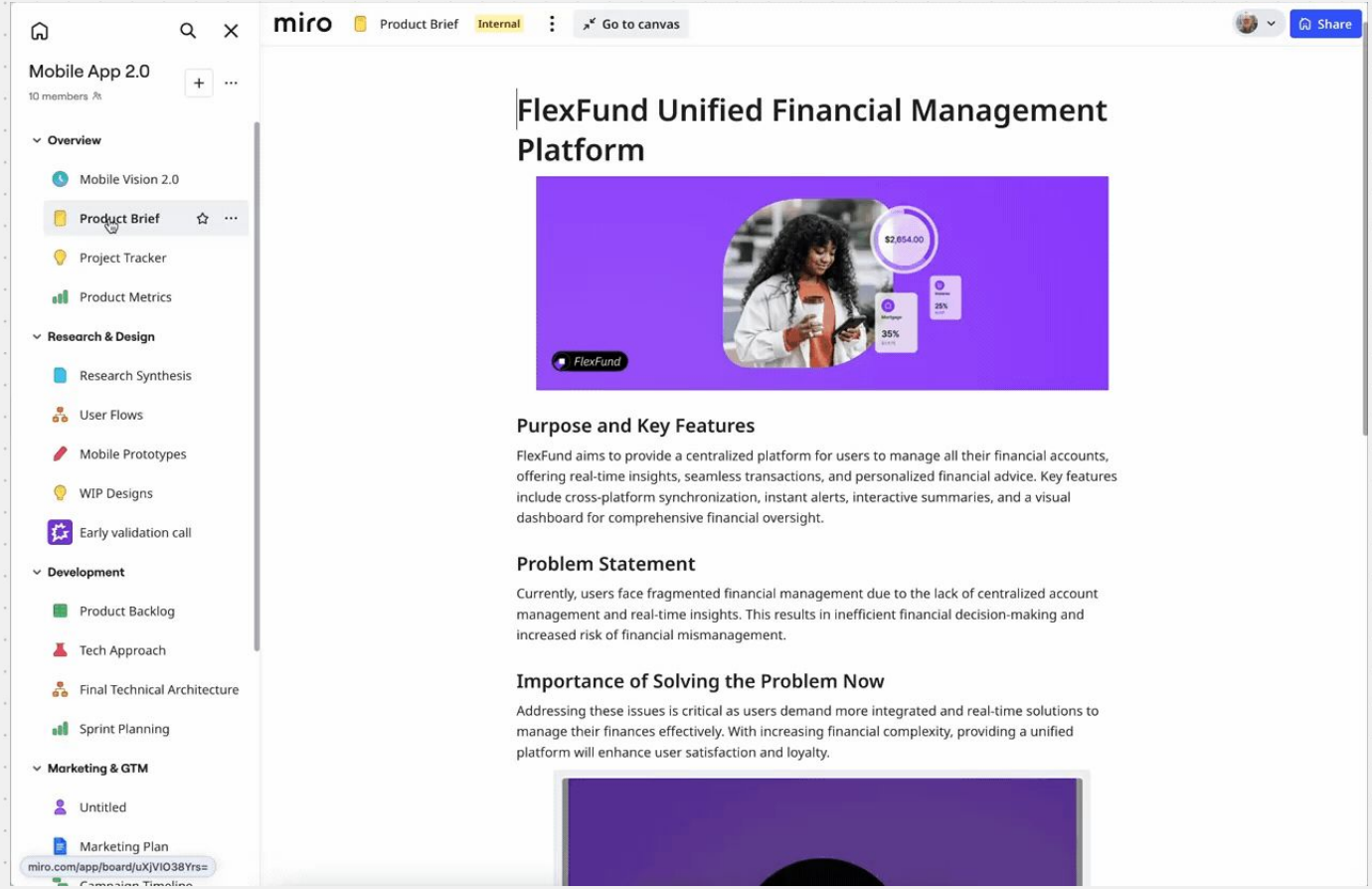
Pulling the entire project process together in one place



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Some days it feels like this

Some days it feels like this

Shipping Impact Faster

Employee Engagement Scores are up

~~Your~~ OUR Opportunity

EPD *is the heartbeat and* **SOUL** *of most organizations*

If we know this is happening

Let's use AI as ***the opportunity***

To address how we **WORK BETTER** *together*

and how we foster
the ***BEST MOMENTS***
and make that
the norm

Sophia

Elizabeth

Samuel

IT'S WHAT WE'VE WANTED ALL ALONG

Charlotta

miro