

Product Vision Principles

1. Start with Why
2. Fall in love with the problem, not with the solution
3. Don't be afraid to think big with vision
4. Don't be afraid to disrupt yourselves, because if you don't, someone else will
5. The product vision needs to inspire
6. Determine and embrace relevant and meaningful trends
7. Skate to where the puck is heading not to where it was
8. Be stubborn on vision, but flexible on details
9. Realise that any product vision is a leap of faith
10. Evangelise continuously and relentlessly