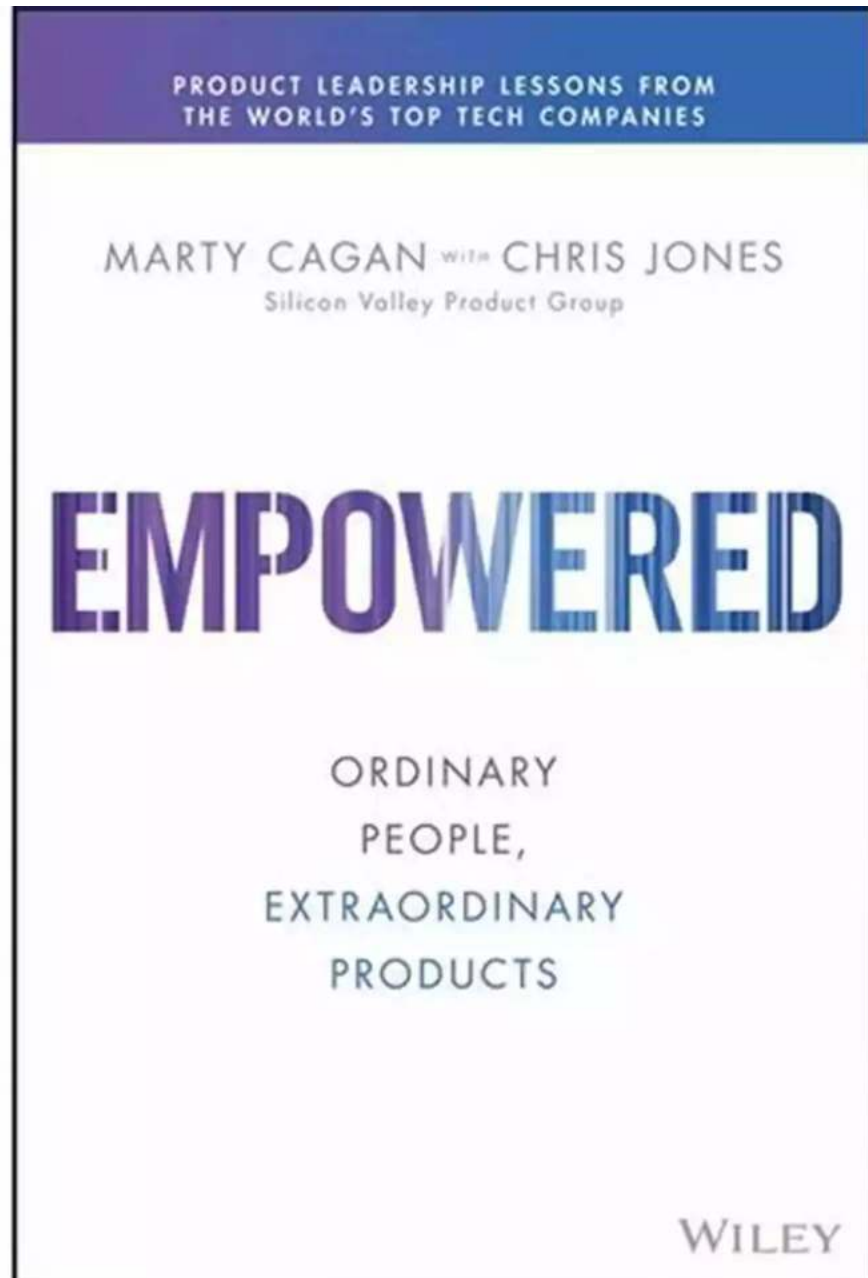


Ordinary People Extraordinary Products - A Glimpse into the Silicon Valley Product Group

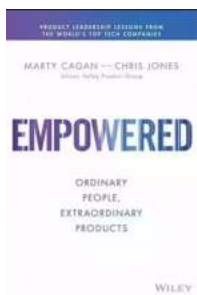


When we think of Silicon Valley, we often imagine genius engineers and tech moguls working tirelessly to develop groundbreaking products that shape our digital world. While that image isn't entirely untrue, there is a

group of individuals who often go unnoticed - ordinary people creating extraordinary products. The Silicon Valley Product Group (SVPG) is a shining example of this, focusing on not only the brilliance of their team but also the importance of collaboration and user-centered design.

The Birth of an Innovative Group

The Silicon Valley Product Group was founded in 2007 by Marty Cagan and Chris Jones, both veterans in the tech industry. They recognized the need for a network that promotes product excellence and aims to transform the industry through education, consulting, and community-building.



EMPOWERED: Ordinary People, Extraordinary Products (Silicon Valley Product Group)

by Marty Cagan(1st Edition, Kindle Edition)

★★★★☆ 4.7 out of 5

Language	: English
File size	: 5936 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 425 pages
Lending	: Enabled



The members of SVPG are not the typical Silicon Valley stereotypes. They come from diverse backgrounds, including product management, engineering, design, marketing, and more. This composition allows them to adopt a holistic approach to product development, encouraging cross-

functional collaboration and ensuring that all aspects of a product are considered.

A Unique Philosophy

At the core of SVPG's philosophy is the understanding that great products are not just a result of technological prowess but are primarily driven by a deep understanding of user needs and desires. They emphasize the importance of empathizing with users and gathering feedback to shape the product's roadmap.

SVPG strongly believes that ordinary people have the potential to create extraordinary products. By providing guidance and imparting knowledge, they aim to empower product teams with the necessary skills to develop user-focused, innovative solutions.

Fostering a Collaborative Community

SVPG is not just a consultancy firm; it is a thriving community dedicated to promoting product management excellence. Through their workshops, training programs, and online resources, they enable professionals to expand their knowledge and keep up with the latest industry trends.

Their educational resources cover various aspects of product management, including product strategy, user research, agile methodologies, and product leadership. This comprehensive approach ensures that product teams are equipped with the right tools to navigate the complexities of the industry successfully.

Success Stories of Ordinary People

SVPG has had a significant impact on numerous product teams, empowering them to achieve remarkable success. One notable example is the story of a small start-up that collaborated with SVPG to redefine its product strategy.

Through SVPG's guidance, the team at this start-up gained valuable insights into their target market and refined their product offering accordingly. The result? A product that quickly gained traction, attracting a loyal user base and leading to substantial business growth.

This success story is just one of many. The remarkable achievements of ordinary people, under the guidance of SVPG, demonstrate the power of user-centric product development.

The Silicon Valley Product Group serves as an inspiration to aspiring product managers and developers worldwide. Their belief in the potential of ordinary people to create extraordinary products resonates strongly and challenges the notion that innovation is solely driven by tech titans.

By fostering a collaborative community, promoting a user-centered approach, and providing insightful guidance, SVPG is transforming the Silicon Valley landscape, one product at a time.



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What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation?

Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products.

As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge."

The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you'll need to create just such an environment.

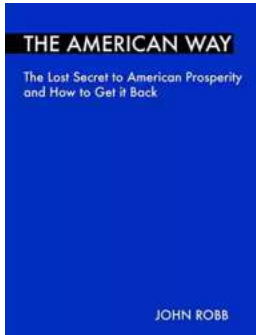
As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller INSPIRED, EMPOWERED tackles head-on the reason why most

companies fail to truly leverage the potential of their people to innovate: product leadership.

The book covers:

- what it means to be an empowered product team, and how this is different from the “feature teams” used by most companies to build technology products
- recruiting and coaching the members of product teams, first to competence, and then to reach their potential
- creating an inspiring product vision along with an insights-driven product strategy
- translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build
- redefining the relationship of the product teams to the rest of the company
- detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams

EMPOWERED puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.



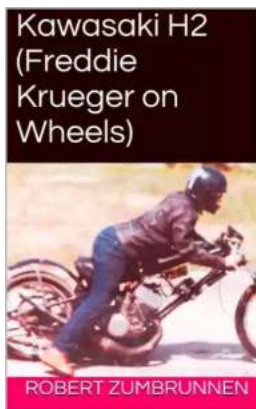
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