



Workshop Structure

Kick-off Masterclass

Each session begins with a short masterclass for all participants. This introduction ensures that when we move into the workshop, everyone is aligned and ready to dive into the work quickly.

Team Collaboration

Participants are then assigned to small teams of 4–6 people. Each team works on creating product opportunities for either:

- their own product, or
a product they know and love (e.g., Spotify, Shopify, Stripe, etc.).

I provide each team with **pre-formatted Google Slides** to make collaboration simple and effective. Using these templates, teams build product delight opportunities step by step, guided by the **Delight Grid**.

Peer Exchange

Towards the end of the session, teams revise their opportunities and then pair up with another team to present and exchange feedback.

Who Is It For?

This workshop is designed for **product-driven organizations** that want to strengthen their teams' ability to combine functional excellence with emotional connection. It is especially valuable for:

- **Product Managers & Product Leaders** who want to master delight as a differentiator.
Designers & UX Researchers looking to integrate emotional motivators into user journeys.
Engineering Leads who want to connect technical execution with user delight.
Cross-functional Teams seeking a shared framework to prioritize features with both impact and delight.

Tools & Methods

To keep sessions **highly interactive and engaging**, I use:

- **Google Meet** (or your preferred platform)
Google Slides for collaborative teamwork
Slido for polls and live interaction

I also bring the concepts to life with real product case studies from **Spotify, Google, and Skype**.

Formats

- **Virtual Workshops:** We alternate between large Meet rooms for presentations and breakout rooms for small-group exercises using the pre-formatted Slides.
In-Person Workshops: We transition smoothly from my introduction of key concepts into hands-on team applications, again using the collaborative Slides.

Workshops are available in **half-day (4 hours)** or **full-day (8 hours)** formats. I can facilitate groups of **10 to 100 participants**.

Outcomes

These workshops consistently deliver world-class engagement, with **NPS scores above 70**. Participants leave with practical tools and a clear understanding of how to identify and prioritize delight in their product strategy.

Sample Agenda

- 1. **Introduction to Product Delight**
- 2. **Group Exercise:** Creating user segments using emotional motivators
- 3. Identifying Delightful Opportunities
- 4. **Group Exercise:** Identifying moments of delight
- 5. Introduction to the Delight Grid
- 6. Prioritizing delight in a product roadmap
- 7. **Group Exercise:** Categorizing solutions with the Delight Grid
- 8. Putting it all together: Creating a delight culture
- 9. Closing remarks & Q&A

	No Emotional Motivator	Emotional Motivator 1	Emotional Motivator 2	Emotional Motivator N
No Functional Motivator				
Functional Motivator 1				
Functional Motivator 2				
Functional Motivator M				

Throughout the workshop, we'll use the **Delight Grid** in teams to guide you through identifying emotional motivators, mapping opportunities, and prioritizing features within your roadmap.