

# Product Delight Workshop



## Formats

- **Virtual Workshops:** We alternate between the main room for presentations and breakout rooms for small-group exercises using templates.
- **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** or **full-day** formats. I can facilitate groups of **10 to 40 participants**.

## 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.

## Team Collaboration

Participants are then assigned to small teams of 4–6 people. Each team works on creating product opportunities for their own product, or a product they know and love (e.g., Spotify, Shopify, Stripe, etc.).

I provide each team with **templates** to make collaboration simple and effective. Using these templates, teams build product delight opportunities step by step.

## 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.