BUILDING YOUR PLATFORM

AS A UX LEADER

UXPA BOSTON 2022 | IRA F. CUMMINGS | 22.10.14

WHO I AM

Ira F. Cummings
Director of User Experience
at Genome Medical

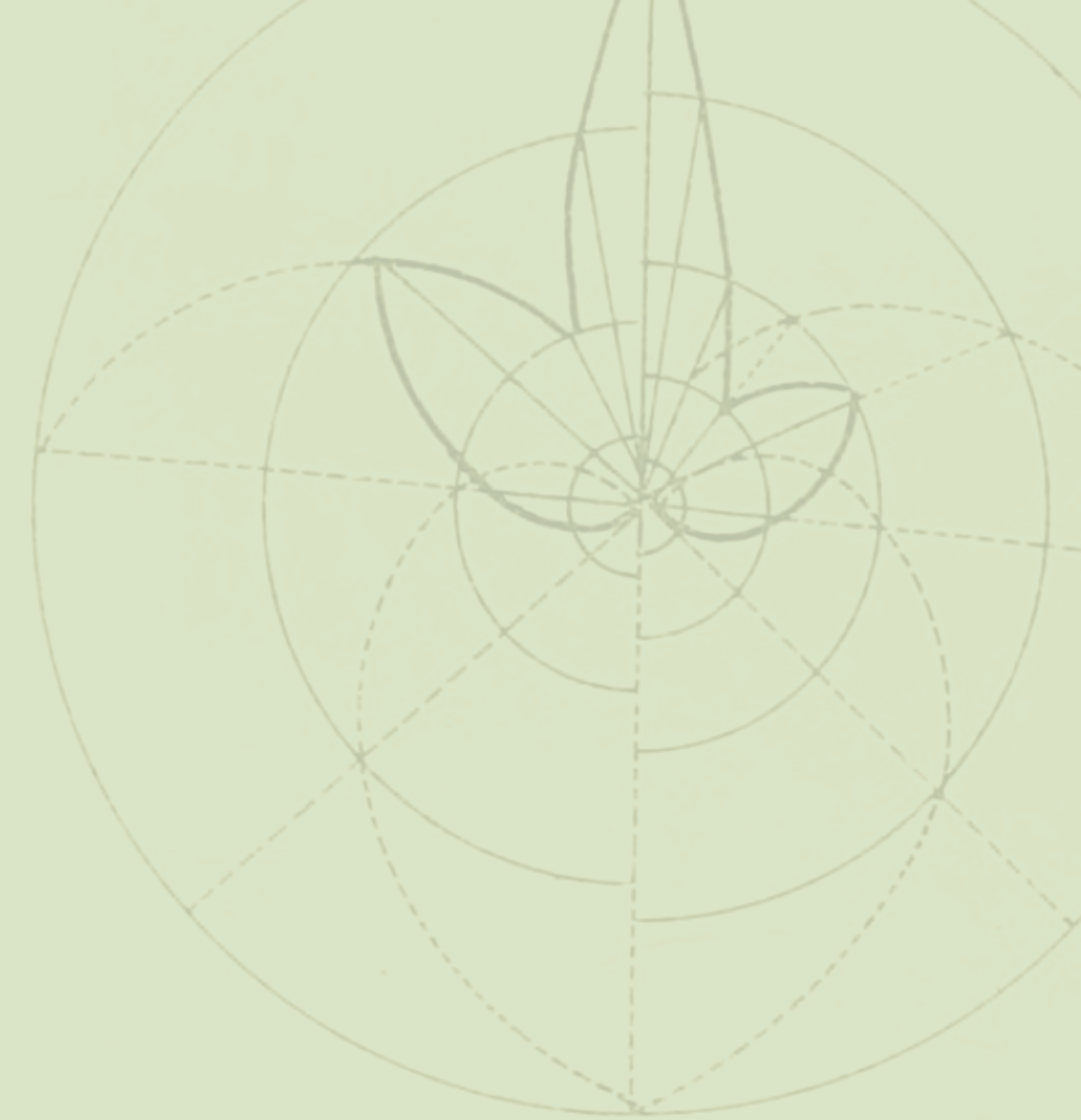Twitter: @irafcummings
Web: iracummings.com

THE AUDIENCE

WHO THIS TALK IS FOR

Fig. 20.

LEADERSHIP IS LONELY

...AND I WAS COMPLETELY UNPREPARED FOR IT

ENVIRONMENTAL CHALLENGES

Massive org change

Group was reinventing itself

Managing a team of 1 → 7 within a year

Zero management experience
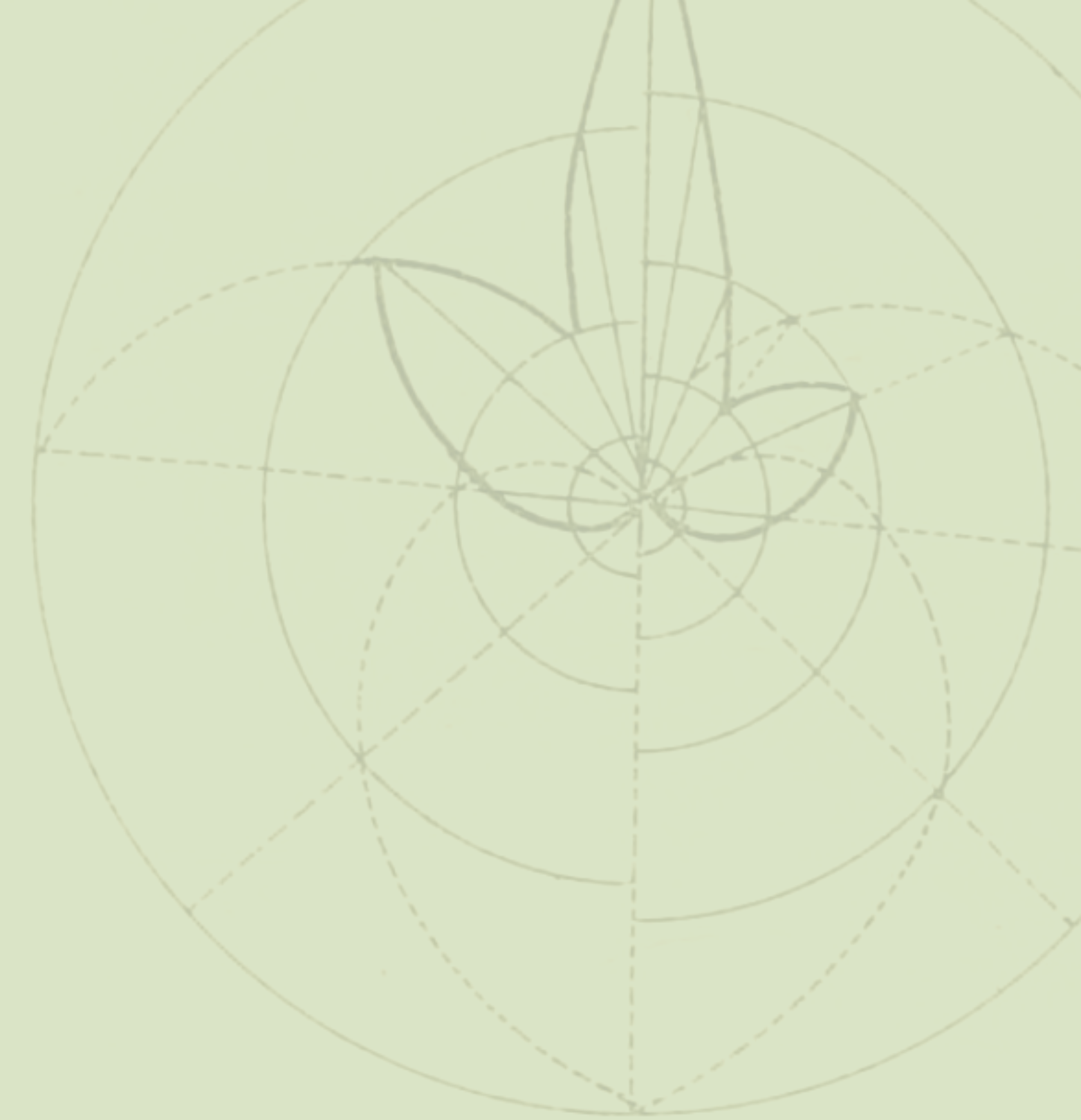
SUPPORT & GUIDANCE

Minimal organizational support

Teams wanted to work with looking for designers

My team was looking for guidance and assurance

Fig. 18.

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A MASSIVE IDENTITY SHIFT

Artifacts change

Peers change

Design surface changes

Perspective changes

COPING WITH UNCERTAINTY

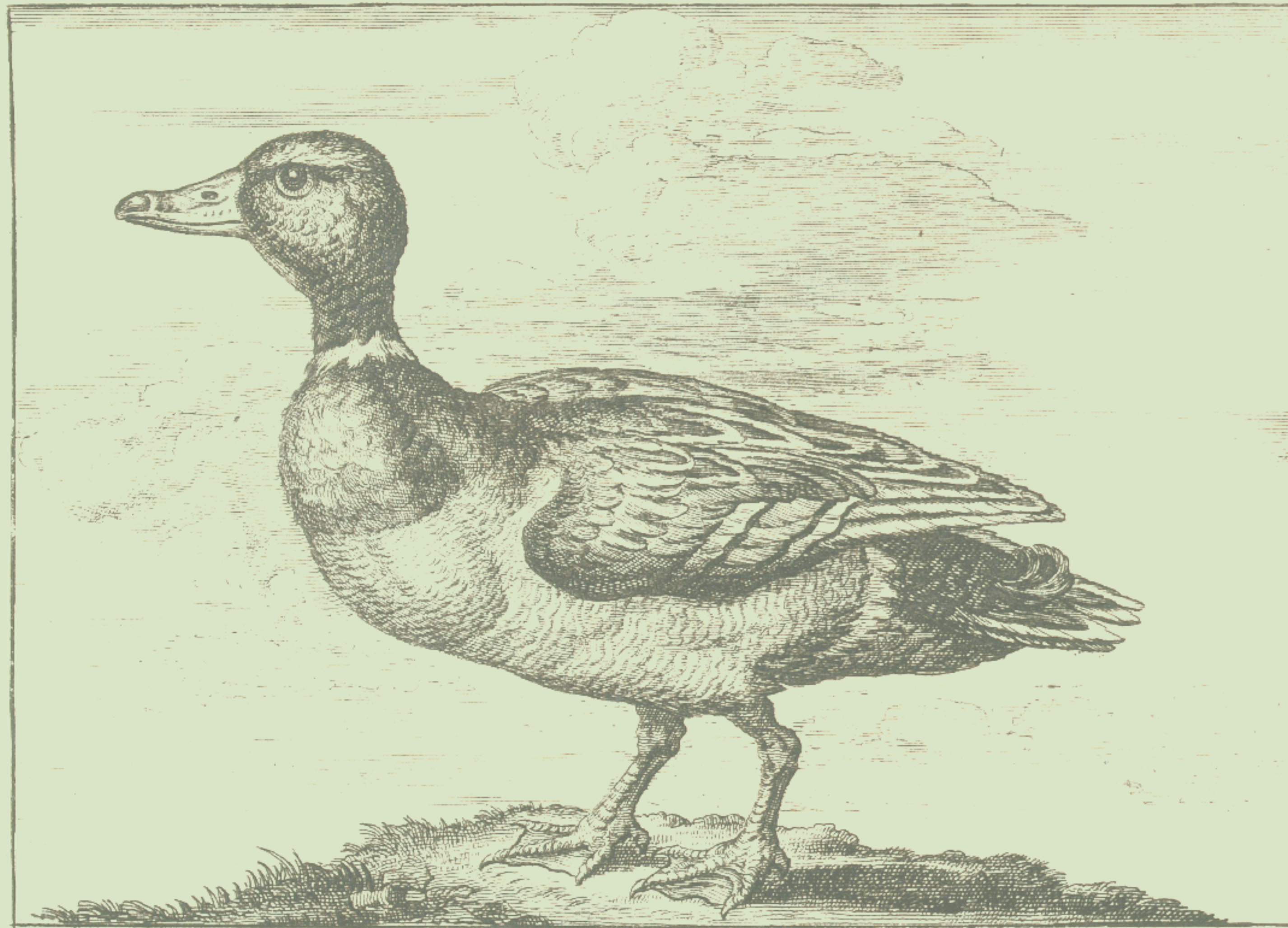Adopting a leadership mode

F.Barlow delin

2.A.

P.Tempest Ex:

ENTER THE COACH

Convincing my boss to pay for and working with a coach

THERE IS NO MANUAL

NO ONE HAS BEEN IN YOUR SITUATION BEFORE

CHARTING A PATH FORWARD

What do you do at the beginning of a project to ensure success—once you know what the problem is?

Charting your path in UX leadership is no different

KNOW WHO YOU ARE & WHAT YOU VALUE

Where you start

People can tell when you're putting on an act

It doesn't actually serve you

FIGURING IT OUT

A journey of self-awareness

LEADERSHIP VS. MANAGEMENT

Both valuable and needed

Anybody that is making decisions that affect others need a framework

LEADERSHIP PLATFORMS

DEFINITION & PROCESS

WHAT IS A LEADERSHIP PLATFORM?

Your "Leadership Platform" is an **explicit** framework of **values** and **beliefs** that help you to make decisions and show up authentically

Intensely personal

INPUTS

There are a few ways to figure yours out:

- Introspection

- Ask for feedback

- Try external resources

INTROSPECTION

Start here

Make space for this on your calendar

Honest & kind

THOUGHT STARTERS

What are my strengths (energy) and weaknesses (drain)?

What traits am I most proud of?

What do people often say about me?

When do I feel most accomplished?

What does good/bad work look like to me?

What is unique about my perspective?

ASK YOUR PEERS & REPORTS

Tell them about what you're doing

It helps if you've been working with this person for while and already built some trust

ASKING YOUR BOSS

Again, set context

Enroll them in your growth

Reviews can be fodder

EXTERNAL RESOURCES

Merholz: "Coach, Diplomat, Champion, Architect…" plus leadership skills assessment

Books (Buckingham)

StrengthsFinder 2.0

FINDING PATTERNS

Take your inputs and look for patterns

CONSTRUCTION

This is up to you

Treat it like a design exercise

Keep it short

NOW WHAT?

PUT IT INTO PRACTICE

Fig. 20.

USE YOUR PLATFORM

From personal to external

1. IN PRACTICE

Setting expectations for your team

2. IN PRACTICE

Structure hiring and team development
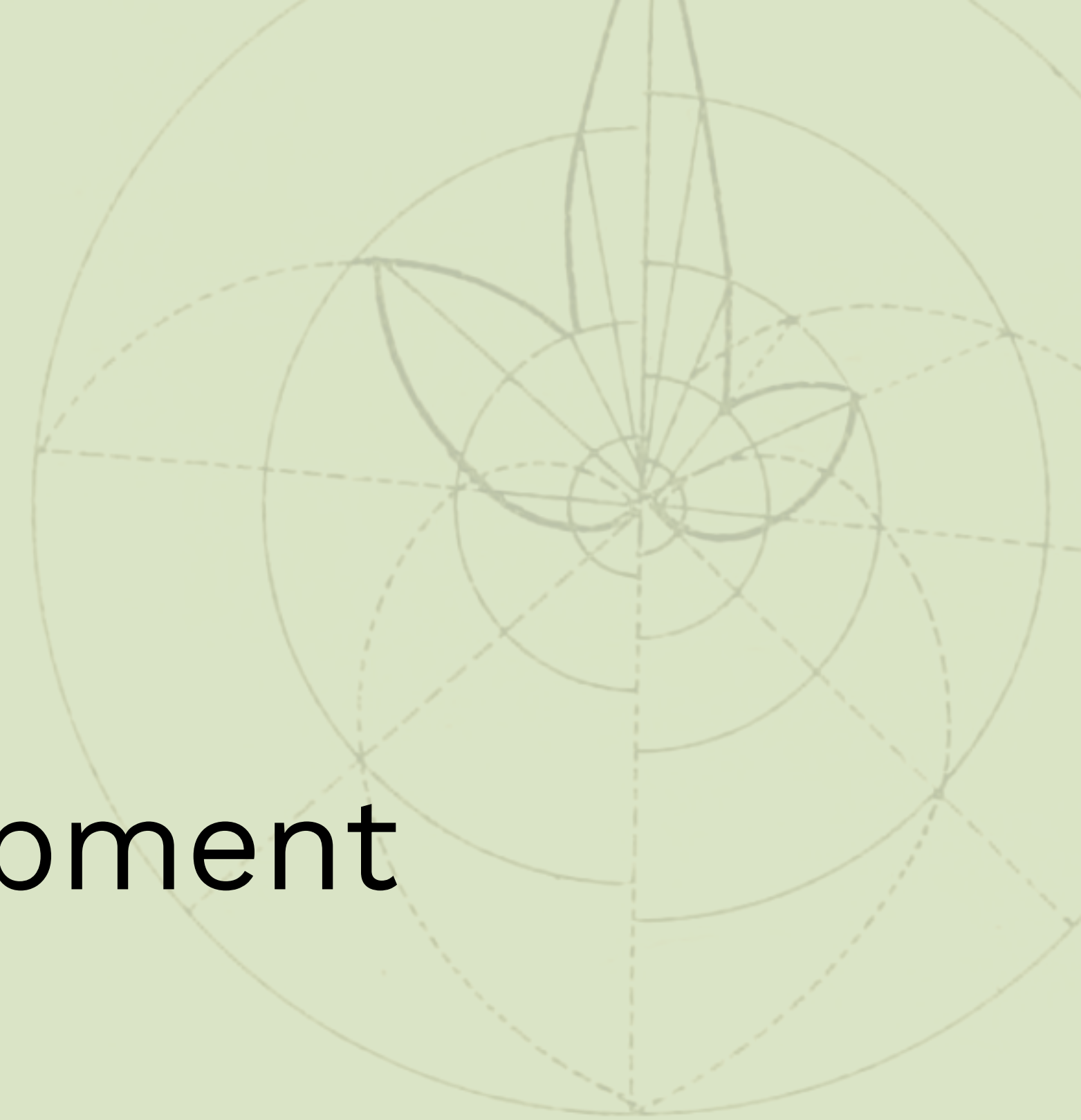
3. IN PRACTICE

Optimize process for desirable outcomes

4. IN PRACTICE

Charting your career path

KEEP IT ALIVE

Revisit regularly

Reflect at least weekly

AND NOW

IT'S YOUR TURN

"THE PRIVILEGE OF A LIFETIME IS TO BECOME WHO YOU TRULY ARE."

– CARL JUNG

FINALLY

CLOSING

THANKS

& QUESTIONS