

01

COLLABORATION

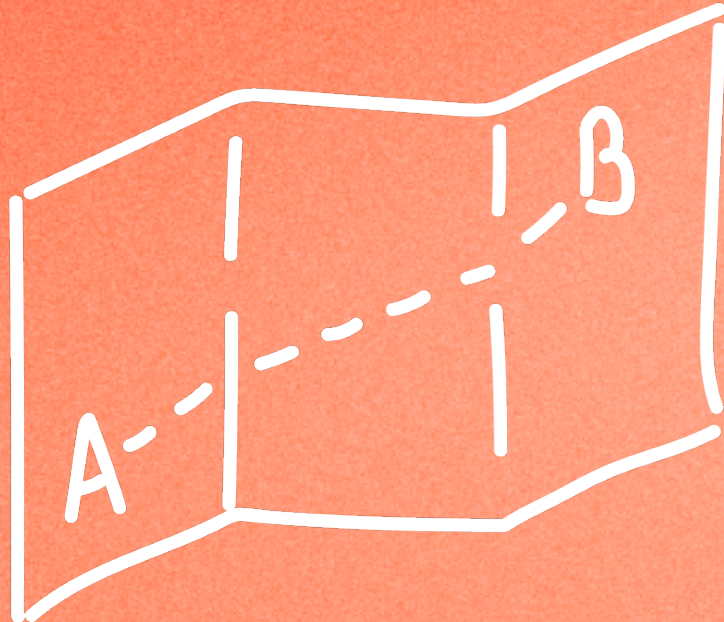
At the end of the world

Let's talk about

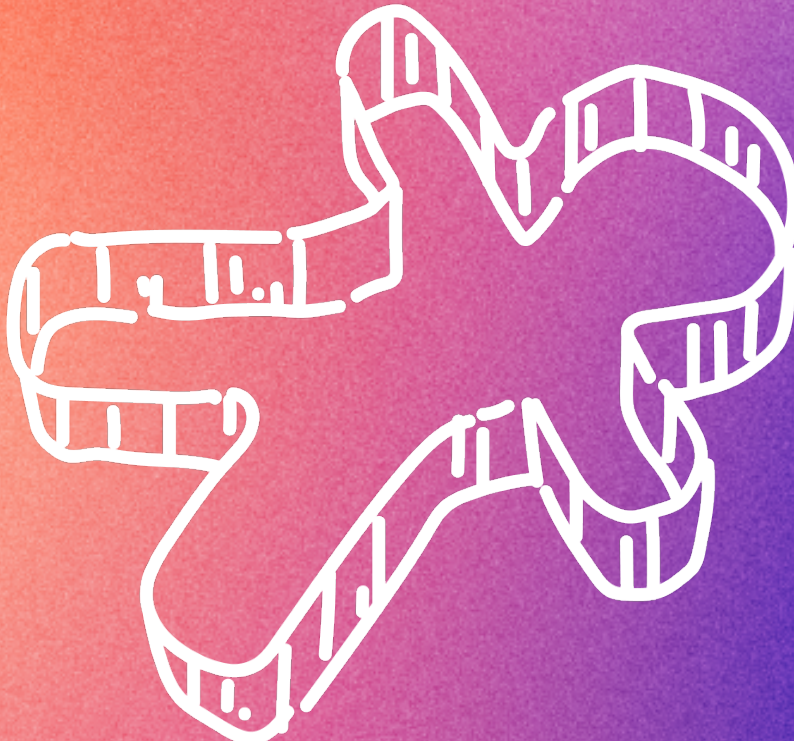
THE LADDER OF 'SUCCESS'



One path
to success



Optimised for
one kind of person



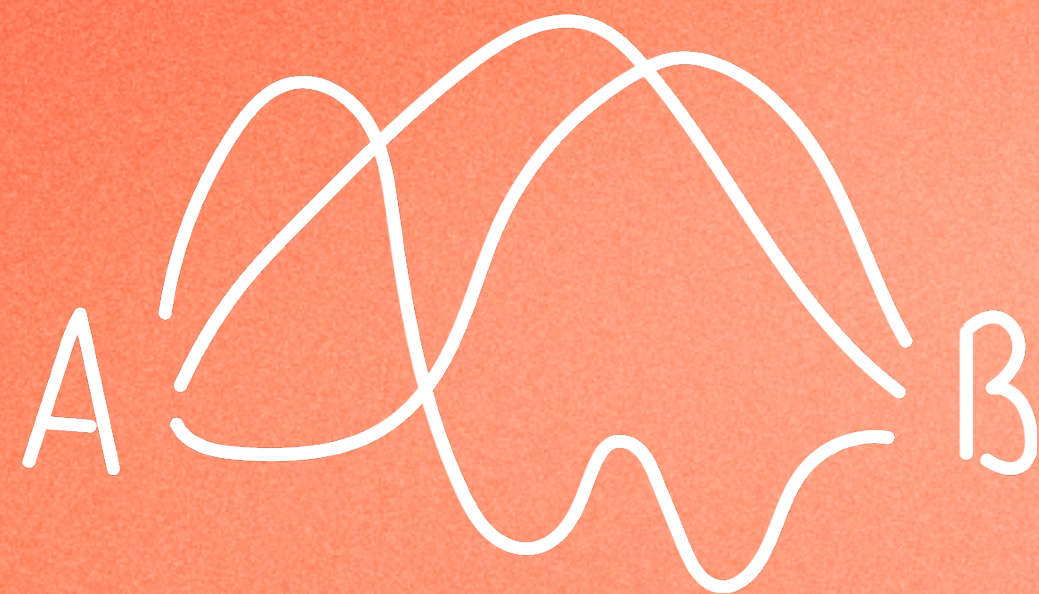
Competition over
partnership



What if leadership was more **LIKE CLIMBING A MOUNTAIN?**



Many paths for
different kinds
of people



Transparency of
strengths and
vulnerabilities



Ideal for
partnerships



So why are we
TALKING TO YOU
ABOUT THIS

We both
don't relate
to the ladder

Remote collaboration on
a big project with a
gazillion moving parts

We're all on a
journey, right?

Sam



Chad



Sam



Chad



Sam



Chad



Sam



Chad



02

Designing a

DESIGN TEAM

Timeline

A DRASTIC CHANGE IN TWO MONTHS



Defining the problem

CANDID INTERVIEWS

Interviewed each
member of the
team



“I’m not sure I’m
actually doing UX
writing?”

“I want to work
alongside designers
and solve product
problems”

Defining the problem

THE THREE MAIN ISSUES

Content design as
a service

Wide scope of
responsibility

Workload and
burnout issues



Designing a solution

AN AMBITIOUS

PLAN FOR CHANGE

Embed in product
design teams

Add boundaries & time
for celebration



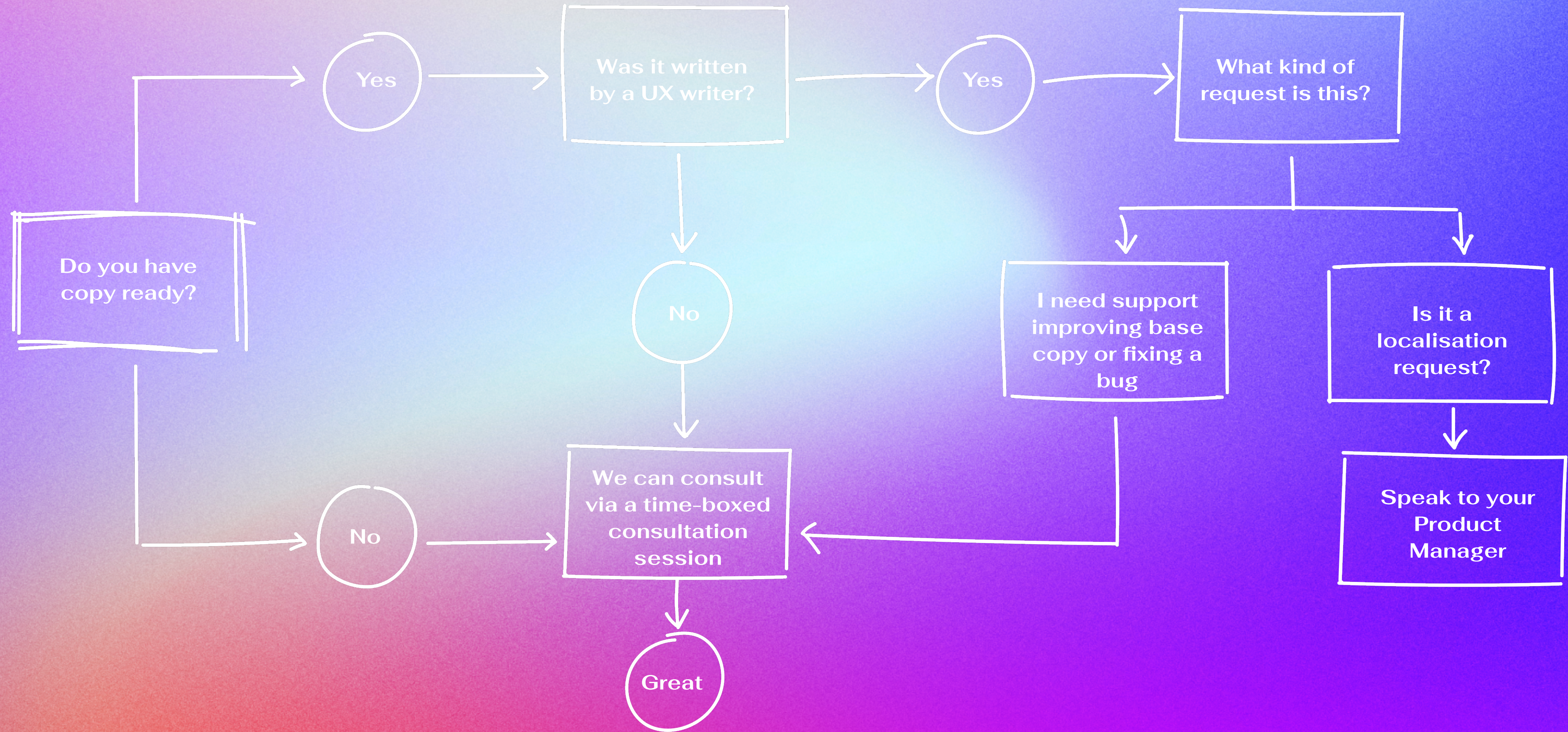
Hold daily
consultation hours

Execution & launch

DIVIDE AND CONQUER TOGETHER

We were pulling each other up by working together on separate tasks

Phase 3	
Sam	<ul style="list-style-type: none">▪ Meet with other leads▪ Help each UX writer buddy up with design manager▪ Create list of stakeholders for roll out messaging
Chad	<ul style="list-style-type: none">▪ Plan changes to status doc▪ Finalise deck▪ Implementation of consultation hours



Execution & launch

PUTTING IN THE ANCHORS

Focused on strengths;
embraced our vulnerabilities

Our rockslide

Our rockslide

MOTHERF*CKING COVID

Manager

Principal

Our rockslide

MOTHERF*CKING COVID

Manager



Principal

Results

WRITING IS DESIGN

The team feels
heard—and seen

Embedded in the whole
design process

Direct impact

Results

WRITING IS DESIGN

Leading work that
plays to their
strengths



Seen as designers who
specialise in writing

~~Seat at the table~~
The table is over
here, come say hi

Results

WE MADE IT



The team is more visible and they're happier in their roles

Created our own blueprint for manager and principal collaboration

We continue to lift each other up



03

How to step off the ladder

TAKEAWAYS

JUST BE HUMAN

It can be
productive to
take time out

Start with
strengths

Embrace
vulnerability

Sometimes,
don't make an
agenda

Give yourself
more time

Have a space
that's just for
half-baked
nonsense

Break open the
keto mojitos



CHAD AND SAM'S TIPS FOR COLLABORATING AT THE END OF THE WORLD

**LEADERSHIP
SHOULD
LOOK
DIFFERENT**

Find your allies

**Shift your perspective on
what you expect of
leaders**

**Give yourself
permission to see
your vulnerabilities or
differences as
leadership traits**

**THERE ARE
MULTIPLE
PATHS TO
SUCCESS**



You can be an expert

People management should be a passion, not the default path

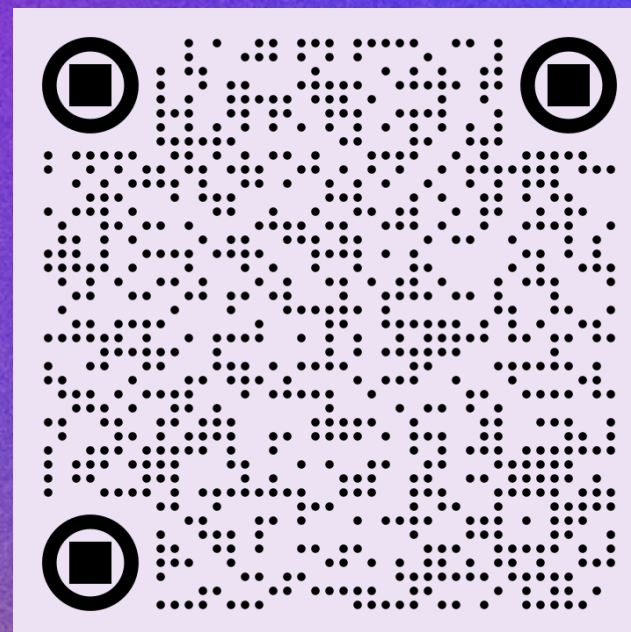
Lines and roles can be wiggly

You don't have to climb.
You can enjoy the sights.

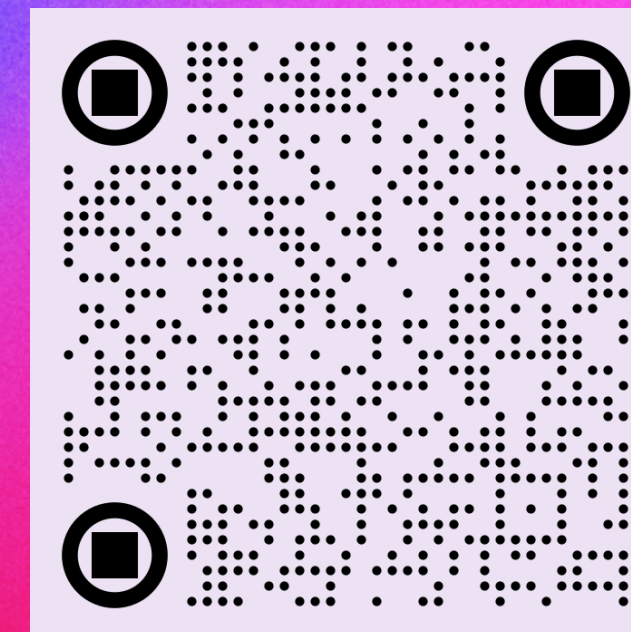


If this resonated with you

HERE ARE SOME FREEBIES

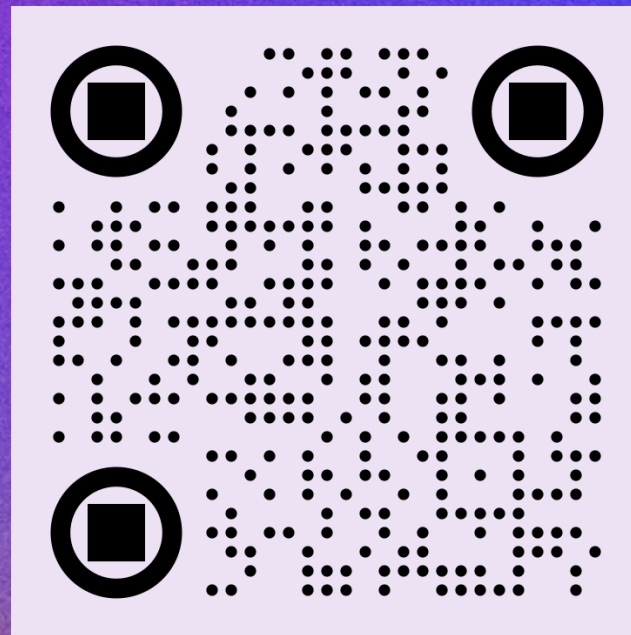


[A guide for
interviewing
teams](#)

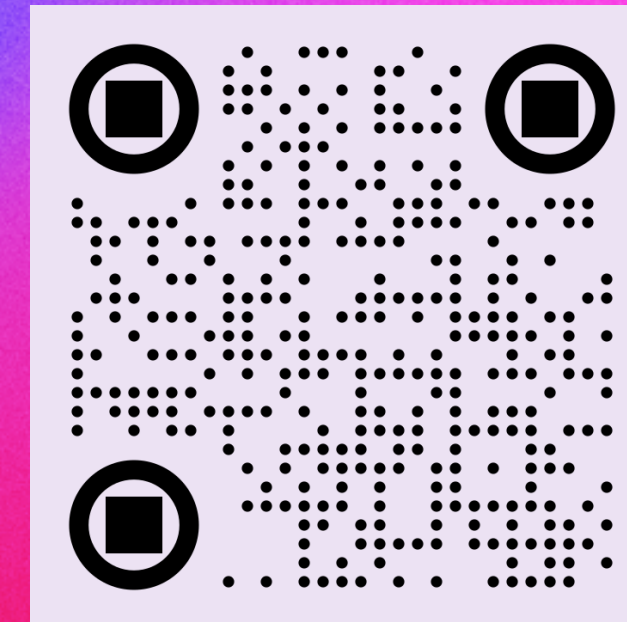


[Principal
conversation
guide](#)

THANK YOU



Chad Wright
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Sam Weingarten
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