

My Job

	Area of Activity	Current Priorities	Action Items
People	Inspire. Inspire people with vision of what we will accomplish. Get them excited about the importance and ready to take on challenges. Stretch them and get them to be leaders.		
	Communicate to team, meet directly, create sense of connection, understand priorities/strategies – from direct reports to extended leadership team to individuals. Know what is going on, what people are anxious about, what is broken.		
	Manage. Choose, lead, mentor, manage, grow, backstop directs (and others in the org as appropriate). Mediate cross-direct/org blockages. Teach the team skills and information they need.		
	Culture. Build a healthy culture that extends across whole team. Articulate principles, ensure that they are being adhered to faithfully.		
Strategy	Strategy. Define the technical and business strategy we are executing on, articulate it, build consensus, align our efforts to achieve it. Be customer advocate, prioritize innovation that matters to customers and to company.		
Execution	Drive Rhythms. Create, define principles and ownership, drive excellence in execution, effectively monitor key business rhythms – people, business, budget, product, customer.		
	Foreign Affairs. Strong relationships with other key teams – marketing, field sales, evangelism, other product teams, service teams, HR, business development. Fix important broken relationships.		
	Support Division. Help make the division unified, fully staffed, smoothly executing, organized, high morale. Help resolve cross-divisional conflict.		
	Manage Up to chain. Ensure they understand our priorities, strategy, plans, and the key risks.		
	Product Advocate. Meet with customers, analysts, press to tell the story. Be the face of the product. Help close deals with the field.		
Knowledge	The Real World. Interact directly with customers, field, analysts, digirati to make sure I “get it”. Know the industry dynamics, competitors.		
	Know the Products. Understand how they work, user experience, architectural design as relevant, use them personally.		