**Product-Friendly Behaviors List**

Specific behaviors that product-friendly cultures use to describe ***discovery*** include:

* You ask questions and bring ideas
* You are extraordinarily candid with each other
* You practice blameless problem-solving
* You are empowered to question all aspects of the business and suggest new ways to create value for customers
* You encourage independent thinking by your colleagues
* You learn rapidly and eagerly
* You seek alternate perspectives to improve your ideas
* You seek to understand customers’ changing tastes and desires
* You always share relevant information internally, even when uncomfortable

Specific behaviors that product-friendly cultures use to describe ***speed*** include:

* You learn rapidly and eagerly
* You make wise decisions despite ambiguity
* You make tough decisions without agonizing or long delays
* You use data to inform your intuition and choices
* You take informed risks and are open to possible failure
* You admit mistakes openly and share learnings widely
* You look for every opportunity to reduce complexity and keep things simple
* You are flexible and thrive in a constantly evolving organization

Specific behaviors that product-friendly cultures use to describe ***abundance thinking*** include:

* You are tenacious and optimistic
* You see patterns and connections that other people miss
* You enjoy working on things bigger than yourself
* You work to energize and inspire others
* You are flexible and adaptable
* You look beyond symptoms to identify systemic issues
* You seek what is best for the organization, not just yourself
* You care deeply about the organization’s success
* You inspire others with your drive for excellence
* You are excited about your work

Specific behaviors that product-friendly cultures use to describe ***collaboration*** include:

* You genuinely seek alternate perspectives to improve your ideas (versus just pretending to seek input)
* You share information broadly, openly, and deliberately
* You are humble and open-minded about others’ great ideas
* You are excited to help build diverse teams where everyone feels welcomed and respected
* You make time to help colleagues succeed
* You debate ideas openly, and help implement whatever decision is made even when you disagree
* You question colleagues’ actions inconsistent with desired producization behaviors
* You are willing to be vulnerable, in search of truth and connection
* You give and take feedback to and from colleagues at any level
* You listen well and seek to understand before responding
* You adapt your communication style so you can work effectively with different people, including those who don’t share your native language or cultural norms
* You are excited to help build diverse teams where everyone feels welcomed and respected
* You recognize we all have biases and work to counteract them
* You take action if someone is marginalizing a colleague
* You treat everyone with respect regardless of their position
* You act with good intent and trust your colleagues to do the same