



# PRODUCT COACHING FUNDAMENTALS

N E I L   M A C L E O D





# OVERVIEW

My career in digital product innovation, spanning two decades, has been a journey through diverse industries, including marketing services, research, business credit, and logistics. This path has sculpted me into a versatile “Digital Product Guide,” adept at spearheading product management, design, marketing, engineering, sales, operations, and customer success while crafting dynamic web experiences, mobile apps, APIs, and CMS portals.

One of my primary objectives is to create the best product teams in their respective market segments. As a Product Consultant/Coach, I unlock the potential within organizations by offering clarity and focus. As a Digital Product Guide, I aim to steer organizations and product teams toward strategic growth and innovation while incorporating emerging trends and technologies. My commitment to continuous learning and broad industry experience enables me to guide clients toward their business goals in today’s complex markets.



# PROBLEMS TO SOLVE

1

## **Scope and Prioritization -**

Organizational  
Alignment

2

## **Roles and Responsibilities -** Product Design and Product Management

3

## **Culture -** Engagement Survey Next Steps







*How do we achieve it?*

# ORGANIZATIONAL ALIGNMENT

We will do a workshop to ensure  
cross functional agreement on  
priority and scope.

## Tactics:

- ① Environmental and SWOT analysis
- ② Objective Assessments
- ③ Written Narratives

Time: 2 days



*How do we achieve it?*

# ROLES AND RESPONSIBILITIES

This will be an interactive  
session focused on gaining  
agreement.

## Tactics:

- 1 Defining Attributes and Competencies of High Performers
- 2 Onboarding New Hires Together
- 3 Writing Our Own Job Description

Time: 0.5 Days





*How do we achieve it?*

# CULTURE

We dive into the *Five Dysfunctions of a Team* while outlining our productive and non-productive habits.

## Tactics:

- ① *Focus on You* Exercise
- ② Writing Current State vs. Ideal State
- ③ Document 1-2 Habits We Will Change

Time: 1 day



# COMPOUND YOUR PRODUCTIVITY

Quote assumes in-person event traveling to London.  
Remote session requires quote revision.

**\$200**

Hourly Rate

**3.5**

Total Days

**\$3K USD**

Travel & Hotel  
Expense

**\$100/DAY**

Per Diem

**\$9K USD**

Total Estimate





*Hold Fast Digital Product Consulting*

**THANK YOU**

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