

UNSERIOUS

Upshots Cheat Sheet

SUMMIT IS ONLY HALFWAY

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The Upshot

WHO IS THIS FOR?

- Anyone working on a milestone moment! A milestone moment is the Instagram event: the big accomplishment, like reaching the peak of a mountain.
- At work, this might be a major product launch. In our personal lives, this might be buying a house.

WHY IS THIS IMPORTANT?

- The reality is that it is a ton of effort to get back down the mountain, and in many ways that's the most important part (and most dangerous because fatigue sets in).
- Product launches and other work milestone moments are similar - it takes a lot of effort to get to launch day -- but to land the launch you gotta get down the mountain and that is all about the planning and effort post launch to keep momentum and drive user adoption.

HOW TO DO IT?

1. Set your goals. Think big about what the from-to experience looks like and what it will take to deliver.

2. Identify your "peak" moment, usually launch day. It helps to think about what you might post to social media about.
3. Create a plan that clearly articulates the work required to get to the milestone moment.
4. Identify what happens next, post-launch. This is a lot about the goals that need to be achieved and the work needed to deliver impact.
5. Having a good understanding of the work it will take to get past the halfway point will inform how to manage the energy and mood of yourself and the project team.

PITFALLS AND PRO-TIPS



Try having a different tiger team focused on post launch drumbeats and activations. Managing organizational fatigue is crucial.



Don't use the launch point as the goal. People will exhaust their energy where the perceived endpoint is. Make an organizational mindset shift on what it means to "launch."

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