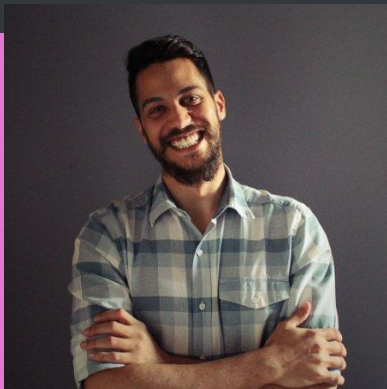


WTF is Product Culture?



Paulo Sellos

Head of Product

I am a self-starter Product Manager and a technological entrepreneur with a real passion for customer focused tech products. Some companies I've worked in are Area Geek, dr.consulta and Nubank.

magnetis

princípios da inovação



01

what is product?



02

what is culture?



03

the power
of vision



04

confidence
and autonomy



05

continuous
learning



06

love
the problem



07

good
company

what is product?



prod·uct

/ˈprədʌkt/

noun

1. an article or substance that is manufactured or refined for sale.
"food products"
2. a thing or person that is the result of an action or process.
"his daughter, the product of his first marriage"
synonyms: result, consequence, outcome, effect, upshot, fruit, byproduct, spin-off, legacy, issue
"her fear was a product of her emotional insecurity"

what is culture?



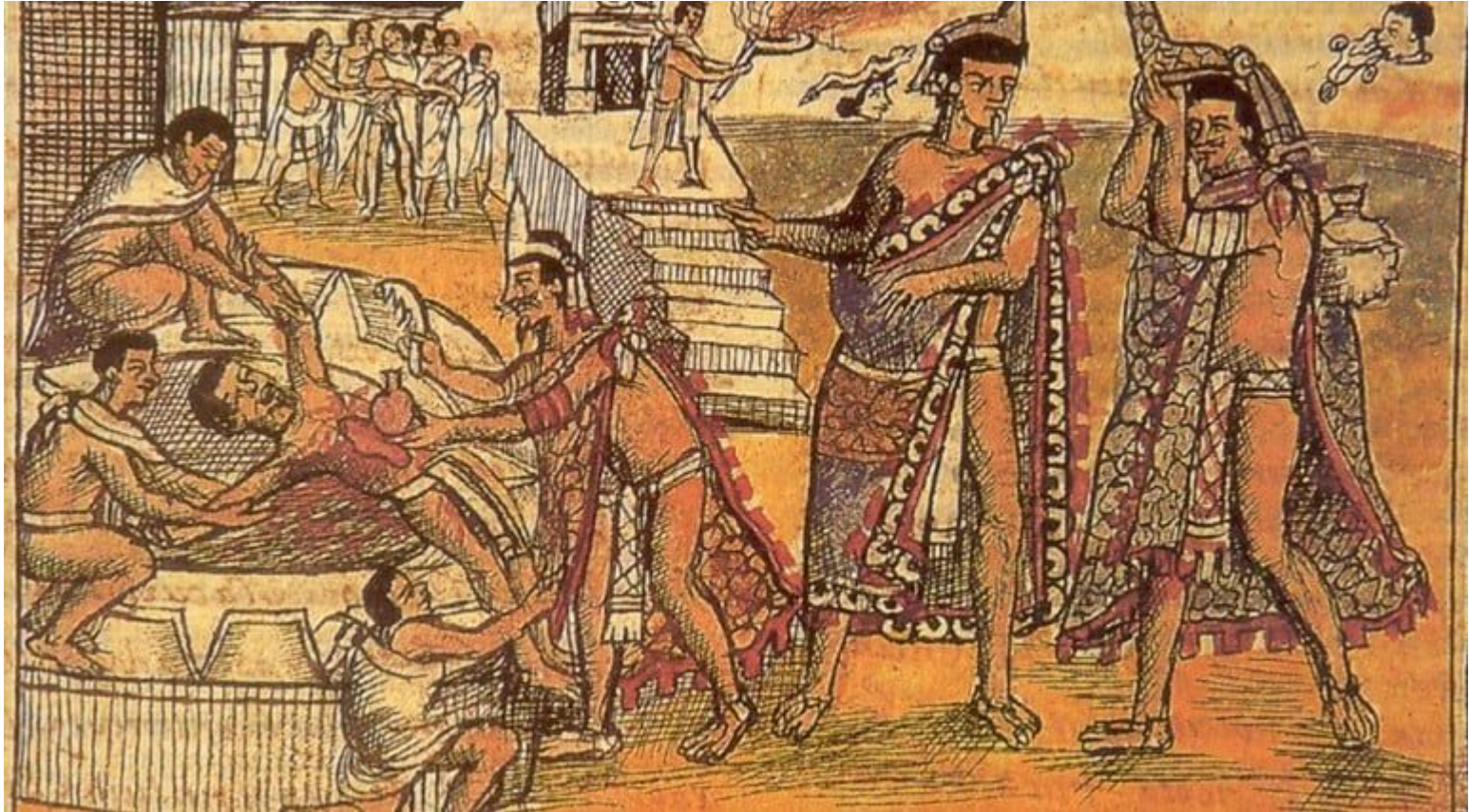
cul·ture

/ˈkəlCHər/

noun

1. the arts and other manifestations of human intellectual achievement regarded collectively.
"20th century popular culture"
synonyms: the arts, the humanities; [More](#)
2. the customs, arts, social institutions, and achievements of a particular nation, people, or other social group.
"Caribbean culture"
synonyms: [civilization](#), [society](#), way of life, [lifestyle](#); [More](#)

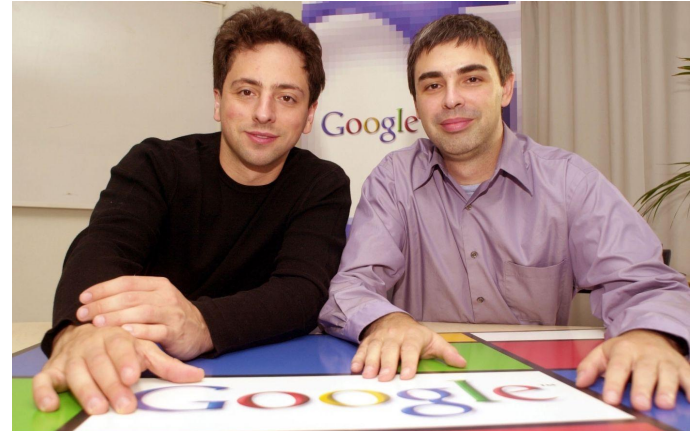
what is culture?



the power of vision

- Vision without action is merely a dream.
Action without vision just passes time.
Vision with action can change the world.
- A meaningful vision empowers us to solve problems and accomplish goals.
- Successful individuals and organizations have one thing in common: The power and depth of their vision of the future. Compelling goals and a positive, meaningful vision of the future provide purpose and direction in the present.

the power of vision



It's always about the people,

and empowering them to get things
done without getting in each other's way.

It doesn't make sense

to hire smart people and tell them
what to do; we hire smart people so
they can tell us what to do.

Avançamos 700 passos rumo ao êxito final!

Sabemos de 700 coisas que não deram certo! Estamos para além de 700 ilusões que mantínhamos anos atrás e que hoje não nos iludem mais.

Most customer feature requests are framed as solutions,

but customers are often not good solution designers.

love the problem

Love the problem,
not your solution.

by Ash Maurya



love the problem

Being a good company

is an end in itself.

**we're
hiring!**

<https://jobs.kenoby.com/magnetis>

muito obrigado!

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