

# LinkedIn CEO Jeff Weiner's

## 5 Things That Make a Product Truly Great

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LinkedIn Chief Executive Jeff Weiner recently added direct oversight of product to his own list of duties at the Mountain View-based social network for professionals. So he's spent some time pondering what makes a product truly great.

As with Weiner's approach to this new responsibility, executive coaches advise people that the most important task in taking on a new role can be to sharpen your focus on exactly what your "Most Important Things" actually are, and then prioritize them. You know, pull back and identify the 30,000-foot-elevation objective that helps you see the forest for the trees.

Weiner says his own overarching objective for his team is simple: to build great products. He acknowledges LinkedIn still has "clearly plenty of room for improvement throughout the platform."

So to meet this objective, Weiner says, developing a shared definition of greatness in products for his team was essential to ensure everyone played from the same playbook.

**Here are Weiner's 5 dimensions shared by all truly great products:**

### **1. Delivers on a singular value proposition in a world-class way**

The LinkedIn CEO cites the singular focus of Google Inc.'s minimalist search page, which has propelled LinkedIn's Mountain View neighbor to become one of the world's most valuable companies. He also gives the example of lesser-known Headspace, an app focused on how to meditate.

### **2. Simple, intuitive and anticipates needs**

Here, he points to a Waze mapping app feature that popped up with a question for him one afternoon when he activated it: "Are you on your way home?" Indeed, he was on his way home, and the app had worked this out based on his consistent previous inputs at that time of day, saving him a few keystrokes in the process.

### **3. Exceeds expectations**

Weiner praises the Sonos wireless music company for its excellent customer service. A representative stayed on the phone with him for nearly an hour over the holidays, even though the department had closed within 15 minutes after he had made the call. Together, they ran some

tests to diagnose the problem and saved his dinner guests from enduring a night without good tunes.

#### **4. Emotionally resonates**

Weiner says he corralled his product team into a weekly meeting and asked them to explain how their favorite products made each of them feel. One executive stood up and raved about his Tesla Model S electric car, saying it was like "driving the future."

#### **5. Changes the user's life for the better**

The LinkedIn chief says his Apple Inc. iPhone 6 Plus has made his life more productive and convenient in so many ways. Talk about a ringing endorsement: He calls it essentially "the control panel for my life."

These five dimensions of a great product are worth noting — even if you aren't an executive with keys to a Tesla, you aren't a Sonos audiophile and you haven't upsized to an iPhone 6 Plus. That's because so many of us today work on making products better, even if our job description doesn't specify that we're in product development. We come to work and take pride in what we do — our work product — so it's worth thinking about how to do it even better.