

# Netflix SRS Document with functional and non functional requirements

Computer organization (NITTE (Deemed to be University))

# Software Requirements Specification

for

# **Netflix**

Version 1.0 approved

Prepared by Aaron Oriola and Lorens Michael Añano

**Bachelor of Science in Information Technology** 

October 2019



# **Table of Contents**

Tab	le of	Contents	i
Rev	isior	n History	i
1.		Introduction	1
	1.1	Purpose	1
	1.2	Document Conventions	1
	1.3	Intended Audience and Reading Suggestions	1
	1.4	Product Scope	1
	1.5	References	1
		Abbreviations	
2.		Overall Descriptions	
	2.1	Product Perspective	1
		Product Functions	
	2.3	User Classes and Characteristics	2
		Operating Environment	
	2.5	Design and Implementation Constraints	2
	2.6	User Documentation	2
	2.7	Assumptions and Dependencies	2
3.		External Interface Requirements	3
	3.1	User Interfaces	:
	3.2	Hardware Interfaces	:
		Software Interfaces	
	3.4	Communication Interfaces	3
4.		System Features	
	4.1	System Feature 1	3
	4.2	System Feature 2 (and so on)	4
5.		Other Nonfunctional Requirements	4
	5.1	Performance Requirements	4
	5.2	Safety Requirements	4
	5.3	Security Requirements	4
	5.4	Software Quality Attributes	5
	5.5	Business Rules	5
6.		Other Requirements	5
App	end	ix A: Glossary	
		ix B: Analysis Models	
App	end	ix C: To be Determined List	

# **Revision History**

Name	Date	Reason For Changes	Version

#### 1. Introduction

#### 1.1 **Purpose**

This document is prepared in order to determine a software requirement specification for NETFLIX. NETFLIX is a social video streaming website on which people can watch the videos, share videos, like/dislike and comment on the videos etc. In order to gain an overview about the report, firstly, the purpose and scope of this document will be given, and the overall description of NETFLIX system is followed. In addition to these, system feature such as uploading video, watching video, sharing video, subscribe etc. are described deeply. After mentioning about the introduction of the websites, the specific requirements will be addressed for it. In the final part, functional and non-functional requirements will be addressed.

#### 1.2 **Document Conventions**

This Document was created based on the IEEE template for System Requirement Specification Documents.

#### 1.3 **Intended Audience and Reading Suggestions**

Typical Users, such as students, teachers or anyone who has internet and gadgets to use Netflix for watching online movies (Social networks, Social Media networks, Semantic networks etc.)

#### 1.4 **Product Scope**

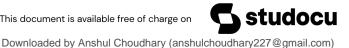
People love TV content, but they don't love the linear TV experience, where channels present programs only at particular times on non-portable screens with complicated remote controls. Now internet TV - which is on-demand, personalized, and available on any screen - is replacing linear TV. Changes of this magnitude are rare. Radio was the dominant home entertainment media for nearly 50 years until linear TV took over in the 1950's and 1960's.Linear video in the home was a huge advance over radio, and very large firms emerged to meet consumer desires over the last 60 years. The new era of internet TV, which began a decade ago, is likely to be very big and enduring also, given the flexibility and ubiquity of the internet around the world.

#### 1.5 References

Alexa. (2015). Top sites. Retrieved from http://www.alexa.com/topsites

Bond, P. & Jarvey, N. Even When It Screws Up, Netflix Wins. Retrieved from http://www.hollywoodreporter.com/news/screws-up-netflix-wins-772843

Bowen, R., Diagle, R., Dion, T., & Valentine, S. (2014). Netflix Case Study. Retrieved from



http://robertdaigle.com/wpcontent/uploads/2014/01/BowenDaigleDionValentine Net flixCaseStudy.pdf.

DOC]IEEE Software Requirements Specification Template <a href="https://web.cs.dal.ca">https://web.cs.dal.ca</a> ~hawkey > srs template-ieee

Final SRS Document / Websites / Web Browser - Scribd <a href="https://www.scribd.com">https://www.scribd.com</a> doc > Final-SRS-Document

SRS Example – Computer Science and Engineering <a href="https://www.cse.msu.edu">www.cse.msu.edu</a> ~chengb > Papers > SRSExample-webapp

# 2. Overall Description

#### 2.1 Product Perspective

**Netflix** is developed to everyone to allow our customers to watch a wide variety of award-winning TV shows, movies, documentaries, and more on thousands of internet-connected devices. With **Netflix**, you can enjoy unlimited viewing of our content without having to watch a single commercial.

#### 2.2 Product Functions

#### 2.3 User Classes and Characteristics

There will be two levels of user for our system. The first will be the general user that will be using our software to find their movies or stream television. They will only see the front end of the system. The second level will be the system developers. They will be able to edit which sites the system will search, depending on weather they think the site is safe, compatible with respective software, the speed at which the site can be searched, and how useful the site is to users, i.e. how many results have come back from that site.

#### 2.4 Operating Environment

PC or Laptops:

- Windows 7
- Windows 8
- Windows 8.1
- Windows 10
- Mac OS X
- Linux

Smart TV's, Cellphones, Tablets (Android or IOS) etc.

#### 2.5 Design and Implementation Constraints

Server capacity is how many users can access or can be online once. More is the number of users more will be the network traffic and hence the serve comes in a down state. Personal firewall and updating is a tough task, it should be such that it should not block the network traffic.

making the system slower. Firewall of the server should not collide with the firewall of the user system.

#### 2.6 User Documentation

There are two other official tutorials, one for visualization:

https://github.com/Netflix/vizceral

And one for layouts:

https://www.reddit.com/r/netflix/comments/93ajes/netflix\_new\_menu\_layout/

In this page: <a href="https://www.techjunkie.com/category/web-apps/netflix/">https://www.techjunkie.com/category/web-apps/netflix/</a> users can find every available tutorial including tutorials made by the community, video tutorials, the official tutorials mentioned above, non-English tutorials etc.

Additional help and information can be found at Netflix wiki:

https://en.wikipedia.org/wiki/Netflix

#### 2.7 Assumptions and Dependencies

Netflix Open Connect includes Java processes that are installed in third-party data centers to govern how content is exchanged, cached, and streamed. According to Glover, this SOA includes thousands of instances that communicate with one another to execute business processes. "As Sun [Microsystems] used to say, 'The network is the computer.' It's all commodity hardware running Linux Ubuntu and Java EE 7. If a node fails, we can bring up a new one easily."

While the infrastructure runs on Linux computers, video encoding is often done on Windows machines, facilitated by a Java-based framework. Java's easy portability among platforms permits flexibility, now and in the future. It also makes it easy to hire skilled engineers. "When it comes to recruiting, it is easy to find Java developers," Glover notes. "We can always find top talent because we are not chasing some brand-new technology or language that only hipsters know." Software Requirements Specification for Netflix Page 4

Glover believes Java 8 has revolutionized Java, calling it "the most significant release of Java in the last 10 years." He especially likes default methods, lambdas, and the java.util.stream API, which enables functional-style operations on streams of elements, such as Hadoop MapReduce transformations on collections. "Functional-style



programming as a core language feature is a powerful construct that will have a big impact on the developmental landscape," he predicts. "Java 8 dramatically changes the Java language for the better."

Netflix uses Spring Boot as the basis of its SOA because it offers the scalability and maturity of the JVM. "Netflix is a giant SOA," Glover says. "Java platform services make it possible for a developer to quickly come up to speed and write a service that works in our architecture. Our operational footprint on the JVM is tried and true. Spring Boot is a good example of a web framework that you can get up and running in short order. There is still a tremendous amount of innovation within Java and in the Java ecosystem. It's solid. It's not going anywhere. That's why there is so much infrastructure being built on Java, such as Hadoop."

Java provides both the flexibility and scalability Netflix needs. "Our technology infrastructure is not a house of cards," he concludes. "In order to continue to be the number one streaming video content provider on the internet, we have to continually innovate. Java is the bedrock of our software architecture. The core operational infrastructure of Netflix, including the monitoring tools and platform services, has all been built in Java."

# 3. External Interface Requirements

#### 3.1 User Interface

#### 1. Using a Smart TV:



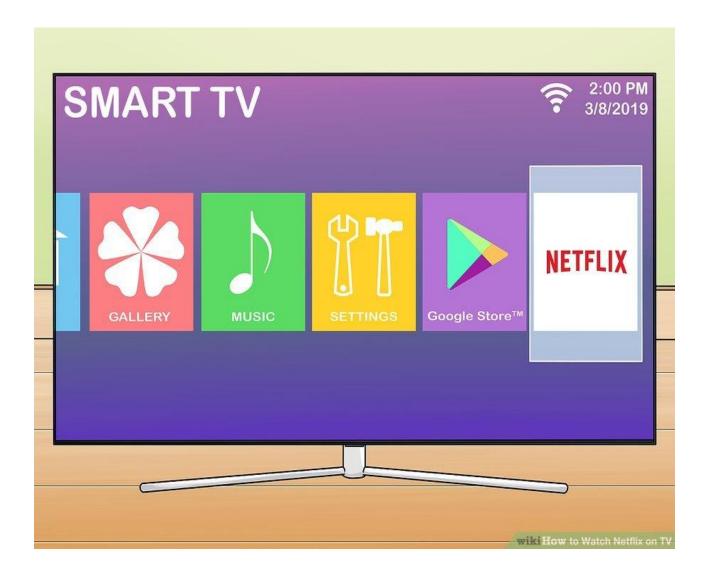
Connect your Smart TV to your home network. In order to stream Netflix from your Smart TV's app, it will need to be connected to the internet. You can do this using a wired Ethernet connection, or by connecting your TV to your wireless network. If your TV is not a smart TV, you can connect a streaming box such as Roku, Google Chromecast, Firestick, or Apple TV to your TV.

- Wired Connection: A wired connection will provide a much more stable connection to the internet. To connect your TV to the internet using a wired connection, connect an Ethernet cable from an open LAN port on your modem or router, and then to the Ethernet port on your TV.
- Wireless connection: Open the setting menu on your TV and locate the Network settings. Select your wireless network and then use the remote to enter your wireless password These menus and settings may be different from one model of TV to another.



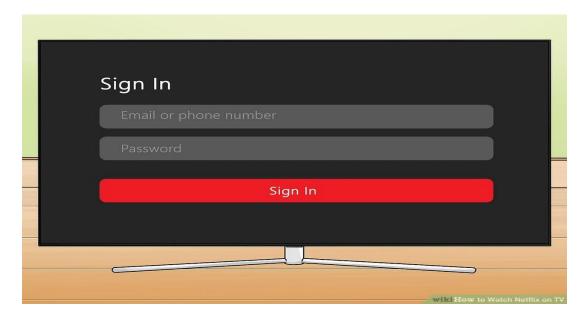
**Open your Smart TV apps.** Most Smart TV remotes will have a button that opens the apps list. This button is often a logo or has the TV's brand name on it. You'll need to use the remote for your TV, not your cable box or universal remote.

- Samsung: The button looks like a multicolor cube.
- LG: Look for the "My Apps" button.
- **Sony:** Press the "Internet Apps" or Netflix button.
- Panasonic: Press the "Apps" button.
- **Vizio:** Press the Vizio logo, the Netflix button, or select "SmartCast" as the video source for your TV.



**Select the Netflix app.** It's a black icon that says "Netflix" in red letters. Use the arrow buttons to navigate the apps on your smart TVs user interface. Highlight the Netflix app icon and press **Enter** or **Ok** on your remote.

- If you can't find the Netflix app, you may have to download it from your Smart TV's app store.
- You may need to update your TV's firmware in order to access streaming apps. The
  process for this varies, but generally, you'll download the file on your computer, copy it to a
  USB drive, and then load that into the TV. Refer to your TV model's Support page for
  detailed instructions.



**Log in with your Netflix account.** Use the on-screen keyboard to enter the email address and password associated with your Netflix account and then select **Sign In** and press **Enter** and **Ok**.

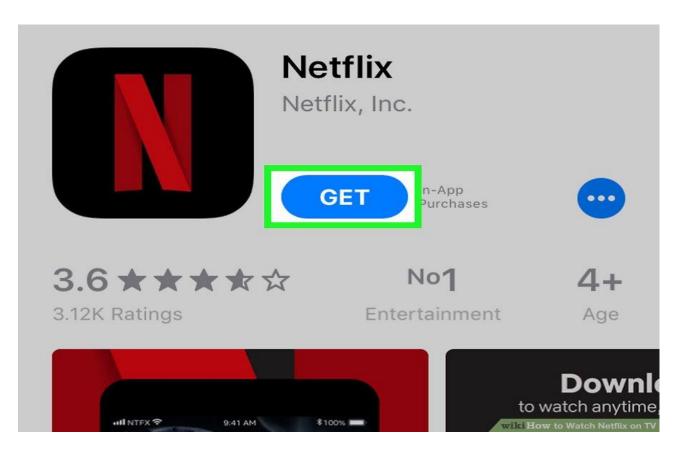
- You'll need to have a Netflix plan that supports streaming video. Any of the streaming
  plans will allow you to use the Smart TV app. If you do not have a Netflix account, you
  can sign up for Netflix at the Netflix website.
- If you have more than one profile on your Netflix account, select the profile you want to use.





**Browse using your remote.** Use the arrow buttons on the TV remote to navigate the menus and videos on Netflix. Highlight a video you want to watch and then press the "Select" or "Enter" button on your remote to start it.

- If you want to watch a TV series, you can select a specific episode you want to watch. Use your TV remote to select "Seasons" and then select a season. Then select an episode from the list and press **Enter** or **Ok** on your TV remote.
  - 2. Using a Google Chrome cast:



**Download the Netflix app for your Android or iPhone.** You can download the app for free from the Google Play Store or Android App Store. Here's how to get it:

- Open the Google Play Store or App Store.
- Tap the **Search** tab at the bottom (iPhone and iPad only).
- Type Netflix in the search bar.
- Tap **Netflix** in the search results.
- Tap Install or Get next to the Netflix app.

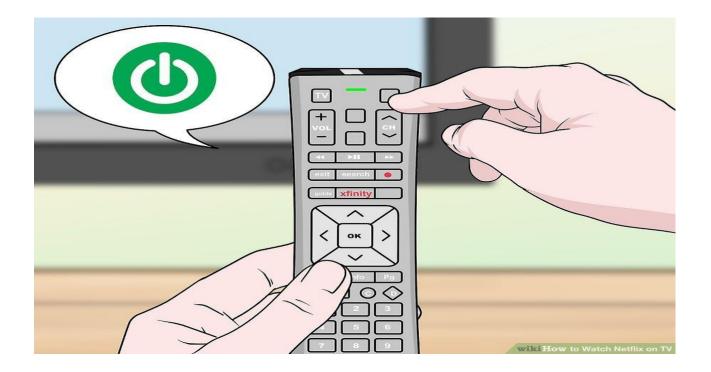


**Connect the Chromecast to an HDMI port on your TV.** The Chromecast is a small dongle. It has an attached cable that connects to an HDMI port on your TV. The HDMI ports on your TV are usually numbered. Make a note of which numbered HDMI port you are connecting to.

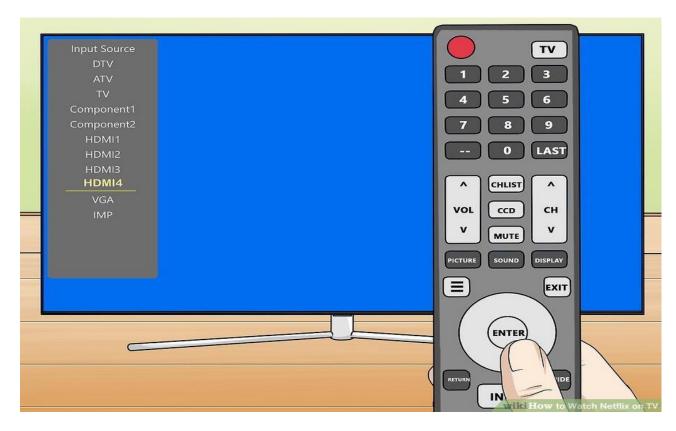
You can use the included extender if the cable isn't long enough.



**Connect the Chromecast to a power source.** The Chromecast includes a USB power cable that you can plug into either the included A/C adapter or into a USB port on your TV. Some USB ports on TVs will not provide enough power to turn the Chromecast on, in which case you'll need to use the wall adapter.

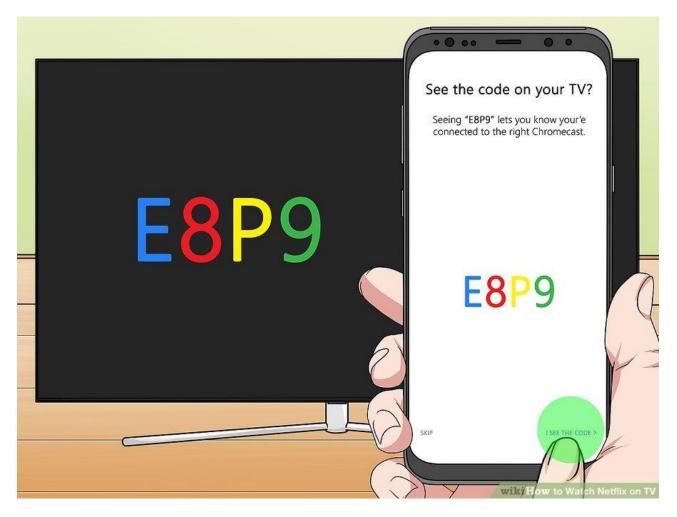


**Press the power button on your TV.** The power button typically has an icon that resembles a circle with a line through the top.



**Select the HDMI source you connected the Chromecast to.** Press the **Source** or **Input** button on your TV to select the video source.





If you have not yet done so, you'll need to set up your Google Chromecast. Use the following steps to setup your Google Chromecast:

- Download the Google Home app from the Google Play Store on Android, or App Store on iPhone or iPad.
- Open the **Google Home** app.
- Tap the **Add** icon with the plus (+) sign.
- Tap Set up device.
- Tap Set up new devices in your home.
- Tap your home name and then tap Next.
- Tap your Chromecast device name that is displayed on your TV screen and tap **Next**.
- Confirm the code on your smartphone matches the code on your TV and tap Yes.
- Select a room for the device and tap **Next**.
- Select your wireless network and tap **Next**.
- Tap Next.
- Tap Netflix and other streaming services and tap Next.

Tap Continue and then Continue again.



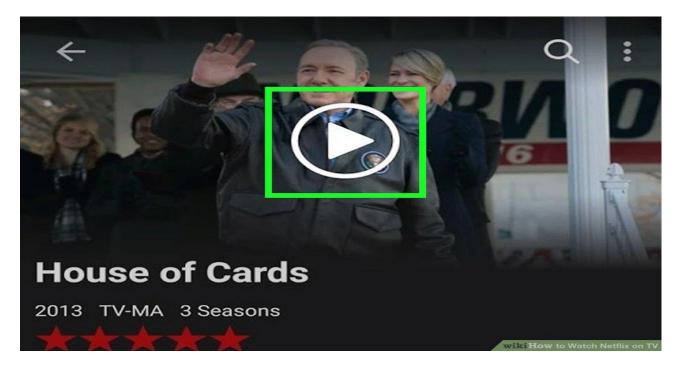
**Open the Netflix app on your smartphone or tablet.** It's has a black icon that says "Netflix" in red letters.

- If you are not automatically logged in to Netflix, enter the email address and password associated with your Netflix account and sign in.
- If you have more than one profile on your Netflix account, select the profile you want to use.



**Select a video to play.** When you find a video you want to play, tap the video image.

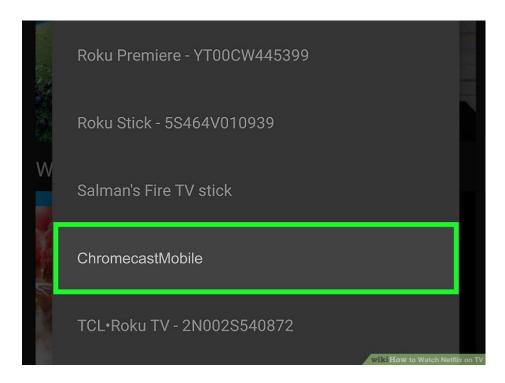




**Tap the Play icon**. It's over the video image at the top of the information page, or to the right of an episode in the episode list.

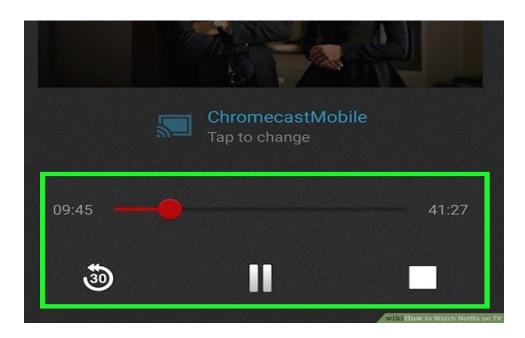


**Tap the cast button**. The button is located in the upper-right corner of the video. A list of devices will appear.



**Tap your Chromecast device.** This casts the video you are playing on your smartphone or tablet to your TV.

Make sure your smartphone or tablet is connected to the same wi-fi network as your
 Chromecast device.



**Control playback using the Netflix app.** You can pause and seek using your Netflix app. You don't have to keep Netflix open on your smartphone to keep playing video on your TV. Playback controls will also be available in your Notification Panel. Once your Chromecast is all set up, you won't have to go through all of these steps every time you want to watch.



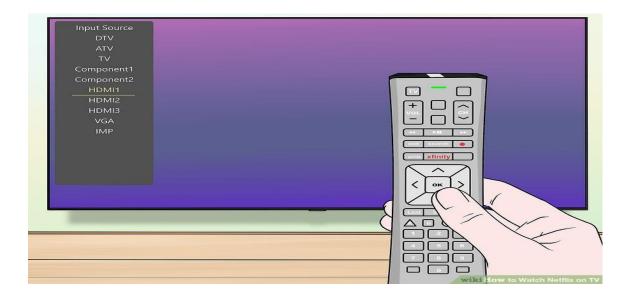
- Just turn on your TV and switch to the Chromecast input, then load the Netflix app on your phone and cast to your chromecast device.<sup>[1]</sup>
- If you want to watch a TV series, you can select a specific episode you want to watch. Use your TV remote to select "Seasons" and then select a season. Select an episode from the list and press **Enter** or **Ok** on your TV remote.

### 3. Using PC/Laptops:

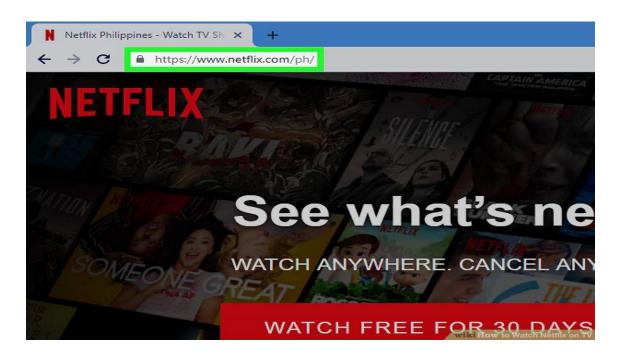


Connect an HDMI cable from your laptop to your TV. If your laptop has an HDMI out port, connect one end of an HDMI cable to it, and the other to an available port on your TV. Make note of which HDMI port you connect to.

- If your computer doesn't have an HDMI out port, check to see if it has a DisplayPort or
  Micro HDMI port. You may need an adapter to connect these ports to your TV. You may
  also be able to connect to a TV using Bluetooth, but there may be a lag between the video
  and audio.
- For older computers, you may be able to connect your laptop to your TV using the DVI or VGA port and an HDMI adapter. These connections do not carry an audio signal. To get audio, you will most likely need to use a 3.5mm stereo-to-RCA cable to connect to the headphone port on your computer to an RCA input that corresponds to the video in on your TV.



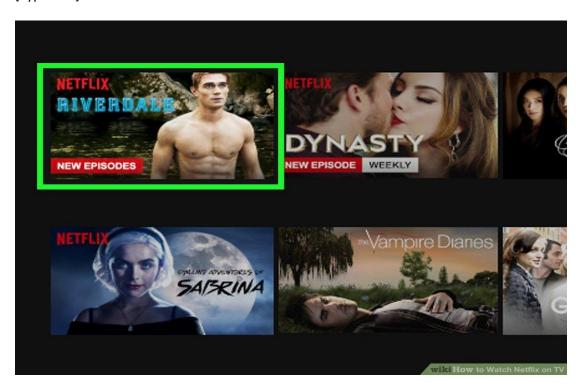
**Turn on your TV and select the HDMI source.** Press the **Input** or **Source** button on your TV remote to select a video source. Once you select the right port, you should see your laptop screen mirroring to your TV.



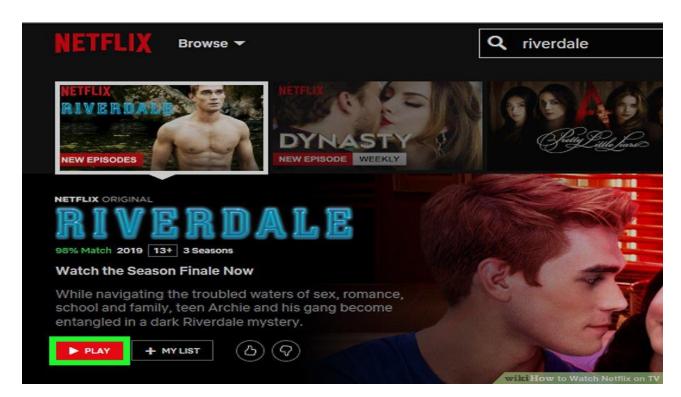
**Go to https://www.netflix.com in a browser on your laptop.** If you're not already signed in to your Netflix account, click **Sign In** at the top-right corner to sign in now.

• If you have more than one profile on your Netflix account, select the profile you want to use.

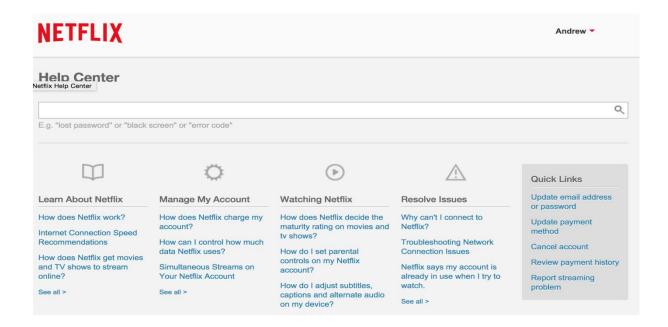




Click a video you want to watch. This opens the video's info page.



- **Click the Play icon.** It's over the video image. This plays the video, you can control the video playback in the web browser.
- If you want to watch a TV series, you can select a specific episode you want to watch.
   Click to select "Seasons" and then select a season. Select an episode from the list and press Enter or Ok on your TV remote.
- You can also use Screen mirroring to watch videos from your laptop on your TV.
  - 4. Help -> About and Payment Method:





#### 3.2 Hardware Interfaces

The devices featured in this list feature hardware that is compatible for streaming Netflix:

- Amazon Fire TV, Kindle Fire, Kindle Fire HD, Kindle Fire HDX
- Android smartphones and tablets (in SD, or more correctly 480p, while "HD playback is available on select Android devices")
- Android TV devices
- Apple: Apple TV, iPad, iPhone, iPod Touch
- Barnes & Noble Nook Color, Nook Tablet, Nook HD
- D-Link Boxee Box<sup>[21]</sup> (only supports Netflix USA and Canada; not Netflix in other countries)
- Fetch TV includes both Fetch Mighty, and Fetch Mini (only available in Australia)
- Google Chromecast can receive a Netflix stream from a supported mobile device or Chrome
- Google TV devices
- Insignia Blu-ray Disc players and home theater systems
- LG Electronics: some Blu-ray Disc players, TVs, and home theater systems
- Microsoft: Windows 10, Windows 8, Windows Phone, Xbox 360, Xbox One
- Nintendo: Nintendo 3DS and Wii U
- Panasonic: some Blu-ray Disc players, televisions and home theater systems
- Philips: some Blu-ray Disc players and TVs
- Roku streaming player
- Samsung: some Blu-ray Disc players, home theater systems, smartphones, TVs, and tablets
- Seagate FreeAgent Theater+ HD media player
- Sharp: some LED/LCD TVs and Blu-ray Disc players
- Sony Blu-ray Disc players, televisions, PlayStation 3, PlayStation Vita and PlayStation
- TiVo DVRs (HD, HD XL, Series3, Premiere, Premiere XL, Roamio, and Bolt boxes)
- Viewsonic VMP75
- Vizio: some Blu-ray Disc players and TVs
- Western Digital WD Live Plus media player
- Yamaha BD-A1020
- YouView set-top boxes in the UK

#### 3.3 Software Interfaces

Compatible web browsers by platform:

#### macOS

Hardware Requirement: Intel Core Duo 1.83-gigahertz (GHz) or higher processor; 512MB RAM

Microsoft Silverlight player: Intel-based Macs running OS X 10.4.11 or later. Compatible browsers are Safari 3 (or higher), Firefox 3 (or higher).

HTML5 player: Intel-based Macs running OS X 10.6 or later. Compatible browsers are Safari 8\* (or higher), Google Chrome 37 (or higher).

\*Note: Using HTML5 player with Safari 8 (or higher) requires certain late Intel Sandy Bridge or any Intel Ivy Bridge or later generation processor Macs running OS X 10.10.

#### Microsoft Windows:

Hardware Requirement: x86 or x64 (64-bit mode used by Internet Explorer only) 1.6-gigahertz (GHz) or higher processor; 512MB RAM
Microsoft Silverlight player: Windows XP Service Pack 3 or later. Compatible browsers are Internet Explorer 6 (or higher), Firefox 3 (or higher), Google Chrome 4 (or higher).
HTML5 Player: Windows XP Service Pack 2 or later. Compatible browsers are Internet Explorer 11\* (or higher), Microsoft Edge, Google Chrome 37 (or higher).
\*Note: Using HTML5 player with Internet Explorer 11 (or higher) requires Windows 8.1 or later. 4K playback requires a 4K display, an Intel Kaby Lake or later generation processor, Windows 10 or later, and either Microsoft Edge or the UWP Netflix app.

#### Linux:

HTML5 Player: Ubuntu 12.04 LTS, Ubuntu 14.04 LTSm and later. PCLinuxOS supported after October 10, 2014. Compatible browsers are Google Chrome 37 (or higher).

In addition to official support in Chrome, unofficial support is provided for other browsers such as Firefox to Ubuntu-based distributions with the use of Wine and other community maintained packages.

#### Other software options:

- Android: Version 2.3 and above. (HDR playback is available on the LG G6, LG V30, Samsung Galaxy Note 8, and Sony Xperia XZ1. 4K and HDR playback is available on the Sony Xperia XZ Premium)
- **Google Chrome OS**: Any Chrome OS device works. Previously, ARM based Chromebooks were not compatible because of a plugin issue. However, with the introduction of the HTML5 Player, even such devices are now work.
- **iOS**: iPad, iPhone, iPod Touch, Apple TV (HDR playback is available on the iPhone 8, 8 Plus, and X or later, and the 2nd-gen iPad Pro or later running iOS 11 or later)
- **tvOS**: Apple TV (4K and HDR playback is available on the Apple TV 4K and newer)
- Windows Media Center: Windows XP Media Center Edition, Windows Vista (Home Premium, Ultimate), Windows 7 (Home Premium, Professional, Enterprise, Ultimate), Windows 8 (Pro via either Windows 8 Pro Pack or Windows 8 Media Center Pack).
- Windows Phone



• **UWP**: Windows 10 (Home, Pro and Mobile editions), Xbox One

#### 3.4 Communications Interfaces:

Netflix requires an internet connection to install new plugins, update already installed ones and update some of its components.

- 4. System Features:
- 4.1 System Feature 1:
- 4.2 System Feature 2:
- 5. Other Nonfunctional Requirements:
- **5.1 Performance Requirements:**
- For any streaming at all, you'll need a minimum of 0.5 megabits per second (Mbps), but Netflix recommends 1.5 Mbps.
- For DVD quality, you will need 3.0 Mbps.
- For HD quality, you will need 5.0 Mbps.
- For Super HD and 3D (really!) quality, you'll need around 7.0-12.0 Mbps.

#### 5.2 Safety Requirements:

From reboots to originals, Netflix is full of entertainment for kids. Of course, it also has tons of age-inappropriate shows that kids could easily stumble across. Netflix offers a few methods for parents to restrict kids' viewing of mature content (both in the app and on the browser), but you get more options by going through your account on a web browser. Parental controls are just one way to help your kid learn to make appropriate choices and manage screen time independently. They work best with conversation about why you're restricting access. Here's how to set parental controls on Netflix:

- Log in, click on your profile icon, then click Account.
- Scroll down to Settings.
- Click on Parental Controls.

- Enter your Netflix password.
- Create a PIN.
- Scroll to Restrict by Maturity Level and click on the bubble above your kid's age group:
  Little Kids (6 and Under), Older Kids (12 and Under), Teens (14 and Under), or Adults
  (15+). These restrictions are set according to the MPAA and TV rating systems (i.e., PG13 and TV-MA).
- You can also restrict all content so nothing will play without you entering a PIN. To do this, click the bubble above Little Kids.
- If you want to restrict specific titles, regardless of their maturity rating, type them into the box under Restrict Specific Titles.

#### 5.3 Security Requirements:

We know you care about the security of your Netflix account. So do we. Whether you received an email from us encouraging you to change your password or you've noticed suspicious activity, here are our top recommendations for keeping your account and personal information safe.

- Use a password unique to Netflix and change it periodically
- Add a phone number to your account for additional security
- Sign out of unused devices
- Be aware of possible phishing attempts
- Keep your computer safe
- Report fraudulent or suspicious activity
- Report security flaws to us

#### 5.4 Software Quality Attributes:

Netflix provides the users with both simple and advanced features. Due to its well designed and easy to use interface it can be used by both experts and typical users. However, users must already have a basic knowledge of streaming before using it.

#### 5.5 Business Rules:

Most employees hate them. And I bet right now you could name a bunch of stupid rules you've encountered in *your* workplace.

But companies *need* rules to ensure quality and performance, right?



Not according to Netflix.

In his new book, <u>Great Leaders Have No Rules</u>, best-selling author Kevin Kruse cites Netflix for its remarkable success over the past two decades.

Usually, as companies grow, they need rules to protect quality and consistency. But while Netflix has managed to change its business model multiple times (from a DVD delivery company to a streaming company to a content creation company), it has maintained a fiercely loyal customer base by doing the opposite:

Netflix avoids rules like the plague.

Back in 2009, Netflix released its now-famous culture deck, which has now been viewed millions of times. In it, company leaders acknowledged the traditional logic for rules and the short-term benefits they bring. But it goes on to show how, over time, a culture that is obsessed with rules and processes drives out high-performing employees.

"When the market shifts quickly due to new technology, competitors, or business models, rule-driven companies can't keep up and lose customers to competitors who adapt," writes Kruse. "In such an environment, slow-moving, rule-oriented companies grind 'painfully into irrelevance.'"

In contrast, Kruse explains, Netflix asserts that a business should focus specifically on two things:

- 1. Invest in hiring high-performance employees.
- 2. Build and maintain a culture that rewards high performers and weeds out continuous, unimproved low performers.

The result?

"Netflix leaders believe that responsible people--the people every company wants to hire-are not only worthy of freedom, they thrive on it," Kruse continues. "Creating an environment where these individuals are not inhibited by myriad rules allows them to become the best version of themselves." In other words, instead of stifling their employees, Netflix uses emotional intelligence to inspire them.

Here are some examples of what this looks like at Netflix:

Unlimited vacation. Instead of formally tracking vacation days, Netflix allows salaried employees to take as much vacation time as they want, as long as it meets certain guidelines. (Accounting and finance workers are asked to be in the office during the beginning or end of a quarter, for example.)

With this policy, the company focuses on work, not hours.

No formal travel and expense policy. Rather than submit reports detailing money spent on mileage, meals, hotel rooms, and office supplies, employees are expected to spend money as if it's their own--and look for opportunities to save when possible.

In fact, the company's expense policy is five words long: "Act in Netflix's best interests."

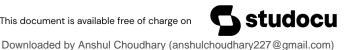
In the end, it comes down to hiring adults--then requiring adult like behavior.

"Most companies spend endless time and money writing and enforcing HR policies to deal with problems the other 3 percent might cause," former Netflix chief talent officer Patty McCord wrote in a piece for Harvard Business Review. "Instead, we tried really hard to not hire those people, and we let them go if it turned out we'd made a hiring mistake."

By empowering its people, Netflix has managed to continue innovating and increasing its market share--while growing to thousands of employees and generating billions of dollars a year in revenue (from over a hundred million subscribers).

#### Get rid of the rules

Kruse reminds readers that rules are just another way to micromanage. They disempower workers and stifle innovation, creativity, and smart risk-taking. They reduce morale and motivation.



In contrast, the ultimate goal should be that your people make good decisions. "To accomplish that," writes Kruse, "they must feel ownership of and accountability for those decisions."

So, if you want your people to develop, to be accountable and own their decisions, and to feel empowered at work, throw the rulebook out the window.

Instead, follow the Netflix model:

Focus on hiring the best. Set guidelines, not rules. Reward great performance.

Do this right, and you're no longer managing your people.

You're inspiring them.