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# Team

triangle

story

persona

topic map

radiator

six pack

UVP

validation

HRB

sunny day

proto

compet’n

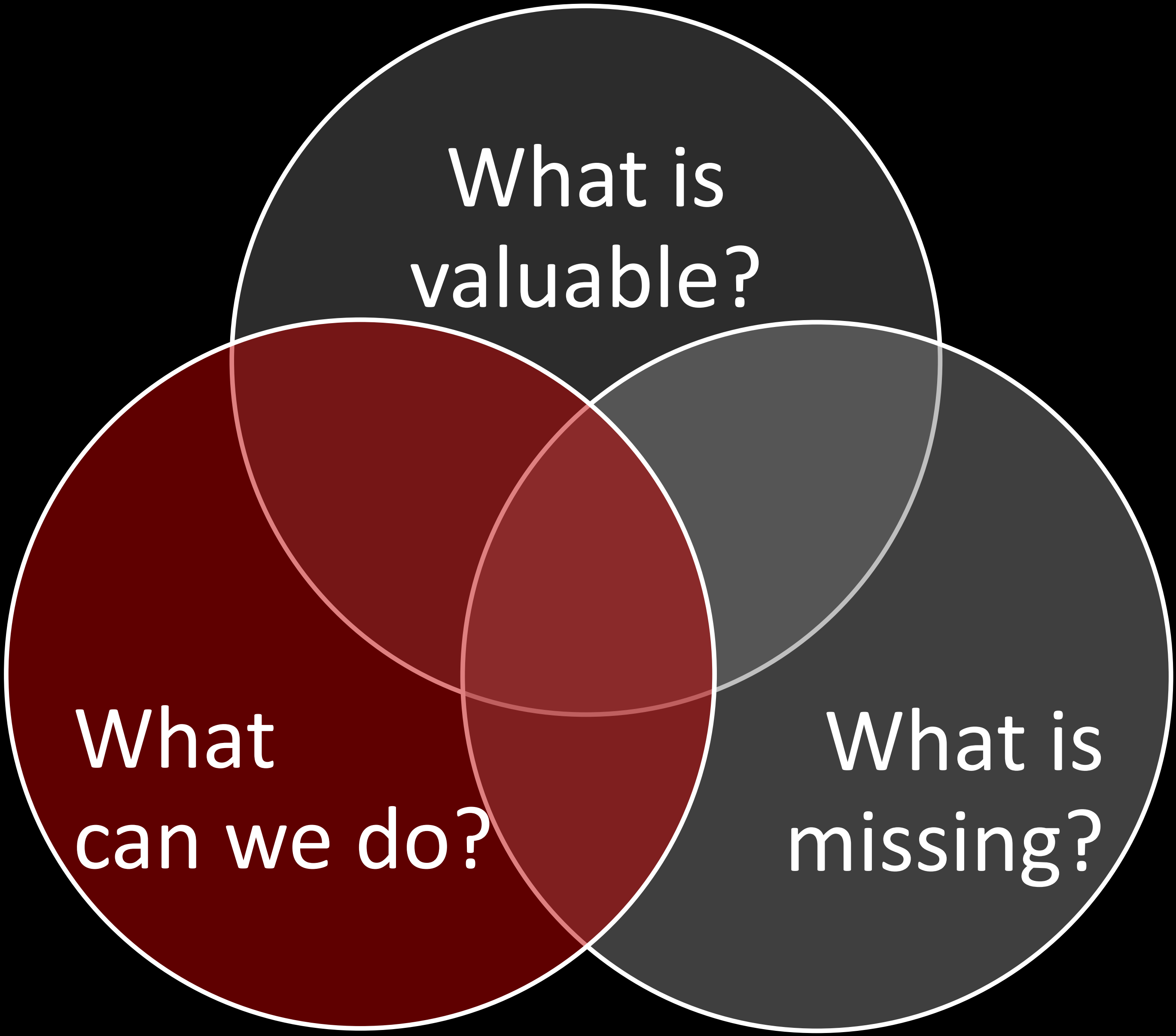
MVP

USP

TamSamSom

funnel

pitch



What is valuable?

What can we do?

What is missing?

Great Team = necessary, insufficent condition

(absence of it will kill the product)

Best Product Teams start with 2-3 Core People

Team must start jelling with <5 people

(or something is wrong)

# Empirically effective Lean Software Team:

2-3 Hackers +

1 Hustler/UX +

½ Production-Level UI

½ Architect

$A^+$ Hackers are
20-50x more productive
than $A^-$ - $B^+$ Hackers

$A^-$ or $B^+$ Person

$+$

Great Personality

$\neq$

$A^+$ Person

Pick aptitude over experience/expertise

Team up with people

a. you’ve known for a long time, and/or

b. you’ve built something unusual together

# Personal Exceptionalist

‘my work is special’

Belief in snowflake special output

Not arrogance

# Schumpeterian
# is a creative destruction machine

Disruptive, comfortable with killing his/her own ideas

# Blank-Canvas Thinker

no constraints, make art

Risk: failure to launch

# Correct Overgeneralizer draws the line with 2 dots

Accurate models from little data, saves time

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# Dichotomous Thinker

‘X is genius. Y is shit.’

Opinionated, few grey areas, seeks excellence

Gets things done

has schlep blindness,

pragmatic optimist,

relentlessly resourceful

they have a rich do function

do, don’t try

do one thing at a time

do the simplest thing that can possibly work

do the fruitful few that yields most

do other than same things for different result

keep doing

Described as an animal

Has one spectacular, uncommonly strong skill

Pick these skills first:

- hacker
- hustler
- designer
- architect

ideal: 4 skills in 2 people

Hacker builds: writes code, builds hardware, systems, mechanisms

Not always a CS major/engineer

# Hustler gets resources:
# money, deals, clients

Not always an outgoing extrovert

# Designer defines taste: UX, interaction, usability

Not always an artistic type: best designers ground sense of aesthethics in technical mastery

# Architect defines components

Software win= build modular parts that can be handled separately

lose= build joint parts that must have been handled individually

Pick your team

very carefully

Hire slow. Fire fast.

When there is doubt, there is no doubt

Max Levchin

# Remove people who

are unreliable

are unproductive

aren’t pragmatic

cause too much friction

develop no product sense

Pick a single Team Lead

to make the final call

do it

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# Team