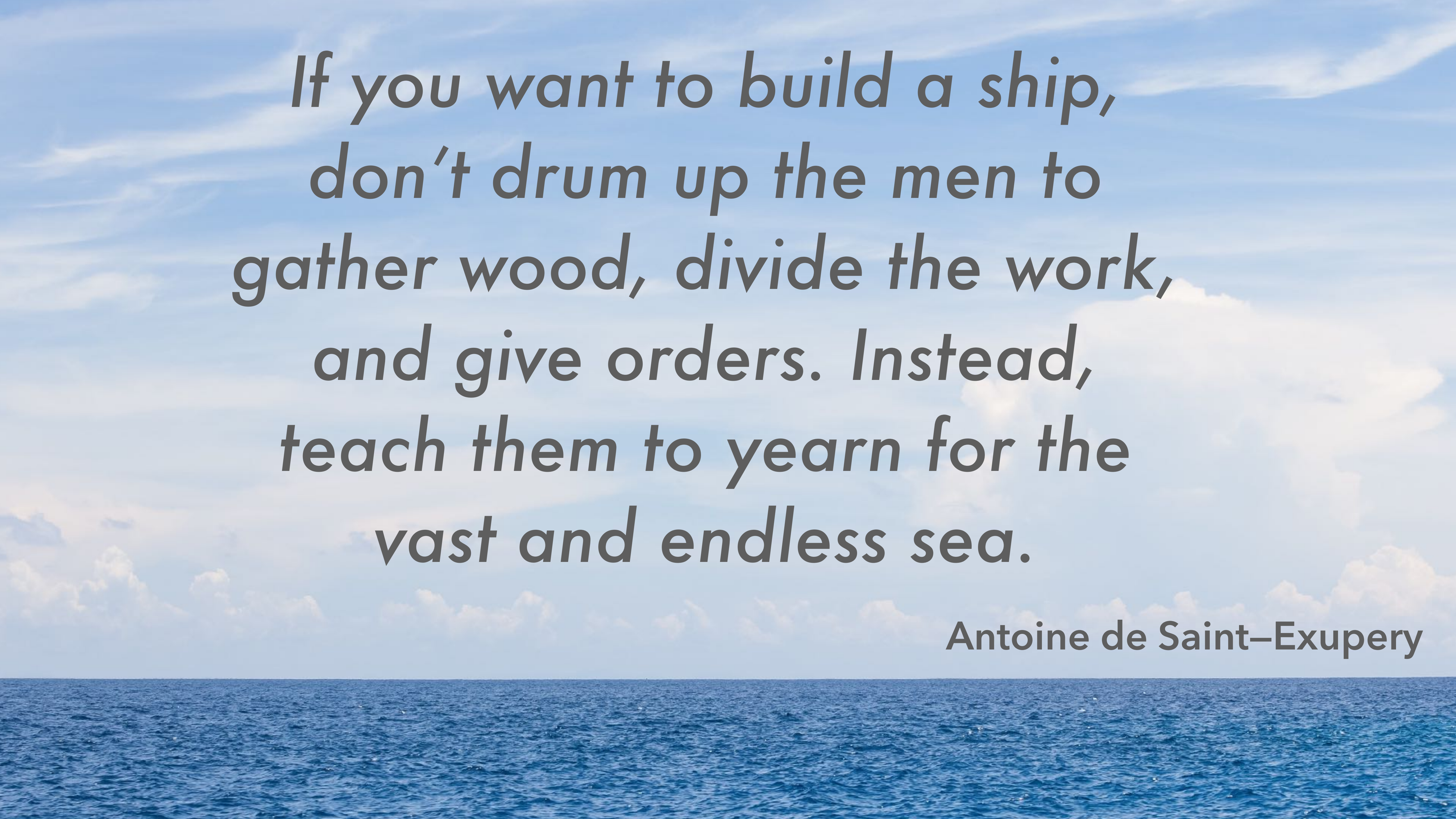


Ownership Culture

Managing in the Superstar economy

Noah Putnam // April 2021



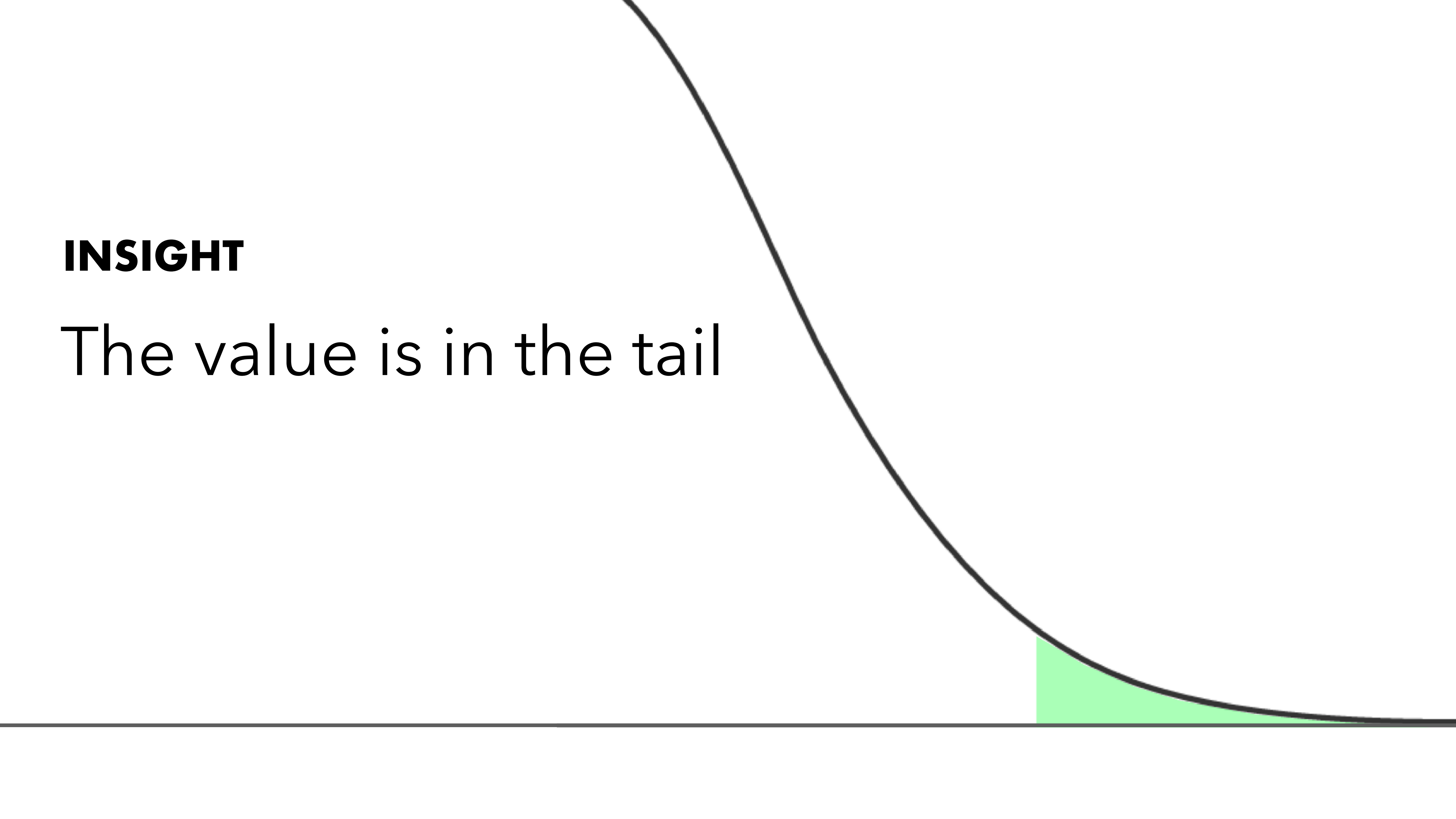


*If you want to build a ship,
don't drum up the men to
gather wood, divide the work,
and give orders. Instead,
teach them to yearn for the
vast and endless sea.*

Antoine de Saint-Exupery

INSIGHT

The value is in the tail



INSIGHT

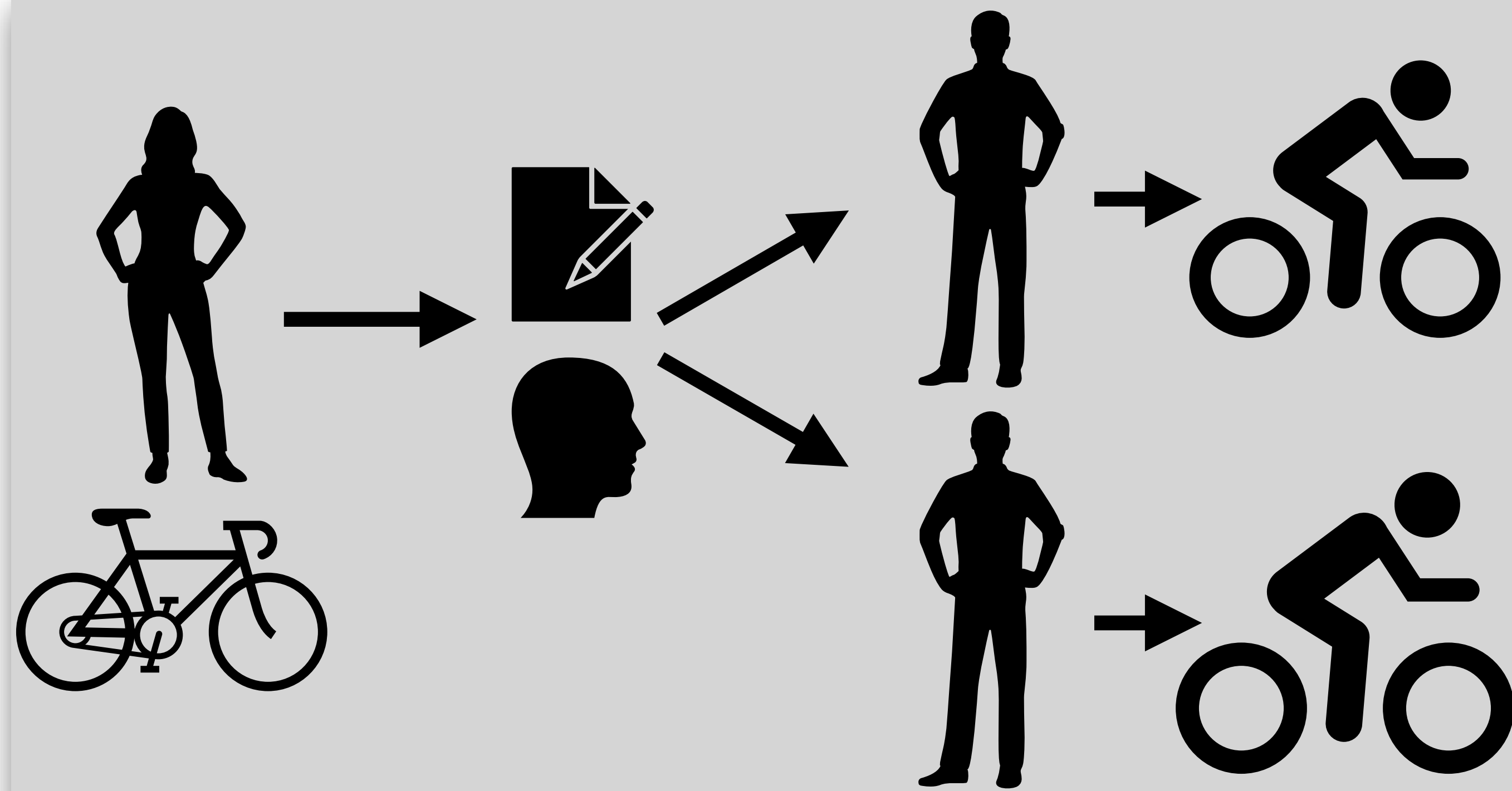
The best people crave ownership. Most jobs are terrible at giving it to them

Ownership culture exists when...

- Team members feel like they are making **meaningful decisions**
- Team members **take pride** in the product and the features they worked on
- Team members are **never surprised** by a manager's decision or opinion

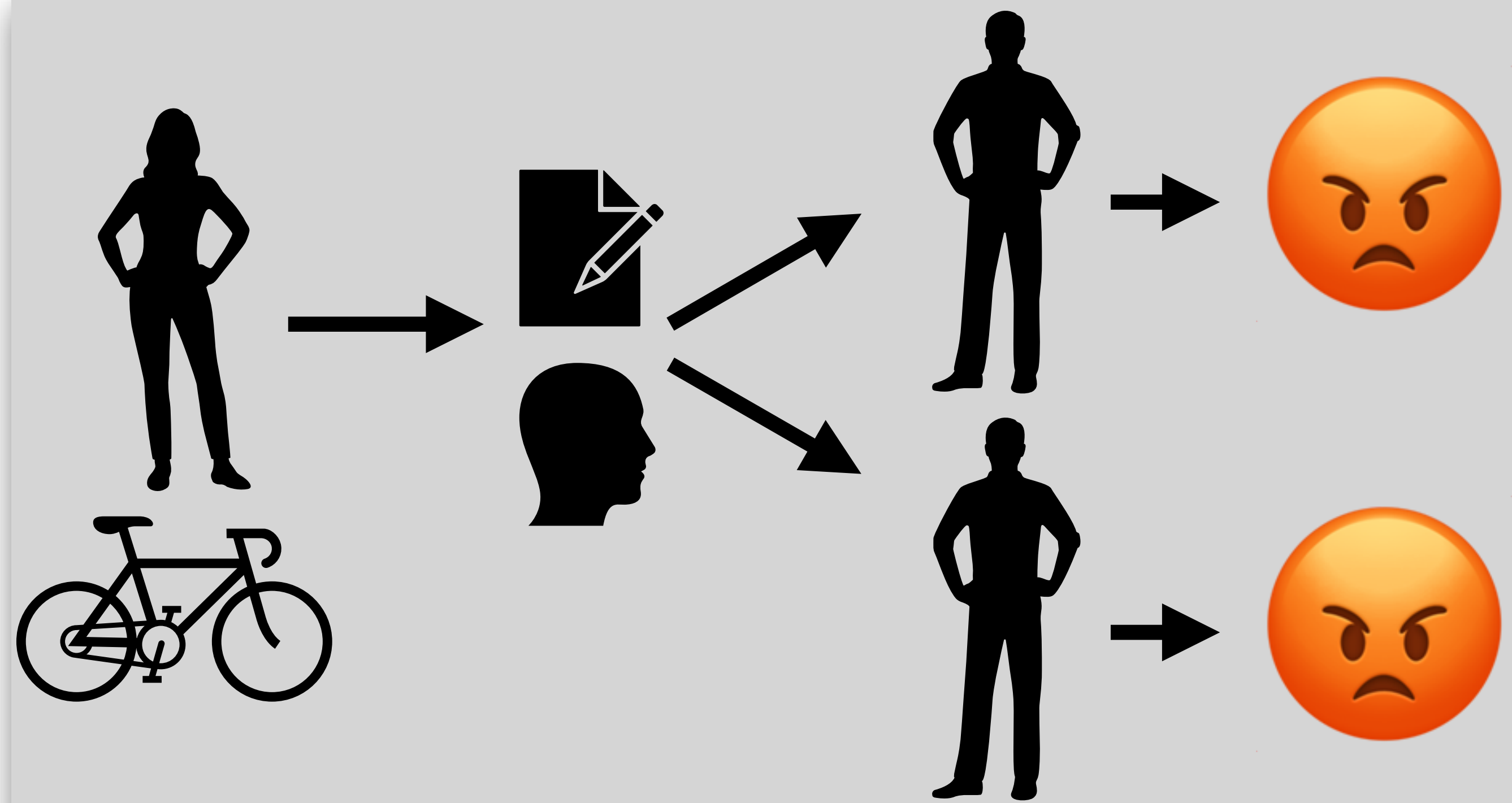
SCENARIO

Implementing a
new process



SCENARIO

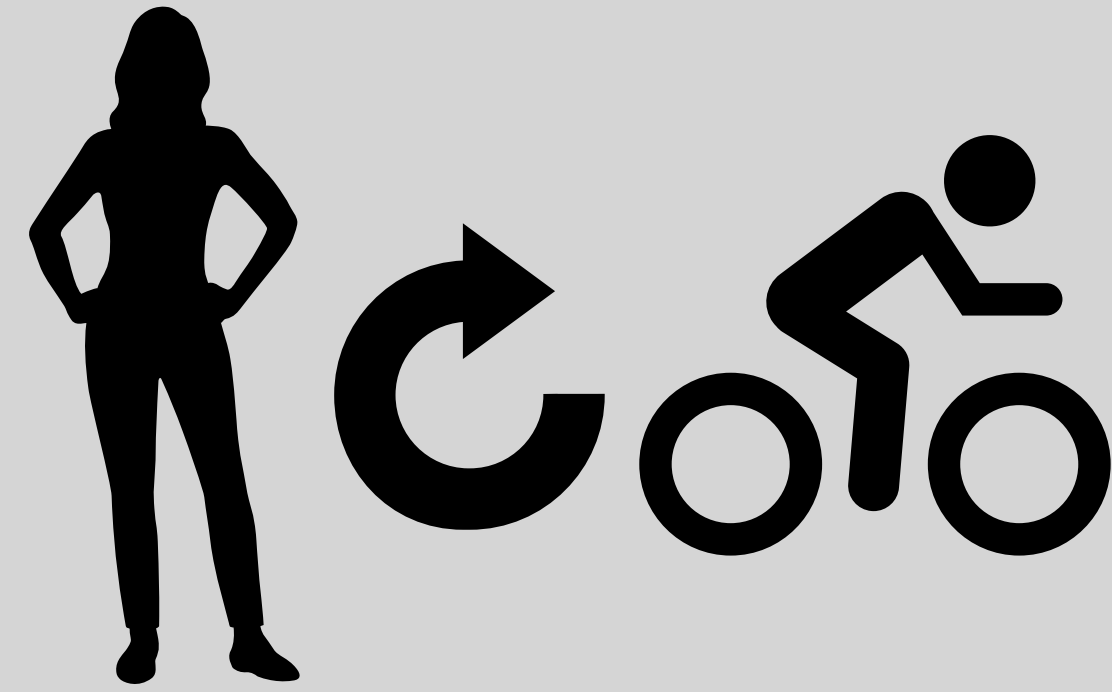
Implementing a
new process



- Not respecting people's ownership
- No limit on number of process changes
- Placing burden of testing process on entire team

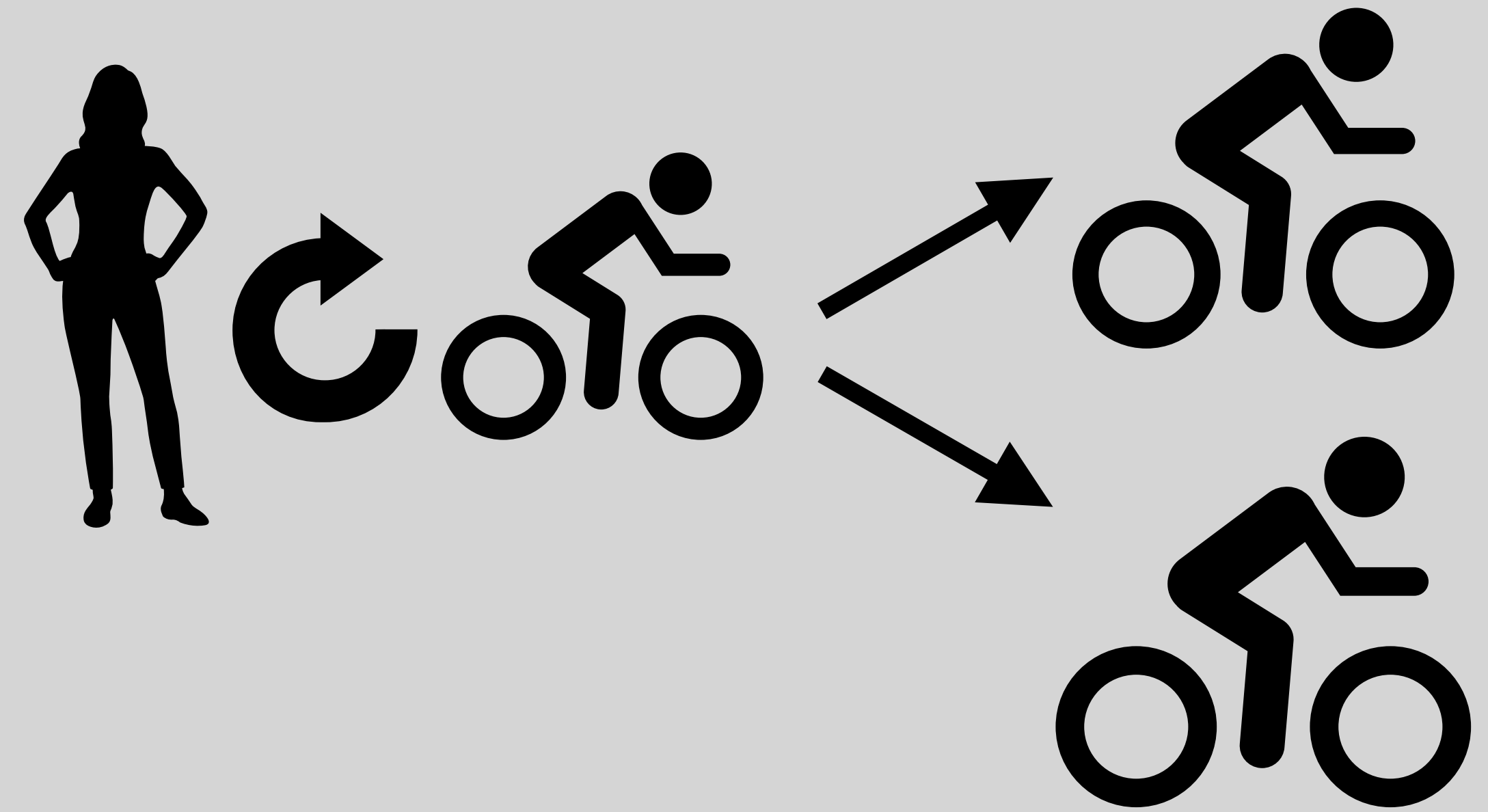
SCENARIO

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new process



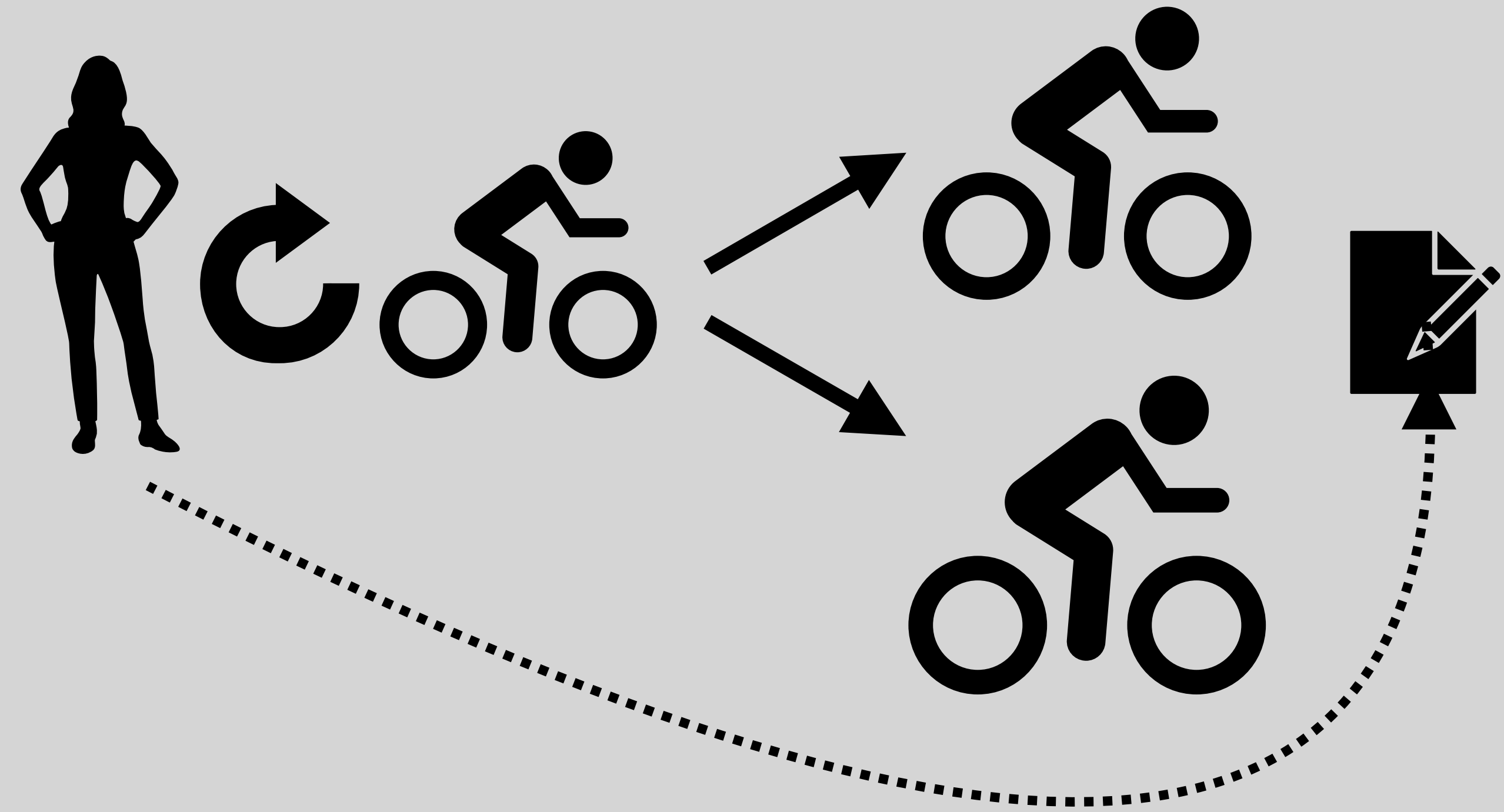
SCENARIO

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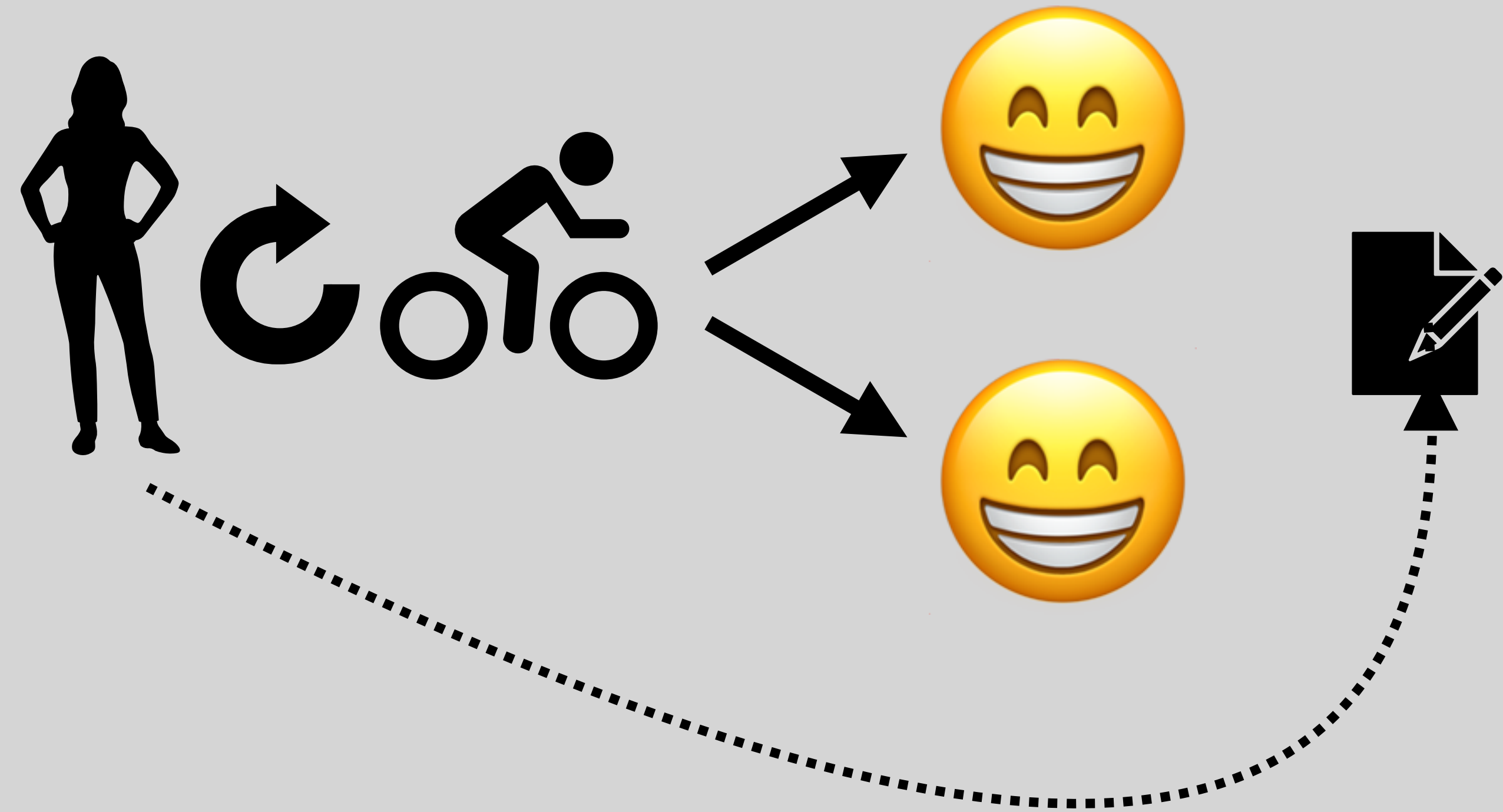
SCENARIO

Implementing a
new process



SCENARIO

Implementing a
new process



- Lead by example + have skin in game
- Give people ownership over whether they follow or not
- Docs reflect the policy as practiced, not as originally conceptualized

QUESTION

Where do managers fit in?

MANAGER JOB

1. Earn leadership capital
2. Spend it to get the job done

You *earn* leadership capital when...

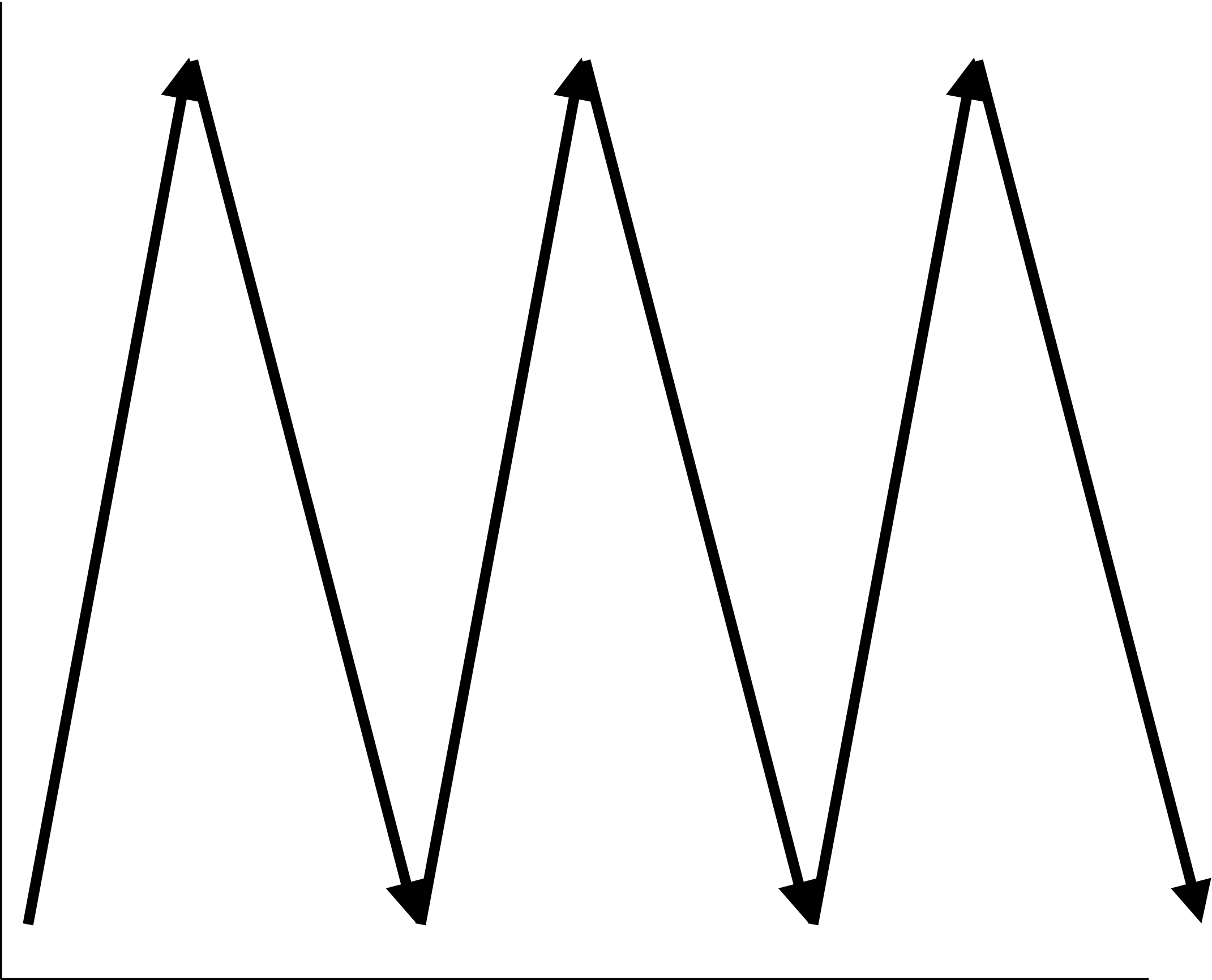
- You **give credit** for a win to a team member
- You take **personal accountability** for a loss
- You **persuade** a team member to go your way
- You **constructively take feedback** from a team member
- You let someone overrule you on a question related to their **sphere of ownership**

You *spend* leadership capital when...

- You take a **risk** on the project
- You implement a **new process** that others should follow
- You **give feedback** to a team member
- You **overrule** a team member on a decision related to something that they own
- You **don't build consensus** when making an important decision



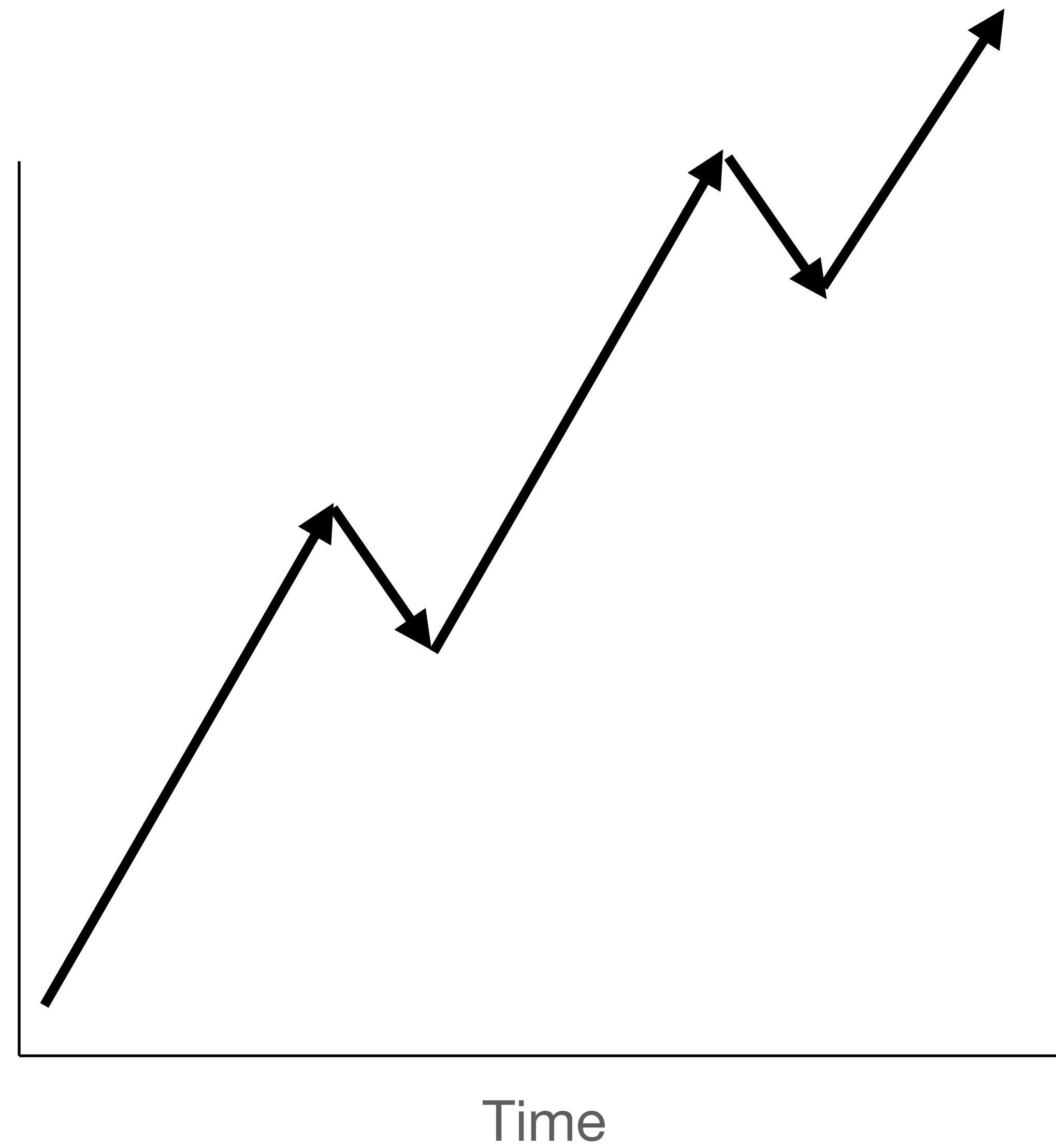
Leadership
Capital



Time



Leadership
Capital



AUTHORITY \neq ORG CHART

AUTHORITY = LEADERSHIP CAPITAL

QUESTION

How do you deal with people who don't want to buy into ownership culture?

INSIGHT

Leadership means everyone on the team
is your boss

Ask yourself...

- What is your balance of leadership capital with them?
- Is this your fault for not communicating clearly? How could you have managed them differently to achieve better results?
- Does this person have the potential to be an A player?

Feedback should **always** be given in private

INSIGHT

“Talent” is highly dependent on the cultural context – but it’s mostly fixed within that context

- The Animal Test
- Trust your gut, but know your biases
- Be terrified of growing the team

MANAGER JOB

1. Earn leadership capital
2. Spend it to get the job done

MANAGER JOB

0. Define the job

1. Earn leadership capital

2. Spend the capital to get the job done

- Embrace repeating yourself
- Write important things down
- Manage each stakeholders' vision individually

More Resources

- OG Netflix Culture Deck
- The Hard Thing About Hard Things - Ben Horowitz
- High Output Management - Andy Grove



Questions? Comments?

My DMs are open on Twitter



twitter.com/noah_putnam

