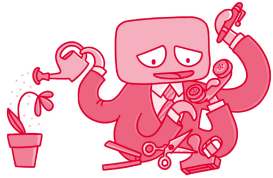


Tips & Tricks

Team Functions



Tips & Tricks **Team Functions**

01 **Avoiding monster functions**

02 **Monster partner functions**

03 **The crucial product function**

04 **The Development Function**

05 **The Management function**

06 **Accountability & Ownership**

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proactive to create the dream
team**

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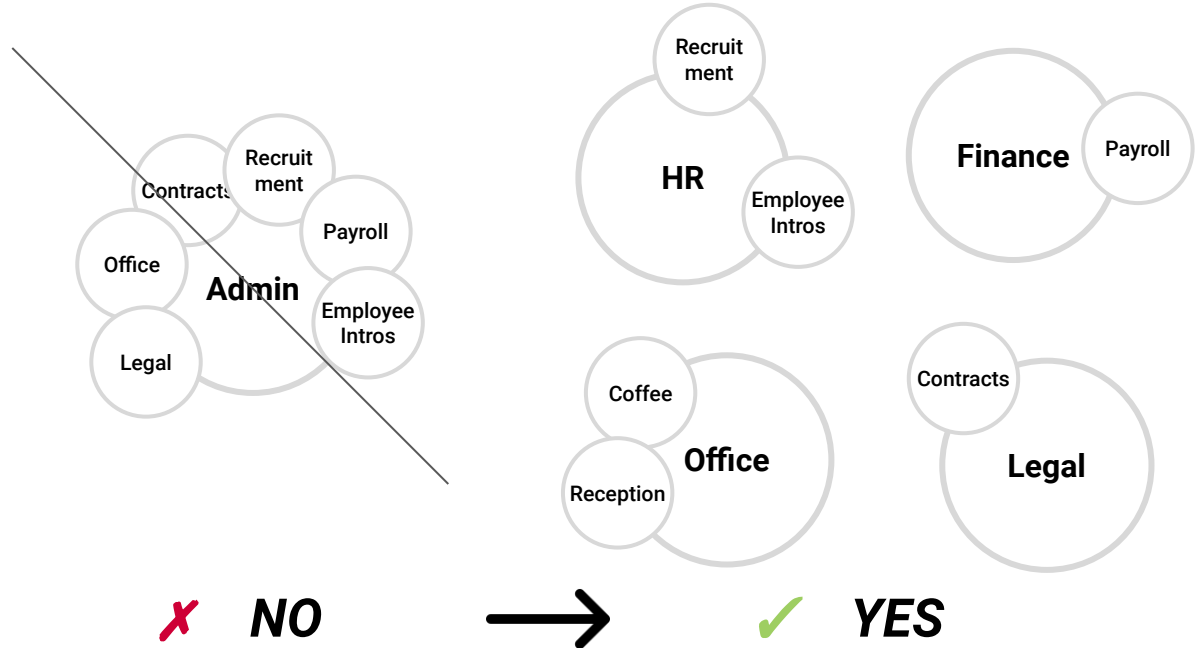
Brainstorming Team Functions

Avoiding monster functions



Functions that contain too many unrelated tasks are called monster functions.

A function with many widely different tasks is unclear and nobody wants to or can be accountable. Clarity makes it easier for people to take ownership and keep the organization flat!



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Types of team functions

Monster partner function

The “partner” function if it exists may become a “monster function” depending on how much the business requires partnerships to operate.

Again maybe “partner” tasks should become accountable in main functions such as sales, development, marketing and legal.



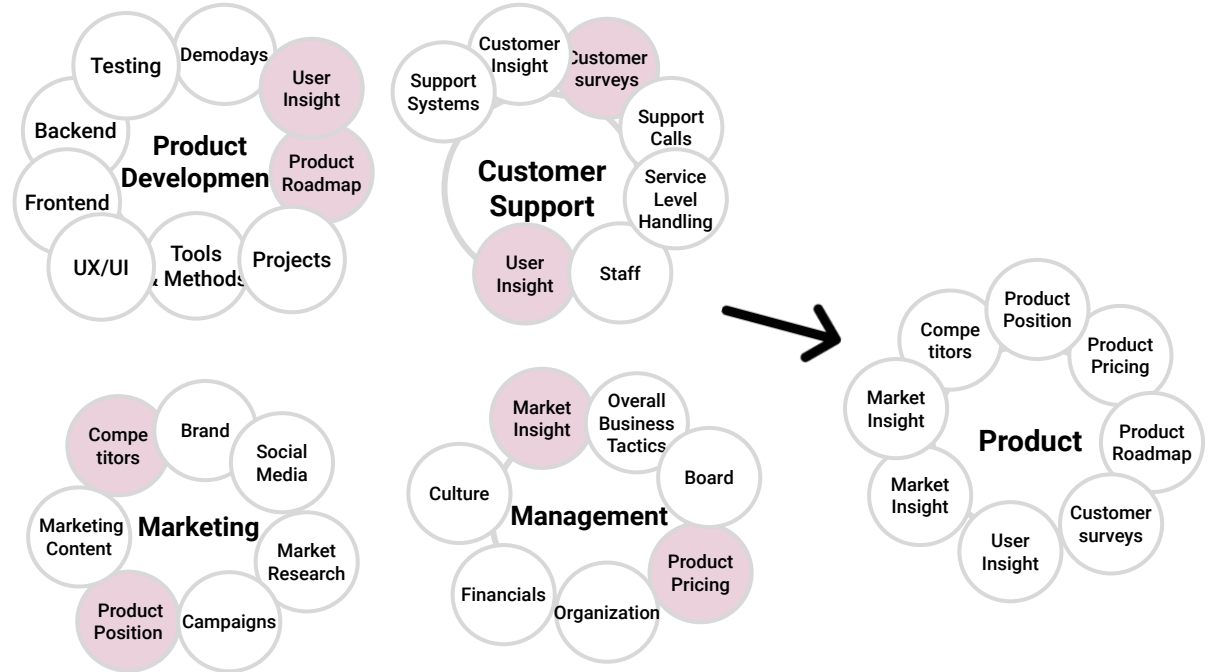
1 of 1

Types of team functions

The crucial product function

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The “product” function is often not clear. Tasks such as the product roadmap, pricing, position and user insight functions as well as market insight are scattered. Creating clear accountability around product decisions is important. Sometimes this is called product ownership. Well balanced product decisions require a lot of information and insight. Being accountable is a tough job!



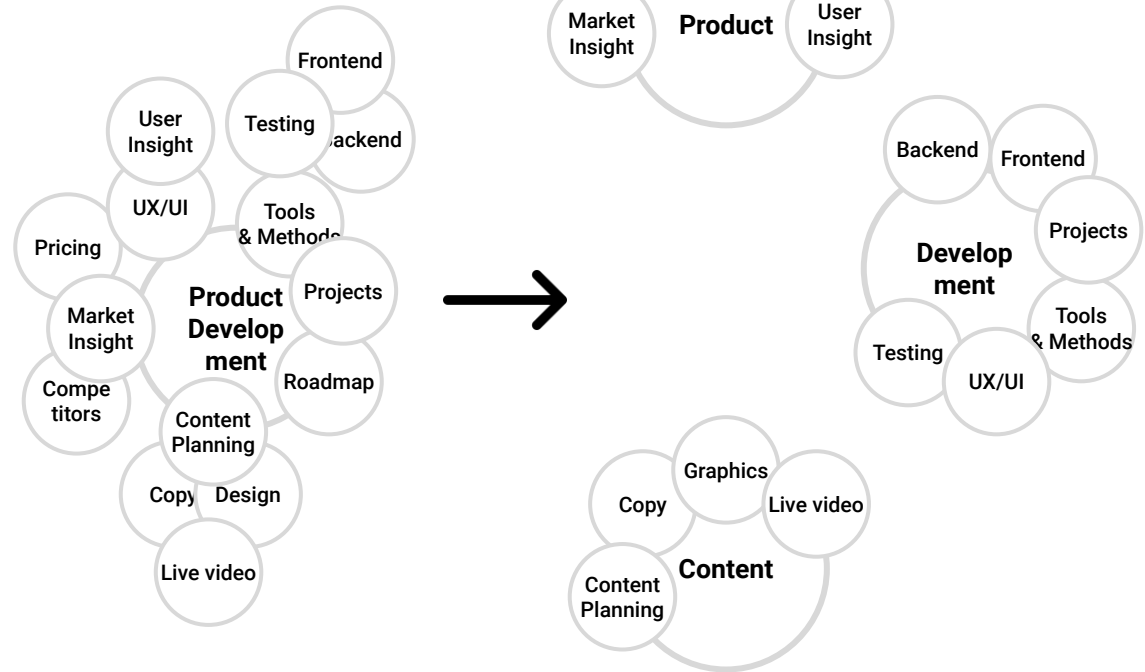
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Types of team functions

The development function

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Another example is creating a product development function that has a crazy amount of tasks. Divide the product development function into a few more reasonable functions. And remember to create a product function that is responsible for gathering and coordinating insights from various stakeholders and sources and communication and coordinating product decisions for best outcome.

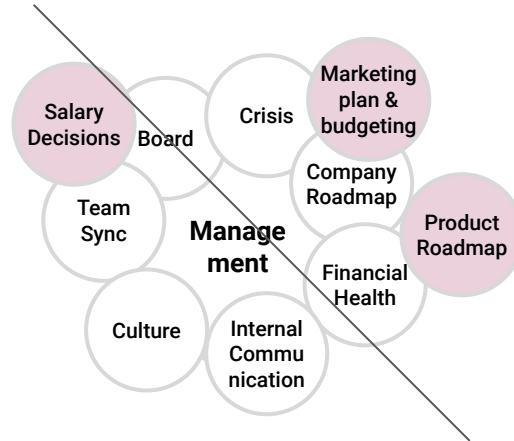
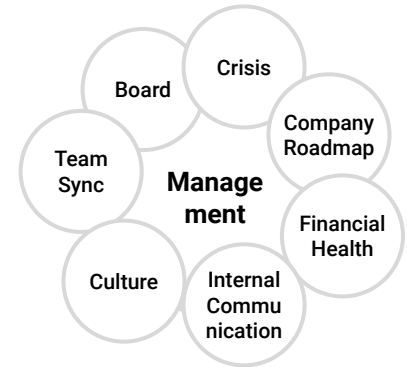


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Types of team functions

Management and keeping it flat**i**

Managing and coordinating the business is an important question and requires continuous discussions and development. Keeping management's role slim and more as an "orchestrator" helps keep the structure flat and accountable. How should your management work?

**X NO****✓ YES**

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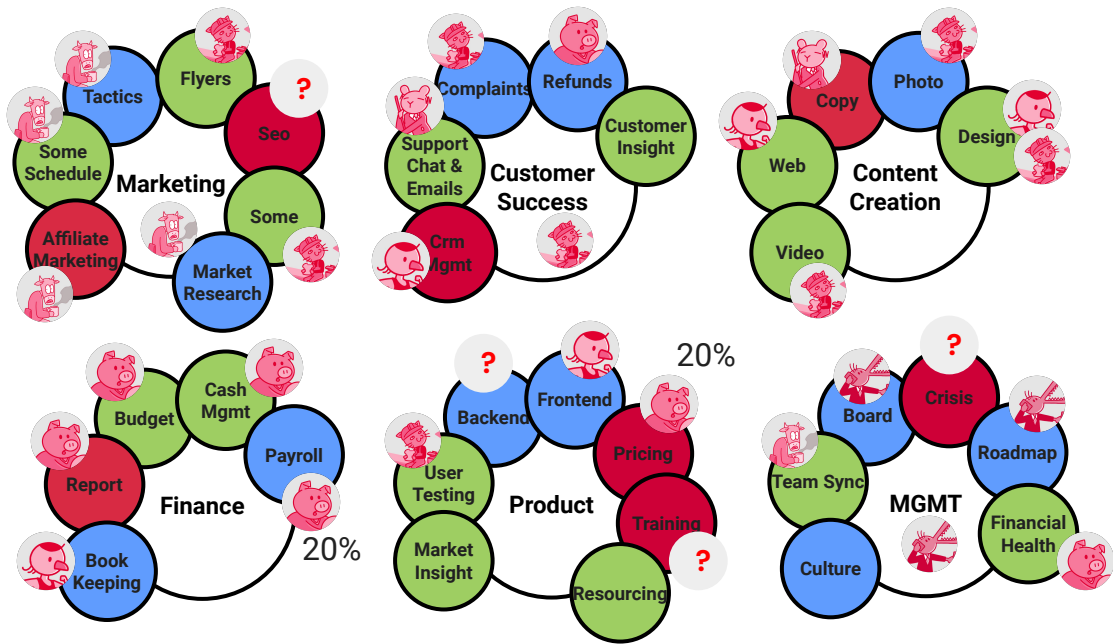
Team Functions

Accountability & Ownership %

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Things move fast in startups. Usually the overall purpose is to understand where everybody has some “part” of action with some tasks in a FUNCTION OR if somebody is fully owning the FUNCTION.

Then it is easier to self-organize. Ownership %: Depends on how detailed you want to be? The purpose is to add only over 10%. Otherwise it is too detailed. Ask yourself IF you really need this because it is hard to say the exact truth.



1 of 1

Team Planner Key Actions

Be proactive to create the dream team!



It takes at least 3-6 months to find a new team member that is productive and can deliver on the job.

Even if you do not recruit the next 3 months you might start a recruitment process to get acquainted with candidates to be ready within 6 months when the real need kicks in.

You can also work with role changes and tweaks to give you more time before you really need to recruit.

Lastly, you need to constantly be on the lookout for good people that wit your team to build a great team.

KEY ACTIONS

1	Implement content creation workflows with deadlines and decision making rules.
2	Have a whole-team workshop and dissect company values and policies - create a culture handbook by Q1
3	Outsource 50% of frontend development before Dec and recruit a product owner.