CREATING AGILE TRIBES: Herding CATs for Fun and Customer Delight

Em Campbell-Pretty
Partner, Context Matters
@PrettyAgile
www.prettyagile.com
au.linkedin.com/in/ejcampbellpretty/
em@contextmatters.com.au

Jean Tabaka
Agile Fellow, Rally Software
@JeanTabaka
jtabaka.com
http://www.linkedin.com/in/jeantabaka
jtabaka@rallydev.com
RALLY ON!
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FAST FORWARD....
“Birds flock, fish school, people tribe.”

- David Logan
DUNBAR’S NUMBER

150
SCALING AGILE

From an agile team.....

.....to an agile team of teams
5 STAGES OF TRIBAL CULTURE

Stage 1: 
Life sucks!

Stage 2: 
My life sucks!

Stage 3: 
I’m great!

Stage 4: 
We’re great!

Stage 5: 
Life’s great!

Source: Tribal Leadership by David Logan
What do leaders look like in each stage?
Great leaders build great tribes.

- Warren Bennis
Core values lie at the heart of the organization’s identity, do not change over time, and must already exist. In other words, they cannot be contrived.

- Lencioni, The Advantage
Create Your Own Reality

Do what you love. Love what you do.
Pursue opportunities that ignite your passion and that make business sense, improve your job and your community. Initiate.

Cultivate Trust & Respect

Treat people with respect.
Build trusting relationships by making and meeting your commitments. Embrace differences, so great insights come to light.

Balance Our Lives

Work together to balance all aspects of our lives – personal, work, community. We own our choices and respect others’ decisions. We all need to take care of ourselves, our families, our customers, our company, and the planet for the long term.

Live Agile

Collaborate with your team.
Share responsibility for common goals. Deliver something small quickly, and then build on it. Learn, then adapt what you do to make it better. Learn more.
A tribe is a group of people connected to one another, connected to a leader and connected to an idea.

- Seth Godin
"...vulnerability-based trust cannot be achieved overnight. It requires shared experiences over time..."

- Patrick Lencioni

http://www.prettyagile.com/2014/01/unity-day-creating-one-team-culture.html
Cocktail Hour

When people share rhythms with others they develop stronger emotional bonds and are more likely to pitch in for the common good.

- Bob Sutton, Scaling Excellence

http://www.prettyagile.com/2014/03/communication-cadence-heartbeat-of.html
As people begin to act differently, and as their identity evolves, it will reinforce the new way of doing things.

- Chip & Dan Heath, Switch
CELEBRATE AS A TRIBE NOT A TEAM

When you’ve celebrated moving from 1 to 2, and then from 2 to 3, you gain confidence that you can make the next advance.

- Chip & Dan Heath, Switch
THE CORPORATE SOCIAL RESPONSIBILITY TRIBE
Tribes need leadership.

- Seth Godin
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RALLY FOR IMPACT

- Mobilize Citizen Engineers
- Serve Our Communities
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What role does leadership play in tribal culture?
AGILE TEAM OF AGILE LEADERS

"the only way to systematically ensure that you have great people at every level is to ensure that you have great leaders at every level – leaders who make the people around them better"

- James Parker
CEO Southwest Airlines

http://www.prettyagile.com/2014/04/being-agile-team-of-agile-leaders.html
“Vulnerability is the last thing I want you to see in me, and the first thing I look for in you.”

- Brene Brown

http://www.prettyagile.com/2013/07/leading-through-vulnerability.html
What does vulnerability look like?
Having a compelling direction is a key condition for team effectiveness…

- J. Richard Hackman, Leading Teams
If tribes are the most powerful vehicles within companies, cultures are their engines.

- David Logan
“Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees.”

– Tony Hsieh, CEO, Zappos
Creating a great culture is more than just forced fun...
We made it safe for what were already an exceptional group of people to be their exceptional selves at work.”

- Em Campbell-Pretty
How did it all end…

http://www.prettyagile.com/2014/05/time-to-catch-another-train.html
NEXT DAY AT THE FEATURE WALL
I don’t assume what worked for me will work for you, but I do want to inspire you as you contemplate what and intentional culture of joy could look like in your world.

- Richard Sheridan
Stage 5 [...] language revolves around infinite potential and how the group is going to make history—not to be the competitor, but because doing so will make a global impact.

- David Logan
RALLY FOR IMPACT
SCRIMMAGE

#RallyOn14  #RFIS14  @ReWorkJobs
42 LBS
bit.ly/wellogram
Our current experiment: Agilezen until August 31, 2014

PWYW
100% Matching donation to Code for America
The bottom line...
Time for you to create your agile tribe!
EXERCISE – TEAM IDENTITY

• One person from each table collect one bag
• In your table group, ensure everyone gets a t-shirt
• As a team, using the handout consider the logos that represent possible values you share
• On the count of 3, use your hands to flash the value’s number with which you most resonate
• Continue to vote until you reach an agreement
• Definition of consensus – *I can live with it AND support it.*
EXERCISE – TEAM IDENTITY (7 minutes)

• Using the fabric markers provided, draw the logo you have selected for your team on the sleeve of your t-shirt
EXERCISE – TRIBE IDENTITY (7 minutes)

• Each person should now draw on the front of their t-shirt the symbol for our tribe
One more exercise....
CONTINUOUS EXERCISE - AUTOGRAPHS

• Collect as many autographs as you can from your new tribe on the back of your t-shirt
• Continue collecting autographs throughout the conference; you are a tribe!
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Let’s Chat

Available for questions at the Rally booth directly after this session
THANK YOU!

Em Campbell-Pretty
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@PrettyAgile
www.prettyagile.com
au.linkedin.com/in/ejcampbellpretty/
em@contextmatters.com.au

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Agile Fellow, Rally Software
@JeanTabaka
jtabaka.com
http://www.linkedin.com/in/jeantabaka
jtabaka@rallydev.com