The Dojo – Implementing an Immersive Learning Environment for Teams
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Agile Coach

a bit about Target and me

350,000+ team members
1,829 stores
39 distribution centers

6 HQ locations
5% Target profit goes to communities
56 years of service
our story begins with common themes …
and involves not so unique challenges …
the creation of the Dojo

flashBUILD

30dayCHALLENGE

dojoCHALLENGE
the Dojo - consult

dojo.target.com
**overview**

- **name**: Bullseye Big Bang
- **duration**: 30 days
- **elevator pitch**: _______ and _________ of our _______. We want to _______.

**goals & measures**

<table>
<thead>
<tr>
<th>goals</th>
<th>measures</th>
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</thead>
<tbody>
<tr>
<td>service API enabled</td>
<td>API available, consumable by customers</td>
</tr>
<tr>
<td>infrastructure treated like cattle not pets</td>
<td>full-stack automation allows environments to be created, destroyed, recreated with consistent, predictable desired results</td>
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<tr>
<td>tool proficiency</td>
<td>entire team can set-up and configure tools</td>
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**skills matrix**

<table>
<thead>
<tr>
<th></th>
<th>API</th>
<th>HTML</th>
<th>Java</th>
<th>PHP</th>
<th>SQL</th>
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<tbody>
<tr>
<td>Stewart</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Raj</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Amy</td>
<td></td>
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<tr>
<td>Bernie</td>
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<td>Penny</td>
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<tr>
<td>Sheldon</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Leonard</td>
<td>X</td>
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**working agreements**

- The core team will spend 95% of time in the Dojo, Monday to Friday.
- KMG+ invited, encouraged to attend demos.
- Core hours are 9:30-3:30.
- Weekly team lunch.
- Have fun!
- Pre-requisites completed.

Stewart
Leonard
Amy
Sheldon
Raj
Bernie
Penny
the Dojo - experience
| **PRODUCT** | apply technology, design, acquisition and monetization strategies to address real **customer needs** within real constraints |
| **LEAN** | deliver products and services that are valuable, capable, available, adequate, flexible and deliver **maximum value with minimum waste** |
| **AGILE** | deliver value in the shortest amount of time possible through **iterative development** and on-going customer feedback |
| **devops** | delivering new **‘expect more’ moments** for our guest, team, and operations |
| **DEVOPS** | a professional and cultural movement emphasizing empathy, **collaboration and experiential learning** in the delivery of products and services |
what is success?
evolution of coaching
Adopting Mindset

Top 3rd (engage)

Middle 3rd (promote)

Bottom 3rd (inform)

Tipping Point

choose your battles
leadership
support
all of us together
Works in progress
please proceed
with caution
Start NOW. It's a journey that takes time, no need to wait.

Be CURIOUS. Seek feedback and experiment often.

Be ADAPTABLE. Listen to your customers and be open to change.

Stay COOL. Be that place people want to be in, not the place they have to go to.