

TRIBAL UNITY

The Heart of Scaling Agile

Em Campbell-Pretty

Agile Israel

20th June 2017



FAST FORWARD....



WITH A NEW INTRODUCTION BY TONY HSIEH,
bestselling author of *Delivering Happiness* and CEO of Zappos.com

TRIBAL LEADERSHIP

Leveraging Natural Groups
to Build a Thriving Organization



DAVE LOGAN, JOHN KING
& HALEE FISCHER-WRIGHT

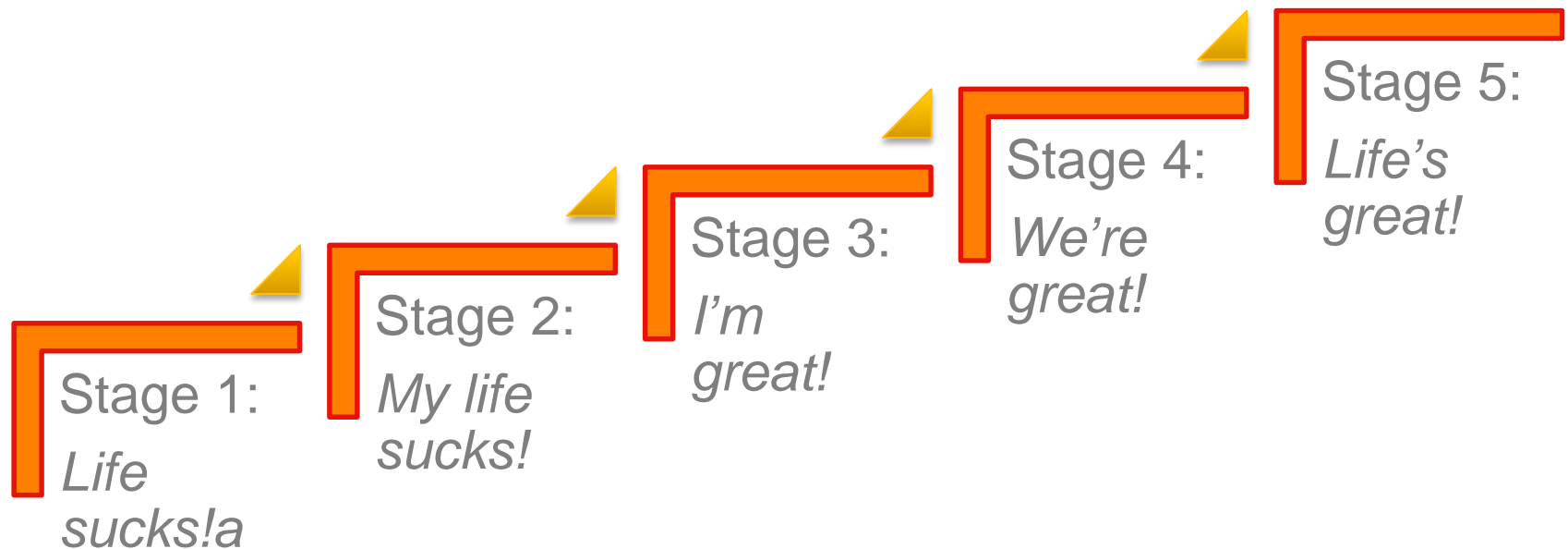
Foreword by Warren Bennis

*“Birds flock,
fish school,
people tribe.”*

150

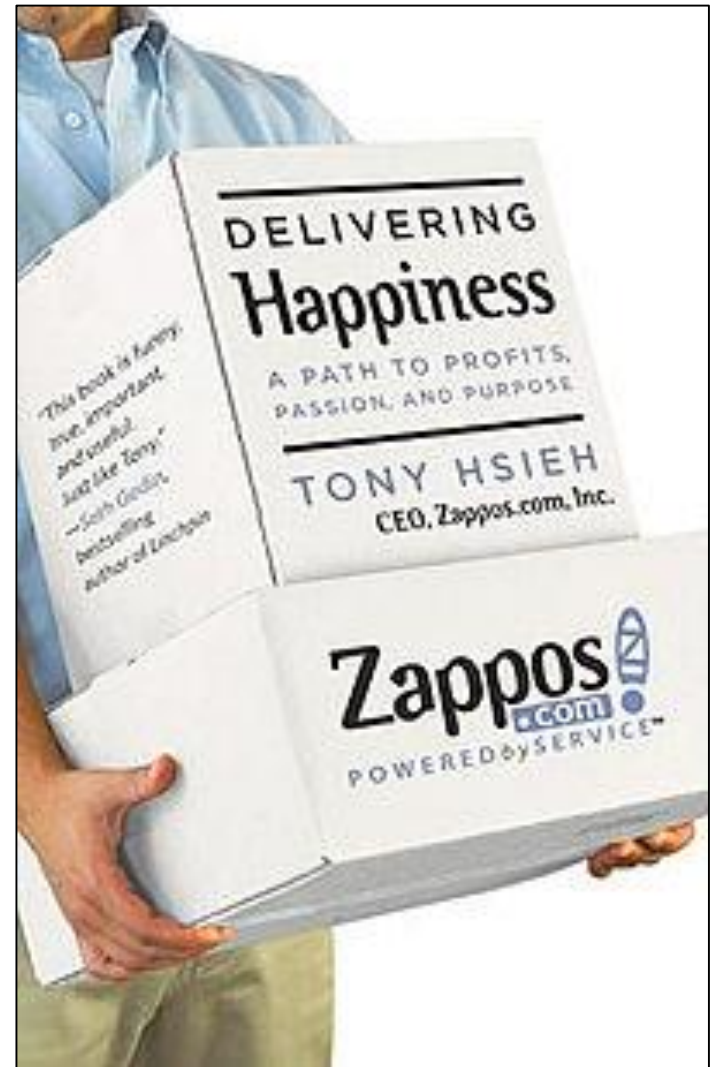
“What makes some tribes more effective than others is culture”

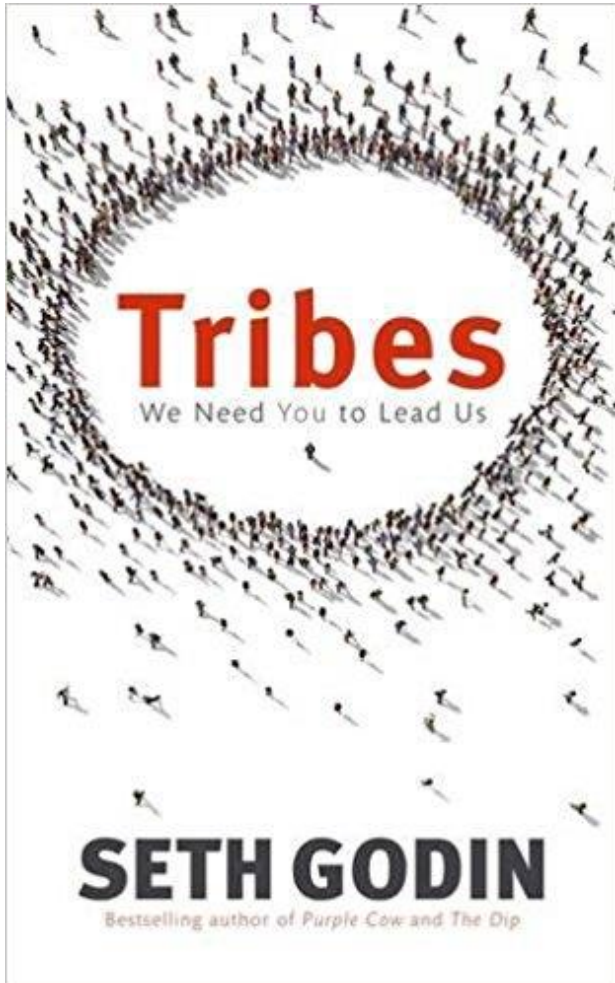
- David Logan



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

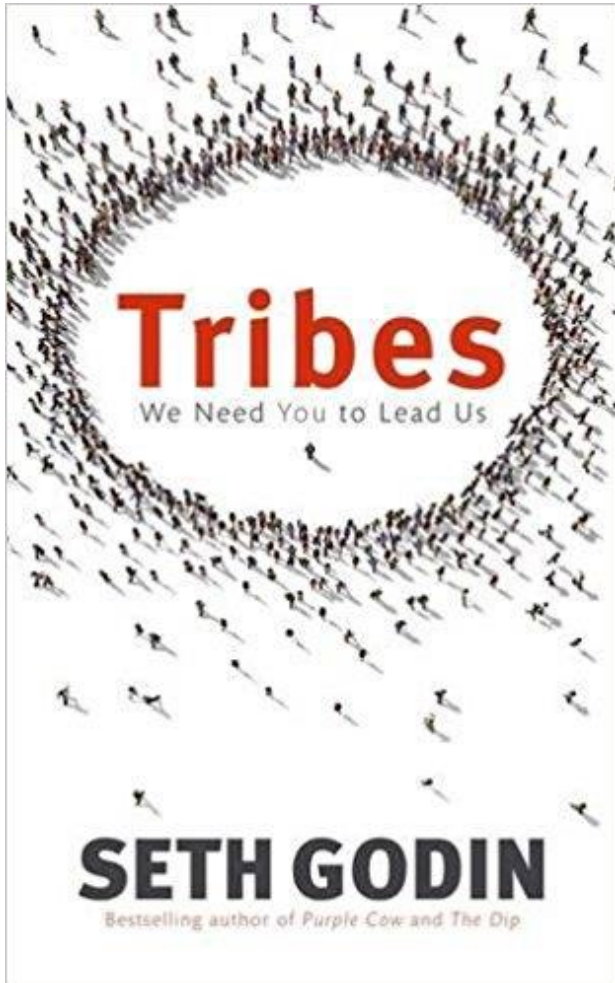
— Tony Hsieh
CEO, Zappos





“A tribe is a group of people connected to one another, connected to a leader and connected to an idea.”

- Seth Godin



*A tribe is a group of people **connected to one another**, connected to a leader and connected to an idea.*

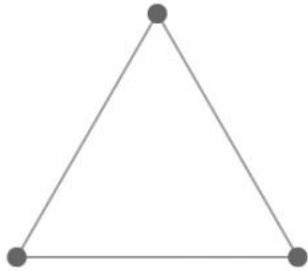
- Seth Godin

CREATE AWESOME TEAMS

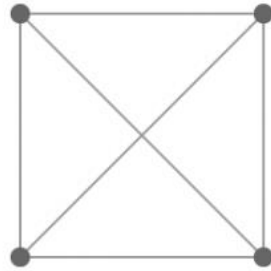
A rowing team of women is shown from behind, seated in a rowing boat. They are wearing matching orange tank tops with green trim and white caps. The boat's oars and rigging are visible in the foreground. The background is a body of water under bright sunlight.

Shared Mission

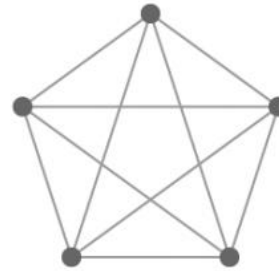
7±2



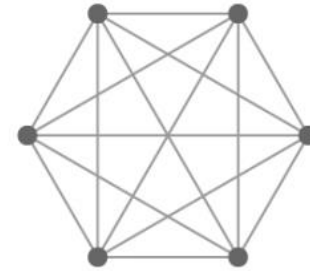
3 people, 3 lines



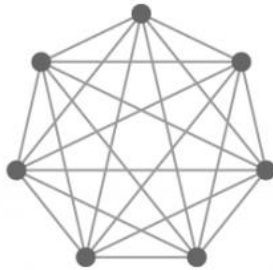
4 people, 6 lines



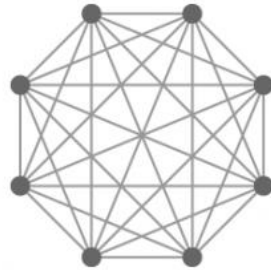
5 people, 10 lines



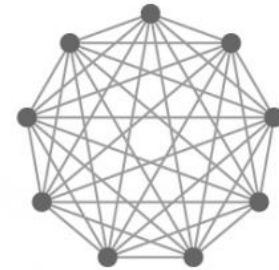
6 people, 15 lines



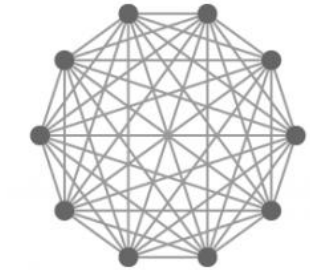
7 people, 21 lines



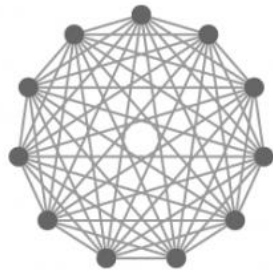
8 people, 28 lines



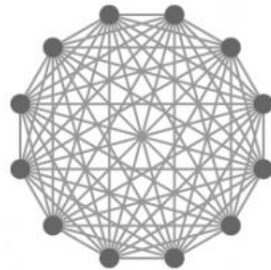
9 people, 36 lines



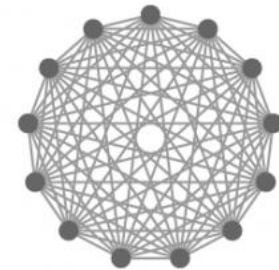
10 people, 45 lines



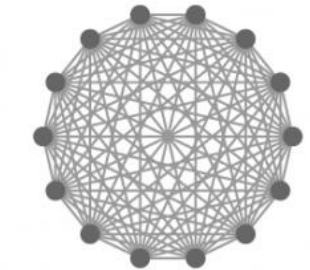
11 people, 55 lines



12 people, 66 lines



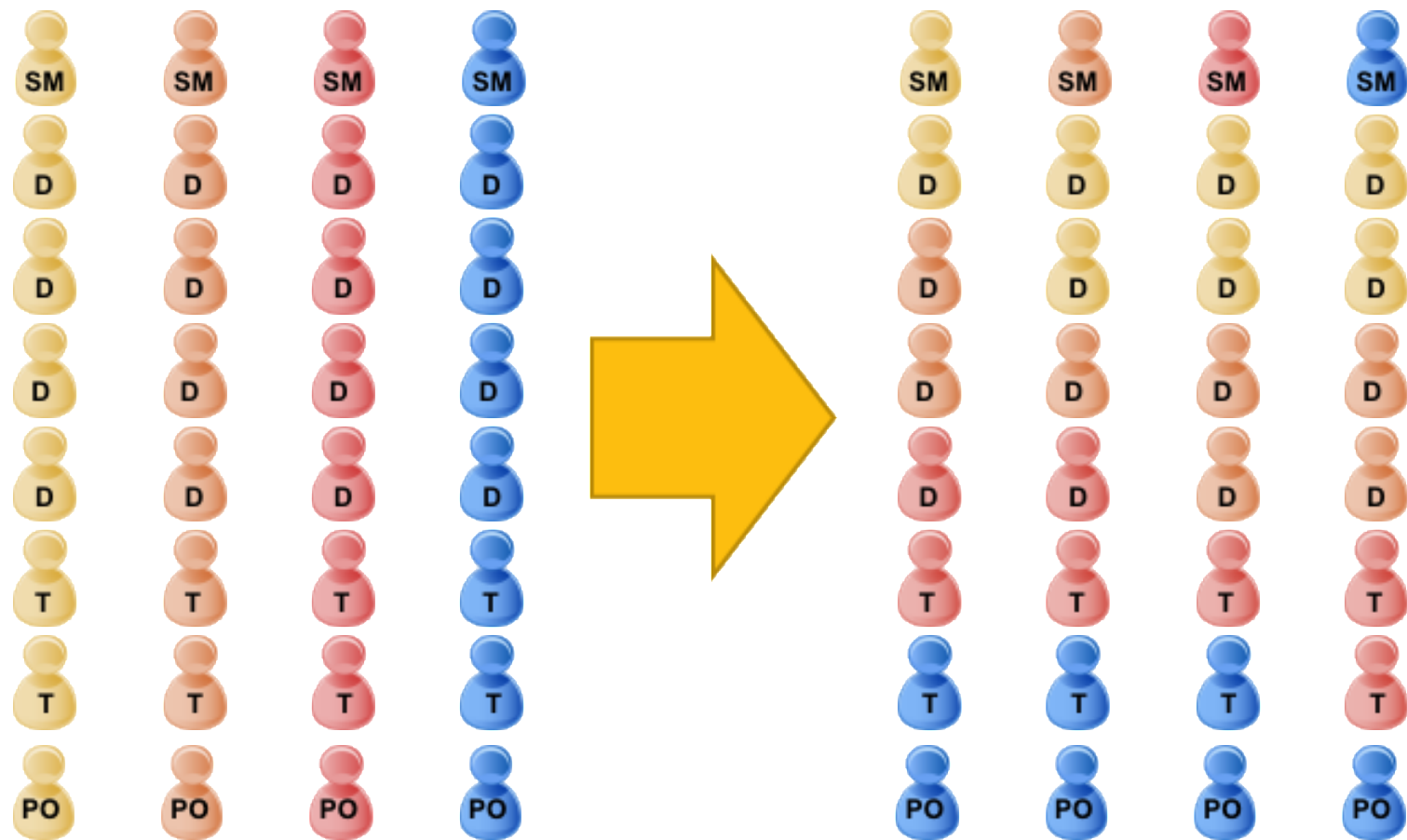
13 people, 78 lines

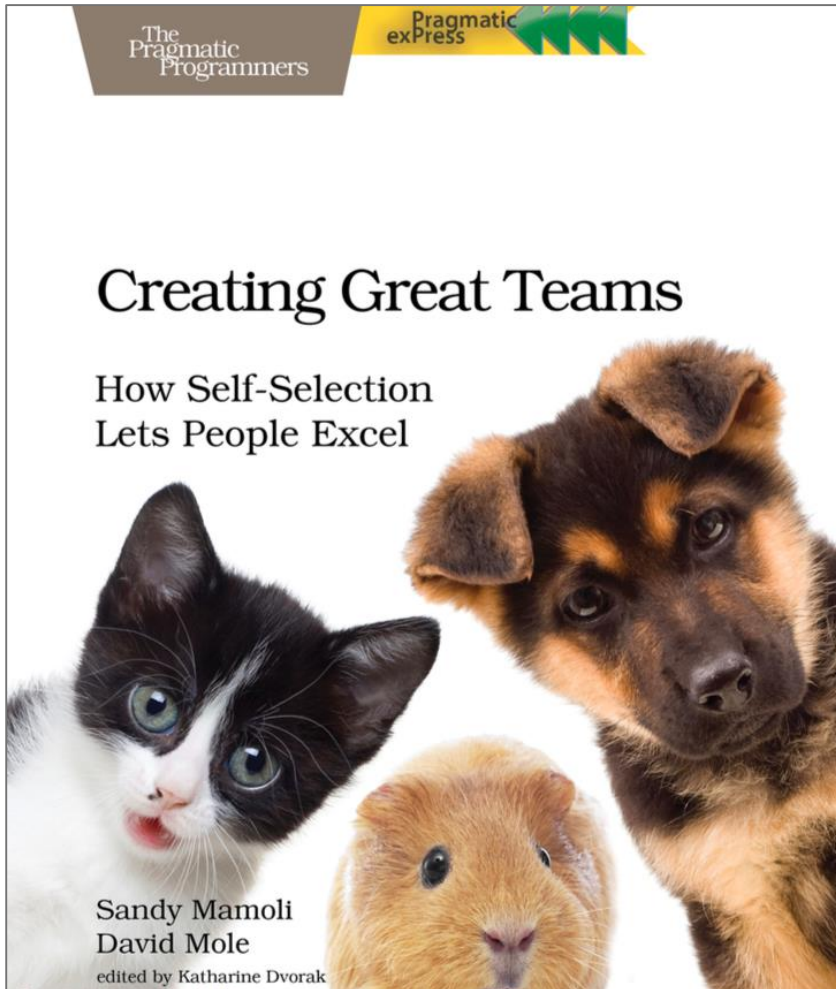


14 people, 91 lines



Image source <https://flic.kr/p/nw8VEm>





Accelerate Cultural Change with Self-Selecting Teams

MASTER BUILDERS



Visualise the Work



Communicate Daily





Inspect & Adapt

Extreme Programming



THEN CREATE AN
AWESOME TEAM OF
TEAMS

SHARED IDENTITY





WESTPAC LIVE GALAXY



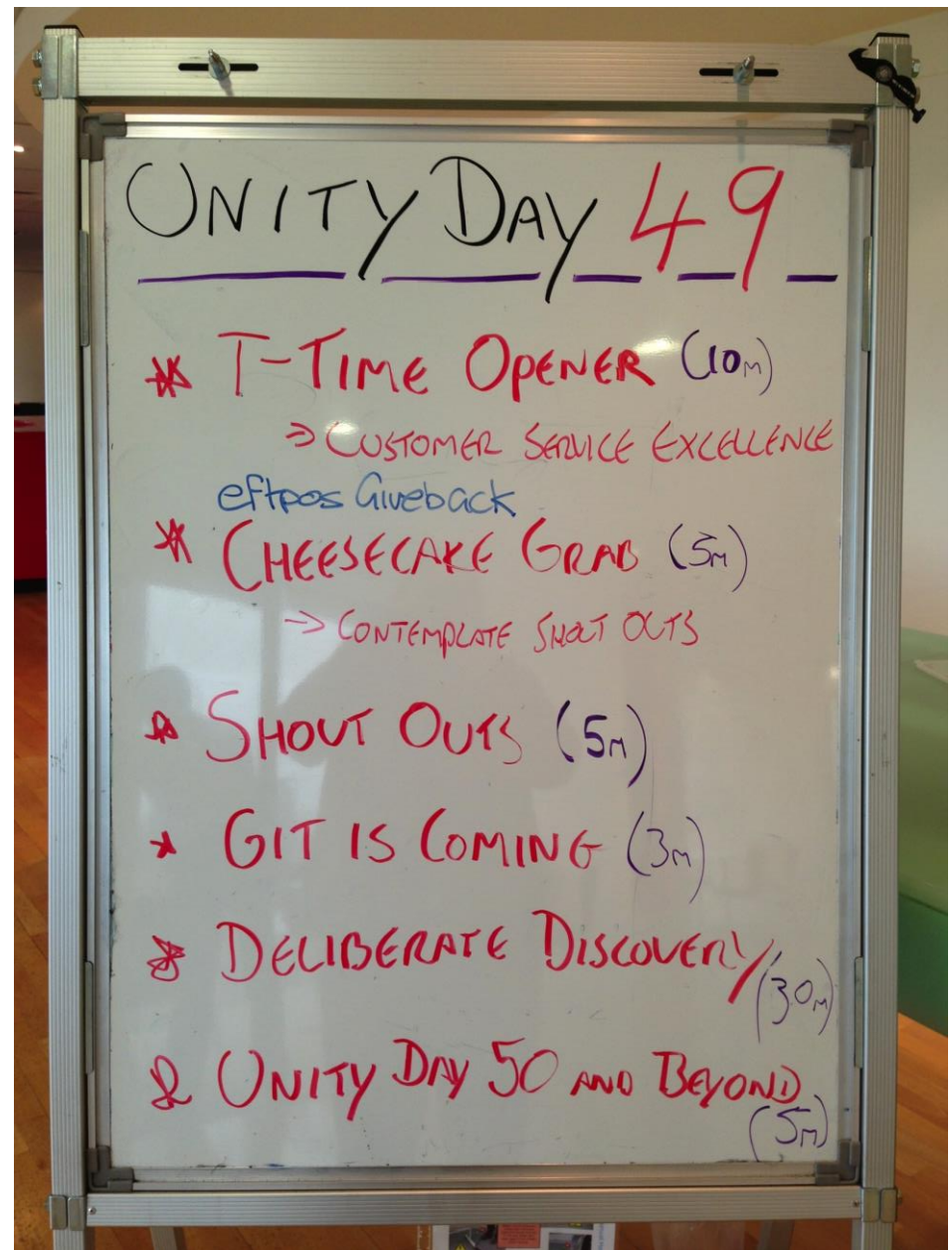


Tribe T-Shirts



SHARED EXPERIENCES

Unity Hour





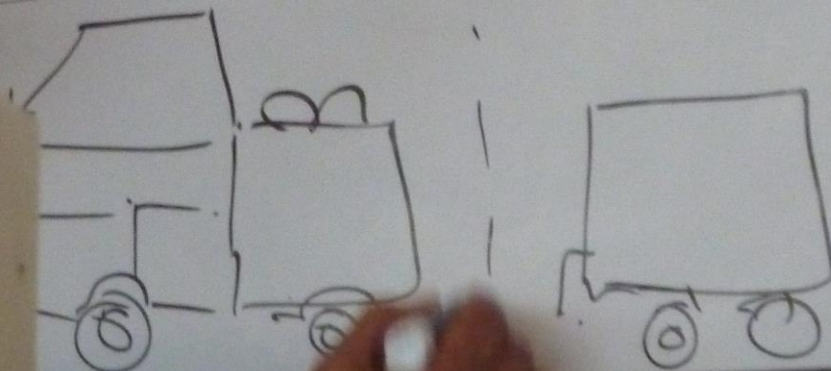
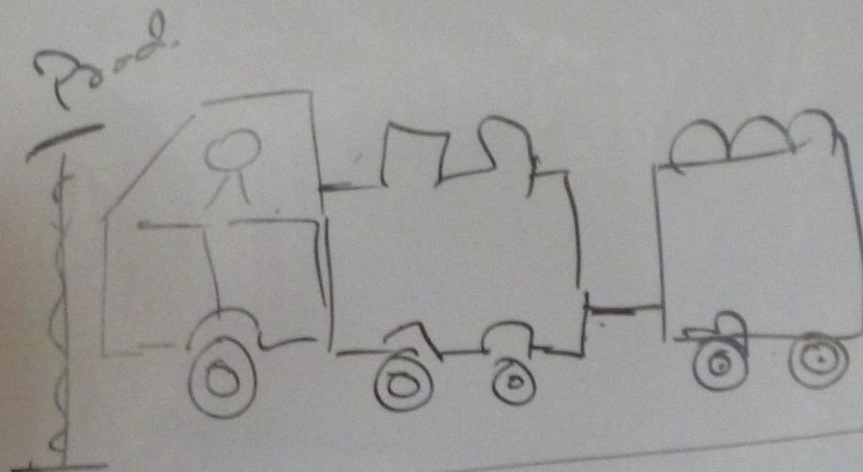


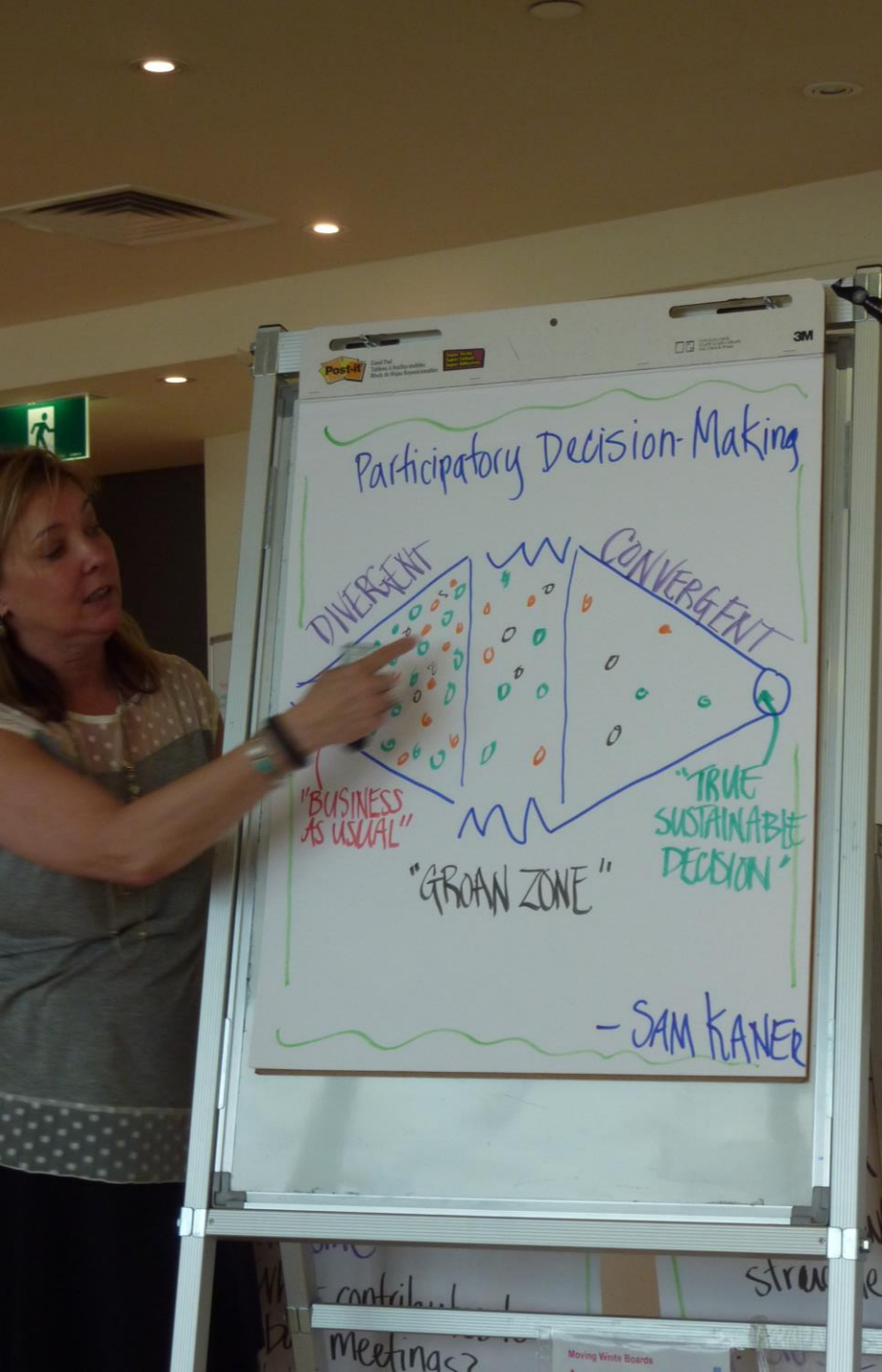
D LEADERS
AGILE
REHOUSING

happy customers
1st call resolution
NPS of 96 and above
Prompt issue resolution
Provide value for money



OFFER MGT





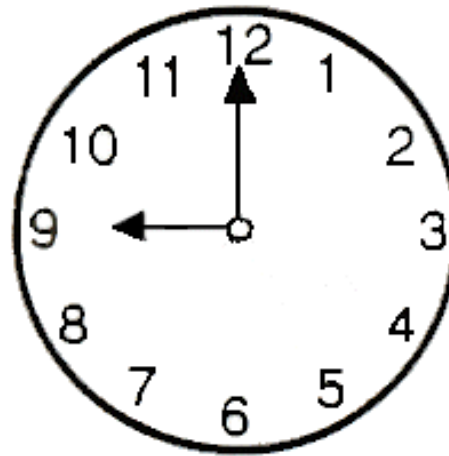




Daily Cocktail Hour



Continuous Human Integration



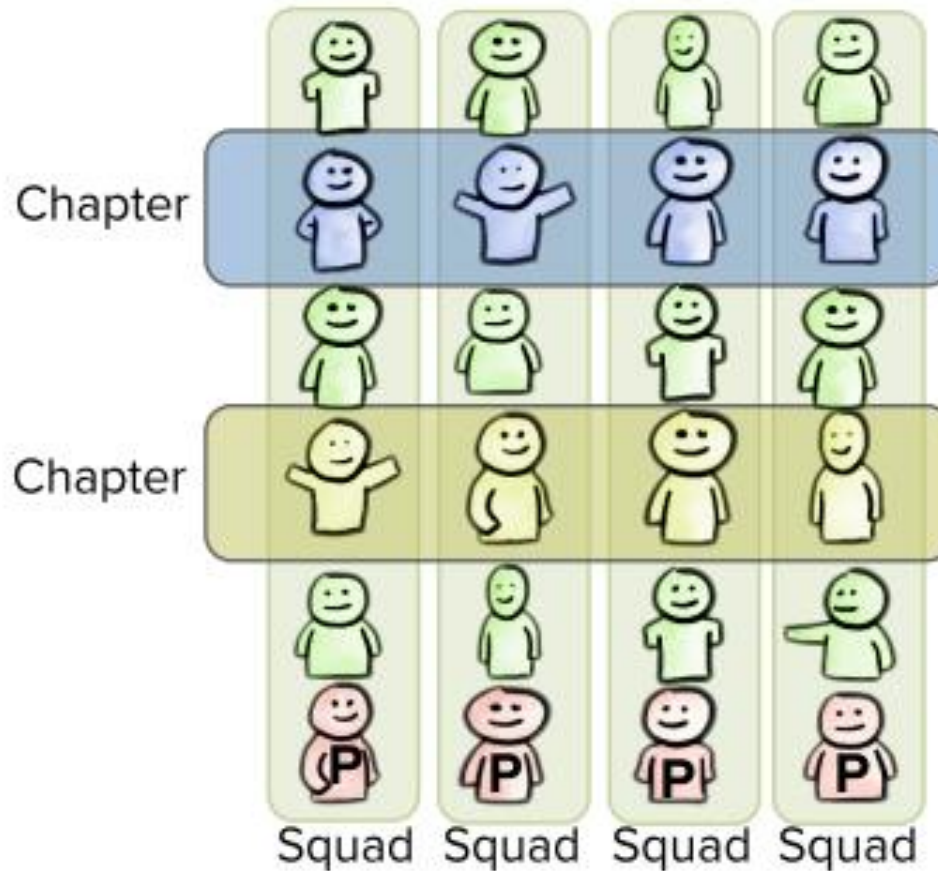
 @PrettyAgile



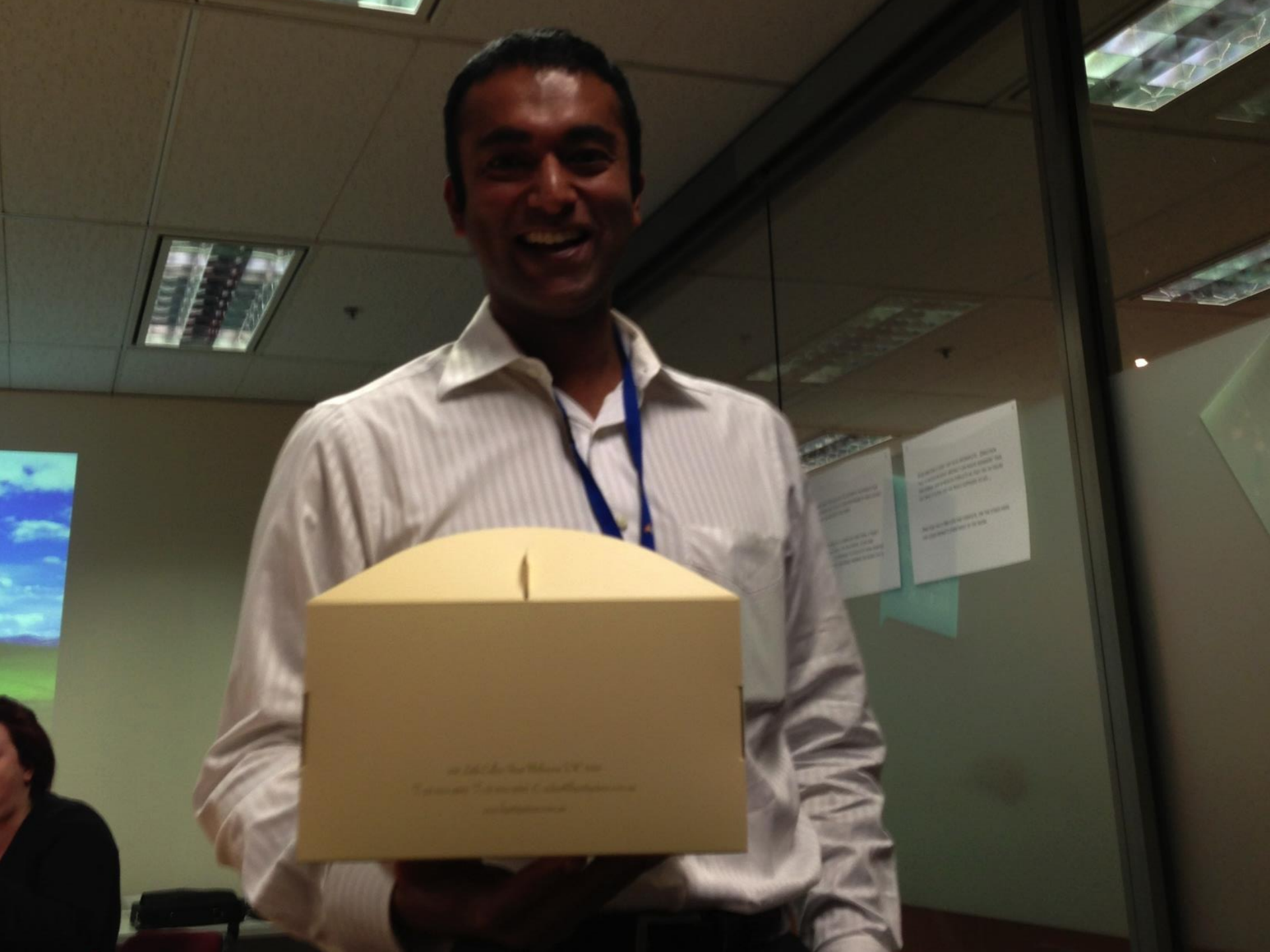
#TribalUnity

COMMUNITIES OF PRACTICE

Chapters



CELEBRATE AS A TRIBE (NOT A TEAM)







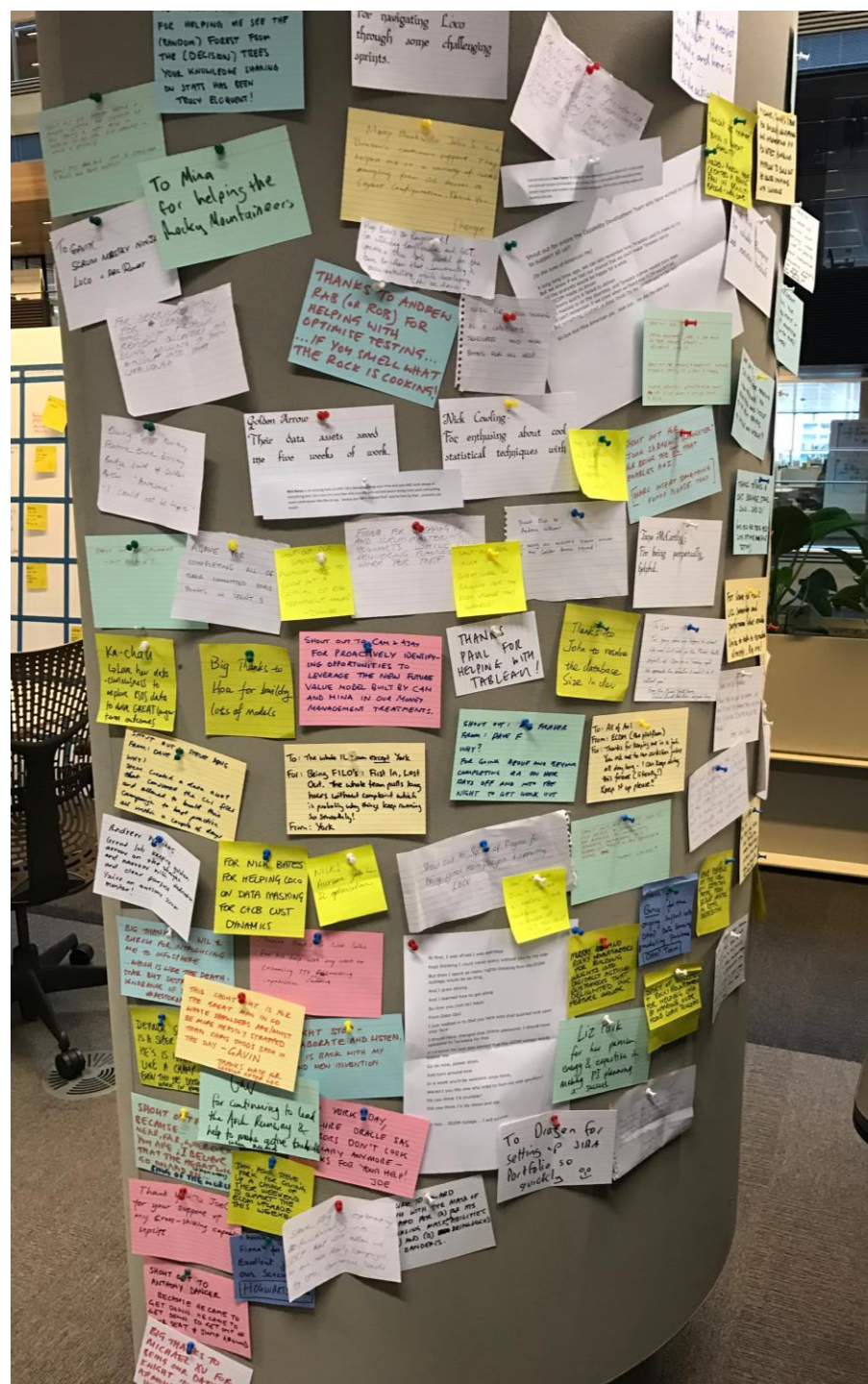


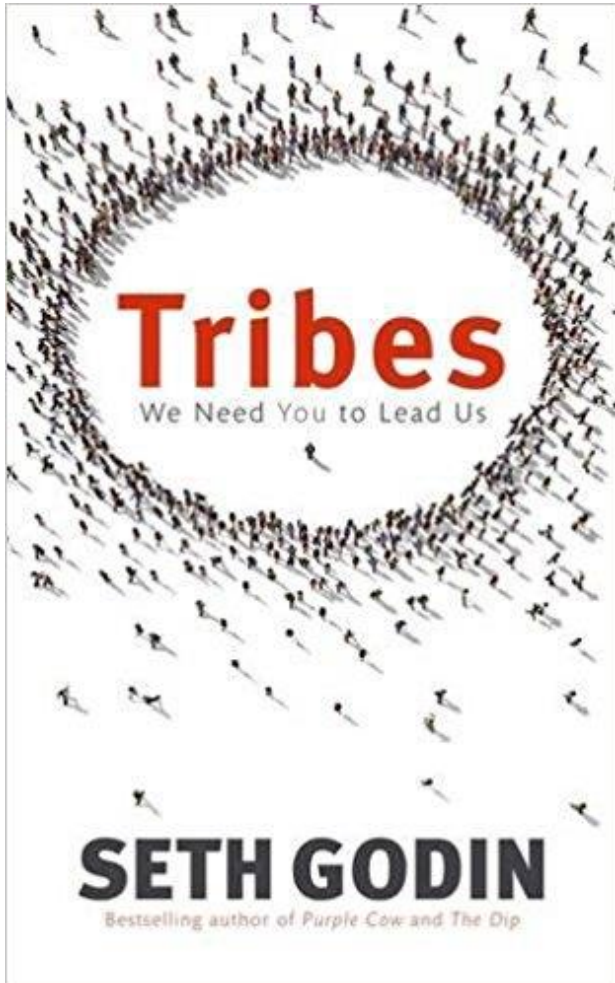




International Talk Like A Pirate Day

Shout Outs





A tribe is a group of people connected to one another, connected to a leader and connected to an idea.

- Seth Godin






Image soucre <https://flic.kr/p/5ACgjH>

“People are already doing their best;
the problems are with the system.”

—W. Edwards Deming

A close-up, low-angle shot of a person's legs as they descend a set of concrete stairs. The person is wearing black athletic shoes with teal accents on the soles and laces. The stairs are made of weathered concrete and lead downwards from the top of the frame. The lighting is natural, suggesting an outdoor setting.

**Time for
a quick
exercise**

Source <https://flic.kr/p/gnCJbG>



IMAGINE

What are you thinking ?



How are you feeling?



What about
me?

LEARN ABOUT LEAN & AGILE





By Clark & Vizdos

© 2006 implementingscrum.com

Source <http://www.implementingscrum.com/2006/09/11/the-classic-story-of-the-pig-and-chicken/>

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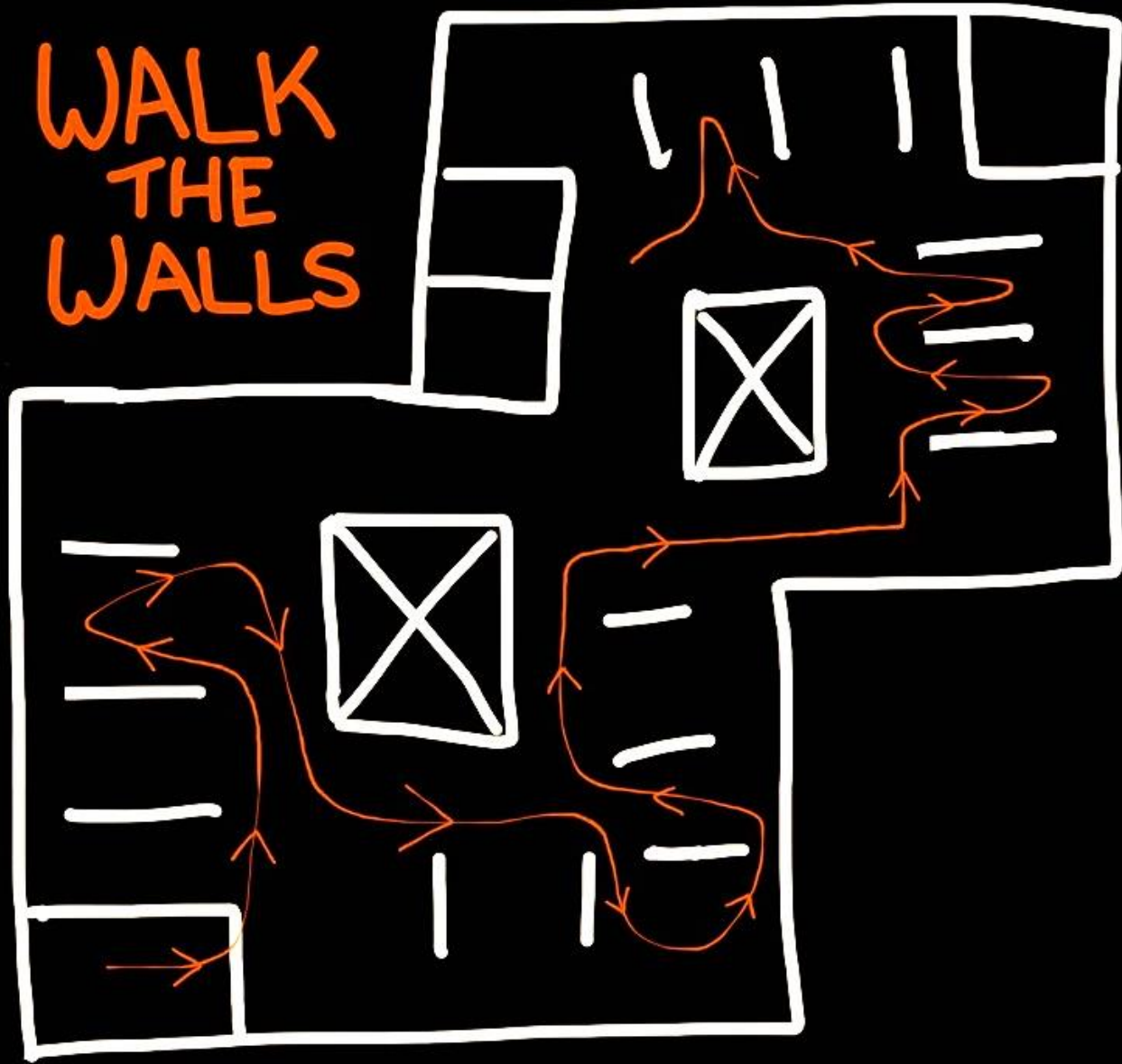
CONNECT AT THE “GEMBA”





Source <https://flic.kr/p/67nNta>

WALK
THE
WALLS







Source: <https://flic.kr/p/bi2Tga>

© Scott Law
2012

SERVE THE TRIBE

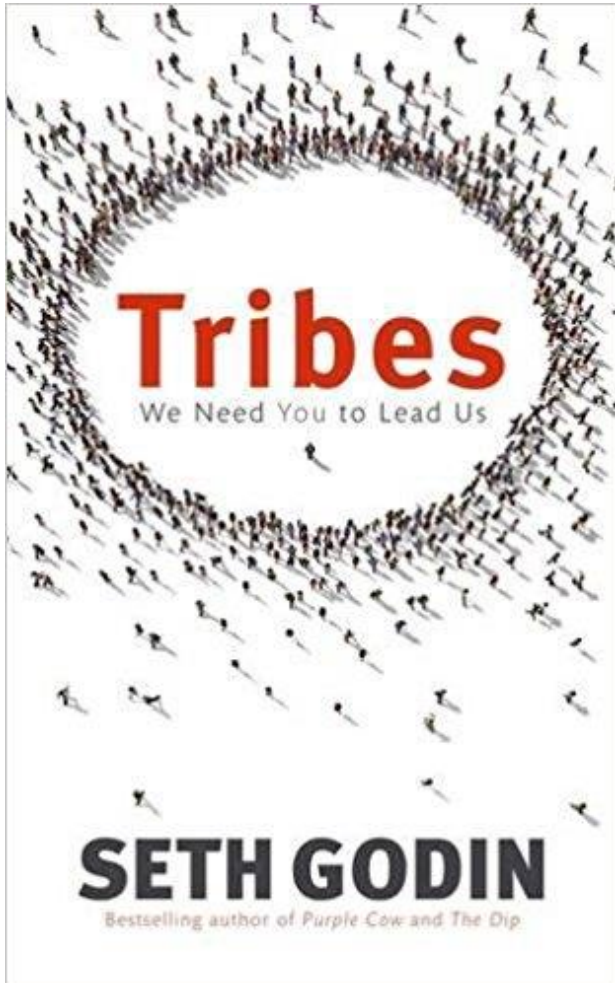
Bubble Up



“Vulnerability is the last thing I want you to see in me, and the first thing I look for in you.”

Brené Brown





*A tribe is a group of people connected to one another, connected to a leader and **connected to an idea.***

- Seth Godin

COMMUNICATE THE VISION

I believe that this Nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.







ONE TEAM CULTURE

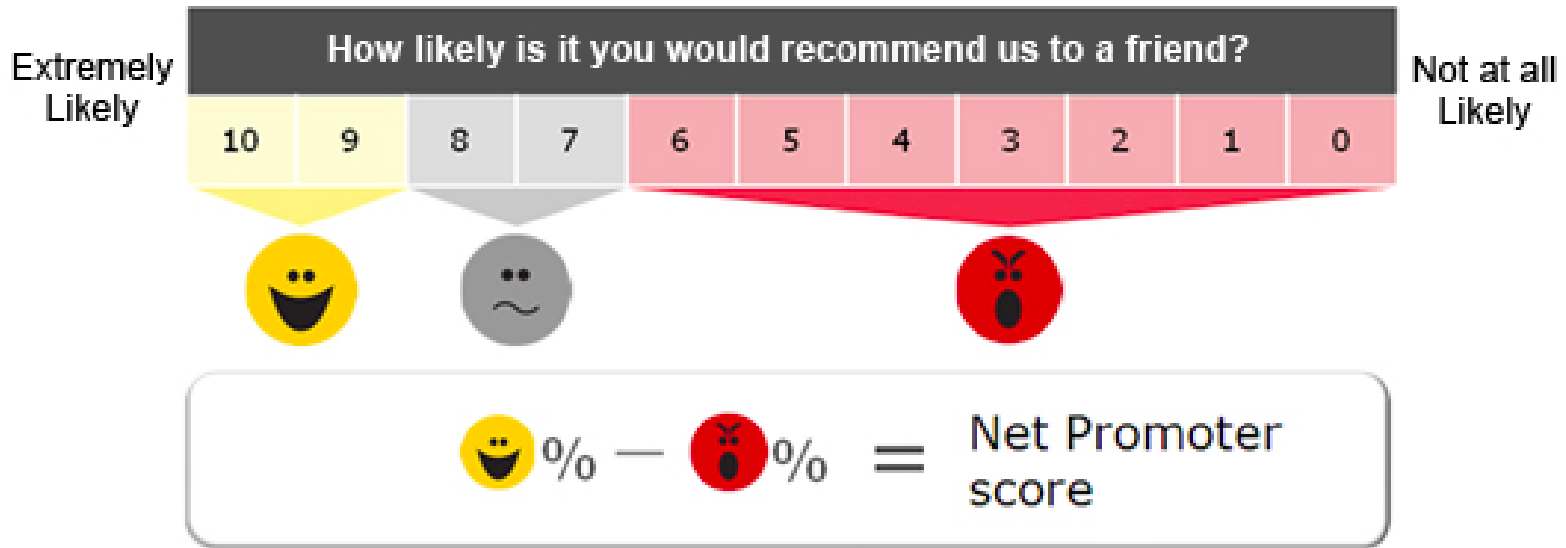


SUSTAINING TRIBAL UNITY

Employee Net Promotor Score

On a scale from 0 to 10, how likely are you to recommend working in _____ to a friend or colleague?

Why?



Source: <http://www.netpromotersystem.com/about/measuring-your-net-promoter-score.aspx>Image

Create an environment in which
people feel safe to be themselves at work



A group of about 15 people, mostly men, are gathered in an office. On the left, a man in a light-colored shirt and glasses is pointing at a large wall covered in many small, colorful sticky notes. The other people are standing or sitting, looking towards the wall. The room has a modern office feel with a glass door in the background. The text "NEXT DAY AT THE FEATURE WALL" is overlaid in white at the bottom of the image.

NEXT DAY AT THE FEATURE WALL

WHEN CREATING TRIBAL UNITY REMEMBER:

“What makes some tribes more effective than others is culture.” -
David Logan

Awesome teams are the foundation of awesome tribes.

Connect teams by creating a shared identity, investing in shared experiences and fostering cross team communication.

Thaw the “frozen middle” by creating connections between Leaders and the Tribe.

Vulnerability builds trust.

Focus on creating an environment where people feel safe to be themselves.

I don't assume what worked for me will work for you, but I do want to inspire you as you contemplate what an intentional culture of joy could look like in your world.

- Richard Sheridan, Joy Inc.

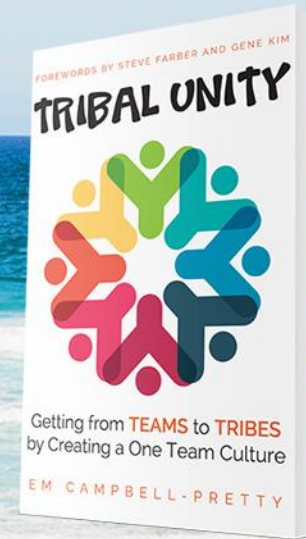
WANT TO KNOW MORE?

Check out my blog posts on:

- Facilitating Self-Selection: <http://bit.ly/FacilitatingSelfSelection>
- Unity Hour: <http://bit.ly/UnityHour>
- Cocktail Hour: <http://bit.ly/CommunicationCadence>
- Chapters & Squads: <http://bit.ly/SAFeSpotify>
- The "frozen middle": <http://bit.ly/FrozenMiddle>
- Bubble Up: <http://bit.ly/agilebubbleup>
- Leading by Serving: <http://bit.ly/AgileTeamOfLeaders>
- Leading Through Vulnerability: <http://bit.ly/LeadingVulnerability>
- Employee Net Promotor Score: <http://bit.ly/TeamNPS>
- Farewell film from EDW: <http://bit.ly/FarewellEDW>
- Tribal Unity – The Book: <http://bit.ly/GetTribalUnity>

Make UNITY Part of your Tribe's DNA

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MATTERS