

Team Product Development Principles

This is how we operate as a team. New hires can expect this behavior from us, and we expect it from them.

1. MAXIMIZE POSITIVE IMPACT
2. COMMUNICATE
3. BE A GOOD FRIEND

MAXIMIZE POSITIVE IMPACT

We obsess over our impact to users, company success, and each other.

Focus on the user

We call users “friends” for a reason, treat them like it. Our users are everything; without them, there is no Teem. You are creating products and maintaining code that changes the way your users behave. Actively understanding the user empowers you to build impactful products; passively ignoring the user sets us all up for failure. Don't rely on someone else to tell you who the user is. Get access to the data, watch sessions, speak to sales & support, sit in on calls with product managers, etc. Focus on the user and the rest will fall into place.

Bias towards Action

Communicate, but don't rely on consensus before acting. Seek others' input, but be decisive. Speed matters more — we'd rather test a hypothesis cheaply than overanalyze.

Shipping beats perfection

Maximizing impact means shipping quickly, learning from users, and iterating. It's in our best interest to build a small piece, let users try it, and then learn more about our next direction.

This requires an understanding of WHO your users are, and WHY you're building what you are. This is *not* an excuse for low quality — we code review every changeset. Nor is it an excuse to skip user research or shun design — these are often the fastest ways to learn. This also helps us cut scope and ship smaller, sooner. Doing so, maximizes our small team's ability to have a massive impact on the world. If in doubt, ask yourself - “will this have a positive impact on our users tomorrow?” - if so, ship it and iterate.

Seek feedback often

Feedback protects us from complacency. In what and how we build products and in our careers. Career development is called development for a reason. If you think it's just going to happen, then you're doing it wrong. You build your career the same way you build the products we deliver. Be proactive in seeking out candid feedback.

COMMUNICATE

Be Open, way open

We call our internal teammates and customers “good friends” for a reason; act accordingly. Over communicate internally and don't wait for permission or for someone else to do it for you. You are the brilliant person making that impact...when in doubt, follow these steps:

- tell people the impact you're about to make
- make the impact
- then tell people you made it

Share screenshots in chat. Tell the **whole team** when you ship something. Demo. Hold a lunch and destroy. Building things is only part of our job — the rest is telling people what we did and the positive impact it has on our microcosm.

Voice Opinions

Anyone's allowed to argue their opinions — even in areas other than their own. But we also listen, seek conflicting opinions, and flex in the face of new info. Have strong opinions, but hold them weakly. If you're going to voice your opinion, be humble enough to do what's best for the company.

BE A GOOD FRIEND

There's a theme here. We work with friends, we work for friends, act like a good friend.

Anything that's broken is an opportunity to make EventBoard better. Be the type of teammate you want to work with. Openly and productively acknowledge weaknesses. *Talk about possibilities, don't focus on negativity.* Remember how EventBoard codebase was all one single iPad app? A possibility, not a problem. . It's why we can have an unlimited PTO policy and a fairly flat organization. Because the term is fairly broad, we've listed some specific expectations to help you understand what we mean when we say "don't be a jerk."

- Don't act surprised when people say they don't know something (both technical and non-technical); regardless of intention, it makes people feel worse. Instead, *foster learning.*
- Don't give minor corrections that aren't important. If you're about to say "well actually" there's a 95% chance you're about to be a jerk. *Seek truth, have attention to detail, but focus on impact and not your ego.*
- No half ass helping. When you want to help out or work with others, you should fully engage. Don't lob advice across the room or butt in sporadically to a conversation unless you plan to fully engage and be helpful. It slows us down. Instead, *slack them advice they can review later if you can't fully engage.*
- Help often. Impact to our organization is not purely shipping code, designing products, or talking to users. It's also *mentoring others and fostering an environment of learning.*
- Be protective of your and your team's time. Time is finite, part of maximizing our impact is making sure we're not wasting our own, or another's time. Shorten meetings, work from home, *do what you need to maximize impact.* That means that if someone comes to you for help, and you can't fully engage, humbly let them know.
- Don't be subtly racist, sexist, homophobic, transphobic, or other kinds of traditional bias. In short, don't act like Donald Trump, regardless of your political affiliation.
- Don't take your teammates or their role for granted. Their time is just as important as yours, regardless of your skill level, title, gender, music preference, or place/time of birth. *Have their back, and expect them to have yours.*