Building & Motivating Engineering Teams
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Building Engaged Teams in 2017
In a time of drastic change it is the learners who inherit the future.

*Eric Hoffer, Reflections on the Human Condition*
About me.
So I wrote a book…
“the hammer”

Building a team is HARD
What do engineers want??

- **rewards**: The basis for contribution
- **respect**: The stickiness of commitment
- **purpose**: A feeling of ownership
Promise of Rewards
Getting folks in the door means creating an economic incentive for people to join.
speed

+ R.I.P. +

died as she lived... waiting for code review

http://tomb.zone
ENGINEERS

like

TO SHIP
Shipping ->
Getting things done ->
Learning!
Commitment

A feeling of Respect
Able to make mistakes, ask questions, and be vulnerable in front of the rest of the team.
1. Psychological Safety
   Team members feel safe to take risks and be vulnerable in front of each other.

2. Dependability
   Team members get things done on time and meet Google’s high bar for excellence.

3. Structure & Clarity
   Team members have clear roles, plans, and goals.

4. Meaning
   Work is personally important to team members.

5. Impact
   Team members think their work matters and creates change.
relatedness

A feeling of kinship, of friendliness, of community
Empathy is a learnable skill!
partnership

Expanding your community beyond your nearest neighbors
There’s more to life than code!
A sense of Purpose
Why does the company exist?
Why does the project exist?
Why does this team exist?
What is the point of the work I’m doing right now?

why this?
How do we decide where we’re going?
How do I become part of that process?

what next?
interacting effects

- teach purpose
- show respect
- give rewards

😃😃😃
The Three Factors of Engagement

**Rewards**
- Economic, status, getting things done, learning.
- *Engineers Like To Ship*

**Respect**
- Safety, relatedness, community, partnership.
- *Treating Your Colleagues Like Humans*

**Purpose**
- Why, why this, owning part of the decision yourself
- *Giving Away Your Legos*
The loading of an IBM 5MB hard drive in 1956.
Thanks!

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@skamille
In theory there is no difference between theory and practice. In practice, there is.

Jan van de Snepscheut