

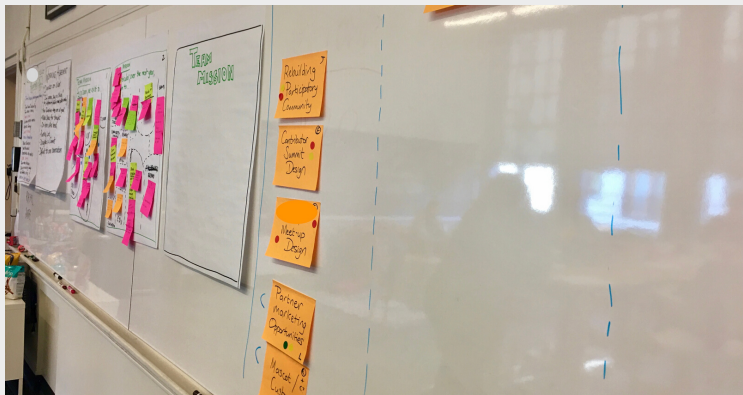
Case Study: Growth Team - Sensu

Missions, Metrics, Strategy, Tactics

A growing team at a distributed tech company

Product growth is adding to the pressure on this team to deliver results for the company

This team started off as individuals and grew to become distinct functions; a content group, an events group, and a developer relations/community group. One of the objectives of this two day retreat was to align all the team members around a re-branding - to position them as the Growth team.



Learn more
about how we
supported the
growth team at

Sensu 

The CEO wanted to help the team to get a better grasp on their vision and mission...

"I'd like us to start with why and build from there."

Caleb - CEO

The design phase

How we approached the challenge

The team at Senu is entirely remote and slowly expanding. The Growth team plays a pivotal role in the organization's ability to scale and grow. The annual retreat is an opportunity to build a sense of team, direction and alignment around key topics.

In the briefing, they asked for three major things...

- Build strategic alignment.
- Address and discuss tactics.
- Build a 2020 road-map.

In our first engagement, we'd brought a lot of different tools to the table - including a half-day of service design blueprinting. Reflecting on that experience, we felt that more could be done to help the team incorporate and operationalize their learning. In this engagement, we decided to keep things simpler and more targeted. We wanted to ensure that the exercises built on one another and ultimately delivered a completely operationalized change.



We designed an agenda that met their objectives without leaving them overwhelmed or bogged down for hours...

"All the activities were 'bite-sized', so everyone could be engaged and the conversation could flow freely to emerging topics."

Anna - Director of Content



Breakout Session

The design facets

- Two themed days: Strategy and Tactics
- Lean Coffee to allow for emergent topics (plenty of these)
- Creativity warm ups - 'explaining' and 'pitching'
- Silent brainstorms (inclusive thinking time for all learning styles)
- Making work visible
- Tying the two days together with a strong narrative
- Energizers (based on co-op theater games) to break things up
- As little talk from us as possible (no big presentations)
- Physical posters rather than slide decks (tactile, more accessible, participants could draw on them)
- A strategy day that focused on mission and metrics
- A tactics day that focused on ideation, prioritization and planning
- 1-on-1 and group coaching to help individuals and sub-teams clarify and internalize discussion points



Alignment and shared priorities were the focus of our design...

"PeopleStorming did a fantastic job taking a raw idea - a feeling or desired direction - and helped us turn that into an actionable plan where everyone knows who is responsible for individual deliverables, and we all have a shared sense of priorities."

Todd - Developer Relations

The impact

An aligned,
adopted team
level mission

Better product
understanding

Detailed
metrics at team
and sub-team
level

A method for
prioritizing work

A sense of
togetherness
and team to
carry through
2020

A shared
understanding
of how we can
best work
together

A 2020
Roadmap for
each team

An aligned,
adopted set of
sub-team
missions

A shared
understanding
of what's
needed from
leadership

Two weeks
work done in
two days

A north star to
guide the team
and org into its
next phase