

Squads, Chapters and Guilds

SQUAD

Primary home (like a scrum team)

“Basically a mini startup”

Sit together.
One long-term mission.
Have all the skills/tools needed to design, develop, test & release to production.
Self-organising.
Lean, MVP, Validated Learning.
Become experts on product area.
Product Owner prioritises work.

Example: The Fashion Squad **Mission:** Create an awesome experience that makes it easy & fast to find & buy fashion

TRIBE

Collection of squads within business area

“Incubators for the mini startups”

Squads within tribe sit in same area.
<100 people per tribe.
Shared lounges promote inter-squad contact.
Regular informal get-togethers to share what working on, demos etc.
Tribe leader responsible for providing right habitat.

Example: The Mobile tribe includes the iPad, iPhone, Android and Touch squads.

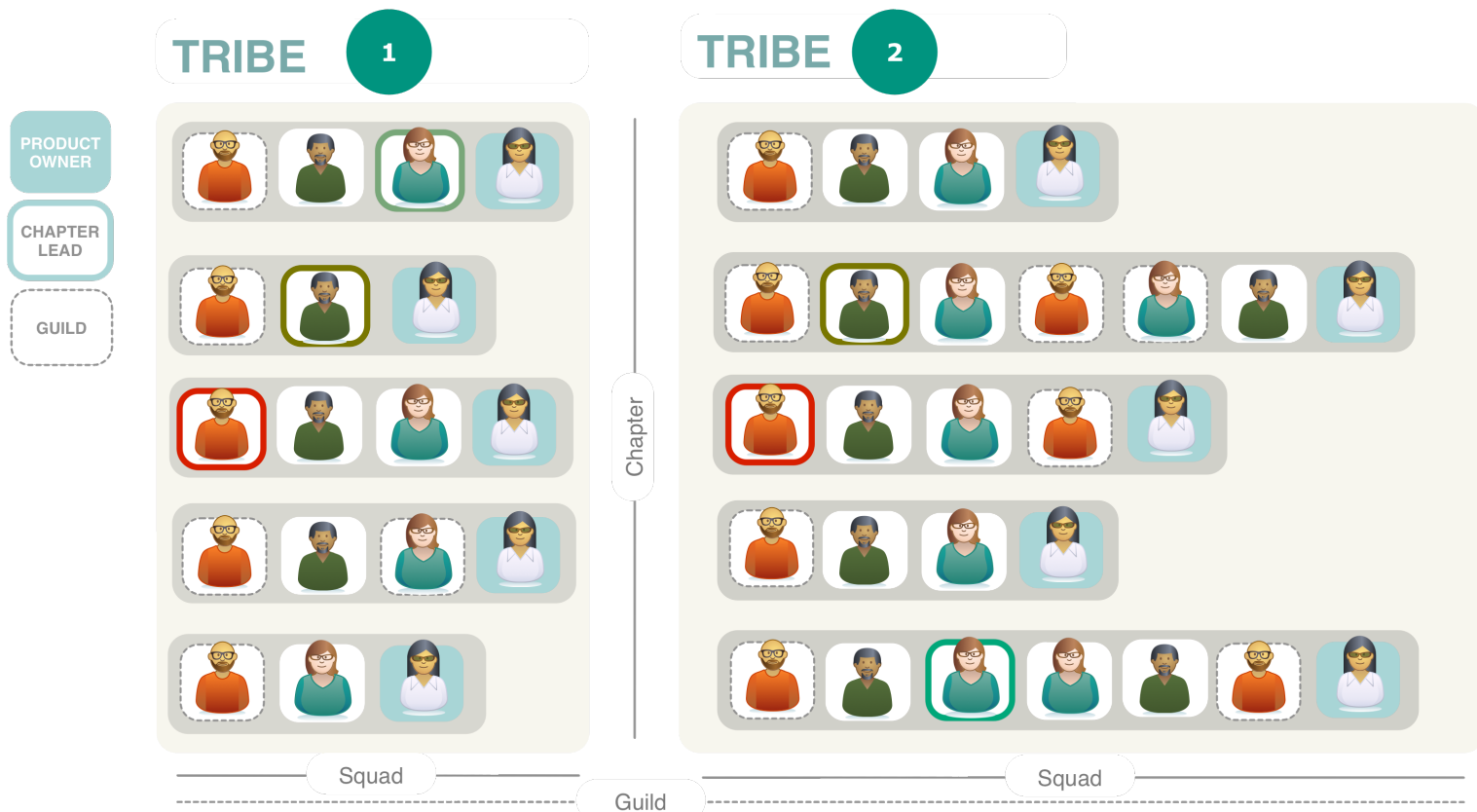
CHAPTER

Secondary home (within tribe)

People who do similar work (design, testing etc)

Meet regularly to discuss expertise and challenges.
Chapter lead is line manager for Chapter members.
Chapter Lead is responsible for developing people & setting salaries but remains part of squad & does day-to-day work.

Example: Within a tribe there will be design, testing, development and other chapters.



GUILD

A group of people from across the organisation who want to share knowledge, tools, code & practices. Each has a Guild Co-ordinator. Some examples are the web technology guild, the test automation guild, and the agile coaching guild.

Communities of interest

Problem-solving & support

Quarterly Survey

Talk about where improvements and support are needed

Dependencies Reviews

Regularly review how squads see their dependencies. Reorganise work as necessary to eliminate inter-tribe and blocking dependencies.

Scrum of Scrums Only On Demand

For example, when a large project requires the co-ordinated work of multiple squads for a few months you may choose to have daily sync meetings.

Operations Team

Gives squads the support they need to release code themselves: in the form of infrastructure, scripts, and routines.

Each squad has access to Analytics expertise and an Agile Coach.