

 e-core
ATLASSIAN OPEN FORUM 2019

The Future of Teamwork



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Unpredictable

VUCA



Volatility



Uncertainty



Complexity



Ambiguity



"The Starfish and the Spider is one of those delightful business books that transcends the genre." —The Boston Globe

THE
STARFISH
AND THE SPIDER
ORI BRAFMAN and ROD A. BECKSTROM



THE UNSTOPPABLE POWER OF
LEADERLESS ORGANIZATIONS

WITH A NEW EPILOGUE

The Starfish and The Spider

The Unstoppable Power of Leaderless Organizations

Ori Brafman and Rod A. Beckstrom



What is a spider organization?

- There are headquarters
- There's someone in charge
- If you thumb it on the head, it dies
- Groups communicate through intermediaries
- If you take out a unit, the organization is harmed
- Knowledge and power are concentrated
- There's a clear division of roles
- Units are funded by the organisation
- You can count the participants
- The organization is rigid




What is a starfish organization?

- There are no headquarters
- There's no one in charge
- If you thumb it on the head, it survives
- Groups communicate directly with each other
- If you take out a unit, the organization is unharmed
- Knowledge and power are distributed
- There's an amorphous division of roles
- Units are self-funding
- You cannot count the participants
- The organization is flexible






CEO



The Boss
Command-and-Control
Rational
Powerful
Directive
In the Spotlight
Order
Organizing



Catalyst



A Peer
Trust
Emotionally Intelligent
Inspirational
Collaborative
Behind the Scenes
Ambiguity
Connecting



Decentralization Principles



1

When attacked, a decentralized organization tends to become even more open and decentralized



2

It's easy to mistake starfish for spiders



3

A decentralized organization doesn't have central intelligence; the intelligence is spread throughout the system



4

*Decentralized organization can
easily mutate*



5

The decentralized organization sneaks up on you



6

*As industries become decentralized,
overall profits decrease*



7

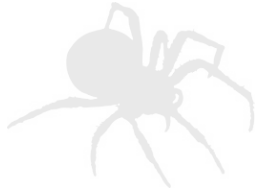
Put people into an open system and they'll automatically want to contribute



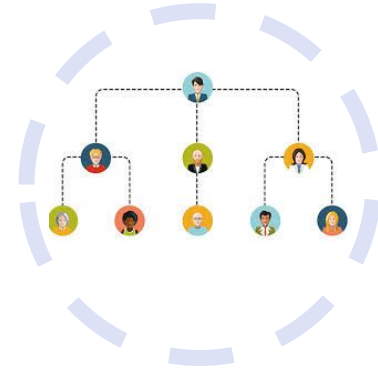
8

When attacked, centralized organizations tend to become even more centralized



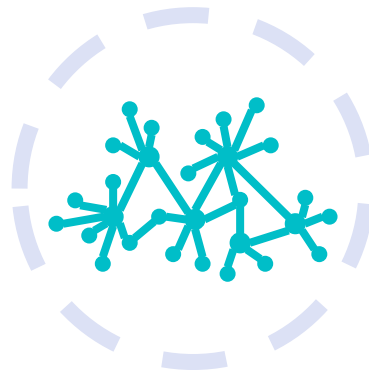


Structure of a **SPIDER** organization





Structure of a **STARFISH** organization



Balance



Wikipedia

Craigslist

iTunes

eBay
Amazon

Recording Industry

Department Stores
Newspaper Classifieds





ATLASSIAN MISSION



**Unleash the potential
of every team**



SALUTING THEIR SERVICE
SALUTING THEIR SERVICE

SALUTING THEIR SERVICE
SALUTING THEIR SERVICE

CHRISTMAS TREE
CHRISTMAS TREE

TEAM WORK



OPEN TEAMS



Thank you

