How to make big things happen with small teams

Jason Fried, 37signals
Reducing mass
Making things manageable
Lowering cost of change
Managing debt
Small has big advantages
The customer is closer

Less distortion

Less middle/muddle

Everyone on the front line

Change is easier
The right people
Passionate and happy
Well rounded
Quick learner
Good writer
Trustworthy
I’ll take someone happy and average over a guru who is disgruntled and frustrated.
Act your size
Less formalities
Less mass
Less fear

More flexibility
More change
More freedom
Embrace constraints
Less people, more power
Less money, more value
Less resources, better use
Less time, better time
Build half a product not a half-ass product
Say no by default
Listen to the product
Ignore details early on
Improve what you have
Decisions are temporary
Build Less Software
Lower cost of change
Less room for error
Less support required
Encourage human solutions
Give people just enough to solve their own problems their own way.

Then get out of their way.
Get Real, start with the UI
There’s nothing functional about a functional spec.
Start designing
Start prototyping
Start experiencing
Start changing

Rinse and repeat
Make most decisions JIT
Scalability
Admin interfaces
Basecamp billing example
Make decisions when you have real information.
Next most important thing
Is this it?
If not, what is?
Are we doing it?
If not, why not?
Celebrate small victories
Iterate
Celebrate
Iterate
Celebrate
Iterate
Celebrate
Feel the hurt
Builders support it
Chefs become waiters
Shared annoyance
Publicity amplifiers
Feature food
Promote through education
30-day major upgrade
Transparency = Trust
Bloggle
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Any questions?

jason@37signals.com

37signals.com
basecampHQ.com
tadalist.com