

How to make **big things** happen with **small teams**

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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

Blogggle

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Any questions?

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