

Aligning Teams with Choreography



Enterprise Experience
by Rosenfeld

Séamus Byrne | @seamusbyrne



Hi I'm Séamus (Shay-mus)

Director of UX





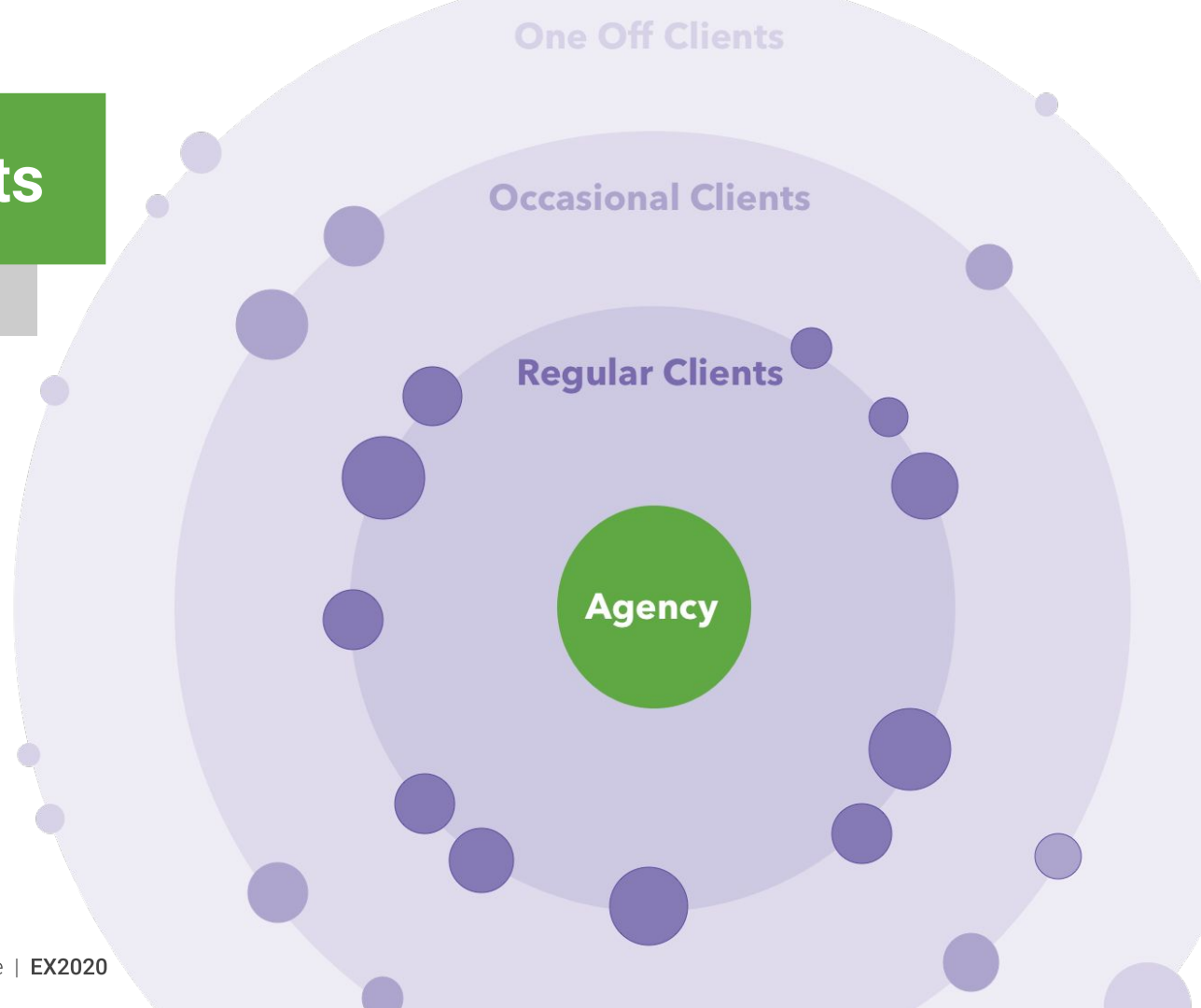
Ireland

Dublin



Client Engagements

People coming together





No Two Teams are the Same!

Gel now or hell no?

Questions



1. What are the obstacles to inter-team integration?
2. How can we prevent engagement issues?
3. How can we empower teams to connect and collaborate better together?

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The background of the slide is a dark green color with a repeating pattern of stylized tropical leaves. The leaves are in various shades of green, orange, and yellow, with some showing detailed vein patterns. The leaves are scattered across the frame, creating a dense, jungle-like feel.

Unprepared Internal Teams

Obstacle #1

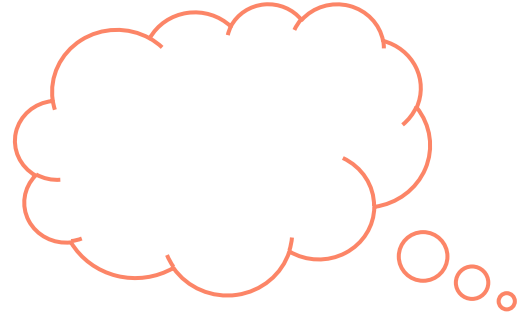
1st Contact

Externals arrival



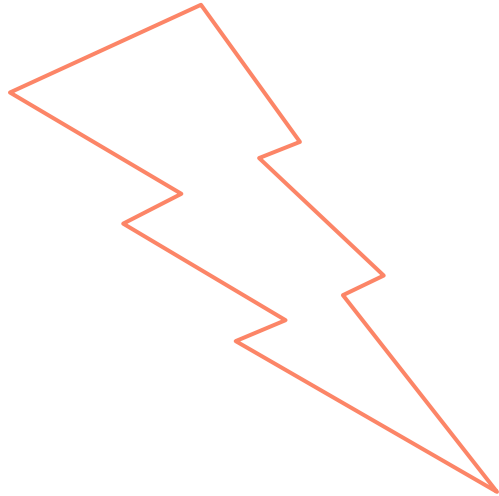
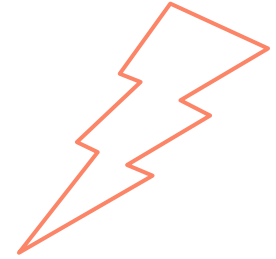
1st Contact

Externals arrival



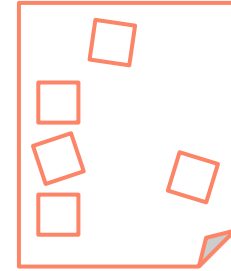
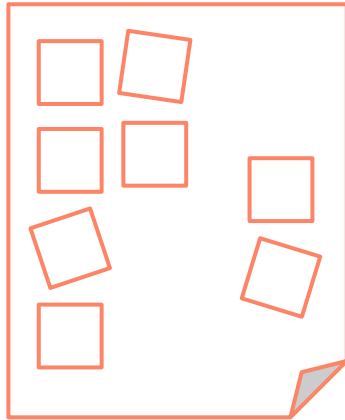
1st Contact

Externals arrival



1st Contact

Externals arrival





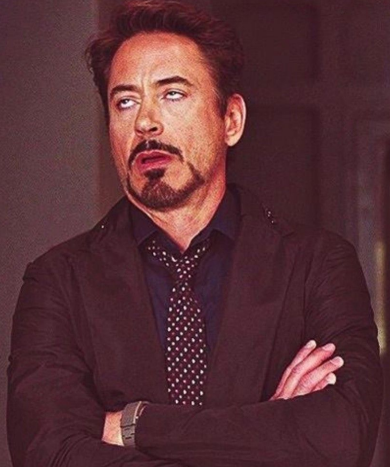
Uncertainty



Uncertainty

Superiority





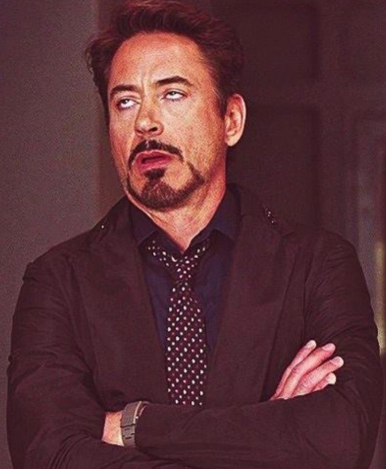
Uncertainty



Fear

Superiority





Uncertainty



Fear

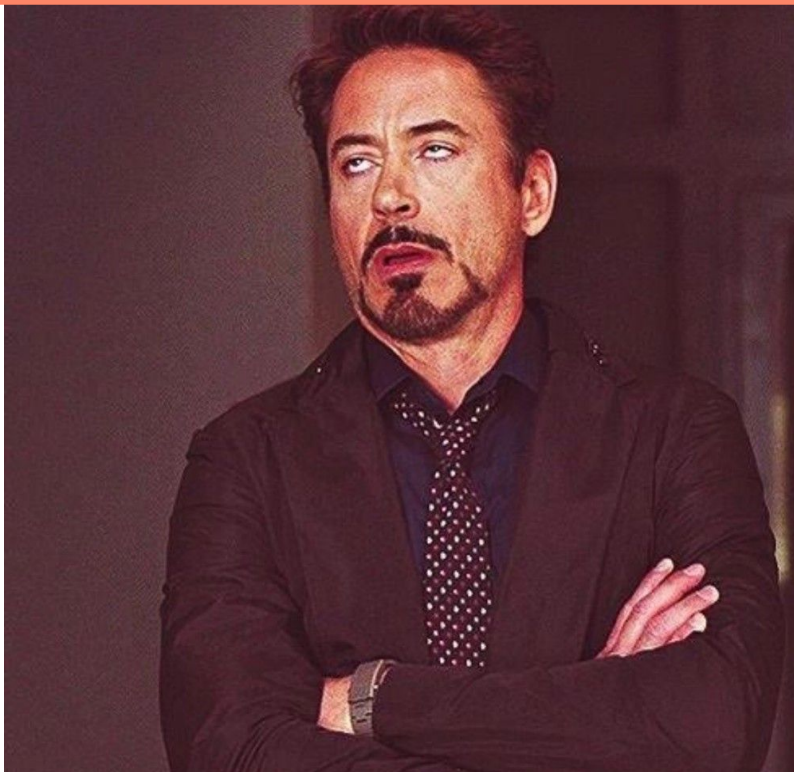
Superiority



Scepticism



It's Happening Again!



#Awkward

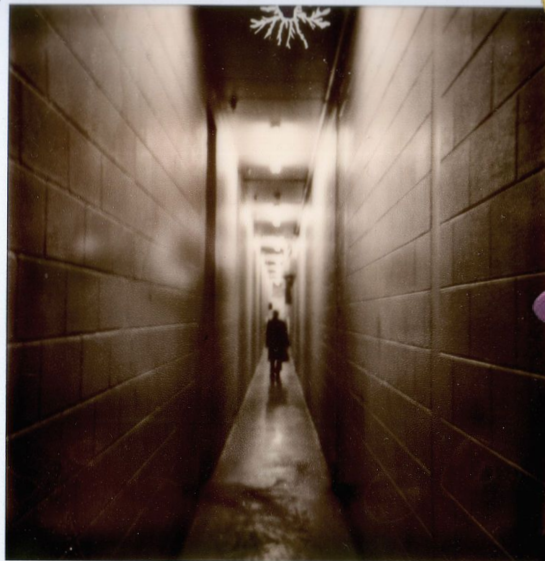
The background of the slide is a vibrant blue color with a repeating pattern of various tropical leaves. The leaves are in shades of green and dark green, including monstera leaves with characteristic holes and palm fronds. The pattern is dense and covers the entire background.

Agency Kept in the Dark

Obstacle #2

DESIGN BRIEF

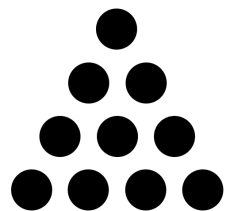




Snapshot

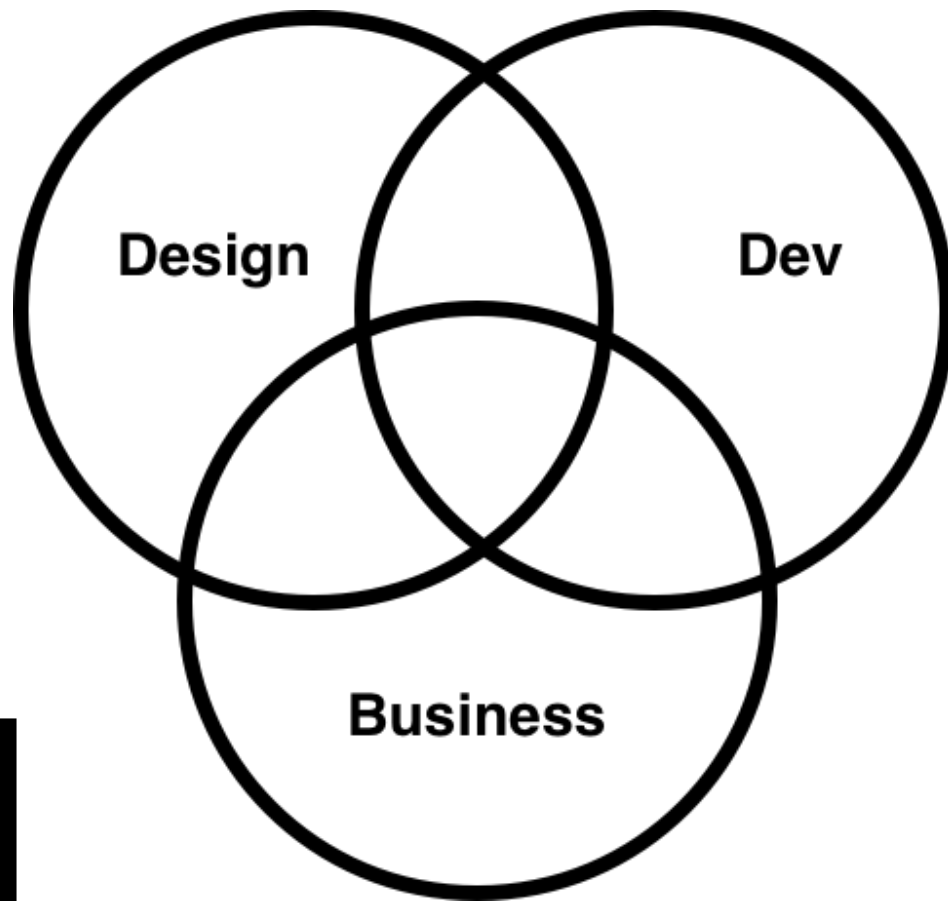
On the Job Scope Shifting

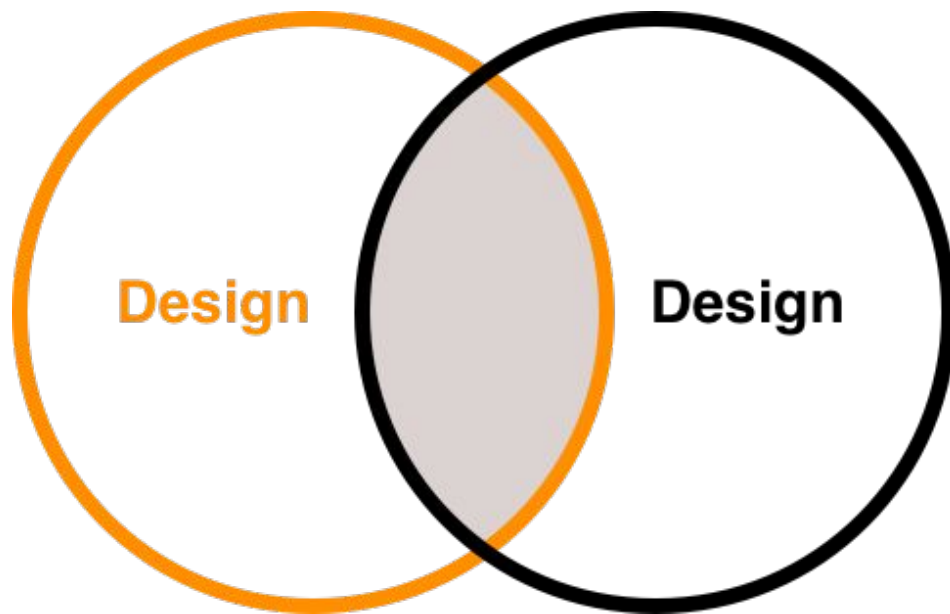
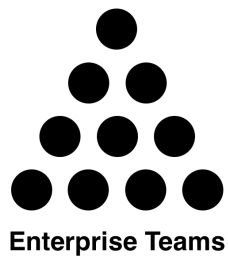
Obstacle #3



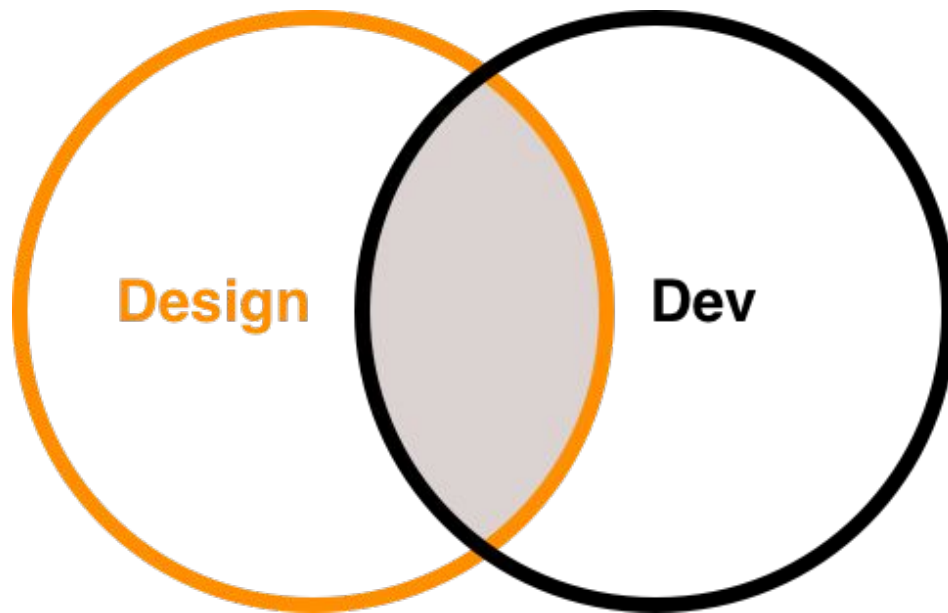
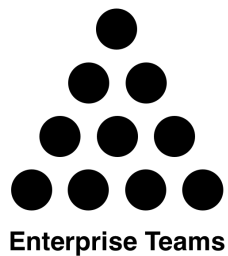
Enterprise Teams

Enterprise Teams

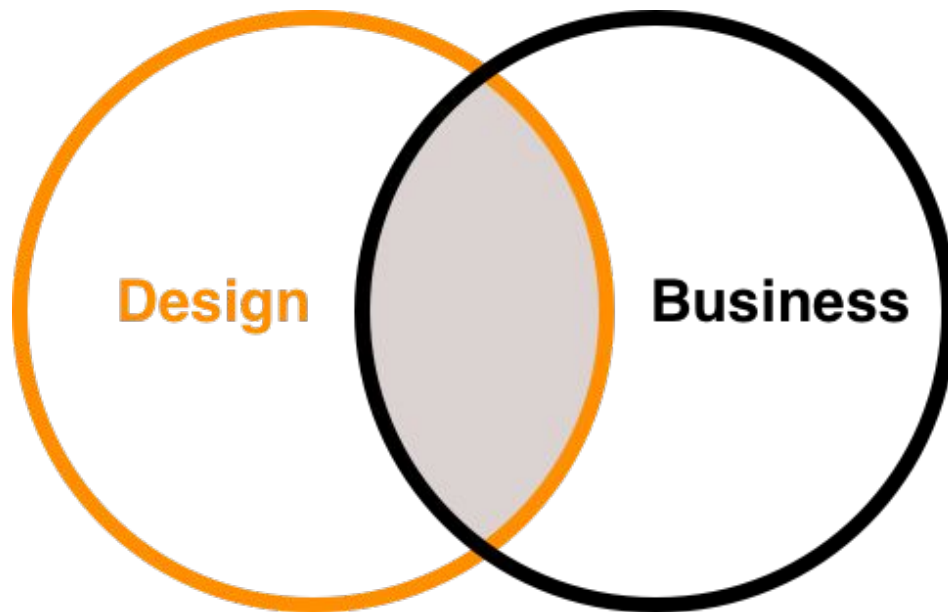
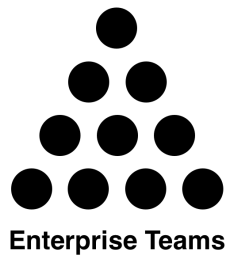




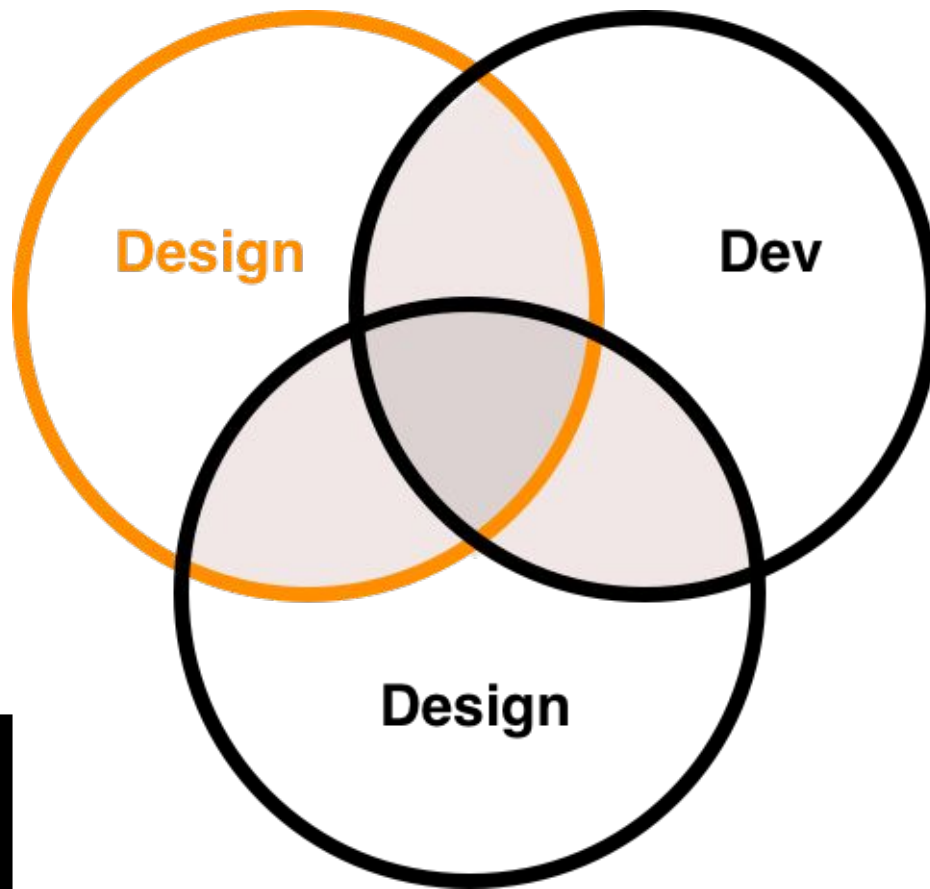
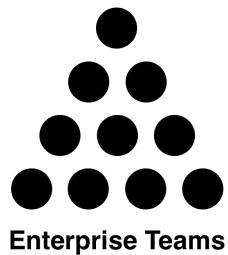
1-to-1 Engagements



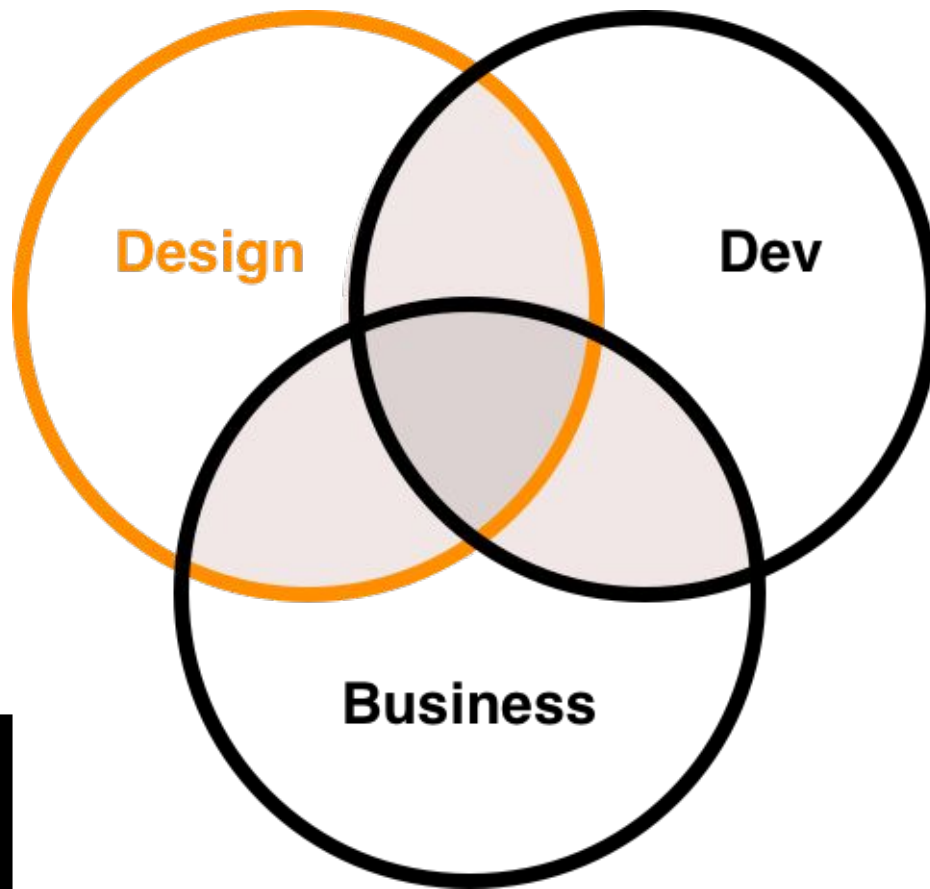
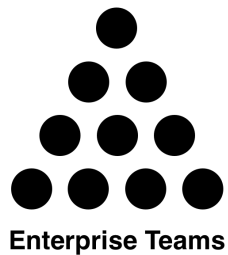
1-to-1 Engagements



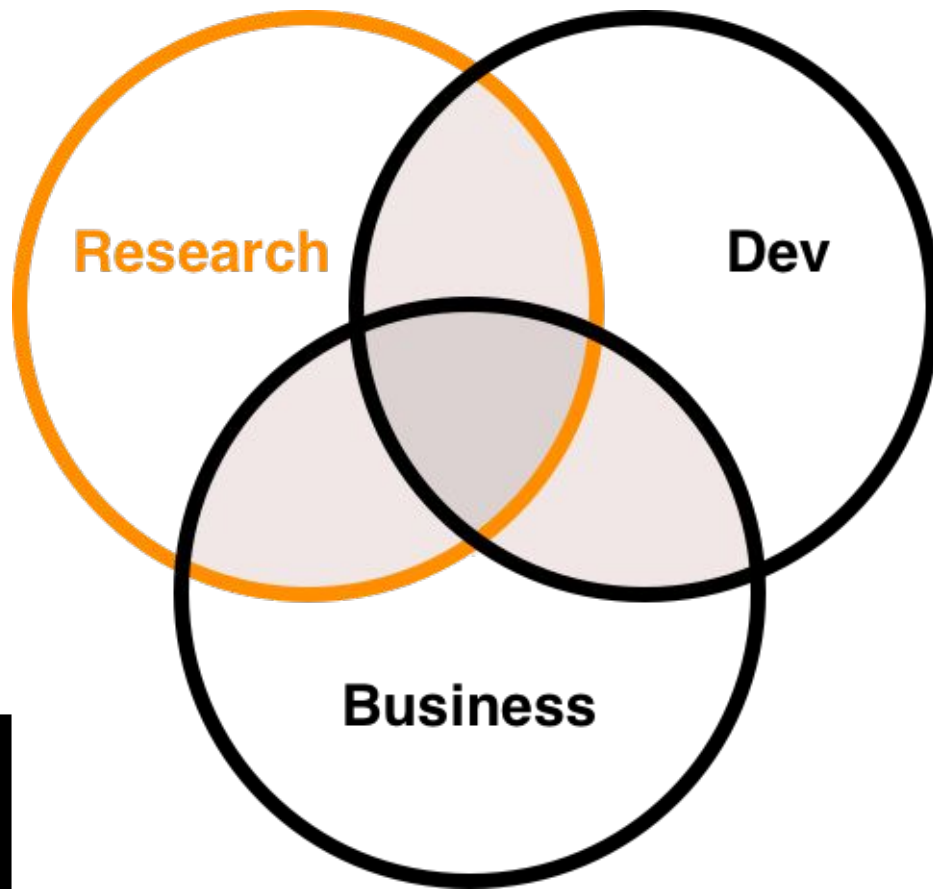
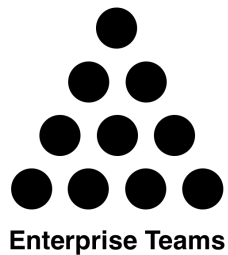
1-to-1 Engagements



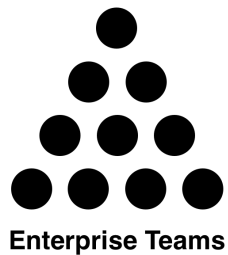
1-to-Many



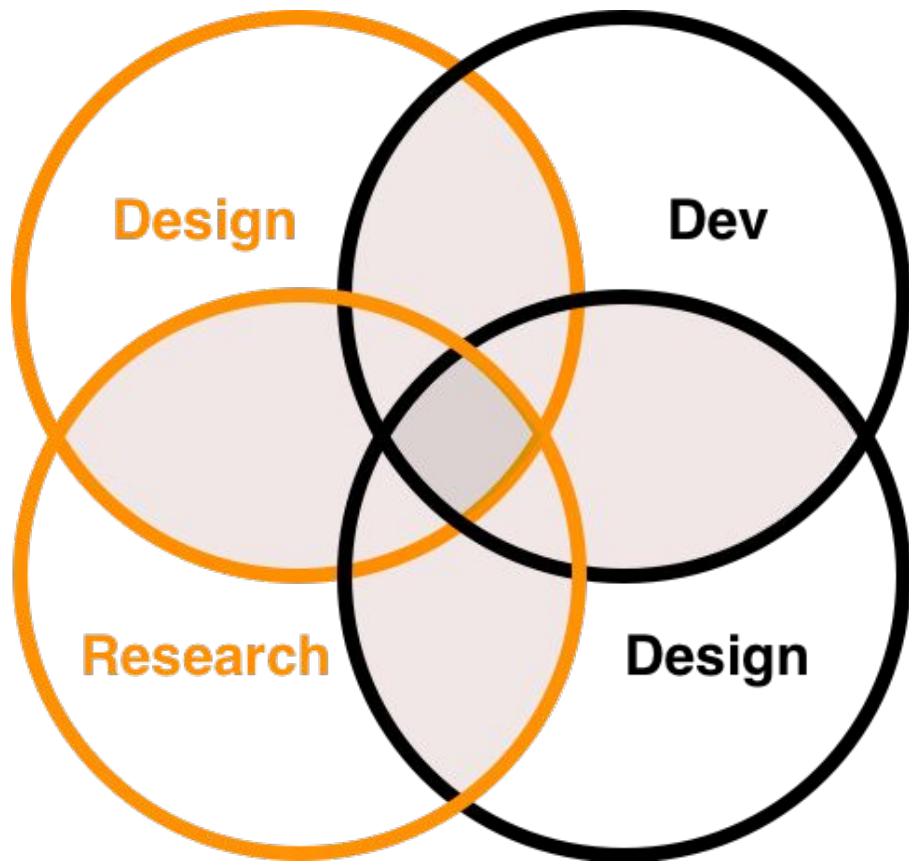
1-to-Many

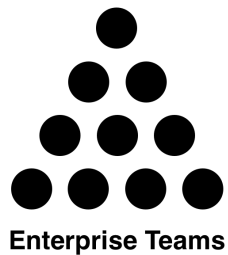


1-to-Many



Many-to-Many





Clear Scope

The background of the slide is a dense, abstract pattern of overlapping circles. The circles are in three colors: orange, grey, and black. They vary in size and opacity, creating a textured, layered effect. The circles are scattered across the entire frame, with some appearing more prominent than others.

Scope Creep

The background of the slide is a dense, repeating pattern of tropical leaves. The leaves are rendered in two colors: a vibrant teal and a bright lime green. The shapes include large, heart-shaped leaves with characteristic holes (like Monstera) and long, feathery palm fronds. The pattern is layered, with some leaves appearing in front of others, creating a sense of depth and a lush, jungle-like atmosphere.

Dancing Monkey Culture

Obstacle #4

The Dancing Monkey

Impactfulness

- ✓ Impressive
- ✓ Engaging
- ✓ Inviting



Can-do-ness

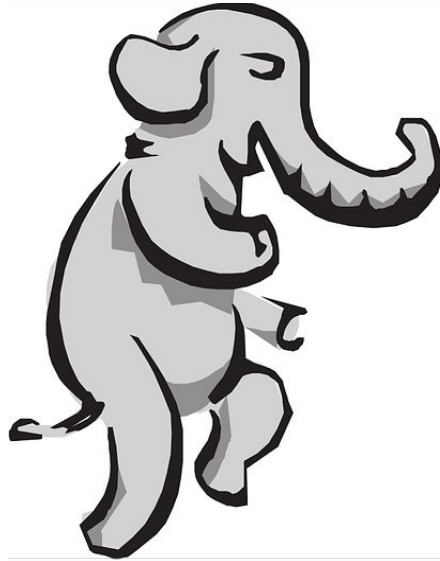
- ✓ Ready
- ✓ Willing
- ✓ Able

Ownership

- ✓ Confidence
- ✓ Talent
- ✓ Charisma

The Elephant in the Room

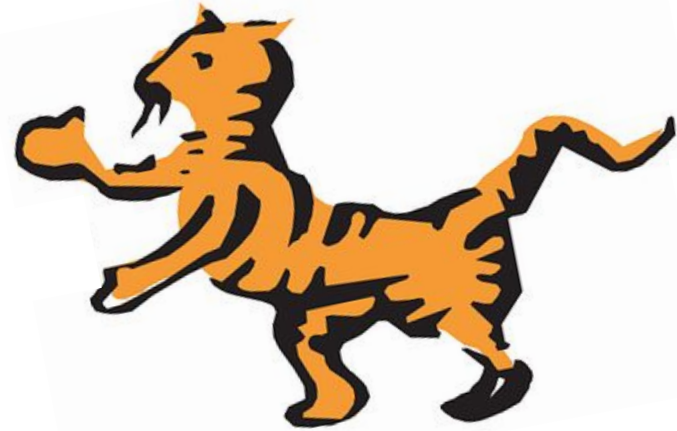
Loose-step Methods



Support from
Internal Team

Collaboration

Can the Dancing Monkey Salsa?



Questions



Image: <https://www.maxpixel.net/Dancing-Woman-Art-Choreographers-Dance-Performance-5921562>

1. What are the obstacles to inter-team integration?
2. How can we prevent engagement issues?
3. How can we empower teams to connect and collaborate better together?



Aligning Teams with Choreography

It's just a jump to the left



Zen and the Art of Salsa

Cartagena, Colombia 2019

Image: https://upload.wikimedia.org/wikipedia/commons/thumb/c/c6/Clase_de_Baile.jpg/1280px-Clase_de_Baile.jpg

Choreography is the art or practice of designing sequences of movements of physical bodies in which motion, form, or both are specified.

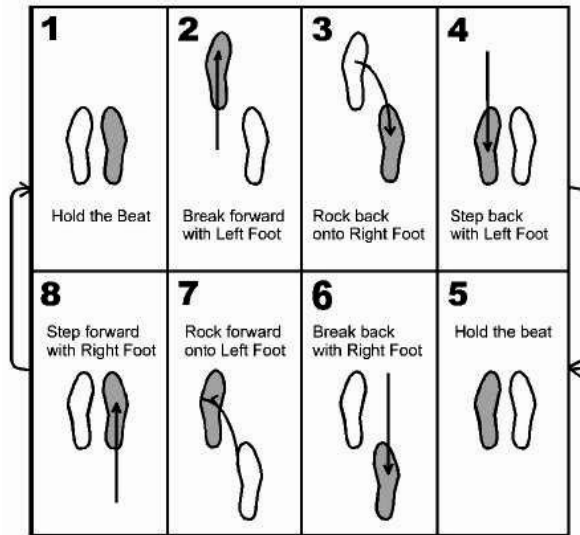
Choreograph 'kɔːrɪəˌgræf

vb

(Dancing) (*tr*) to compose the steps and dances for
(a piece of music or ballet)

Choreography

Make collaboration easier



Elements of Choreography

The background of the slide is a light gray color with a pattern of dark gray footprints and dashed arrows. The footprints are scattered across the page, and the dashed arrows indicate various directions of movement, some straight and some curved, suggesting a choreographed path or sequence of steps.

1. Space
2. Time
3. People
4. Routine

Team Alignment Canvas

Name of Enterprise:

Name of Agency:

Project Title:

Date:

Iteration:

1. Space

Level of Zoom

At what level(s) in the organisation is the work to be applied?

- Organisation
- Business Model
- Brand Experience
- Service - Back of House
- Service - Front of House
- Product Line
- Product Experience
- Design System
- User Experience
- User Interface

Product / Service

What is the name of the product we are working on?
Is it part of a wider product family? If so, name them.
Does this engagement relate to a specific part of the product?

2. Time

Product Development Cycle

At what stage of the development cycle are we?
Is this work part of a particular release or version?

Epics and Sprints

Which Roadmap does this work relate to?
Which Theme(s) does this work relate to?
Which Epic does this work relate to?
Which Sprint(s) does this relate to?

Deadlines and Outcomes

What is the duration of this project?
When is the project completion date?
What are the expected outcomes when the project is completed?

3. People

Teams and Roles

How many teams are dedicated to this project? Name them?
How many people are dedicated to this project? Who are they?
What are their roles?
Who is/are the lead(s) on the team(s)?
Who is in charge of onboarding team members from other teams?

Skills

What skills are required overall?
Are the skills required associated with specific teams involved?
Are there any skills gaps across the teams that will be needed?

RACI

Who is accountable for this project?
Who is responsible?
Who is consulted?
Who is informed?

4. Routine

Methodology

What approaches, processes and methods does each team use?
Are there any differences in the methodologies across teams?
If so, how can they be aligned?

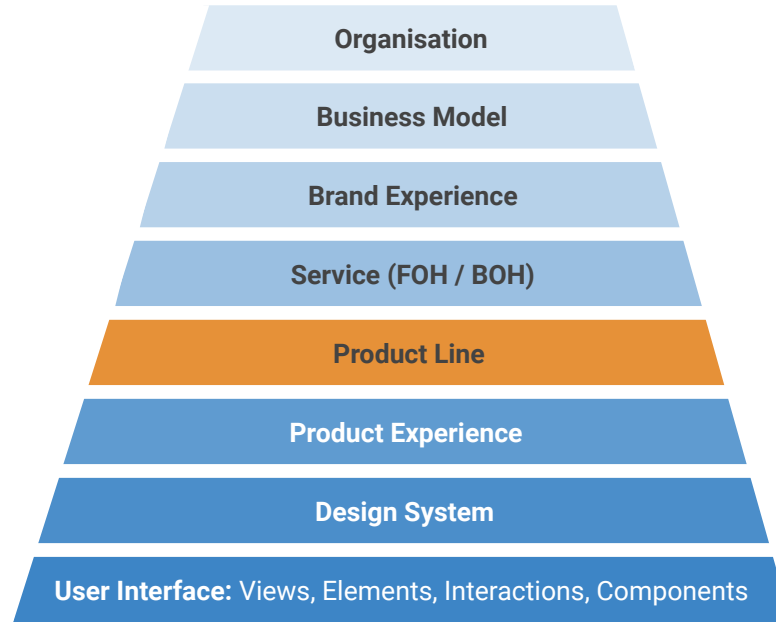
Collaboration

How will the teams engage during this project?
What style of collaboration is preferred?
Which teams and people will be involved at different times?

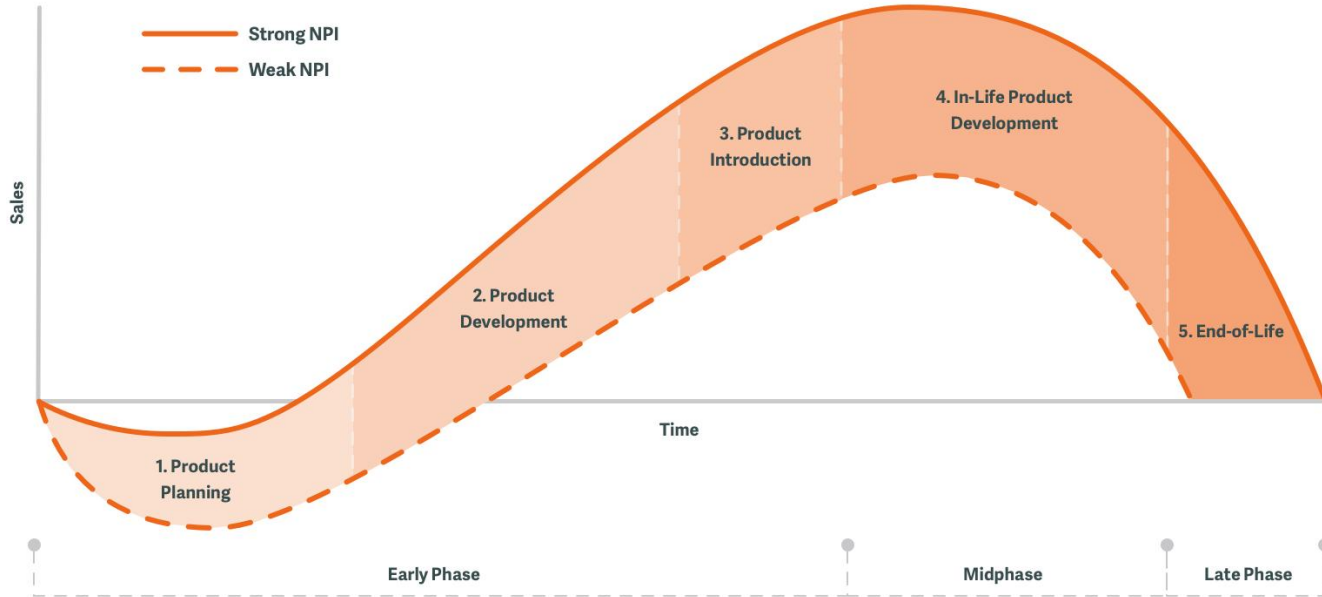
Deliverables

What are the expected outputs from this project?

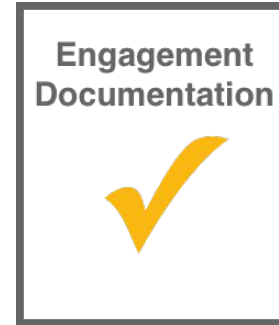
1. Space



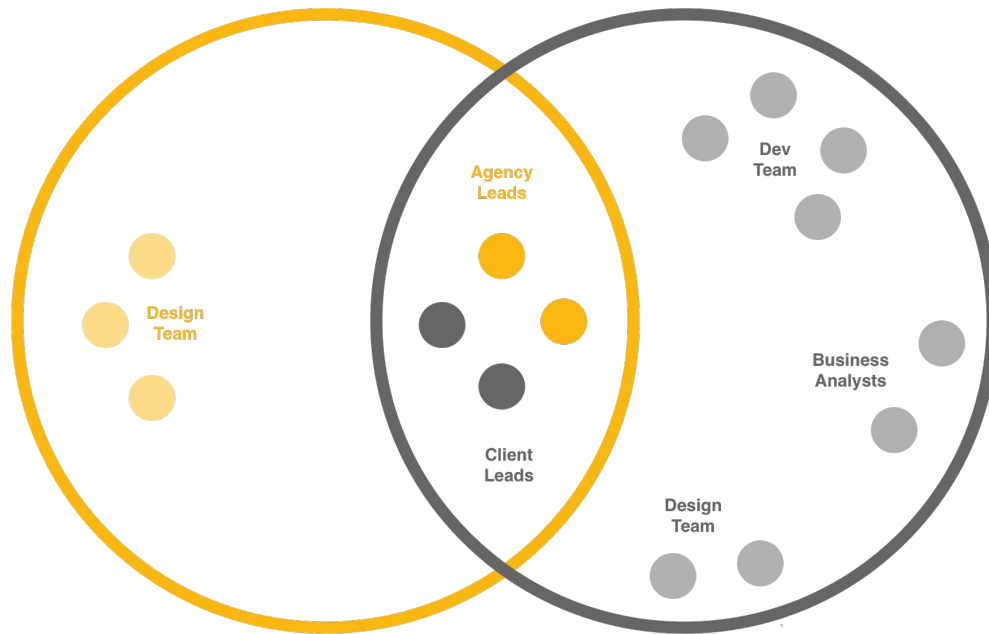
2. Time



3. People



3. People

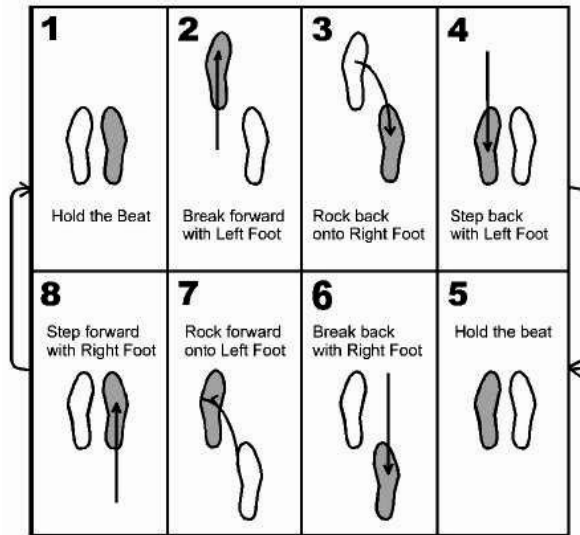


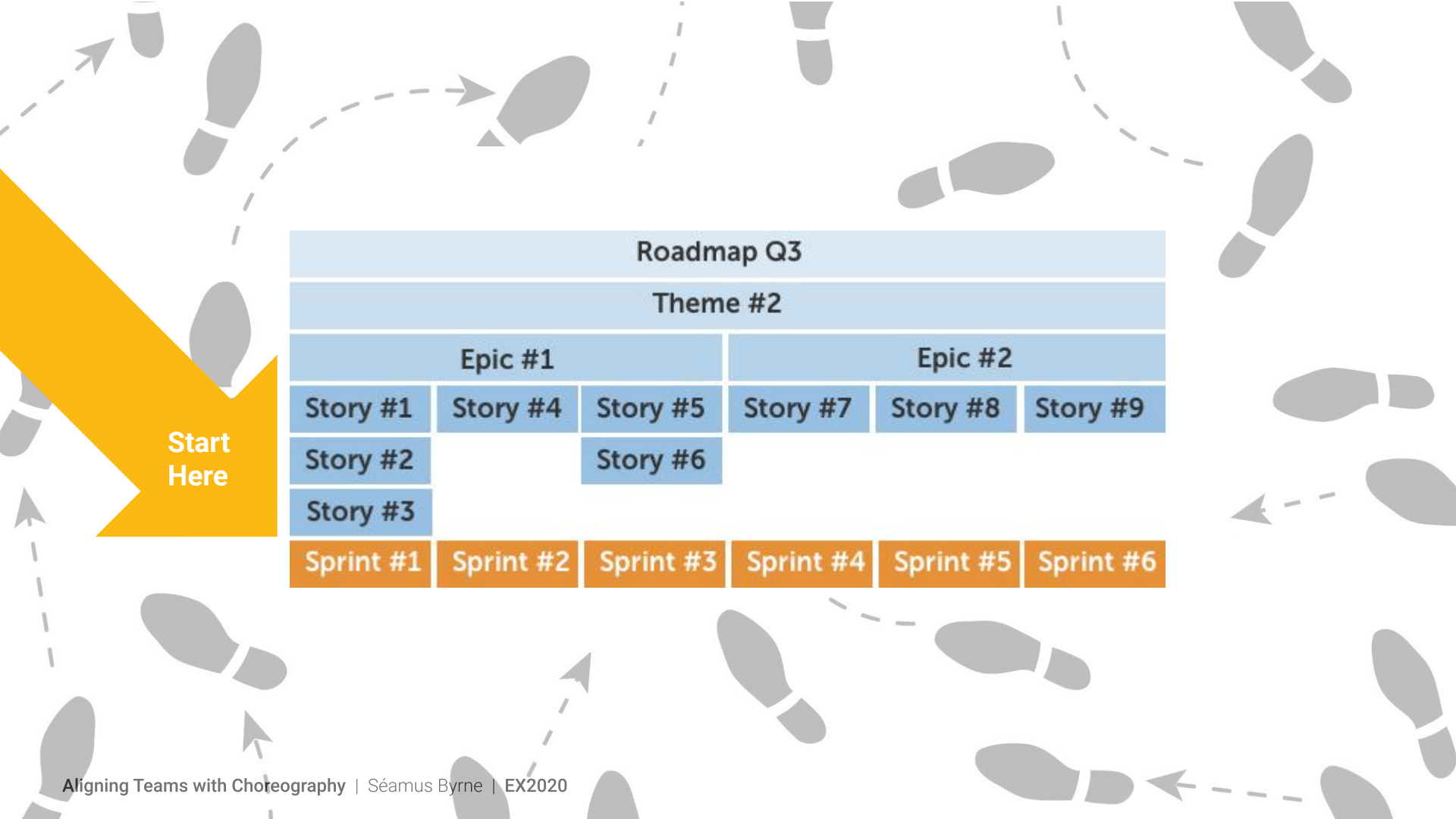
4. Routine

Roadmap Q3					
Theme #2					
Epic #1			Epic #2		
Story #1	Story #4	Story #5	Story #7	Story #8	Story #9
Story #2		Story #6			
Story #3					
Sprint #1	Sprint #2	Sprint #3	Sprint #4	Sprint #5	Sprint #6

Choreography

Make collaboration easier





Roadmap Q3					
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Start Here

The Champion

An Ideal Choreographer

Discovery Time



- Onboarding
- Sensemaking
- Learning new routine

The 1st Rehearsal



Image Credit: <https://www.shutterstock.com/photo/photo-of-people-looking-at-each-other-3184300/>

- Informal “come together”
- Introductions
- Show your “moves”
- Inter-team building

The Kick-off *Sprint*



Image: <https://pxhere.com/en/photo/1435997>

- 1 week instead of 2 hours
- Aligns all of the teams
- Hone choreography
- Set up for success

Team Alignment Canvas

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What is the expected outputs from this project?

Team Alignment Canvas by Séamus Byrne (seamusbyrne.net)

- Clarifies project parameters
- Encourages onboarding
- Aligns inter-team processes
- Defines the collaboration
- Promotes Integration

If You See a Dancing Monkey?

Start dancing with it!





Enterprise Experience
by Rosenfeld

Go Raibh Maith Agaibh!

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