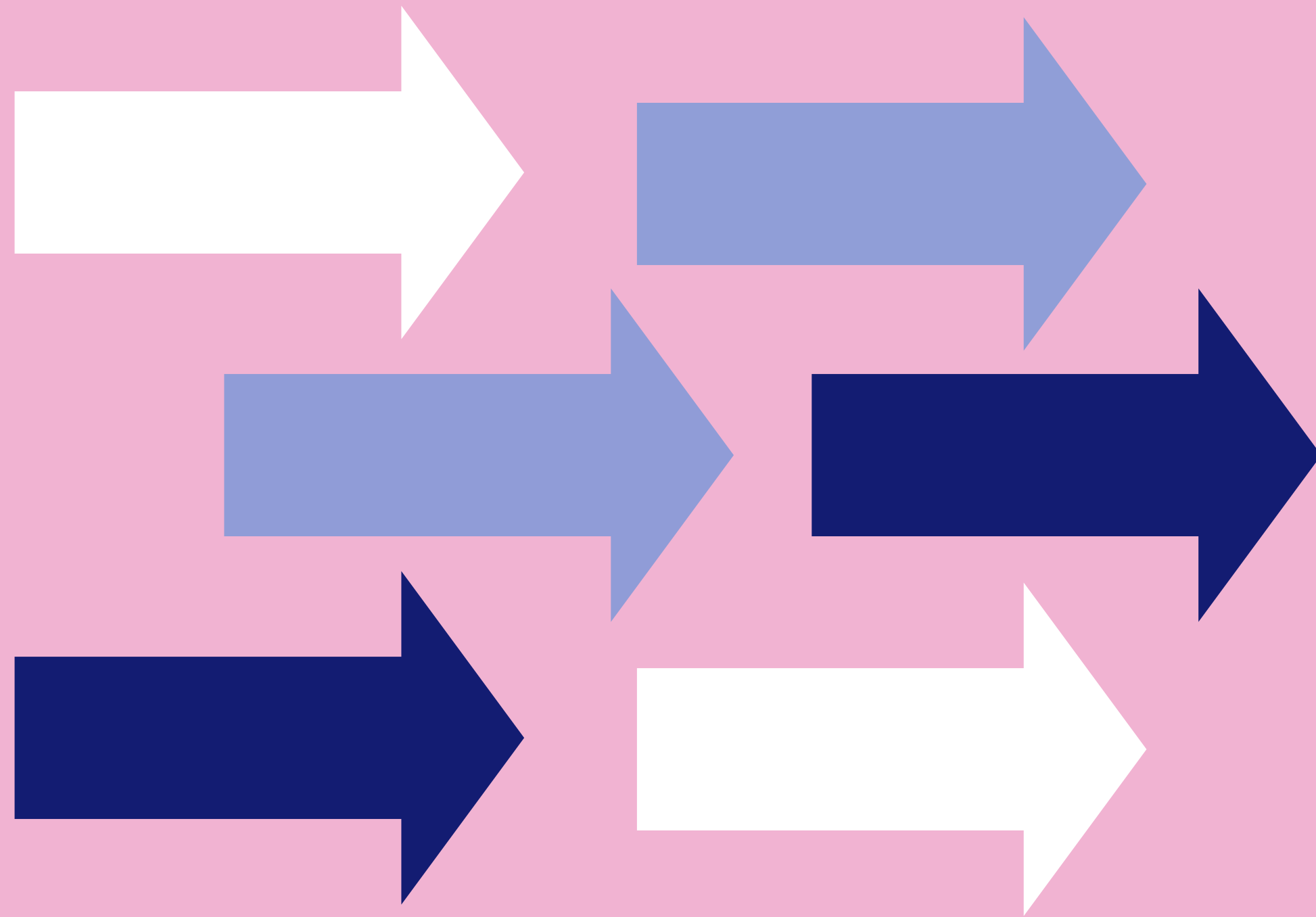# Scaling up sustainably through better processes

Mission
Vision
Strategy
Programs
Roadmaps
Goals
Individual Tasks

Start with the problem

R&D principle number one
http://go.inter.com/principles
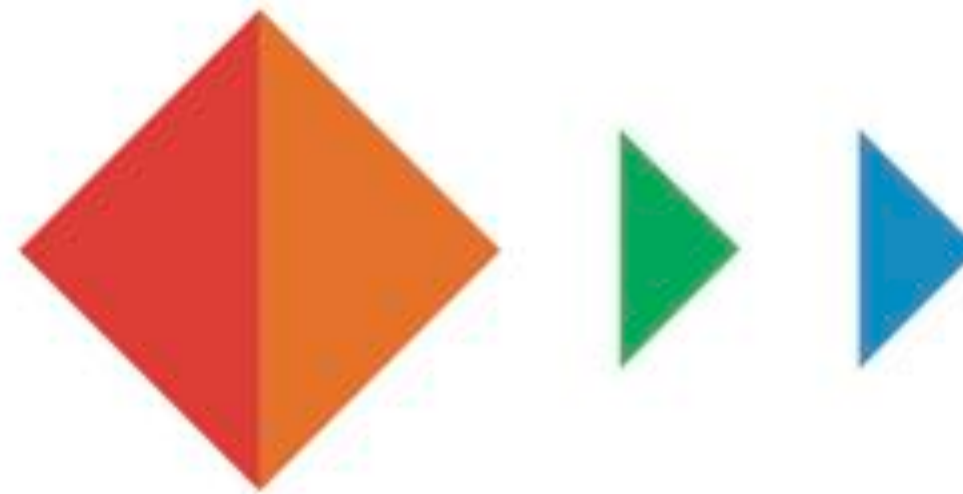
Deeply understand the customer problem you're solving. Continually evolve this understanding, and return to it often to make sure you haven't gone off course.

Think big, start small, learn fast

R&D principle number two
http://go.inter.com/principles

Be ambitious, but know that big things have small beginnings. Scope the smallest coherent solution. Find the fastest way to learn if you've actually solved the problem.

Deliver outcomes

R&D principle number three
http://go.inter.com/principles

Shipping is the beginning, not the end. Plan to iterate, fight for adoption, and keep pushing to have customer and business impact.

https://www.intercom.com/blog/intercom-product-principles/

When you grow a team and a company you need structured ways to:

1 - Repeat your success
2 -Avoid repeating your mistakes

What is **our role** in Engineering?

Support our **existing revenue** lines

Support our **existing revenue** lines
Add **new revenue** lines

Support our **existing revenue** lines

Add **new revenue** lines

Improve our ability **move fast**

Quality of execution

People engagement

Business alignment

Quality of execution	People engagement	Business alignment
CI/CD	Hiring	CS, Sales, Marketing collaboration
Peer reviews	Performance	
Incident reviews	Promotions	Goal frameworks
Issue escalation	Onboarding	Roadmaps
On-call	Compensation	Outcome reviews
Project phases	Health checks	Rhythms
	Comms	Program Mgmt

Processes examples, not an exhaustive list

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Project phases	Health checks	**Program Mgmt**
	Comms	

Processes examples, not an exhaustive list

Compliance/Security

Data Breach Response

Disaster Recovery

Risk Management

Change Management

Vendor Security due diligence

Provision and Removal of Logical Access

Quality of execution	People engagement	Business alignment
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Processes examples, not an exhaustive list
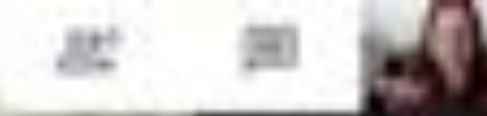
THINGS WE VALUE

Fully understand the context

WE START SMALL AND SIMPLE WITH EVERYTHING WE DO

We're pragmatic.
We ship good work early,
learning and iterating as we go.

△ We like to experiment, and play,
taking deliberate and considered risks.
We expect that when we do,
we'll often fail.

People **don't follow** it

People **don't follow it**

People **follow it but are frustrated**

People don't follow it

People follow it but are frustrated

It's a bad solution to your problem

Successful

roll out

Clarify the problem

Identify owners

Agree <mark>goals</mark> and principles

Define a **solution**

Get early feedback

Test it

Communicate and educate

Search

- Welcome [Start Here]
  - What's expected
  - How to get set up
  - What's new
  - What's coming next
  - Toolkit feedback + ideas
  - Section owners
- Start with the problem
- Think big
- Start small
- Learn fast
- Deliver outcomes
- Guidance + Templates
  - Managing your project
  - Start with the problem (guidance + temp
    - # Problem Statement Template
    - # Outcomes Metrics Template
    - Tackling the Problem Template
    - FAQ (Start with the problem)
    - Good Examples (Start with the Probl
  - Think big (guidance + templates)
    - How to Think Big
    - Good Examples (Think big)
    - Concept Car
    - # Interconcept

👋 Welcome [Start Here]

This is your toolkit for managing a project in R&D and finding all the guidance on our principles and process. It should be used as the source of truth for all activities related to a project.

👉 Here's a quick intro video overview
👉 You can see what's new here

Our principles and process

This toolkit supports our How we Build process. That doc gives a high level description of our entire R&D process; this toolkit focuses on the Execution section. And it maps directly to our principles.

Start with the problem	**Think big, start small, learn fast**	**Deliver outcomes**

Our job in R&D is to build high quality product that solves important problems for our customers and results in high impact for our business.

Set **controls** and feedback loops

Resolution Bot launch celebrations in the office
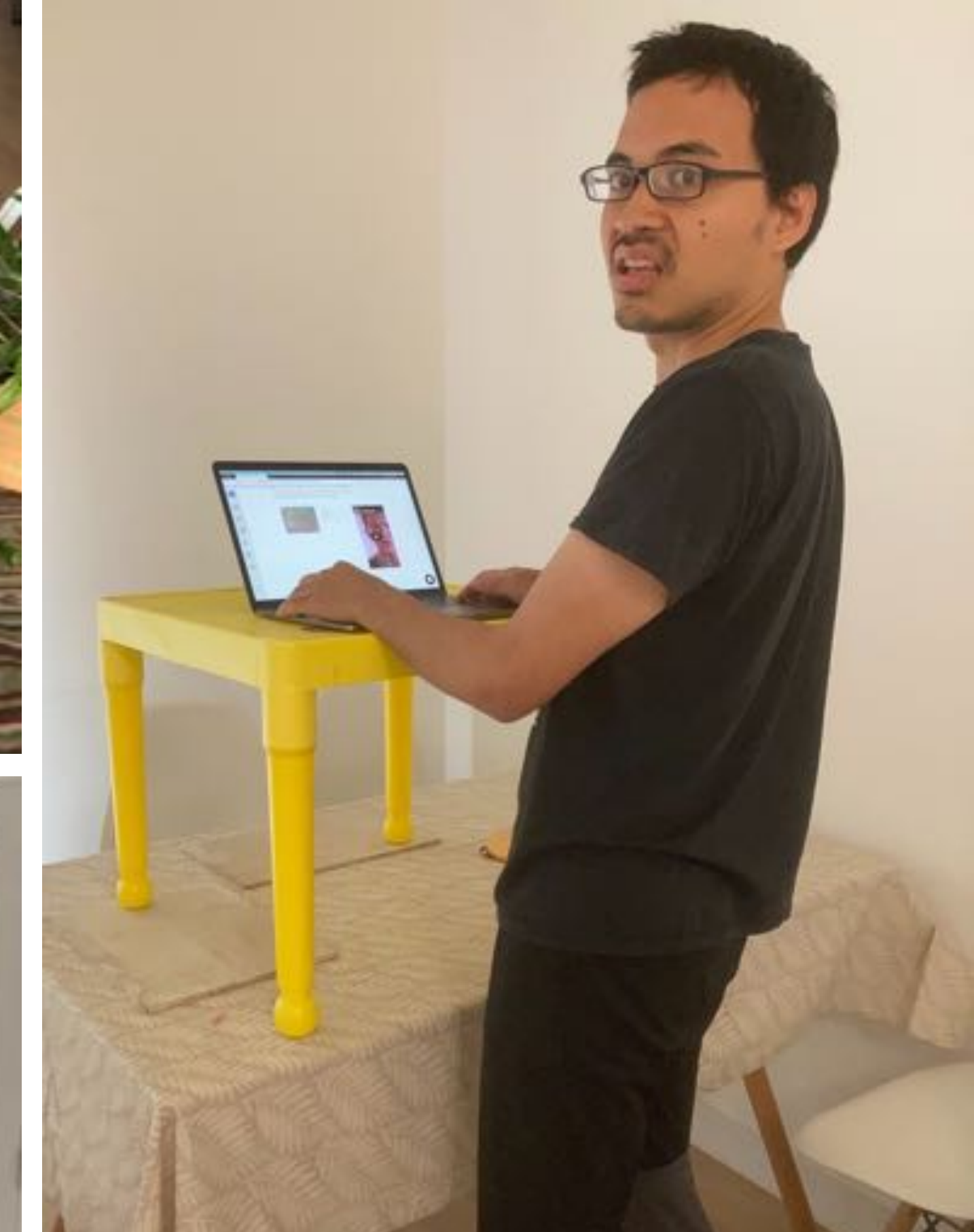
Articles tables launch celebrations at home

Thanks!

@mariagutierrez