Saying No to the CEO

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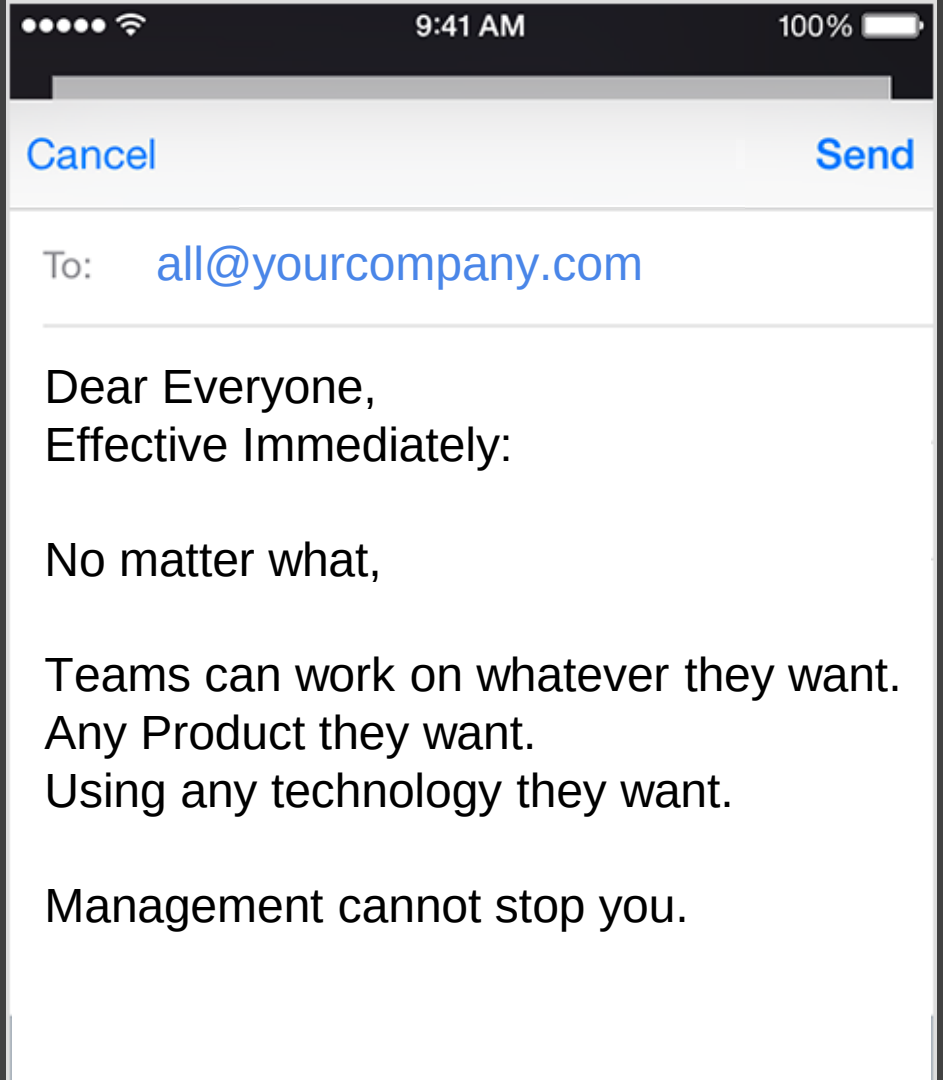
GAME DEVELOPERS CONFERENCE™ EUROPE
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY
AUGUST 3-4, 2015


9:41 AM
100%
Cancel
Send
To: all@yourcompany.com
Dear Everyone,
Effective Immediately:
No matter what,
Teams can work on whatever they want.
Any Product they want.
Using any technology they want.
Management cannot stop you.

SORRY THAT IS
INCORRECT!

Independent Teams

build better **People**
build better **Products**
build better **Businesses**

Wooga

Monster
World

Bubble
Island

DIAMOND
DASH

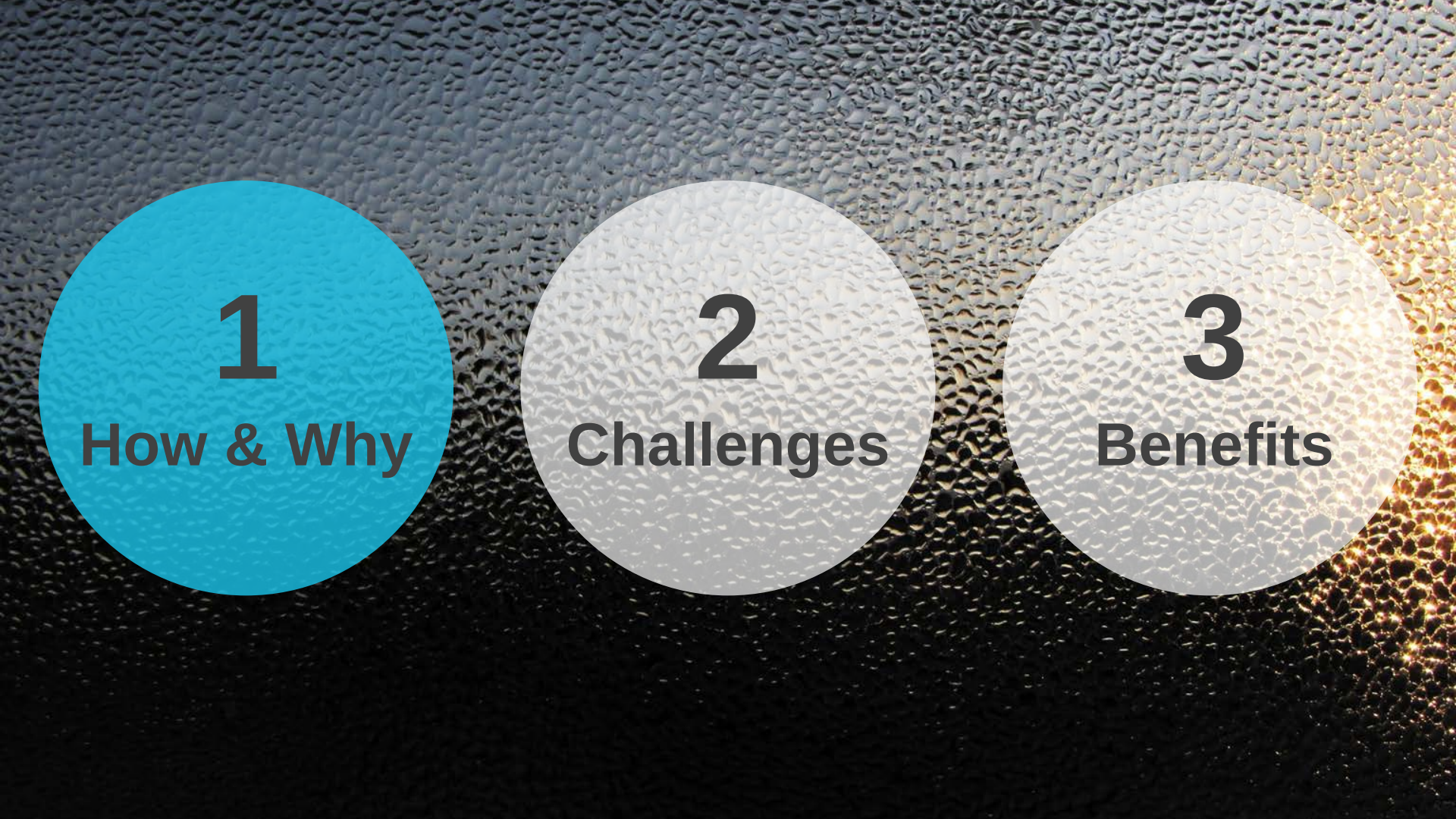
Jelly
Splash

Pearl's
Peril

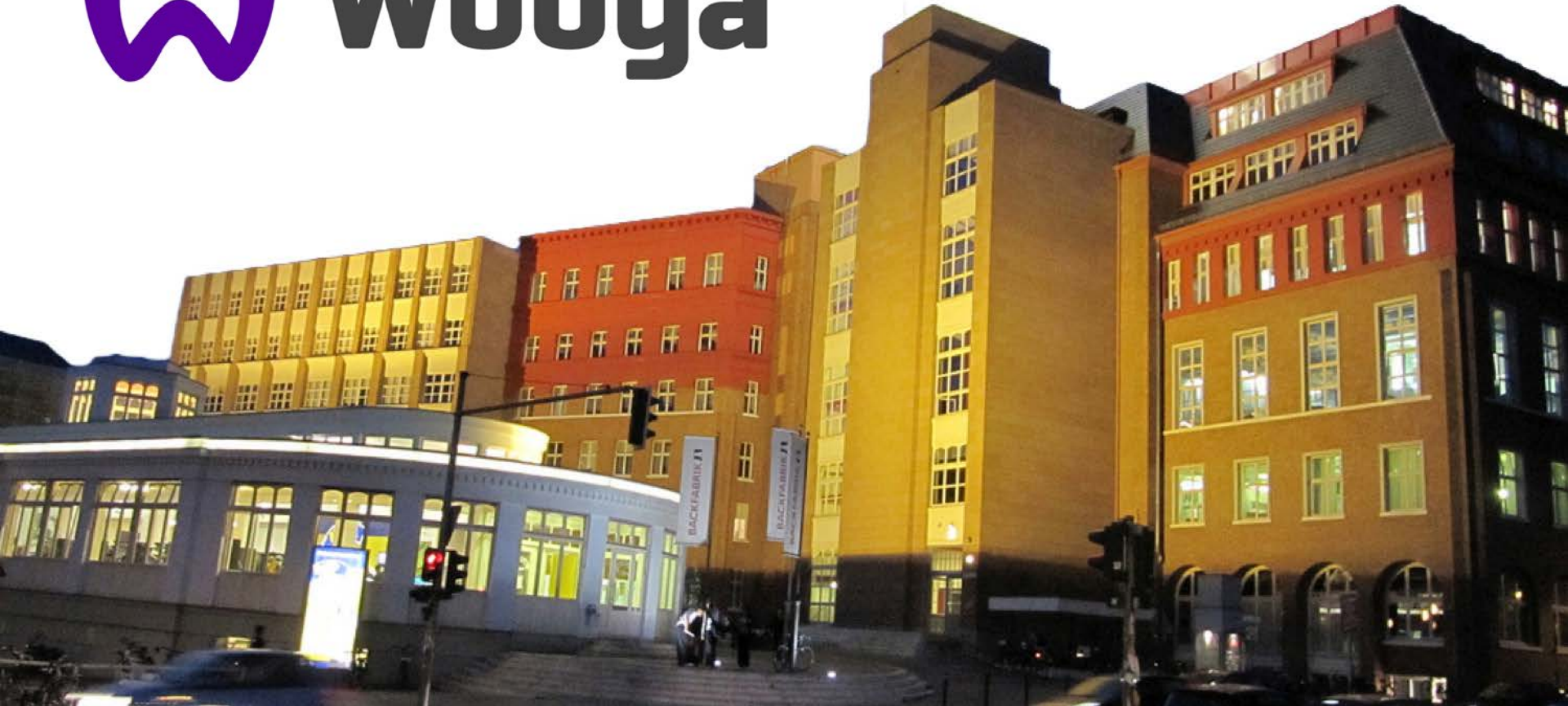
1
How & Why

2
Challenges

3
Benefits


1
How & Why
2
Challenges
3
Benefits

Wooga



THE
BLOB

Brain
Buddies

Roberta Sales
I'll fix everything!
22:50:00
Plants
Products
Mette
Vinicius
Stefan
Bart
701.956
393.000
300.199
64.475

Roberta Sales
BIG FEATURES!!!
22:50:00
Plants
Products
Mette
Vinicius
Stefan
Bart
701.956
393.000
300.199
64.475

Woops...

Roberta Sales
You take care of this...

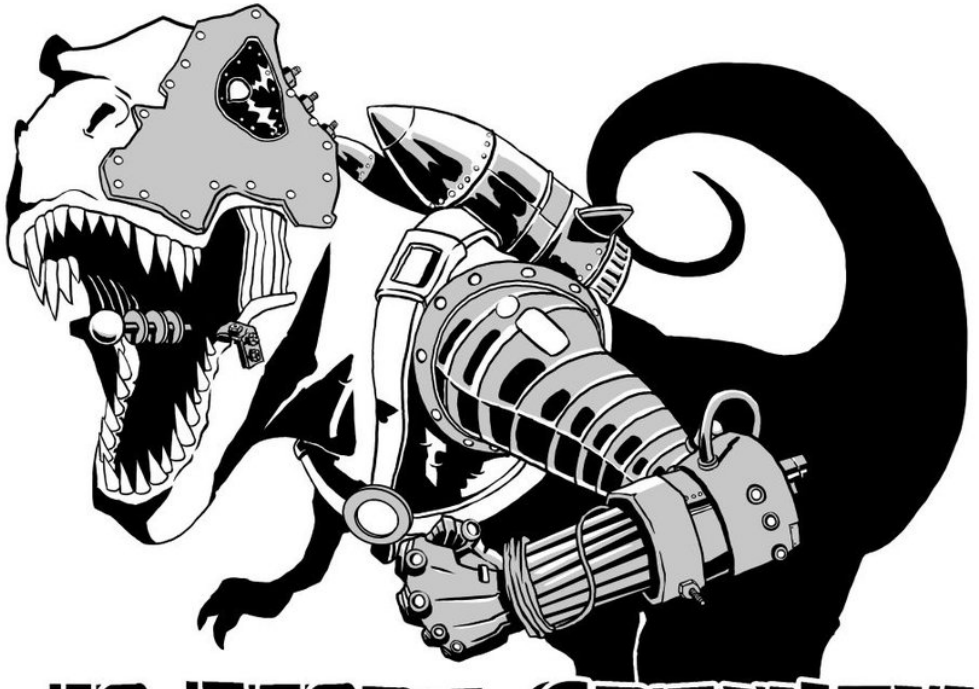
Teams make their **own decisions**.

On what to start
On how to execute it
On if/when to stop it

Teams have full autonomy

Enter me, **2012**

I can do <u>whatever</u> I want?



NO MORE GRAVITY

Monthly Reviews

1st Review

2nd Review

3rd Review!

I made the call to stop.

I asked:

“Why didn’t you tell me to stop it in the beginning?
We could have **saved 3 months of effort!**”

Autonomy Culture

>

Cost of 3 Months

Why?

Hit Driven Business

How are Mobile Hits Made?

CROSSY ROAD
Unpredictable

Small Teams
THE A TEAM

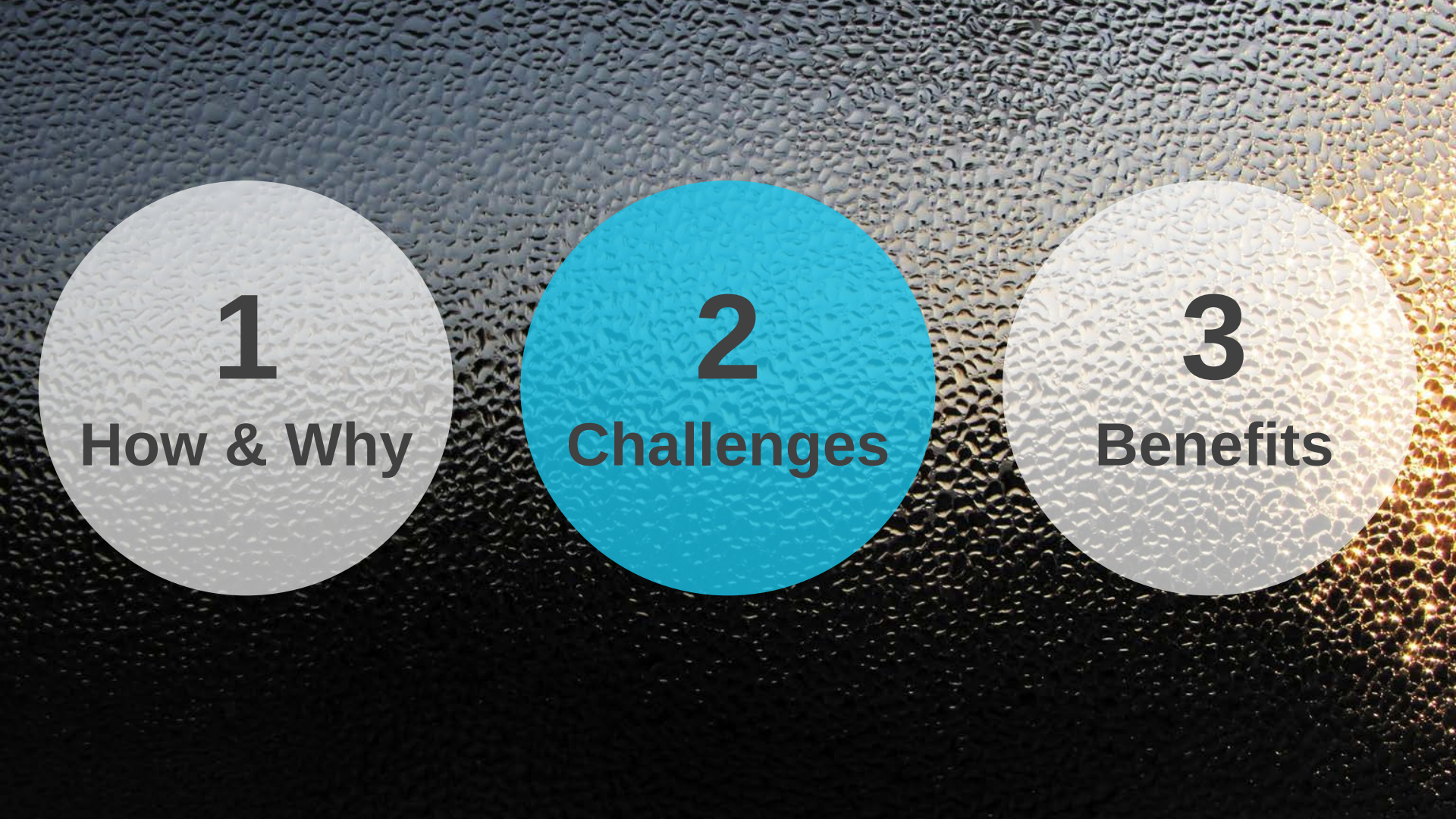
6

10

6

Great Games are built around Small, Creative, Autonomous teams

Our process was built with this in mind.


1
How & Why
2
Challenges
3
Benefits

3
Challenges

#1
Stuck on
Repeat

Build the most beautiful village.
Lvl 4
500
113.108
8.857
22:04:01
Goals
No
Shared
Tech

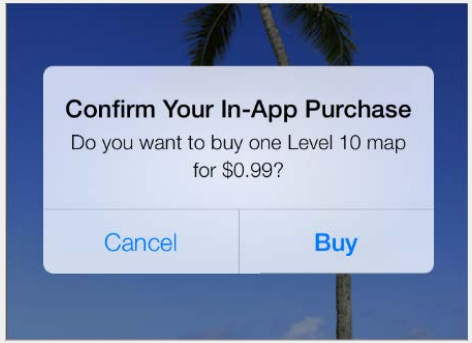
THE
BLOB

Agility & Ownership

>

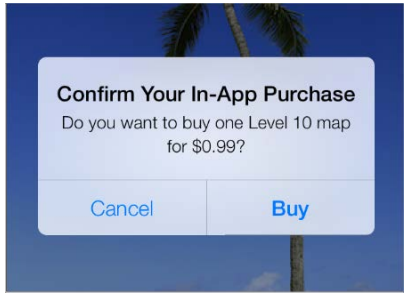
Saved Time

No Shared Tech?



(Optional)

SPINE

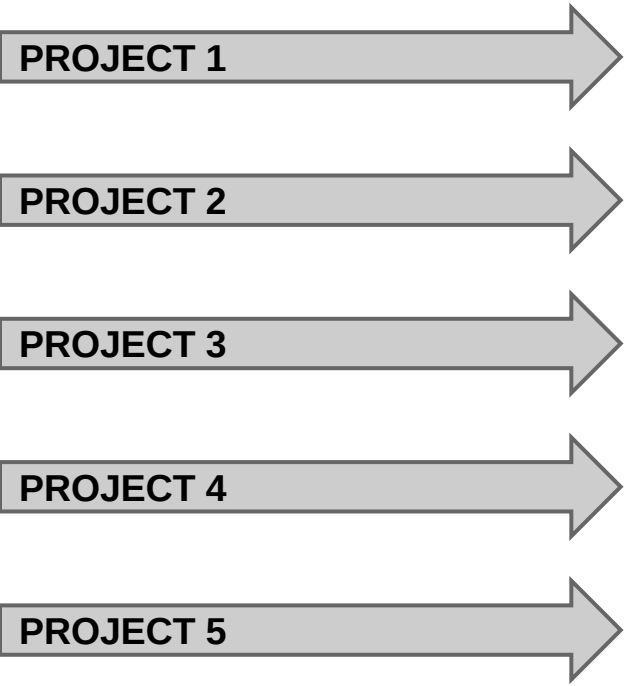


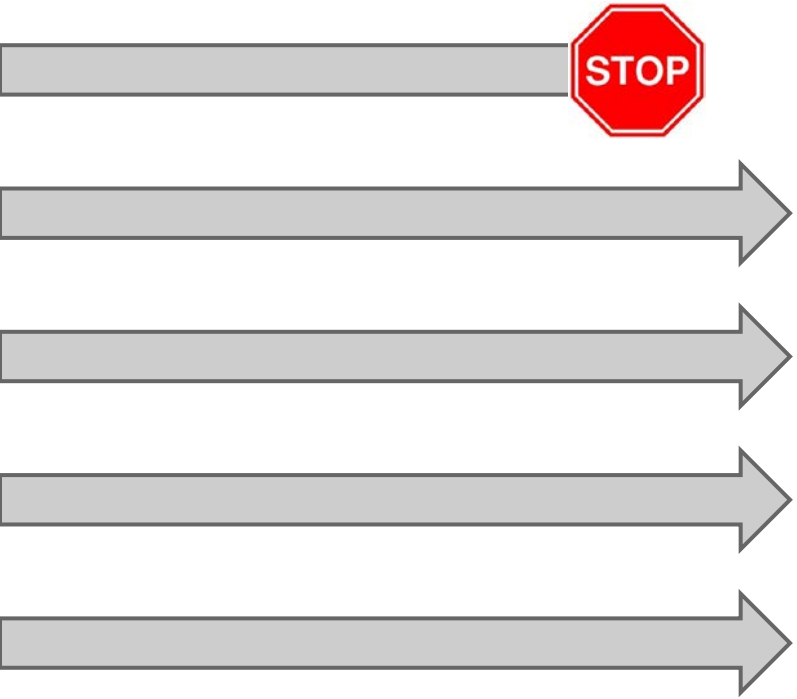
#2
Hiring

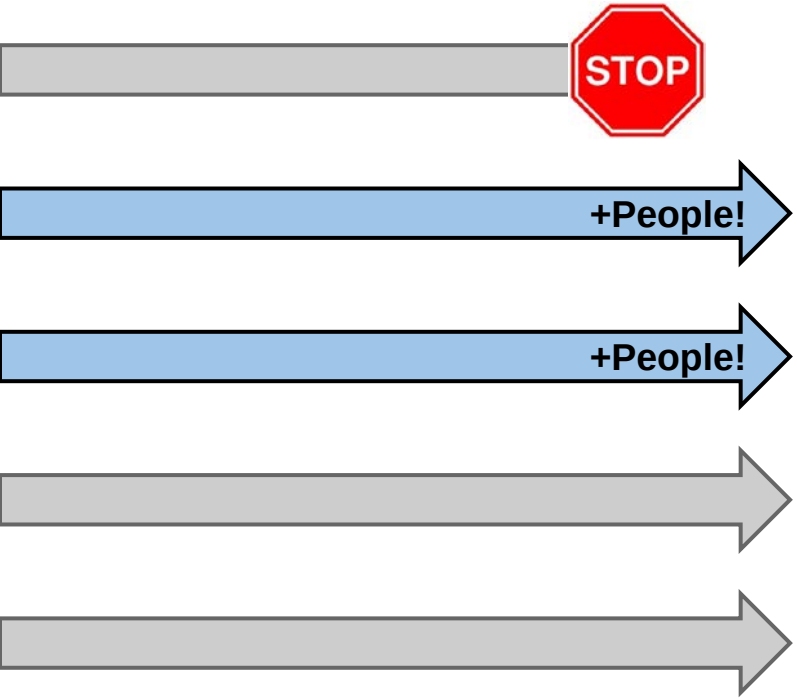
300 People

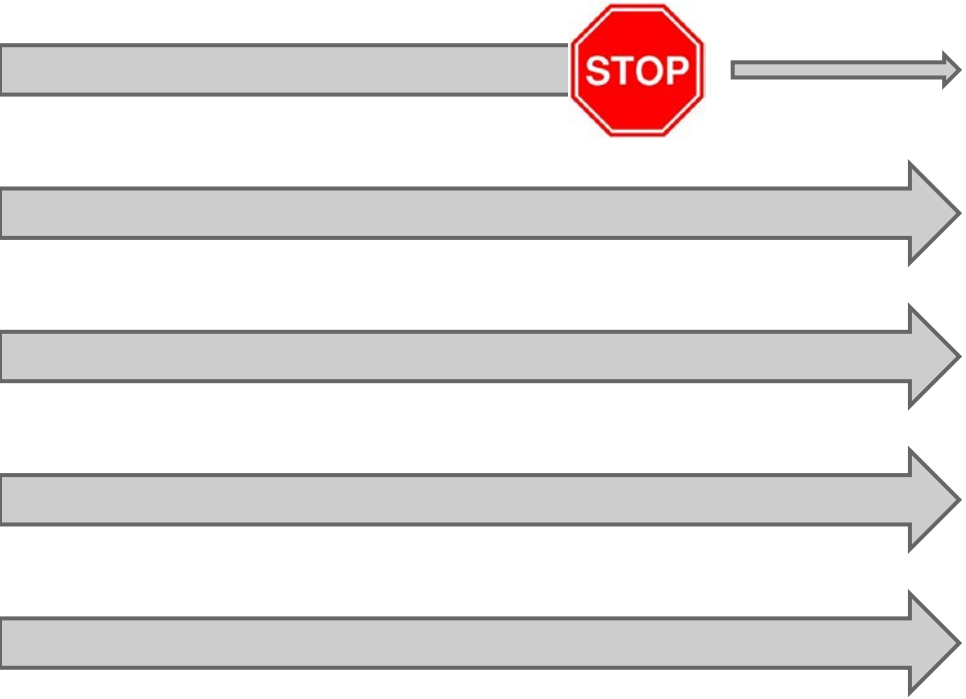
200 Art, Dev, Design

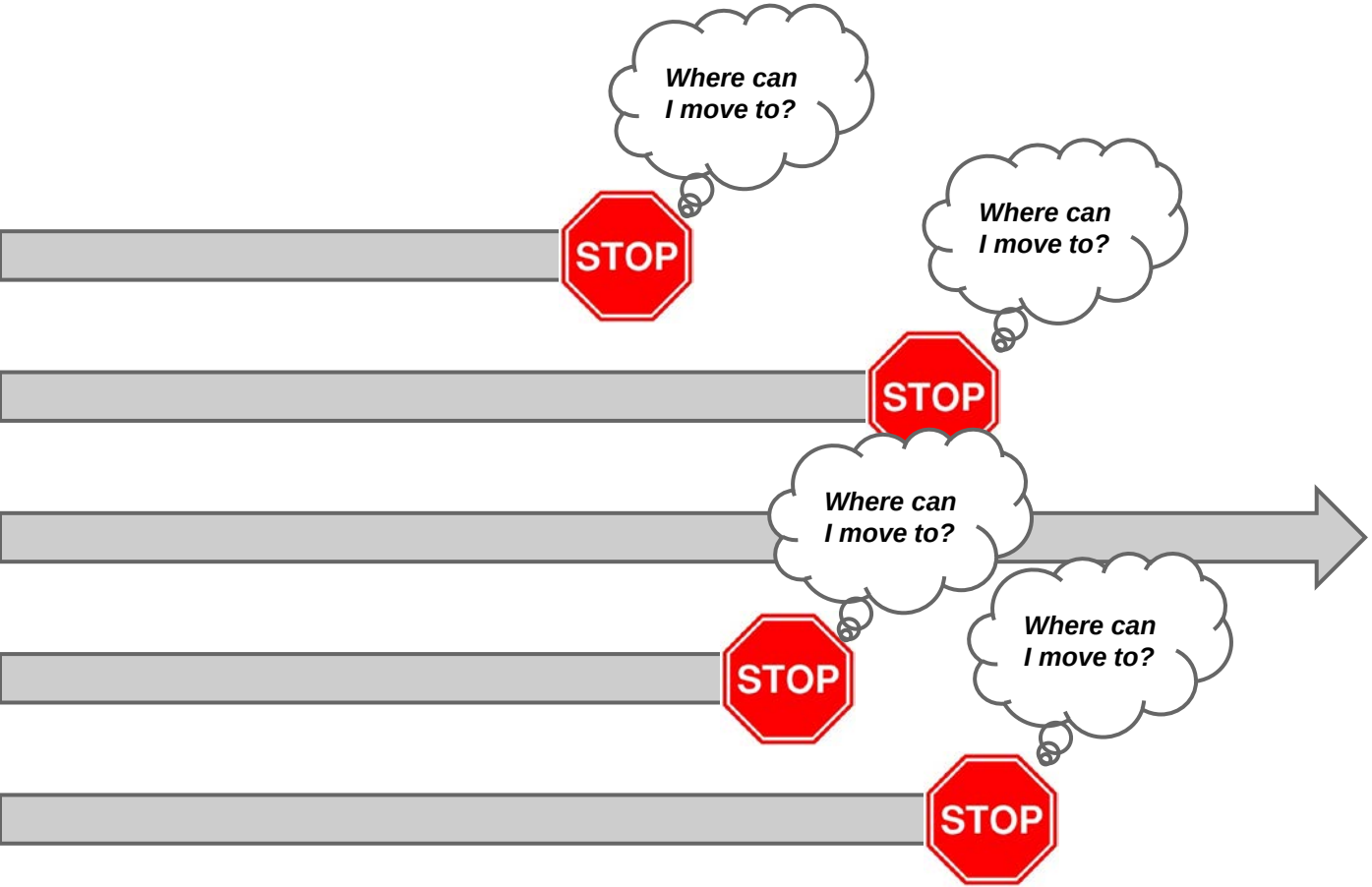
20 Game Teams

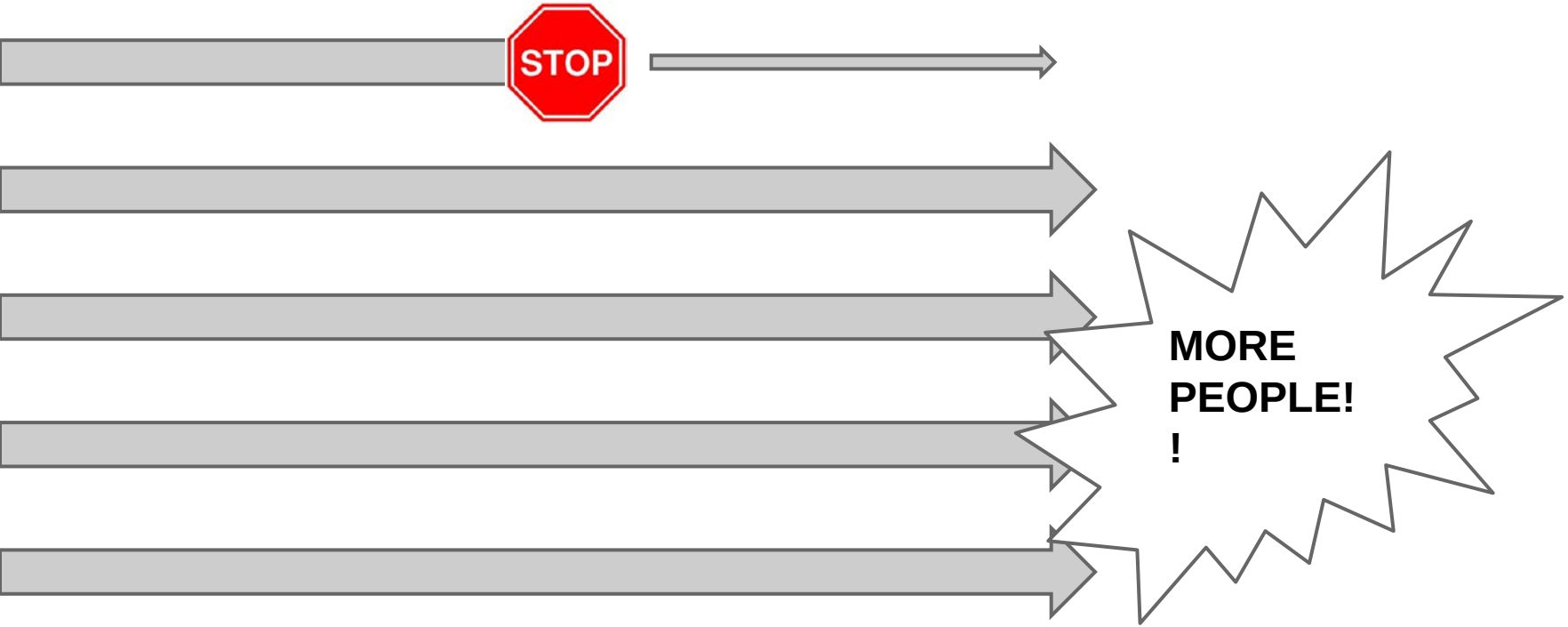

PROJECT 1
PROJECT 2
PROJECT 3
PROJECT 4
PROJECT 5


STOP

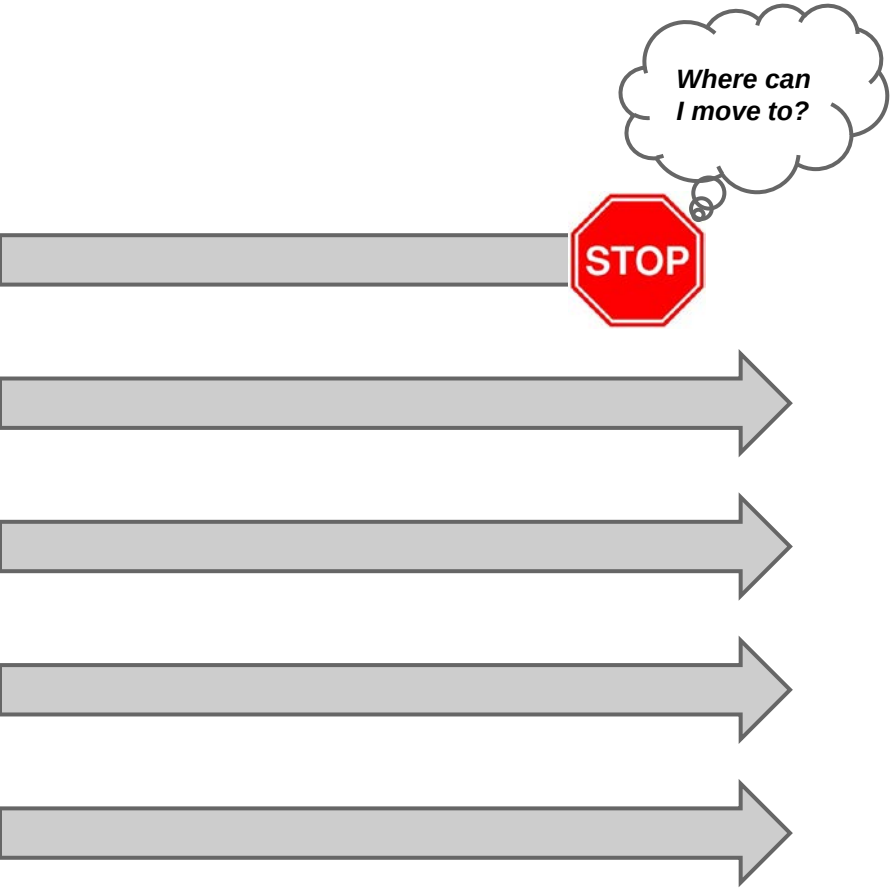

STOP
+People!
+People!


STOP


Where can I move to?
STOP
Where can I move to?
STOP
Where can I move to?
Where can I move to?
STOP
STOP


STOP
MORE
PEOPLE!
!

Resource
Waves


Where can
I move to?
STOP

Different Cultures,
Different Genres,
Different Tech

Generalists
vs
Specialists

Lab
Time

Lab
Time
(but not for too long)

Resource
Managers

#3
Killing
Games

Killing your
own idea

Can you be
Objective?

Discussion | Members | Events | Photos | Files

Search this group

Write Post | Add Photo / Video | Ask Question | Add File

Write something...

PINNED POST

Eesau Wooga
February 26, 2014

Attention MegaMatchers! We have now provided you with a new version of our game with a new UI solution. Please find your way to games.wooga.com and download away!

We are looking forward to your feedback!

Bugs: Report directly here!... See More

Like · Comment · 2

RECENT ACTIVITY

Tim Lossen
March 4, 2014

a big THANK YOU to everybody who gave feedback, participated in user tests and helped us to improve the game!!

MEMBERS 65 members

+ Add People to Group

DESCRIPTION

Post any questions, feedback or bugs right here and receive a friendly and speedy response.

Kno... See More

CREATE NEW GROUPS

Groups make it easy to share with co-workers about specific projects and topics.

Create Group

RECENT GROUP PHOTOS SEE ALL

Discussion | Members | Events | Photos | Files

Armin Feistenauer
March 17, 2014

Finally I also have to add my feedback. Did not read any other feedback posts so this might repeat stuff already brought up.
I'm not a platformer player myself. After loosing my 3 lives once or twice I stopped playing mario and other games.

The experience:
Inspired by your email I started playing with sound. Normally, I never play mobile games with sound. The first levels were great.
The sounds are relaxing, create great mood and transport the environment.
In combination with superb art this was very nice.

Bugs:
In level 8 (falling the first time) restarting due to dying did slow the game down to unplayability 9 out of 10 times. going back to map and selecting the level again did seem to work though.
Other than that I did not notice any technical bugs. Impressive!

Maps:
I like the art and growing challenge of the first levels. Also nice introduction of new features.
- Due to the cavelike map structure I don't know which of the different paths of a level I've already tried, so there is no huge reason to replay levels.
- They look like a lot of work, but it took me only 30-60 minutes to finish the first 10 levels and I wonder how you will create hundreds of levels
- Little to do: There is not very much to do except enjoying what is there

MEMBERS

+ Add Peo

DESCRIPTI

Hello Teste
Please pos
Adventures
See More

CREATE NE

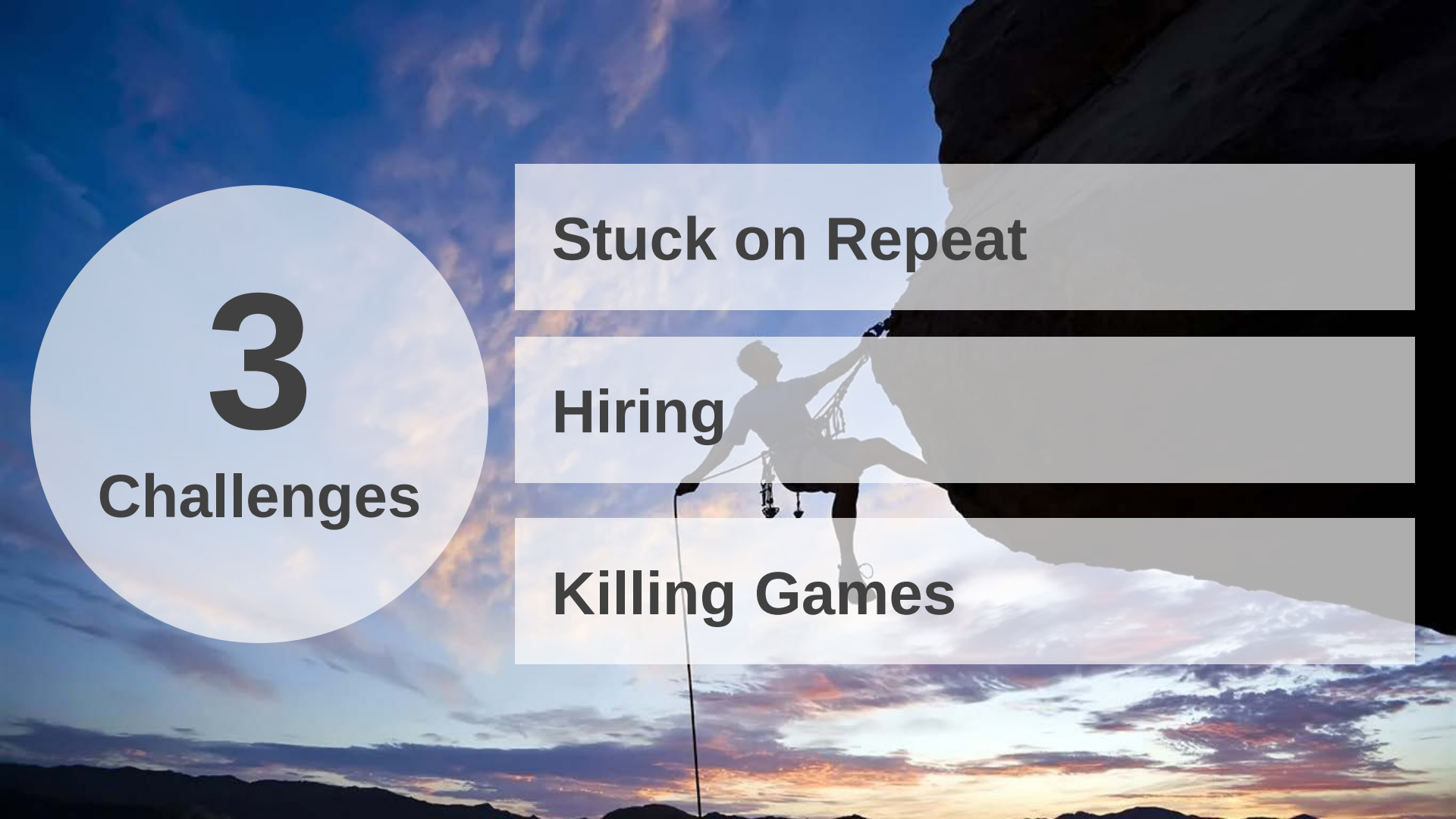
Groups mal
share with
about speci
topics.

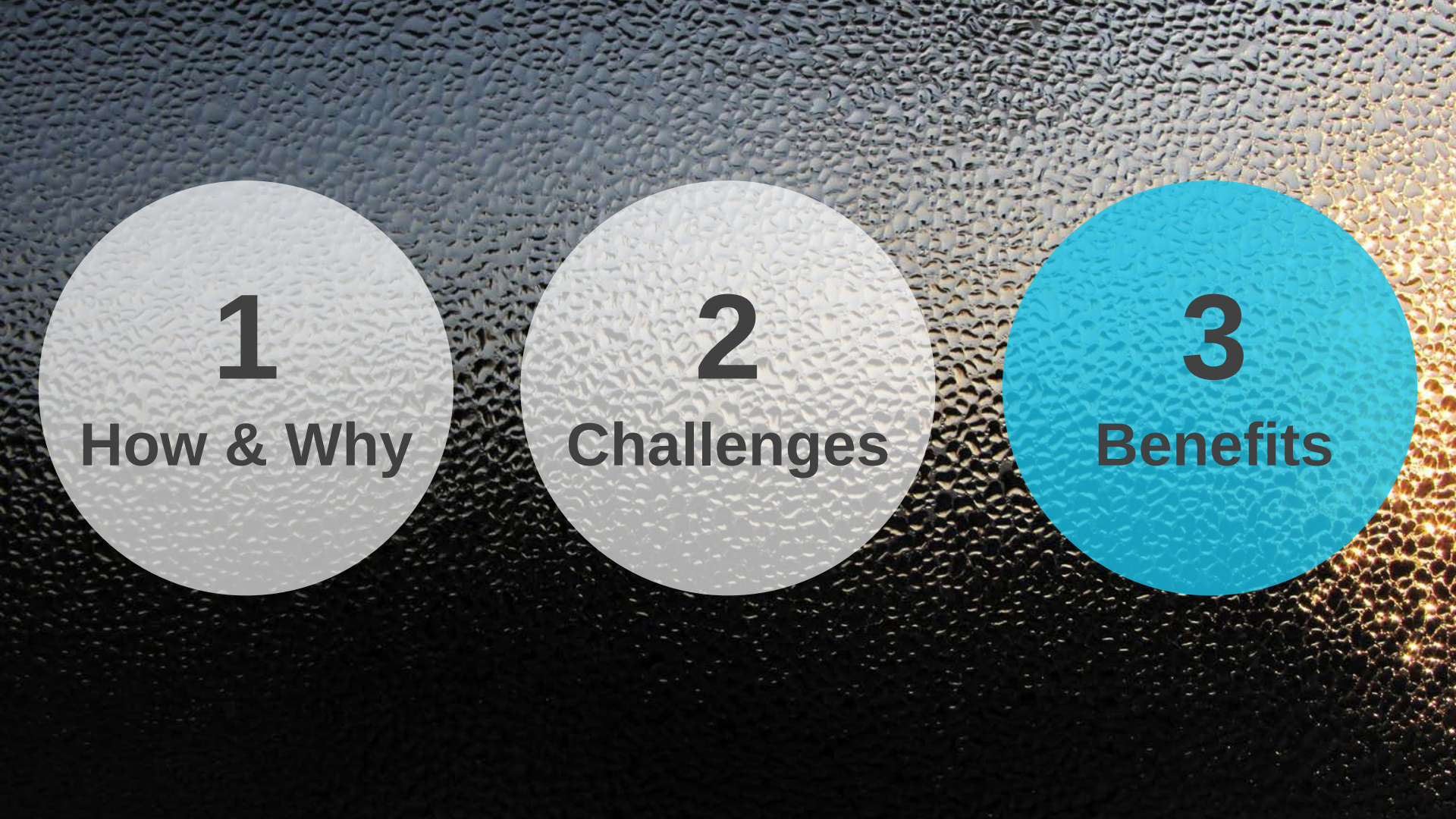
RECENT GF

7:52
X1
225
350
200
300
400
800
700
Others: 72. BattleContext: 0

Us
Against
Them

Failure is
Acceptable


3
Challenges
Stuck on Repeat
Hiring
Killing Games


1
How & Why
2
Challenges
3
Benefits

3
Benefits

#1
Adapting

Adapting to
Technology

HTML

iOS

Adapting to
New Genres

DIAMOND
DASH

Pearl's
Peril

12 Teams

8 Teams

#2
Politics

Meetings aren’t for Selling

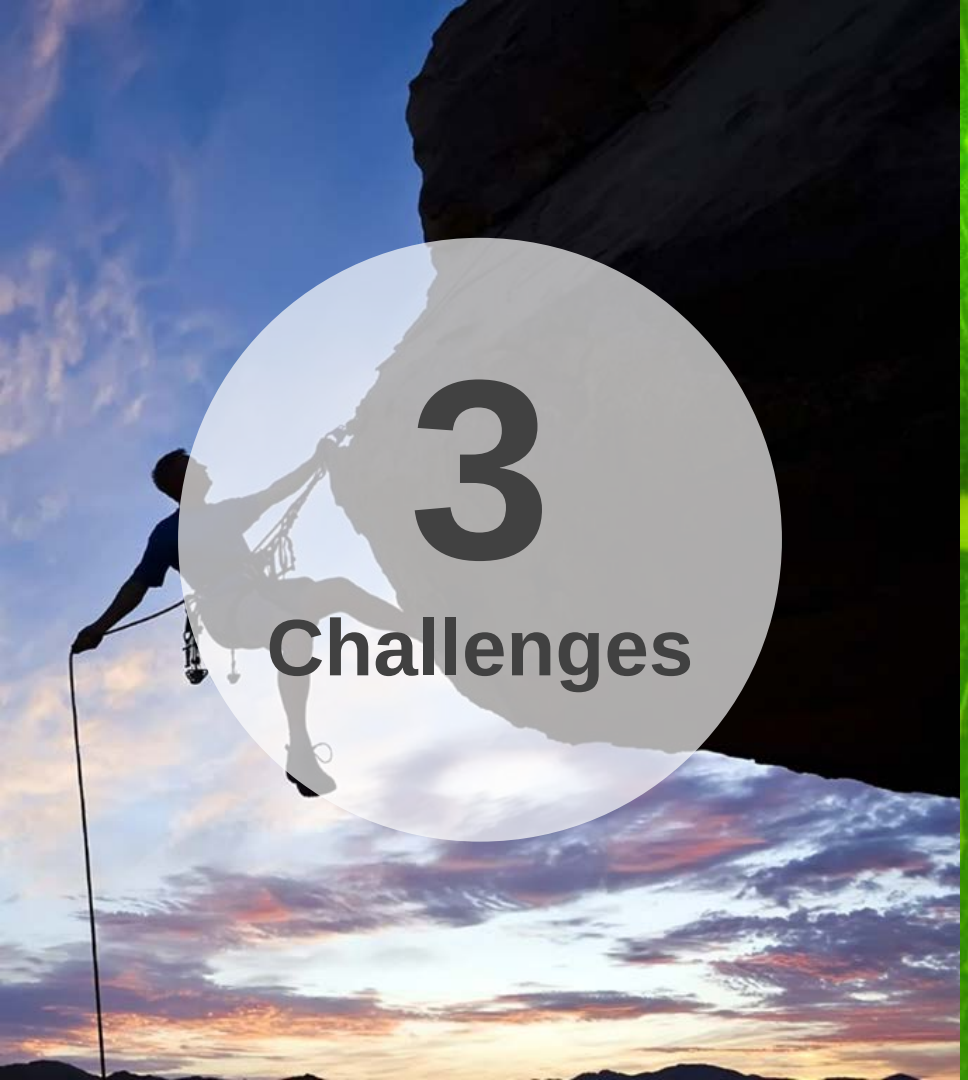
Executives
Influence,
Not Command

Pearl's Peril

#3
Ownership

Creative Control
Commitment,
Confidence
Quality

7:52
X1
225
350
200
300
400
800
700
Others: 72. BattleContext: 0



3

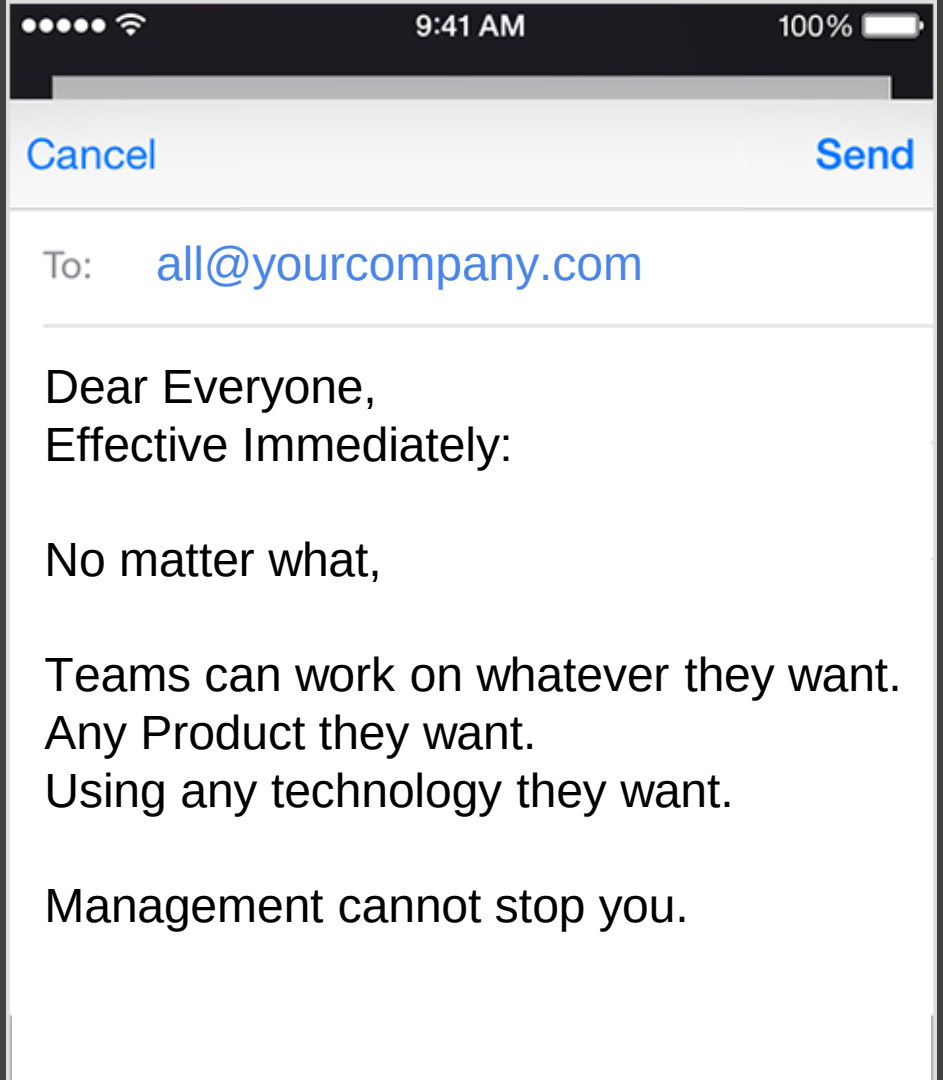
Challenges

3

Benefits

Reinventing
Hiring
Killing

Adapting
Politics
Ownership


9:41 AM
100%
Cancel
Send
To: all@yourcompany.com
Dear Everyone,
Effective Immediately:
No matter what,
Teams can work on whatever they want.
Any Product they want.
Using any technology they want.
Management cannot stop you.

It’s time to hit **send**.

Thank You!

Adam Telfer
Wooga GmbH

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mobilefreetoplay.com